NEWS RELEASE

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The Future Is Regional: Chamber Annual Meeting to Spotlight the Blue Ridge Innovation Corridor (BRIC)

Danville, VA – The Danville Pittsylvania Chamber of Commerce invites business and community leaders to its Annual Meeting on Thursday, March 12, 2026, for a forward-focused conversation about the next chapter of economic growth in Southern Virginia.

This year's program will introduce the Blue Ridge Innovation Corridor (BRIC) - Virginia's newest megaregion and a bold initiative designed to accelerate long-term economic growth across Danville, Martinsville, Roanoke, and the New River Valley, including every county and locality in between.

BRIC represents a coordinated approach to economic competitiveness. Supported by a 501(c)(3) nonprofit organization, the initiative brings together senior business leaders, policymakers, economic developers, planning agencies, and community partners to align strategy and drive investment at a scale the region has never seen before.

"This is about more than geography," said Anne Moore Sparks, president & CEO of the Danville Pittsylvania Chamber of Commerce. "It's about coordinated leadership. It's about competitive advantage. And it's about positioning our region for long-term success."

The program will feature a keynote presentation from leaders of S.I.R., a strategic management consultancy founded in 1964 in Richmond. John Martin, CEO & President, and Rachel Yost, Managing Partner, will provide context for the megaregion model and share insights into BRIC's vision, structure, and long-term impact.

Following the keynote, Martin will join a panel of regional business leaders, including Ben Davenport, First Piedmont Corporation, and Tim Clark, Blair Construction. The discussion will explore what a megaregional framework means for employers, investors,

workforce development, and long-term economic resilience across Southern and Southwest Virginia.

Attendees will:

- Hear directly from the leaders shaping this transformative initiative
- Gain a clear understanding of how BRIC positions the region for increased investment and growth
- Engage in a high-level discussion about regional competitiveness

- Connect with fellow business and community leaders committed to the region's future

The Annual Meeting will be held from 7:30 a.m. to 9:00 a.m. on Thursday March 12, 2026, at the Institute for Advanced Learning and Research, 150 Slayton Ave. in Danville. Doors will open at 7:15am. A hot breakfast buffet is included.

Registration is $40 for Chamber members and $50 for future members. Corporate tables of eight are $300.

The Chamber gratefully acknowledges the following sponsors:

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If you care about how Southern Virginia competes for investment, talent, and opportunity in the years ahead, this is a conversation you won't want to miss.

Register today at https://bit.ly/2026AnnualDPChamberMeeting and be part of the conversation shaping our region's future.

The Danville Pittsylvania County Chamber of Commerce accelerates business growth by connecting over 600 member organizations and more than 23,000 employee members to dynamic resources and networks. The Chamber's number one goal is to help area businesses of all sizes to grow and prosper.

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