



NEWS RELEASE

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For Immediate Release

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Chamber Hires Director of Programming and Events

New Position Plays an Integral Role in Delivering High Value to Chamber Members

Danville, VA - The Danville Pittsylvania Chamber of Commerce has hired Keddra Walker as Director of Programming and Events, a newly created position that will play an integral role in providing high energy, creativity, and leadership in the planning and execution of programs and events that deliver measurable value to Chamber members and the business community.

Walker will manage events of all sizes, from leadership development initiatives and business education programs to networking opportunities and signature Chamber events, while building and strengthening positive relationships with members in Danville and Pittsylvania County.

Walker is no stranger to the Chamber. She has been an engaged and active Chamber member since 2016 and is uniquely familiar with the Chamber's programming and priorities. Her long-standing involvement and commitment to the organization's mission make her a natural fit for this new leadership role. In May, she was recognized as a Chamber Champion Award winner for excellence, highlighting her dedication and impact within the business community.

"Keddra's long-time involvement with the Chamber and her proven leadership in the community make her an exceptional addition to our team," said Dr. Shannon Hair, Board Chair of the Danville Pittsylvania Chamber of Commerce. "She understands first-hand the value of Chamber programming and has the vision and energy to help us elevate our events and member engagement across the region."

"Keddra has been a strong advocate for the Chamber for nearly a decade," added Anne Moore-Sparks, president & CEO of the Danville Pittsylvania Chamber of Commerce.

"Her deep understanding of our programs and her passion for building connections will enhance our ability to deliver meaningful experiences and value to our members."

Walker is a native of Pittsylvania County and a graduate of Dan River High School. She received a Bachelor of Science in Biology from Radford University; a Master of Public

Health (Epidemiology) from Eastern Virginia Medical School; and a Master of Business Administration from Averett University.

Walker is an experienced marketing professional with over 10 years in program development, event coordination, and community engagement. She is adept at building partnerships, managing complex projects, and creating programming that strengthens member value.

Walker's first day with the Chamber is October 30, 2025.

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About the Danville Pittsylvania Chamber of Commerce

The Danville Pittsylvania County Chamber of Commerce accelerates business growth by connecting its 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 grow and prosper. www.dpchamber.org