



Charlottesville Regional Chamber of Commerce

*"... dedicated to representing private enterprise, promoting business
and enhancing the quality of life in our Greater Charlottesville communities."*

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CHAMBER ANNOUNCES INNOVATIVE WORKFORCE TRAINING PARTNERSHIP WITH PIEDMONT VIRGINIA COMMUNITY COLLEGE AND THE “CHAMBER BUSINESS ACADEMY” WORKSHOPS

(Charlottesville, Virginia – February 11) The Charlottesville Regional Chamber of Commerce today announced that it has entered into an innovative workforce training partnership with Piedmont Virginia Community College and the Chamber’s *“Chamber Business Academy.”*

“The *‘Chamber Business Academy @ PVCC’* is a pioneering new endeavor,” said W. Rod Gentry, Regional Executive of Union Bank & Trust who serves as 2010 Chairman of the Chamber Board of Directors. “Through this innovative collaboration between Greater Charlottesville’s community college and our area’s leading business and civic organization, Chamber member enterprises and citizens of our community will now better benefit from our two institutions jointly offering and marketing education & training classes to regional employers.”

“At PVCC we’re excited about this inventive new collaboration – bringing business and enterprise closer together with our college to help build a better equipped regional workforce,” added Dr. Frank Friedman, President of Piedmont Virginia Community College. “We believe in working together with partners such as the Chamber of Commerce to bring the best education and workforce services we can deliver to our community.”

The *Chamber Business Academy* evolved through the efforts, and was established by, the Charlottesville Regional Chamber of Commerce as a leading member service for Chamber member enterprises – businesses, non-profit organizations and institutions – providing business technical assistance, professional and personal development.

Beginning this spring, the Chamber, in collaboration with PVCC, is offering workshops at PVCC. When PVCC’s new *“Stultz Center for Business & Career Development”* is ready later in the spring, the *“CBA @ PVCC”* workshops will be held there. (The Stultz Center is located in the former Monticello-Charlottesville/Albemarle Visitors Center on Virginia Route 20.)

– more –

Piedmont Virginia's new Stultz Center for Business & Career Development encompasses about 10,000 square feet of instructional space including five classrooms and a conference room. The Center is also fitted for computer access and has state-of-the-art video-conferencing capabilities.

The *Chamber Business Academy* offers programs in an array of areas including: sales, marketing, customer service, management skills, financial management, human resources relations, communications, computer skills and others. *CBA* workshops and seminars are designed to be relevant, accessible and affordable for owners, managers and employees of any business and other performance-based enterprises. The *CBA* is a workforce development tool for Greater Charlottesville enterprises; helping to build a stronger overall workforce in our community. Enterprises participating in *Chamber Business Academy* programs note the benefit of higher employee retention, better leadership and better work performance.

During the January – June “semester” there will be thirteen (13) Chamber Business Academy workshops. Many of the CBA workshops will be held at PVCC, both in the main building and, beginning in April, in the new Stultz Center for Business & Career Development. Attached is a copy of the CBA's full semester offerings. PVCC and Chamber officials anticipate that most of the future workshops will be the “CBA @ PVCC” in the Stultz Center. All CBA class offerings are listed at: <http://www.pvcc.edu/cba>. Workshop descriptions are available on the Chamber website: www.cvillechamber.com. ALL CBA WORKSHOPS' REGISTRATIONS ARE MADE THROUGH THE PIEDMONT VIRGINIA COMMUNITY COLLEGE SITE – <http://www.pvcc.edu/cba>.

The Charlottesville Regional Chamber of Commerce is dedicated to representing private enterprise, promoting business and enhancing the quality of life in the Greater Charlottesville communities. Founded in 1913, today the Chamber has 1,000 member enterprises employing more than 45,000 men and women in Greater Charlottesville, representing an estimated total payroll of more than \$1.3 billion a year.

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Attachment: Chamber Business Academy workshops, January – June schedule



2010 Chamber Business Academy

January-June Course Schedule

Date	Program	Location	Time	Cost
January 19 Lunch & Learn	Microsoft Windows 7 -Mark Watlock	Chamber Office	Noon- 1:30pm	\$15 Chamber members \$20 nonmembers
January 26	Excel Formulas and Functions 2003 - Mark Watlock	The Cavalier Inn	9-12 noon	\$45Chamber members own laptop \$55, who rent a laptop \$60 nonmembers w/own laptop \$70 nonmembers rent laptop
January 26	Excel Formulas and Functions 2007 -Mark Watlock	The Cavalier Inn	1-4 pm	\$45Chamber members own laptop \$55, who rent a laptop \$60 nonmembers w/own laptop \$70 nonmembers rent laptop
February 9	“Sales Success: What to Do and How to Do It!” - Beth Rush	PVCC 850	9-12 noon	\$55 Chamber Member \$69 non-member
Feb 24	Customer Service– Your Competitive Differentiator -JoAnn Auger	PVCC 850	1-4 pm	\$55Chamber Member \$69 non-member
March 4 & 18	Website Best Practices – -Linda Kolker	PVCC 850	9-11am	\$75 Chamber members \$85 non-members
March 9	Managing Employees to Increase Productivity - -- Emily Bardeen	PVCC 850	8:30- 11:30am	\$55 Chamber Member \$69 non-member
March 25	Power Business Planning & Problem Solving – Russ Grieger	Chamber Office	9-12 noon	\$39 for members, \$50 for nonmembers
April 14	Branding: It is a Whole BRAND You World - JoAnn Auger	The Stultz Center at PVCC	9-12 noon	\$55 Chamber Member \$69 non-member
April 22	LinkedIn Demystified – Real Marketing. Real Revenue -Marijean Jagers	The Stultz Center at PVCC	9-11 am	\$39 Chamber Member \$49 Non-Member
May 5	The Essence of Negotiation – Peter Dummett	PVCC 850	9- 12 noon	\$65 Chamber Member \$79 non-member
May 18	Harnessing the Power of PowerPoint for Your Business –Kerstin Soderlund	The Stultz Center at PVCC	9-12 noon	\$55 Chamber Member \$69 non-member
June 24 Lunch & Learn:	Emotional Control and Self Discipline – Russ Grieger	Chamber Office	Noon- 1:30pm	\$15 Chamber members \$20 nonmembers