

## **Lynchburg Regional Business Alliance**

### **Story 1**

Christine Kennedy, IOM, CPC, ELI-MP, Lynchburg Regional Business Alliance COO and Executive Vice President, has been designated as a Certified Chamber Executive (CCE) by the Association of Chamber of Commerce Executives (ACCE). Alexandria, Virginia-based ACCE is an association of more than 7,500 chamber of commerce professionals, and 1,300 chambers of commerce, around the world.

“The CCE program assesses and tests the applicant's knowledge of core chamber management areas —management, planning and development, membership and communication, and operations,” says Bob Quick, CCE, president and CEO of Commerce Lexington Inc. and CCE commission chairman. “Chamber professionals who are designated CCEs have rightfully earned this outstanding recognition through hard work, countless hours of dedication to their field, and leadership of their chamber to achieve the chamber’s goals. We are proud to have this year’s class join a long tradition of professional excellence.”

Kennedy is one of 11 chamber professionals to earn the Certified Chamber Executive designation in 2018. The 11 leaders represent chambers of commerce in eight states, including Iowa, Louisiana, Massachusetts, Missouri, Ohio, Texas, Virginia and Wisconsin. “Christine is a valuable asset to not only the Alliance but the entire profession. We couldn’t be more thrilled for her to clear this monumental professional hurdle,” according to Megan Lucas, Alliance CEO, who went on to say, “investing in our team is an important core value for the Alliance, the strength of the team directly correlates to the strength of the organization.”

Kennedy has been employed with the Alliance for 19 years , currently serving as the COO and Executive Vice President as well as directing the nationally award winning Leadership Lynchburg programs. In 2015, she co-led the Chamber into a successful merger with their regional economic development organization eliminating competition and creation regional collaboration that had been non-existent for years.

During her tenure at the Alliance, Kennedy has launched several initiatives and regional business programs and she oversees the organization’s strategy development as well as operations. She also is a certified leadership & life coach helping leaders from across the US excel in their personal and professional lives.

Since the first CCE designation was conferred more than 40 years ago, about 500 professionals have become certified. CCE is recognized by many as the highest, and most elite, professional

designation in the chamber of commerce profession. It's the only globally-recognized certification program exclusive to the chamber of commerce industry.

Certified Chamber Executives were recognized on stage July 18 at the 2018 ACCE Annual Convention in Des Moines, Iowa.

Learn more about ACCE's CCE program by visiting [www.ACCE.org/CCE](http://www.ACCE.org/CCE).

## **Story 2**

The Alliance welcomes Chris Faraldi as the Director of Public Policy and Special Programming who comes to us after serving U.S. Senator Charles Grassley. Chris was the director of correspondence and led a team of seven legislative correspondents, along with three interns to ensure incoming and outgoing correspondence was managed efficiently.

He also provided administrative and technical support for the Constituent Services team, both in Washington D.C. and Iowa offices for the Senator. In addition his prior experience included working as District Representative and Service Academy Coordinator for Representative Bob Goodlatte. In this role he assisted constituents of the sixth Congressional district of Virginia at the various federal agencies including Dept. of Veterans Affairs, Defense, and Social Security Administration as well as managed the Lynchburg District Office.

He also worked as a field director for the presidential campaign of Senator Ted Cruz and represented Senator Cruz at events and worked on several campaign rallies while coordinating over 400 volunteers in 25 counties to aid in his run for office.

"Chris will provide a vital role at the Alliance advocating for our members on pro-business issues on the local, state, and federal levels as well as working with elected officials to implement pro-business, economic development friendly legislation and policies that have direct impact on the Lynchburg region.

He is an accomplished young professional having risen to key positions early in his adult life and we are thrilled to have him join the award winning Alliance team," stated Alliance COO, Christine Kennedy.

When asked about his opportunity at the Alliance, Chris says he "plans to proudly advocate for pro-business legislation that works towards economic prosperity for our region." In addition to working with our members, he will provide leadership and guidance to legislative committees and coalitions including Legislative Affairs, Small Business, VA West, the Blue Ride Economic

Coalition and champion key transportation efforts of the Lynchburg Regional Transportation Advocacy Group, Air Service Development Partnership and the TransDominion Express.

Chris has a BS Interdisciplinary Studies from Liberty University. His coursework included American Constitutional, Constitutional Government and Free Enterprise, Political and Economic Policy as well as Pastoral Leadership.

He is a native of New Jersey and currently lives in Washington D.C.