

THE MAIN EVENTS COMES TO WINSTON SALEM

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district attorney's office she changed her mind. The law proved too rigid and repetitious; Caldwell felt a need for something more versatile with a creative side to it. She was drawn to ...and says "I started to consider event planning as a career."

Rhonda established The Main Event, a full service corporate and social event management and marketing company that handles grand openings, themed parties, weddings, and other social events nine years ago. Her first five years were spent balancing a fulltime job in sales and marketing management with part-time event planning, while also making time to be mother and homemaker.

When asked what is your most memorable event Rhonda says "They all have a place but, I'd have to say that the most noteworthy to date would be the grand opening of the Hearst Tower for Bank of America." She explains how she went through an intensive interviewing process for the job competing against several top event managers. "I knew it was God working in my life and making it happen. I didn't think it was about me at all," Rhonda says. "I pray before starting any aspects of an event, this one had six months of prayer."

Rhonda Caldwell had six months to plan one of the biggest events of the year. The event was a two-day affair attended by more than 3000 people. Tony Perez, VP for Bank of America Real Estate, extols Caldwell's attention to detail as well as her leadership skills and creativity. "She came up with the concepts, aesthetics, and theme for the event, and she handled all the logistics, which made my job easier," he says. "Throughout the planning stages, Rhonda remained positive. The event went perfectly and won for Rhonda an "Events in Excellence (EVIE) Award" from the Greater Charlotte Chapter of the International Special Events Society for "Best Corporate Event" in March 2003.

Other events managed by Caldwell include Pride Magazine's Pride Awards, which honor the achievements of African Americans in Charlotte. Dee Dixon, owner and CEO of Pride Magazine says "My event has to be of the highest caliber with unique ideas that reflect excellence because we are rewarding excellence. I demand a lot and Rhonda gives it to me." The Pride Awards have been a client for The Main Event since January 2003.

Caldwell's reputation as a thorough and knowledgeable event manager spread through Charlotte's corporate community. "I like to think God is sending clients my way because I haven't waged any marketing campaign," says Caldwell. She was hired to manage the 2003 formal fundraiser for the Bobby Phills Scholarship Fund, which was attended by professional athletes across the country. Natalie Johnson, executive director of the Scholarship Fund, says she hired Caldwell for the event because she was impressed with her work at the Pride Awards and the Hearst opening. "She went above and beyond the responsibilities in her contracts for those events, and I have complete confidence in her ability," says Johnson.

Congressman Mel Watt put on a Fundraiser in Charlotte and hired Caldwell to plan and manage the event. Caldwell planned a multi-site downtown affair showcasing Congressman Watt's hometown with dinner and entertainment. The affair was attended by more than 600 constituents; including political dignitaries from Washington, DC and Raleigh.

The Minority Health Symposium in conjunction with Carolinas Medical Center and Presbyterian Health Care is a multi-faceted event in its third year and will for the third time be managed by Caldwell. The event heads, Dr. Yele Aluko and Dr. Jerome Williams, Jr. both place complete confidence in Caldwell's attention to details and ability to make things run smoothly, get results and earn praise, making their day long event a recurring success. This years Symposium will highlight Diabetes.

The National League of Cities was hosted by Charlotte and brought in mayors from across the nation. A part of that event was The Board of Governors Dinner which was planned by Caldwell's company.

The Main Event has also spotlighted events for Wells Fargo: Wealth Management Seminar, Stedman Graham; Diversity Seminar and Book Signing, Ladies Leaving A Legacy Luncheon, weddings and birthday parties. Currently Caldwell is working on the Women's Intercultural Exchange Town Hall Meeting amongst others.

When asked, why open an office here? Caldwell says "The Main Event is growing and I see a market in the Triad area" she laughs "and my grandmother has been asking me when I plan to open an office here" Caldwell has secured an office in downtown Winston-Salem at 500 West Fourth Street in the Lowey Building on the second floor. Caldwell knew the right person to maintain the standards her clients have grown to expect. "I chose someone who has worked closely with me and knows my style and the image I want to present. I chose someone who will be detail oriented and creative. I chose someone I can bug at any hour of the day. I chose someone who I feel will have the welfare of my company at heart. I chose my uncle Ric Wood, also a native of Winston-Salem. He has worked with me for the past three years and knows my expectations because he shares them." Caldwell continues, "We look forward to meeting potential clients and partnering with others to expand our horizons in Winston-Salem, Greensboro and High Point."

When asked, what will be your first event here in Winston? Caldwell responded "My Grand Opening of course. I am planning an event on June 1, 2006 to introduce myself to the community and meet the movers and shakers of Winston Salem and the surrounding Triad Area.

Caldwell says "when people think events they should think The Main Event, Where The Spotlight is on You! That's our tagline and we work hard to make it a reality"

Keep an eye out for Rhonda Caldwell and check your mailboxes for a personal invitation to her introductory event. An AC Phoenix reporter will be there.

For additional information on The Main Event, you may also contact WCP Communications at 336-761-5032.

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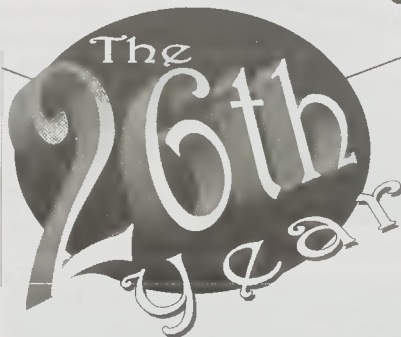
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"Favor is deceitful, and beauty is vain, but a woman that feareth the Lord, she shall be praised. Give her of the fruit of her hands, and let her own works praise her in the gates." Proverbs 31:30-31