Welcome a New Year with a New Approach....
A NEW PRESIDENT....

The Chamber Welcomes Henrietta Dotson

Henrietta Dotson is Co-owner of Impressions of Norton, Inc. and has been doing business in The City of Norton for 18 1/2 years. She and her husband, David Dotson, reside in Wise and have 3 children, 5 grandchildren and twins due in March. She is currently a member of the Town & Country Garden Club, Wise; Southwest Virginia Master Gardeners; The Wise Business Association; and serves on the Foundation Board for Mountain States/Norton Community Hospital. She has been a very active member of the chamber and we look forward to a wonderful year as she serves as our president.

Other newly elected executive officers include:

President Elect—Melissa Coffey, First Bank & Trust
Treasurer—Tim Blankenbecler
VP of Economic Affairs—Dan Minahan of Crutchfield Corp.
VP of Economic Affairs—Dick Houchins, Thompson & Litton
VP of Public Affairs—Melissa Coffey, First Bank & Trust
VP of County & Community Affairs—Kim Clisso, Norton Redevelopment & Housing Authority.

The new members elected to the 2016 Board of Directors:

Gail Luntsford representing Appalachia
Dr. Elizabeth Shuler representing Big Stone Gap
David Scholes representing Coeburn
Terry Shortt representing Pound
Cathy Mays representing St. Paul
David Cox representing Wise
Margie Horton representing Norton
Karen Sorber representing Industry

Congratulations & Welcome New Board Members!

BOARD MEMBERS STRONG!
New Gala ... Your Invited!

The Chamber’s 62nd Annual Dinner & Gala is Set for April 9

The 2015 "Outstanding Citizen of the Year" Award will be presented at the Chamber’s Annual Dinner & Gala.

To qualify, the nominee:

- must be a living person.
- must have been a resident of Wise County or the City of Norton sometime during 2015
- must have made contributions or accomplishments, either personally or professionally, benefiting the entire county.

Contributions of prior years and the immediate past year will be considered. All citizens, except those who have received the award in previous years, are eligible for consideration. Nominations for groups will not be considered. Past recipients include: Ronda Miller Perkins, Wendell Barnette, Don M. Green, Maude Beaty Richmond, Daisy Portuondo, Catherine Rumschlag, Glenn Teasley, Rita McReynolds, Marilyn Maxwell, Carroll Dale, Harold Ringley, Sarah Jackie Gilliam, Dr. George E. Culbertson, Sim E. Ewing, Ron T. Short, Donald Ratliff, Mike Holbrook, Pat Atkins, and Bonnie Elosser, and Jeff Rolen.
A New Calendar ...

Preparations are being made for the 2016 Calendar of Events for Wise County and the City of Norton. Local civic and business organizations are urged to submit dates for annual meetings, concerts, festivals, and other community events planned for the upcoming year. Please include the date, a contact name and phone number, time, and location of the event are needed.

If you have any flyers or brochures promoting your event, the Chamber will be glad to assist in distributing these for you. Information and materials should be submitted, as soon as possible, to the Wise County Chamber of Commerce, 765 Park Avenue, Norton, VA 24273 or emailed to ahughes@wisecountychamber.org.

Be sure to check the Chamber’s Calendar of Events to avoid any calendar conflicts with other planned events within the county.

BOARD OF DIRECTORS AND MEMBERSHIP 2016 MEETING SCHEDULE

January ................................................................................................................................. No Meeting Scheduled
February 26 ................................................................................................. 2016 Annual Retreat & Monthly Meeting
March 24 ......................................................................................................................... Quarterly Monthly Meeting
April 9 ............................................................................................................................. 2016 Annual Dinner & Gala
April 28 ........................................................................................................................... Regular Monthly Meeting
May 26 ............................................................................................................................. Regular Monthly Meeting
June & July ......................................................................................................................... No Meetings Scheduled
August 25 ........................................................................................................................ Regular Monthly Meeting
September 22 .................................................................................................................. Quarterly Monthly Meeting
October 27 ........................................................................................................................ Regular Monthly Meeting
November ........................................................................................................................ No Meeting Scheduled
December 1 ....................................................................................................................... 2016 Annual Business Meeting

REGULAR MONTHLY MEETINGS: Held the fourth Thursday of the month, 11:30 a.m., at various locations.*
EXECUTIVE COMMITTEE MEETINGS: Held on the Tuesday prior to each regular monthly meeting at various dates, times, and locations.

ANNUAL DINNER & GALA: April 9, 2016**
ANNUAL BUSINESS MEETING: December 1, 2016
GOLF TOURNAMENT: October 7, 2016

*Attendance is open and encouraged to all members of the Wise County/City of Norton Chamber of Commerce.
**Ticketed event

*Please RSVP to lunch meetings and events so proper billing and counts can be made in advance.
The Chamber’s Annual Retreat is Set for February 26

The Wise County/City of Norton Chamber of Commerce’s 2016 Annual Retreat will be an all-day event held on, February 26, 2016, at UVa-Wise. Please save this date so you can attend. The retreat will feature professional development workshops. Chamber retreats provide a unique networking opportunity for Chamber members, new and current board members, and Chamber staff. All Chamber members are encouraged to attend this year’s retreat. The cost is $25 and checks can be mailed to the chamber office.

New Chamber Member ...

Habitat for Humanity of Wise County is a nonprofit, no interest charges, tax exempt ecumenical Christian Ministry building simple affordable housing for people living in sub-standard conditions beyond their control. Their goal is to build a minimum of two houses a year with the vision of building more in the future to meet the needs of needy families in our county. To achieve this goal entails the ability to acquire land at a reasonable cost or through donations. Increased financial support must improve along with more volunteers. Please visit their web-site at habitatwise.org to read more on their missions, goals, and stories of how they have helped our area.
New Ways to Connect & Grow ... 
What can you do? Just a few tips on how to start the growing process in 2016!

- **Small Business Loans**
  Business expansion is an option to make you more visible, bigger spaces, or to upgrade technology. Many local financial institutions offer small business loans to help you get started or expand.

- **Local advertising (Newspapers, TV ads)**
  Great local tool to support your local paper, school, and TV station that many people read and look forward to specials with coupons and more.

- **Social Media (Facebook, Twitter, Instagram, ect. )**
  The purpose of social media is to engage your audience, whether this be with polls, voting on pictures, or sending them to your website for more information. Let them know about you and how they can be a part of your business to help you grow. - Organize things to be easily found including specials, events, and what you have to offer.

Help the Wise County/City of Norton Chamber GO GREEN!
The Wise County/City of Norton Chamber would like your help in our continued effort to go green. All future editions of “The Catalyst” will be sent electronically to each Chamber member in order to keep you abreast of the activities and events taking place within the Chamber, City of Norton, and Wise County.
If you do not currently receive the Catalyst electronically, please send us your preferred email address so future newsletters can be sent to you directly. Each new edition is also available on the Chamber website.
Forward Wise County ...
Applications are now being accepted for the 2016 class of Forward Wise County, a leadership development program sponsored by the Wise County/City of Norton Chamber of Commerce. Forward Wise County's mission is to identify and develop local leaders from among a diverse group of individuals in business, industry, education, and civic groups who share a commitment to positive change in Wise County. Orientation will be held February 29, 2016. There will be ten weekly sessions. One all-day Saturday seminar and one Saturday field trip may also be included. A mandatory one-day retreat will be held Saturday, March 5. Classes will begin March 7, and will be held each Monday from 5:30 to 8:30 p.m. for ten weeks. Forward Wise County will conclude with a graduation luncheon on May 26. Session topics will include:

- work style assessment,
- leadership skills
- local government
- economic development
- legislative issues
- community trusteeship
- public relations
- education

The cost of the program is $250 which includes the retreat, all materials, meals and refreshments, a plaque, and the graduation luncheon. In many instances, employers are willing to pay the cost of tuition. The 2016 class of Forward Wise County will be limited to 20 participants. Applicants must be at least 21 years of age. Completed applications must be returned to the Chamber by February 1, 2016.

“Forward Wise County has graduated around 428 potential community Leaders!”
Christmas Social Well Attended ...

At the holiday season, our thoughts turn gratefully to those who have made our progress possible. It was in this spirit that the Chamber held a “Christmas Social” on Wednesday, December 9, 2015, 6:30 to 8:00 p.m., at The Holiday Inn of Norton. The Chamber’s Christmas Social is a gift to our members. Approximately 85 people, including Chamber members, directors, and other local officials were in attendance. This year’s event was sponsored by Crutchfield Corporation, Appalachian Community Federal Credit Union and The Holiday Inn of Norton. Door prizes were provided by, Crutchfield Corporation, The Office Advantage, HairVolution of Norton, and Chamber Director, Reisa Sloce. We appreciate the continued support of these businesses!

Thank You for Your Continued Support!