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February 2010



Quarterly Newsletter of the
High Point Chamber of Commerce

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Chamber recognizes achievement

High Point's business leaders assembled for the Dawn of a New Beginning at the Chamber of Commerce Annual Meeting held at High Point Country Club. The meeting honored three of the area's leading citizens, along with some of its most enduring businesses.

Dr. Don Cameron, President of GTCC, was awarded the Chamber's highest honor as the BB&T Distinguished Citizen of the Year. The recently-retired Voice of High Point, Max Meeks, was presented the special Champion of Free Enterprise Award and Janette McNeill, Dean of GTCC's High Point Campus, earned the Transtech Pharma Volunteer of the Year Award.

In addition, the 300 business and community leaders saw the passing of the gavel from outgoing Chamber of Commerce Chairman Charles Cain to 2010 Chairman Owen Bertschi.

Chamber President Tom Dayvault recognized High Point businesses celebrating significant milestone anniversaries of 50 years or more. Honored for 50 years of service





Enjoying the High Point Chamber's 2010 Annual Meeting were (from left) Owen Bertschi, 2010 Chamber Chairman, Dr. Don Cameron, High Point's Distinguished Citizen of the Year, Janette McNeill, Volunteer of the Year, Max Meeks, winner of the Champions of Free Enterprise Award, and Charles Cain, outgoing Chamber Chairman.

were Adams Wood Turning Company, Armored Protective Services, B & C Associates, Brown Investment Properties, Samet Corporation and Varner Electric Company. Celebrating 75 years were Floral Gardens Memorial Park, Mirro-Products and United Way of Greater High Point. The Chamber saluted L. M. Berry & Company for 100 years of continuous service to the people of High Point.

Charles Cain reported that he began his year as Chairman with two goals – fulfilling the Chamber's mission as champions of free enterprise and leaving the Chamber in a strong financial position. He detailed the Chamber's positive activities during 2009 to benefit its membership as well as the community through the Chamber

ANNUAL MEETING, PAGE 3

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PRESIDENT'S REPORT

"Dawn of A New Beginning"

As we kickoff a new decade and start a new Chamber year, the theme of our 2010 Chairman, Owen Bertschi, is more than just words ... it must be our rallying point.

No one will debate that 2009 was a challenging economic year. It impacted all of our members ... both large companies and small businesses. No one was immune. Thanks to the excellent leadership of Charles Cain, our Chamber had a financially successful year ... unlike countless Chambers across the country. What you might not know, is that our Board of Directors felt strongly about not dropping any members simply because, they stated, "we just have to cut back." What we did was let them know that they are still members. That if the Chamber could not stand by them in tough times ... then we're not the Chamber we want to, or should be. The staff and our excellent volunteers worked even harder to help our members be successful.

As Owen stated at our Annual Meeting, America has learned what is really important, while we are still in very challenging economic times, we have learned that success is not measured by money ... it's about people. As Owen stated, "last year we were reminded that true character can only be seen in times of adversity."

In 2009, we were reminded that free enterprise is the true cornerstone of our democracy and that our mission as "*Champions of Free Enterprise*" is not just a slogan. It's more important than ever and job creation is paramount to our success as a community.

Job creation appears to be a



popular theme with everyone these days. No wonder ... our state chamber revealed data from a recent national poll indicated that 80% of America feels that jobs and the economy are the top priority. No other single issue had any significance.

Another alarming fact that was recently revealed by our state Chamber was that over the last ten years, our state's population increased by 1.5 million people and the net growth in jobs was only 300. We have lost as many jobs as we've created. These two numbers do not equate to prosperity and simply put ... the Chamber's role is more important than ever.

In this issue you will also see that we have published a "*pull out*" section of elected officials that represent us on a local, state and national level. As the poll indicates, they will all be talking about the importance of creating jobs. It must be more than campaign rhetoric. As a Chamber, we will push for every elected official to ask themselves when looking at every proposed bill, policy or regulation ... will this strengthen free enterprise and create jobs.

We ask that you keep the

legislative "*pull out*" section and write, e-mail or call your elected officials to insure that they keep job creation at the forefront.

In this edition, you will continue to see the section entitled "Without Business ... Nothing Works." Especially in High Point, every chartable and non-profit organization owes its very existence to business. In a time when the media continuously connects the words "greed" and "corrupt" with business, we must never forget that successful business is the very soul of our community. High Point has an unbelievable heart for corporate giving ... unlike any other place I know of. It's a truly magnificent trait and our community business leaders all wear "white hats."

You will also see a new section on new trends in the business world. Rich Smyre, one of our country's leading futurists and a friend for many years will update us on emerging trends. Our society and technology are changing so rapidly. I feel that our chamber has a responsibility to update our members and the community whenever possible.

Our chamber is committed to be one of the architects that build a future of promise and prosperity for High Point and the Triad region. Our Board has adopted new strategies to address regionalism, united business campaigns, and entrepreneurial initiatives ... all to create jobs for the future. It's been our top priority for years and will be the key for "The Dawn of a New Beginning."

Tom W. Dayvault
 President and CEO

CHAIRMAN'S LETTER

Let's get to work

First of all let me say that I am honored to be chosen to lead your High Point Chamber of Commerce during 2010. It is a humbling experience to follow in the footsteps of High Point business leaders like Charles Cain, last year's Chairman.

High Point is my adopted home and it's been a privilege for our family to do business here for 40 years this April. My pledge to you as your Chairman is to do everything I can to make High Point an even better place to live, work, play and conduct business.

For more than 90 years, your High Point Chamber of Commerce has served this community as a vigilant and steadfast champion of free enterprise. With 2010 comes a new decade, and it is not without its challenges. We have just come through one of the most difficult financial years since the 1930s. No one has been immune from the recession, from our business owners facing declining revenues to families who have lost jobs.

We prevailed through these hard times because of the realization that we were all in the same boat, combined with a hope and belief that the American spirit would rise again and that times would get better.



As we rebound from a distressful year, the need for a strong vibrant champion of free enterprise is greater than ever.

The lessons from 2009 have been learned. Now we are at the dawn of a new beginning.

Let's get to work!

Owen Bertschi
Chairman

Annual Meeting Continued

FROM PAGE 1

Economic Plan and its "Buy Local" campaign and launching the planning for a new business incubator. The Chamber was also active in promoting pro-business legislation among area lawmakers, launched Free Enterprise Today in conjunction with the High Point Enterprise, and donated used computers to GTCC to be refurbished and presented to graduates of the GED program.

The Business Vision Center was the setting for a number of meetings involving outside groups,

including an important N.C. Metropolitan Mayors Association meeting. Another class successfully completed the Chamber's leadership development course Leadership: High Point.

Internally, Cain said the Chamber focused on strengthening its bottom line, just as all businesses did last year.

A new membership category was created of Platinum Investors, and Cain singled out the charter Platinum Investors for well-deserved recognition – Banner Pharmacaps, BB&T, City of High Point, Cornerstone

Health Care, Dixon Hughes, High Point Bank, High Point Regional Health System, High Point University, North State Communications, Polo Ralph Lauren and Wachovia.

Also recognized were presenting sponsors for the day's activities High Point University and North State Communications, along with corporate sponsors Banner Pharmacaps, Duke Energy, Piedmont Natural Gas Company, Thomas Built Buses and Walter Robbs Callahan & Pierce Architects.

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IMPORTANT UPCOMING EVENTS

Thursday, March 18

Business After Hours

Tuesday, April 27

Economic Summit

Visit www.highpointchamber.org for more information

10 minutes with...Max Meeks

Max Meeks, the legendary veteran WMFR radio announcer, retired from his morning show on January 1 after more than a half century in the business. He recently received the Chamber's Champion of Free Enterprise Award.

FET: Max, what have you been doing since you retired?

Meeks: I've been relaxing and taking it easy. My wife, Nancy, and I have been enjoying meals out together. Being able to enjoy breakfast with her is an unusual treat. I'm sleeping a little bit later and enjoying not having to listen for an alarm clock to wake me up. Now I just let nature take its course.



FET: What do you miss about the routine?

Meeks: Most of all I miss the people. I always enjoyed

communicating with people. I just like being in touch with people. I enjoyed that aspect most of all and that's what I miss.

FET: Did you always aspire to work in radio growing up?

Meeks: It never crossed my mind. I never even thought about it. In fact I planned to teach history at a small college. I just fell into radio when I was in college. The Junior League of High Point started a Community Radio Council and a friend of mine encouraged me to get involved with it. We wrote scripts and planned programs that stations carried. Frank Lambeth, who owned WMFR, heard one of the shows and

asked me to fill in for an announcer who was on vacation. Two weeks later he offered me a permanent job so that's how I backed into radio.

FET: What made your show so appealing?

Meeks: I don't know that I would be a good judge of that, but what I always strived for was conversation. I could picture a family eating at the breakfast table, or someone driving to work. I didn't think about hundreds or thousands of people. I thought about talking to individuals about things they would be interested in that were happening in the community. I never

considered myself an entertainer or putting on a show. I was just communicating with people.

FET: What advice do you have for High Point's business community today?

Meeks: My advice would be to become involved. We have so many benefits that we have inherited. We have a responsibility for the type of community we pass along to our children and grandchildren. We are a step along the way in the development of a community's history. I would encourage today's business leaders to become interested in and involved with that process of community growth.

Without Business Nothing Works

Salvation Army depends on business

For the Salvation Army to be able to do its job in High Point, Captain Tony Perez says, "Business support has been very critical to our well-being."

As an example, the Salvation Army's Commanding Officer points to a room in their shelter that was totally remodeled thanks to a gift from BB&T.

It's the gift, Perez says, that keeps on giving.

Demands on the Salvation Army have been great in recent times, particularly since the earthquake in Haiti. The Salvation Army has had a presence in Haiti for more than 60 years, Perez says. The

Army has over 700 personnel in the country to assist with the latest crisis.

They have been busy rebuilding a school attended by more than 1,500 students and installing new water filtration systems throughout the area. To date more than \$14,000 in contributions has been collected through the Guilford County Salvation Army to be used to help in Haiti.

Regardless of the current crisis, the needs that can be served by the Salvation Army are always great. So too is the need for contributions, especially from the business community.

The most visible signs of the



Capt. Tony Perez

Salvation Army's good work in High Point can be found at the agency's shelter and the Boys and Girls Club. Perez said the shelter has provided more than 59,000 meals and 16,000 nights out of the cold for area citizens. The Boys and Girls Club welcomes 40 to 50 children a day for healthy, enriching activities.

Businesses can contribute in several ways to this worthy non-profit organization. The Salvation Army sends regular requests through the mail for donations. In addition, the Women's Auxiliary sponsors a major fundraising furniture sale annually and the family store sells gently used items to raise funds.

Business leaders are also needed to serve on the local Chapter's 31-member Advisory Board, which provides recommendations on local needs that need funding.

Perez pointed to other examples of ways businesses are supportive of the Salvation Army. American Express provided employees with

time off to volunteer to help. Wal-Mart employees helped with the agency's Christmas distribution. City Transfer often provides assistance with 18-wheel vehicles needed to transport needed products. And the High Point Community Foundation helped fund a computer lab at the Boys and Girls Club.

Perez encourages business leaders to continue to be mindful of the community needs, and to be generous in their support through donations of time, goods and financial support.

"Because of business," Perez says, "We are able to carry out our mission."

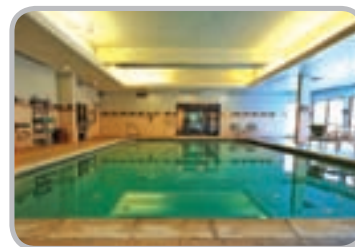
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Leadership: High Point

Trains future leaders

The class of 2009 gathered recently on the campus of High Point University to celebrate completion of the High Point Chamber's Leadership: High Point program.

The community leadership development program is designed to identify and prepare citizens to expand their leadership roles and increase their knowledge of the High Point community.

The class of 2010 meets one day per month from February to November at locations across the City.

Jeff Horney of Mirro Products, a Leadership: High Point alumnus and past chairman of the Chamber, found the program very beneficial.

"Even though I am a High Point native," he says, "I was exposed to so much of the inner workings of the city that were new to me. And I made many good friends and contacts with whom I continue to volunteer and socialize today."

Jeff Miller of High Point Regional Health System, another graduate and past Chamber chairman, has enrolled a staff member in the program every year since its founding in the 1980s. "It is a great way to introduce our people to the community, and we have yet to have a participant give the program anything but great rating. Most have gotten involved in the community after they finish."



Leadership: High Point Class of 2009

The program is designed to provide High Point with a mechanism for training and developing a pool of knowledgeable leaders

by providing them with insight as to how High Point functions as a community – politically, socially, economically, and culturally. The

program's goal is to motivate, educate and prepare participants for leadership service to our community.

For more information about Leadership: High Point contact Freddie Crabtree at the Chamber office, 336-882-5000 X224.



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Toll Free: 800-685-8916

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336-631-5125



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Web site:
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LISA VIERLING

City Clerk
336-883-3536



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Mayor

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High Point NC 27265
883-6865 (Home)



Foster Douglas
Ward 2

309 S. Scientific St.
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454-6150 (Home)



Michael D. Pugh
Ward 3

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High Point NC 27260
861-7653 (Work)
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Bill Bencini
Ward 4
Mayor Pro Tem

1412 Trafalgar Drive
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859-2052 (Work)
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Ward 5

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Computers Presented To GED Graduates

More than 90 students successfully completed GTCC's GED program and were awarded personal computers during fall graduation exercises in 2009. The PCs for GEDs program is a cooperative effort between the High Point Chamber of Commerce and GTCC. The computers were donated by High Point area businesses and refurbished by GTCC IT students.

Since the program was launched in 2001, more than 900 computers have been presented.

Before being presented to graduates, the computers are tested, restored to operational status and loaded with a Windows based operating system and other support programs by students in the Information Technology Department at GTCC. Through their participation, students experience hands-on operational training that many of them will encounter in their careers following completion of the program. They have the opportunity to learn troubleshooting techniques first-hand by disassembling computer components, replacing various peripherals and components, reassembling the processor and conducting final testing.

Sponsors of the Fall, 2009 awards were High Point



Partners, Country Legends 98.3 and Polo Ralph Lauren.

The very successful and nationally recognized PCs for GEDs program was started by the Leadership: High Point Class of 2001 as

an incentive for adults in High Point to return to school and earn a General Educational Development diploma. The program was recognized by the North Carolina Community College Adult Educators Association with its

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New Directors Join Chamber Board

The High Point Chamber of Commerce Annual Meeting featured the passing of the gavel from 2009 Chamber Chairman Charles Cain of Banner Pharmacaps to 2010 Chairman Owen Bertschi of Crescent Ford.

The meeting also was a transition time for the Chamber Board of Directors, as several members retired and others joined the Board.

Retiring from the Board of Directors were Al Adams, Adams Financial Services; Frankie Jones, B & C Associates; Zaki Uddin Khalifa, Zaki Oriental Rugs; Tom Terrell, Smith Moore Leatherwood; Margaret Thompson, Dixon Hughes and Jane

West, North State Communications.

Thanks to all these business leaders who have volunteered and unselfishly given of their time in many years of service to the High Point community.

Joining the Board of Directors will be Kelly Sain, BB&T; Deena Qubein, McNeill Lehman; Hayden McKenzie, North State Communications; Braden Covington, Harriss & Covington Hosiery Mills and Dr. Grace Terrell, Cornerstone Health Care.

The Chamber welcomes these champions of free enterprise and looks forward to their leadership.

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Scenes from Business After Hours

High Point University hosted the festive Business After Hours holiday reception at its Plato S. Wilson School of Commerce. These quarterly events provide excellent networking opportunities for Chamber members. The receptions are held at the end of the business day to allow for casual business conversations and connections. Business After Hours evenings are mini-trade show opportunities for sponsoring companies to display their products and services to the High Point business community. The Chamber expresses its appreciation to sponsors Cheerwine, R H Barringer, High Point University and High Point Manor.



Thank You for Your Renewals

Hamilton Properties
 Decorative Magic Wallcovering
 A&M Crane & Rigging, Inc.
 The Arc of High Point, Inc.
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Unity Builders

Doug Page of NewBridge Bank and Bobby Smith of United Way of Greater High Point joined Terry Young and his colleagues to officially open Unity Builders.



Precious Hands

Connie Allen did the honors as her colleagues from Precious Hands celebrated the Grand Opening with Barry Ingram of the High Point Chamber.



Premier Home Health

A group of well wishers gathered at Premier Home Health to celebrate the grand opening ceremonies. Shown here are Chris McCoy, Roger Sims, Maxine Salazar (PHHC), Trisha Foust (PHHC), John Blair, Tom Dayvault of the High Point Chamber and Justin Hoke.



Jolley Designs

Carol Jolley, David Jolley and Tom Dayvault celebrate the Grand Opening of Jolley Designs.

FUTURE TRENDS

IDENTIFYING WEAK SIGNALS: Preparing Local Areas for Community Transformation

BY RICK SMYRE

PRESIDENT OF CENTER FOR
COMMUNITIES OF THE FUTURE

Weak signals are emerging ideas, inventions, discoveries and innovations that are not yet trends, but have the potential to impact local areas within 3-5 years.

Weak Signal One – Mashups

Mashups means connecting disparate ideas, services, technologies and processes. The first well known “mashup” was the Wii game platform that combined the principles of interactive games with the principle of the acceleration of a car. It took Japanese scientists four years to engineer this

mashup, but the outgrowth of this innovation was the Wii and children and adults left the sofa to play Wii, and, in so doing, started to exercise as well as have fun.

Weak Signal Two – Instant Manufacturing

In order to bring a new product to the marketplace, you used to need plenty of money for research, design, development and manufacturing. The turnaround time from new product idea, to new product hitting the market place could be as long as two years. But the digital age, and the increasing dominance of the Internet in the business world is changing everything.

Weak Signal Three – Smart Fabrics, Intelligent Clothing

Smart fabrics and intelligent textiles - material that incorporates cunning molecules or clever electronics - is thriving and European research efforts are tackling some of the sector’s toughest challenges. Clothes that monitor your heart, measure the chemical composition of your body fluids or keep track of you and your local environment promise to revolutionise healthcare and emergency response, but they present tough research challenges, too.

Weak Signal Four – Philips DirectLife: Test Driving the Networked Body (from Fast

Company)

The 3-D accelerometer has transformed mobile gaming (hello, iPhone), console gaming (thanks, Wii!), and now...fitness? The tech that accurately measures your movements has birthed a new generation of health monitors that track your daily activity and present it through a data-rich Web site. The big question: Can all that data be translated into a healthier lifestyle?

Weak Signal Five – Developing a Future Forward Workforce

The Center for Communities of the Future is working with Norma Owen, President of Avadon, LLC, in Dallas, TX,

to design and facilitate a new approach to workforce development in the country.

We live in a time of historical and economic transition from an Industrial Age based on hierarchies, standard outcomes, and predictability, to one based on interlocking networks, multiple answers, ambiguity and uncertainty. One of the greatest challenges for local regions is to help prepare for a workforce that has the capacities to be effective in an economic environment where, for the first time in history, there are three different types of economies integrated and operating in parallel at one time.



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