



# Green Bay Area Chamber of Commerce

## **FOR IMMEDIATE RELEASE**

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### **JEFFREYS JOINS CHAMBER AS DIVERSITY MANAGER**

Green Bay, WI (April 26, 2011) – The Green Bay Area Chamber of Commerce’s diversity program is under new management – Celestine Jeffreys joined the team as the diversity program manager in January.

Jeffreys brings years of experience in both community and government entities, which she is putting to work for the betterment of Greater Green Bay businesses and employees. She is a transplant to the Green Bay area, having moved here as a “trailing spouse” about 11 years ago.

Jeffreys has experience as both a board trustee for Green Bay Area Public Schools, to which she was elected in 2010, and as an alder for District 7 of the Common Council of Green Bay from 2006 to 2010. However, she is also involved with the grant team for the U.S. Oil Fund for Basic Needs, board member of the Fox River Navigation System Authority, chair of the advisory board for St. Mary’s Hospital Medical Center’s “A Woman’s Place,” board member for NeighborWorks and founder and president of the Fort Howard Neighborhood Association.

In her diversity role, Jeffreys is providing a more narrowed focus for the program, which for the chamber had previously entailed developing relationships with ethnically centered social organizations. She is striving to reach out to ethnically centered, women-owned, veteran-owned and people with disabilities-owned businesses to help them be successful, namely through recruitment, retention and development of minority employees. “I am here to get their employees get connected to the community and what’s here, to engage them, and to move toward helping employers recruit and retain minority talent in our community,” said Jeffreys.

The Green Bay Chamber of Commerce is exceedingly fortunate to have Jeffreys in the role of diversity manager. Not only do her more recent community and civic experiences as Alderwoman of the City of Green Bay and Trustee of the Green Bay Public School District provide her a broad perspective of area needs, but her prior exposure to other metropolitan areas and foreign cultures provides her with unique qualifications to evaluate and improve the

Chamber's overall diversity efforts," said Fred Monique, interim president, Green Bay Area Chamber of Commerce.

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Established in 1882, the mission of the Green Bay Area Chamber of Commerce is to serve as the focal point of economic and community development. Chamber programs include Advance, Partners in Education, Leadership Green Bay, Brown County Teen Leadership, Current Young Professionals Network, Good Government Council and the International Business Development Consortium.

For more information, call 920.437.8704 or visit [titletown.org](http://titletown.org).

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