

THE GASTON REGIONAL CHAMBER OF COMMERCE & THE GREATER GASTON DEVELOPMENT CORPORATION MERGE TO BECOME THE GASTON BUSINESS ASSOCIATION

FOR IMMEDIATE RELEASE: August 19, 2020

Contact: Jamie Banks
Phone: (704) 699-1600
Email: jbanks@gastondevcorp.com

GASTON COUNTY, NORTH CAROLINA – Today the Gaston Regional Chamber of Commerce (GRC), and the Greater Gaston Development Corporation (GGDC) voted to merge. Effective January 2021, the new combined entity will be named the Gaston Business Association (GBA) and will provide a stronger, more unified voice of business to create, influence, and leverage economic opportunities throughout Gaston County.

The merger addresses an identified need to align the public and private sectors to create and implement a communitywide economic development strategy. Through the lens of business, the GBA will work to foster a prosperous and inclusive Gaston County economy for business, residents, and visitors.

The GBA's efforts will be outcome-driven with strategic priorities to promote business success, shape and drive economic development, influence the business environment, and enhance workforce capacity.

This transformational work will be guided by a newly formed 15-member Board of Directors. Former GRC Chairman Chris Peek and GGDC Chairman Greg Botner will serve as co-chairs. The remaining 13 seats will be comprised of members representing diverse industries, backgrounds and experiences uniquely qualified to support the organization's strategic priorities.

"We felt it imperative to set a tone of collaboration and apply our respective institutional knowledge and experience to guide the new organization during its first year," said Chris Peek and Greg Botner. "The Gaston Business Association provides us with an unprecedented opportunity to collaboratively address significant business challenges and deliver economic prosperity to our community," they added.

Patrick Mumford, current Executive Director of the GGDC will become President and CEO of the new organization. Chamber President Steve D'Avria remains an essential part of the Gaston Business Association leadership and will have responsibility for the programmatic and operational aspects of the organization.

The next few months will be spent fully integrating the two organizations inclusive of organization structure, branding, workplan and resource alignment. The GBA will also focus on engaging members to confirm their needs are reflected in the organization's priorities.

###