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NEWS FOR IMMEDIATE RELEASE

Membership Marketing Director Announced

Albemarle, NC - Stanly County Chamber of Commerce (SCCoC) welcomes Carmen Efird as its new Membership Marketing Director. Carmen will start her new role with SCCoC May 13, 2019 and looks forward to being a part of the Chamber Team here in Stanly County.

This position will oversee the planning, development and implementation of Membership initiatives and strategies for Stanly County Chamber of Commerce (SCCoC). Carmen's roles will include marketing, communications, and public relations of membership programs.

As a longtime Ambassador of the Chamber, Carmen is familiar with many of the programs, activities, and events that SCCoC carries out on an annual basis. She was recognized with the Ambassador of the Year Award for 2017 and has worked closely with Chamber staff, Board Members, and Committee Members.

Carmen is a 2016 Graduate of the SCCoC Leadership Stanly Program, which sparked her interest in becoming more involved with the Stanly County Chamber Community. She believes in the values that being part of a Chamber Community can generate for individuals and businesses alike.

SCCoC President & CEO, Kathy Almond, comments that, "Our Stanly County Chamber of Commerce is excited to welcome Carmen to our team. Her knowledge of the Chamber programs will certainly be an asset, and I look forward to working with Carmen in this new role. Her leadership and spirit of determination will enable her to reach out and share the good work of the Chamber in our Stanly County Community."

Carmen and her family reside in the Oakboro Community; she brings a wealth of local knowledge to the Chamber and its services. She is a lifetime resident of Stanly County and familiar with each of County's ten (10) municipalities.

Kathy shares that, "Carmen is an advocate for the Chamber and its Members. She values the role a local Chamber plays in the community and possesses a passion to learn and increase growth in Stanly County. I look forward to working with Carmen here at SCCoC as we strive to be 'Champions for Prosperity' in Stanly County and the region."

For more information on SCCoC, visit our website at: stanlychamber.org



Carmen Efird, SCCoC Membership Marketing Director

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Stanly County Chamber of Commerce serves as a catalyst for collaborative economic development in: business, education, entrepreneurship, leadership, and public policy to create a thriving community.