

THE COMPETITIVE EDGE

Official Publication of the New River Valley Competitiveness Center
A Small Business Incubator

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Acting Incubator Managers*

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Blue Ridge Satellite

(Joined the New River Valley Competitiveness Center in 2008)

Entertainment is something that we all enjoy! Do you realize that you have a local satellite provider in your area, someone that you can come in to talk to or call without having to speak to an automated system? Blue Ridge Satellite is a locally owned company that was started in 2003 by Greg McCracken. It is an authorized retailer for Dish Network, DIRECTV, HughesNet Satellite Internet and Wildblue Internet. They offer the same services as the National companies but with local customer service.

In 2006 Tracy Shelton became part owner and in 2010 Justin Reece was added as an Installer/Sales Associate. Their success has been built on excellent customer service with the understanding that people want and need quality care. They have greatly benefited from their quality in Customer Service due to the continuous referrals they receive from current customers.

They currently are in Dish Networks Summit Advantage program which means they receive referrals directly from the national company. This has provided extra revenue and given them room to grow. They are extremely proud of the fact that to participate in this as a retailer the company can only lose less than 1% of their customers! It pays to be a local company that cares about local people.

The staff of Blue Ridge Satellite has recently attended trainings that will help expand their market. Soon they will be offering solar panel solutions for whole house power and hot water. They are very excited to get into the green energy business and look at it as an avenue to further business and continue the quality customer service they provide.

Blue Ridge Satellite can help you choose what service provider is the best choice for you and your family. They understand the challenging economic struggles we are dealing with. Blue Ridge Satellite wants to help you receive the entertainment and services you desire without paying a fortune. If you or someone you know is interested in satellite television or internet services they can contact Blue Ridge Satellite at 540-633-0797 or by email at blueridgesatellite@gmail.com.

NEW RIVER COMMUNITY COLLEGE: A CUSTOMIZED TRAINING PROGRAM FOR YOUR BUSINESS

NRCC's Office of Workforce Development offers a wide array of training programs for local businesses and industries. But, did you know that they also provide customized training?



They are happy to sit down with you and discuss your organization's unique training needs. They'll listen to your goals, questions and concerns and create a specialized training program just for you. Whether its communication and leadership skills, teamwork, safety or any of dozens of other topics, they'll work with you to craft targeted training activities dedicated to achieving your desired outcomes.

The main question you'll be asked to answer is "your place or theirs?" They can provide a comfortable, functional training environment at NRCC's campus in Dublin or bring your custom training program right to your door!

Call 540-674-3613 for information.

ANNOUNCEMENTS AND UPCOMING EVENTS

CHICK-FIL-A LEADERCAST

The Crossroads Institute in Galax, Virginia will be presenting the Chick-Fil-A Leadercast. The Leadercast is a nationally renowned leadership development series and will include a wide range of speakers, including: Seth Godin and John Maxwell (Leadership Experts), Mack Brown (University of Texas Football Coach), Robin Roberts (ABC's "Good Morning America") and Dave Ramsey (money-management expert), among others.

Build your team culture, strengthen relationships with business professionals in your community, generate revenue, and introduce leadership training that will inspire and strengthen the business leaders in your city.

The seminar will be held Friday, May 6, 2011 from 9:00 a.m. to 4:30 p.m. and the cost is \$49 per person. Visit www.chick-fil-a-leadercast.com for more information. Seating is limited so sign up early by calling the Crossroads Institute at 276-236-0391.

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