

the GREENWOOD Chamber
Commerce
REPORT

www.GreenwoodSCchamber.org

Leading Businesses. Leading Communities.™

MAR. 2015

CALENDAR OF EVENTS

March

Thursday, 12th

*Women's Leadership Upstate
 Pre-Conference Event*

Friday, 13th

*Women's Leadership
 Upstate Conference*

Saturday, 14th

Lake Greenwood Clean Up

Thursday, 19th

Morning Blend

Tuesday, 24th

*Upstate Chamber Coalition
 Day at the Legislature*

Tuesday, 31st

*Member Focus Group
 on Future County Capital Projects*

April

Thursday, 16th

Morning Blend

Monday, 20th

*Member Focus Group
 on Future County Capital Projects*

Thursday, 23rd

Business After Hours

Women's Leadership Upstate Conference

Friday, March 13, 2015

Registration is now open for the 2015 Women's Leadership Upstate Conference, slated for March 13th at Lander University, which is being presented by Belk of Greenwood and Fujifilm Manufacturing U.S.A., Inc. The speaker line-up includes 18 dynamic individuals focusing on topics that relate to igniting your personal and professional future.

Morning Conference keynote speaker, Chakisse Newton, President of Columbia-based Cardinal Consulting, will present "Opening Doors With Your Personal Value Statement."

Closing keynote speaker Dr. Kittie Watson will wrap up the day with a session on "Listen Up: Ignite the Power to Succeed." Dr. Watson is the President of Innolect, and the former Chair of Communication at Tulane University.

A Pre-Conference event is also planned for Thursday, March 12th at 5:30 p.m. featuring a networking reception and presentation at



the Arts Center at the Federal Building on Confidence, Courage & Connections by Marnie Schwartz-Hanley. Schwartz-Hanley currently serves as a counselor for the Upstate with SC Women's Business Center and brings over 25 years of experience from a career in customer service, retail management, operations management, and entrepreneurship.

Registration is \$25 / person for the Pre-Conference and \$75 for the conference.

"Helping women become the leaders they aspire to be and helping them recognize how to accomplish their goals has motivated us to create this incredibly diverse, and speaker-rich, conference," said Kris Burris, Conference Chairwoman.

"We have speakers coming from around the East Coast to present a day filled with inspiration and ideas. I can't wait for our conference attendees to see what is in store for them!"

Sponsored by the Women's Leadership Council of the Greenwood Chamber, the professional and personal development conference features a dynamic theme of "Ignite! Your Potential. Your Career. Your Self." The 2015 conference is being planned by a steering committee led by Burris, director of Student Support Services at Piedmont Technical College.

"This is truly the only conference of its type in our region," said Angelle LaBorde, President and CEO of the Greenwood Chamber. "This year, we are able to deliver speakers, coaches and executives that are regarded on a national level to our conference in Greenwood. The most difficult decision is going to be picking out which breakout sessions to attend."

Workshop Sessions

- Mastering the Art of Business and Personal Networking
- Rethink, Reframe, Relax
- Put Up or Shut Up-Taking Charge of Technology in the 21st Century
- Exposing the Wonder Woman Myth To Make Choices That Matter
- Getting On Board: Positioning Yourself for A Seat At The Board Table
- Show Me the Money: Salary Negotiation for Women
- Choosing the Most Powerful Apps for Being the Most Effective and Successful—No Matter What Your Job!
- Fire Proof Your Retirement
- A Real Sisterhood: Developing Positive Female Relationships
- Communication Skills—How Your Non-Verbal Cues May Be Affecting Your Effectiveness
- Working With Millennial Employees in Cross-Generational Environments
- Why Women Must Own It: Communicating Confidence In the Boardroom and Beyond
- Design Your Life: Ignite Your Power, Purpose and Possibilities
- Create Your Life Mindfully

Learn more about the conference at www.WLConferenceSC.com



To Register for all Chamber Events:
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Upcoming Events

Lake Greenwood Cleanup SATURDAY, MARCH 14
 8:00 am - 12:00 pm

Over 200 volunteers will be needed for this year's annual Lake Greenwood Cleanup Blitz, set for **March 14th from 8:00 am until noon.** Community groups and other organizations are encouraged to participate.

Volunteers may sign up online by visiting www.greenwoodsc.gov or contacting Lake Management at (864) 942-8560.

In order to support and recognize the 200+ volunteers that will participate, the Lake Greenwood Steering Committee is accepting gift certificates, door prizes, or other items to thank and recognize the dedicated volunteers.

If your company is willing to donate an item, please contact Jeannie McCallum of Lander University at (864) 388-8053.

FEEDBACK NEEDED FOR CAPITAL PROJECT SALES INITIATIVES

The Chamber's Advocacy Committee is encouraging members to attend one of three focus groups on the topic of capital project sales tax initiatives.

Greenwood County Council may put a referendum before the voters to support one or more capital projects, most likely on the 2016 ballot.

Join us to learn about the referendum process and voice your suggestions for possible initiatives and projects.

Meetings are scheduled for:

- Tues., March 31, 8:15 a.m., Chamber Office
- Mon., April 20, 4:00 p.m., Chamber Office
- Tues., May 19, 8:15 a.m., Location TBD

COMING WITH LEGISLATORS AT DAY AT THE LEGISLATURE

Chamber members are invited to join members of the Advocacy Committee at the Upstate Chamber Coalition's Day at the Legislature on Tuesday, March 24th, presented by GSP Airport.

The day will begin with House caucus meetings at 11 a.m. followed by House and Senate sessions

at noon. An afternoon reception is scheduled at the First Citizens Café from 5:00 – 6:30 p.m. with Upstate legislators (\$20 / person).

To attend or for more information, contact Angelle LaBorde at (864) 223-8431, ext. 226.

TOTAL RESOURCE CAMPAIGN: BUILDING OUR COMMUNITY



The Total Resource Campaign (TRC) is the Chamber's annual volunteer-led campaign that offers members exclusive marketing opportunities to promote their products and services to the community.

Volunteer teams forming now!

TRC volunteers also recruit new companies into the Chamber.

TRC Volunteers will reach out to all chamber members to discuss a variety of marketing tools including sponsorships and advertising.

Many of our event sponsorships sell out quickly such as Super Networking Night, Grape Stomp Wine Walk, and Business After Hours. Advertising opportunities include the Chamber e-blast and the Commerce Report.

This year's TRC has several new additions including new sponsorships for ConnectYP, the Morning Blend, and the SC Festival of Flowers.

WELCOME NEW MEMBERS!

Animated Concepts, LLC
Angela Sprowl
 (803) 992-3194
 Category: Advertising & Marketing

Gray Marketing and PR
Ellesor Holder
 (864) 910-1595
 Category: Advertising & Marketing

Carolina's Accredited Chamber

Connections	Advocacy	Community
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Too often, businesses try to go it alone, but *smart businesses* know that there is strength in numbers. Return on investment is a part of our business model, so the Chamber focuses on providing programs and services tied to what our members value the most.

Chamber News

MEET CHAMBER AMBASSADOR - DANIELLE FIELDS

A banking officer and relationship manager at Countybank, **Danielle Fields** is used to networking. This gift makes her a natural fit as one of the Chamber ambassadors. Along with networking throughout the community, Fields works to develop and maintain Chamber membership, as well as promoting chamber initiatives and events.

While working as an ambassador, Fields has also been able to market herself and the work that she does with Countybank, where she has worked since 2010, increasing her profile in the community and strengthening her relationships with current and potential customers.

Her time as an ambassador has also allowed her to create relationships with the Chamber staff, Chamber members, and other volunteers who work within the community. Fields says that

interactions with those individuals are what she loves most about working with the Chamber.

Fields says a typical day as a relationship manager at involves "customer loans, personal and business checking accounts, and customer service. Any given day can involve ordering a debit card to refinancing a home."

A Connect YP Under 40 Star in 2014, Fields graduated from Lander in 2007 and also serves as the Public Relations chair of the Kiwanis Club.



Danielle Fields
Relationship Manager
Countybank

Event Recaps

WOMEN'S Leadership COUNCIL MONDAY FEB. 1

Presented by: Covidien



CONNECT FRIDAY FEB. 13

Presented by Eaton Corporation, Hydraulics Group



LEGISLATIVE BREAKFAST FRIDAY FEB. 27

CenturyLink was the presenting sponsor of the 2015 Chamber Legislative Breakfast. Legislators discussed pertinent legislation with members of the business community.

Pictured are members of Greenwood's Legislative Delegation with representatives of CenturyLink.



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Business After Hours



Mingle Sip Sample

**Thursday, March 26th
5:30 pm - 7:30 pm**

Presented by:

STERLING HOUSE
BROOKDALE SENIOR LIVING
1408 Parkway Road
(off of West Alexander)

Co-Hosted with:

Ashley Place 

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Niki Haley
State of South Carolina
1205 Pendleton St Ste 100
Columbia SC 29201-3750



RSVP:

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Morning Blend

**Thursday,
March 19, 2015**

**7:45 am - 8:15 am
Breakfast/Registration
8:15 am - 9:30 am
Program**

**American Legion
806 Calhoun Ave.**

**Members - \$15
Non-Members - \$20**

RSVP:

Fiely@GreenwoodSCchamber.org

Undiscovered SC: New Tourism Opportunities



Duane Parrish
*Director of SC Parks,
Recreation & Tourism*

Parrish has dedicated more than 35 years of his professional career to the hospitality industry, including extensive experience in hotel property management and development throughout South Carolina. He was appointed to his current cabinet position by Governor Nikki R. Haley in January 2011.

Prior to his appointment as Director of SCPRT, Parrish served as President of the Premier Hospitality Group and was responsible for all daily operations, with oversight of various other divisions including development, human resources, accounting, and real estate sales. He is highly active in tourism organizations around the country and currently serves as Chairman of the Board of Directors for Travel South USA, a regional marketing organization that promotes 13 Southeastern states.

Domestic travel is a key industry in South Carolina. In 2013, domestic travelers spent \$11.5 billion on transportation, lodging, food, entertainment, recreation and incidentals, with over \$472,000 million being spent in Greenwood. For additional tourism facts and figures, visit www.scprrt.com.

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