**Membership Benefits**

Successful businesses create successful communities and we are passionate about both. Get informed, get engaged, and make your voice heard.

**My Chamber  CONNECTS  me to the people and resources my business needs to succeed.**

- New customer leads through online and in-person **referrals**
- Website listing, links, and key words in our **online membership directory**
- Free access to **monthly programs** including industry leader calls, business briefings, networking events, and critical issues forums
- Expertise and guidance on how to apply research and **community data** to your business
- Complimentary city maps and annual visitors and relocation guides
- Posting of member job openings and member events online
- Ribbon cuttings and promotions of your grand openings and anniversary celebrations
- Access to strategic **money saving partnerships** to lower your cost of doing business
- Access to offer and use member-to-member discounts
- Membership in the **Carrboro Business Alliance** - if applicable

**My Chamber  ADVOCATES  for local business interests.**

- **Professional and volunteer advocacy** outlined by a robust **Public Policy Platform and Action Agenda**
- **Monthly Critical Issues Event Series:** Coordinated by the Chamber's Government Affairs Committee, the series includes 10 forums and featuring influential guest speaker(s) who address timely topics related to the economy, economic development, workforce development, and local elections.
- Access to timely **information briefings and action alerts**

**My Chamber  DRIVES PROGRESS  and  BUILDS COMMUNITY**

- **Big Bold Ideas:** A community engagement and goal-setting venture. It is a focused strategic action plan for our region to guide our shared work for the years ahead. Learn more at [www.bigboldideas.org](http://www.bigboldideas.org)
- **Annual State of the Community Report:** Each year the Chamber hosts a comprehensive briefing featuring the latest data on the well-being of Greater Chapel Hill-Carrboro across social, economic, and environmental indicators. Using this data as a benchmark, this work allows us to bring together the Chamber, Orange County, The Town of Chapel Hill, and the Town of Hillsborough on the key ways to build a more thriving community for all. Learn more at [www.carolinachamber.org/stateofthecommunity](http://www.carolinachamber.org/stateofthecommunity)
- **Leadership Chapel Hill-Carrboro:** A cohort-based intensive learning program designed to inform, develop, and engage committed and emerging leaders in Greater Chapel Hill-Carrboro.
- **Inter-City Visit:** A convening of 75-100 of our local business and community leaders to learn from the experiences of another community, understand our own community assets, build relationships among our local leaders, and vision for a better tomorrow. All with the goal of helping us address our local challenges. Over the last decade, we’ve visited Lawrence (KS), Ann Arbor (MI), Madison (WI), Asheville (NC), Greenville (SC), Athens (GA), and Boulder (CO).
2022 Board of Directors

Board Officers

Vakesia Graves, Chair, Duke Energy
Lori Doherty, Vice Chair, Doherty Home Inspections
Tom Wiltberger, Immediate Past-Chair, Terra Nova Global Properties
John Kiley, Treasurer
Creighton Blackwell, Partnership for a Sustainable Community Chair, Coastal Credit Union
Robert Saunders, General Council, Brooks Pierce

2022 Board of Directors

Sweta Adkin, Adkin & Associates
Manish Atma, Atma Hotel Group
Jes Averhart, Jes & Co
La-Tasha Best-Gaddy, Infinity Bridges
Tim Dalton, Truist
Zoë Dehmer, Acme Food & Beverage Co.
Karin DeMarco, AICPA
Greg Fitch, Fearrington Village
Kim Grooms, Chapel Hill-Carrboro YMCA
Dr. Nyah Hamlett, Chapel Hill-Carrboro City Schools
Betsy Harris, Government Affairs Chair, Armacell
Mayor Pam Hemminger, Town of Chapel Hill
Dan Lehman, UNC Hospitals
Lydia Mason, Piedmont Health
Chris McClure, UNC Chapel Hill
Poonam Nandani, Hendrick Southpoint Auto Mall
Tola Oguntoyinbo, Technology Chair, shineBIG
Chris Peronto, Strategist
Eliazar Posada, Posada Strategy Consulting
Dr. Antoine Puech, Prestige Associates
Anna Richards, Orange County Government
Caroline Riggsbee, Pinnacle Financial Partners
Michael Rodriguez, Subway
Wes Rowe, Graduate Hotel
Mayor Damon Seils, Town of Carrboro
Ellen Shannon, Chapel Hill Magazine
Mike Vikitsreth, Spicy 9
Connolly Walker, Membership Chair, Harris & Company Insurance
Kristin Westbrook, Blue Cross Blue Shield of NC
Paige Zinn, Jennings

Mission
To serve and advance the local business interests and build a resilient community where business thrives.

Vision
To be a resilient, globally recognized community with the talent, infrastructure and investment that drives the success of local employers and supports world-class education, public amenities, and thriving downtowns.

Chamber Staff

Rebecca Dickenson (919.771.7530) Vice President for Membership rdickenson@carolinachamber.org
Seth Hoyle (919.967.7075) Member Relations Specialist shoyle@carolinachamber.org
Caroline Koller (251.209.3745) Member Recruitment Specialist ckoller@carolinachamber.org
Katie Loovis, MPA (919.696.0781) Vice President for External Affairs kloovis@carolinachamber.org
Aaron Nelson, IOM (919.967.7077) President and CEO anelson@carolinachamber.org
McKenzie Reinhold (443.907.5476) Programs and Events Manager mreinhold@carolinachamber.org
Brian Rowe (919.357.9975) Chief Financial Officer browe@carolinachamber.org
Justin Simmons (919.357.9982) Vice President and Chief of Staff jsimmons@carolinachamber.org
Aury St. Germain (828.674.8982) Communications Manager astgermain@carolinachamber.org

Know Your Chamber
Chamber Programs & Networks

2022 Critical Issues Series
A series of thoughtful virtual forums convening business and community leaders on critical issues facing the Greater Chapel Hill-Carrboro community.
Presented by: Chapel Hill Media Group, Durham Tech, Servpro of South Durham & Orange County, and SBTDC
- February 24: The Economic Outlook Forum
- April 28: The Candidates & Elected Officials Forum
- September 29: The Economic Development Forum
- December 8: The Legislative Forum

Women’s Networking Events
Quarterly learning, relationship building and networking opportunities for women.
Presented by: The Women of State Farm
- February 22: Social at the Parlour at Manns Chapel
- May 3: Luncheon at the Chapel Hill Country Club
- July 19: Social at the Rizzo Center
- November 10: Luncheon at the Carolina Inn

Business Networking Events
- January 25
- February 17
- March 24
- April 21
- May 19
- June 30
- August 18
- September 15
- October 20
- December 15

Chapel Hill Young Professionals
The Chapel Hill Young Professionals (CHYP), serves member employees ages 40 and under. Educational and networking events are held monthly. CHYP nurtures our youngest members to enhance their professional development and build active community members.
- 2nd Tuesday of each month from 5:30-7:00 p.m.

Industry Leader Calls
Check the Chamber’s calendar for these gatherings of local professionals in your industry designed to share the information, resources, and support you need so that you don’t have to lead your business alone.
- Real Estate Professionals (virtual 1st Monday)
- Nonprofit Leaders (virtual 1st Thursday)
- Retailers, Restaurateurs & Hoteliers (virtual 2nd Wed)
- Sales Professionals Summit (in-person 5/24/22)
- Operations Leaders Summit (in-person 8/5/22)

Ribbon Cutting or Milestone Celebrations
It is a Chamber tradition to celebrate and acknowledge member business grand openings, anniversaries, or other special milestones with a ribbon cutting ceremony. Email Aury St. Germain at astgermain@carolinachamber.org to schedule your promotional celebration!

The above dates are subject to change. Confirm details and register online at carolinachamber.org/events
Policy Platform

The Chamber’s policy platform is grounded in our four values and thoughtfully designed to differentiate our region and improve our competitive advantage.

I. Retain, Recruit, and Grow Employers

• We support policies and projects that create local jobs.
• We support policies that increase formation, retention, and relocation of businesses in our community.
• We support the active, cooperative recruitment of employers and industries.
• We support the development of additional commercial space, including retail, office, flex, warehouse, and manufacturing.
• We support creating and expanding municipal and county grant and loan funds.
• We support policies that support job growth and investment in the renewables and clean energy sectors.
• We support the development and maintenance of an ecosystem that supports entrepreneurs and startups in all phases of their business lifecycle.

II. Develop a Talented Workforce

• We support our public schools and an education that prepares all our community’s children for a globally competitive world of work.
• We support our community colleges and universities, and advocate for well-funded, economically impactful institutions that are responsive to the needs of regional and state employers.
• We support increased access to early childhood education.
• We support a diversity of housing options and expanding the availability of affordable, workforce housing.
• We advocate for an immigration system that gives local employers reliable access to workers they need to thrive.
• We advocate for strategic investments in the talent pipeline that address local skills gaps to better meet the existing and projected workforce needs.

III. Improve Business Climate and Regulatory Environment

• We advocate for policies that make it easier to build, renovate, and redevelop commercial property and diverse housing options.
• We advocate for policies and projects that make it easier to grow, start, or relocate businesses.
• We support implementing successful tools like ‘form-based code’ that create clarity and certainty for all involved.
• We advocate for plentiful, accessible parking in the downtowns.
• We advocate for a fair tax and fee system that does not negatively target nor disadvantage specific sectors or industries.
• We support the increased exportation of local products and services to global customers.
• We support policies that promote development density, streamline regulatory requirements, and reduce regulatory hurdles.

IV. Build and Maintain Infrastructure

• We support accessible, reliable, resilient, and affordable utilities and services, including water, energy, high speed internet, and telephone needed to support business continuity.
• We support public investment of infrastructure, such as water, sewer, and parking, that enables the development of identified economic development zones.
• We support the construction of housing that accommodates projected community growth rates and improves housing affordability.
• We advocate for improved transit and transportation infrastructure to ease local and regional commuting and reduce congestion.
• We support creating and maintaining community amenities that foster a quality of life that attracts and retains talent and employers including well-planned parks, sidewalks, and greenways.
• We support policies that address reductions in carbon emissions, modernize the energy grid, and keep energy prices as affordable as possible.
Credit Card Processing

Member organizations get a big discount on Visa, MasterCard, Discover and American Express card transactions. No cancellation fees, transparent processing fees that won’t change, and no need to change banks.

Contact: Matt Valego • (919) 357-9972 • matt.valego@infintechllc.com
Info: https://infintech.i3merchant.com/partners/chapelhill/

Health and Dental Care

Piedmont Health provides affordable health and dental care to all employees and family members of Chamber member organizations regardless of insurance status. Participation is free. Primary care visits are $60 and most Rx are filled on-site for an average of $13 each.

Contact: Amy Rix • (919) 537-0463 • rixa@piedmonthealth.org
Info: carolinachamber.org/small-business-health-service

Office Supplies

Office Depot

Save 5%-55% off retail price on supplies including ink and toner, cleaning and break room products, pens, labels, pads and folders. Get free shipping on online orders more than $50 or shop in-store. Pick up your discount card at the Chamber office to apply your discounts in-stores.

Info: carolinachamber.org/OfficeDepot

Lenovo

Exclusive discounts on Lenovo’s entire product line. Shop at our online portal lenovo.com/carolinachamber, and enter the passcode ChapelHill.

Contact: lenovo@carolinachamber.org

Administrative Resources

An innovative retirement solution where Carolina Chamber Retirement Solution becomes your 401K department, alleviating the business of 95% of administrative burdens. Chamber members receive negotiated pricing and access to a 401(k) through an Multiple Employer Program.

Contact: Nancy Williams • (919) 943-5577 • nancy@nancywilliamsadvisor.com
Info: carolina.tagresources.com

First Benefits

Competitive, stable workers’ compensation coverage for small and medium sized businesses. Talk to your current insurance agent about applying for the FBI program.

Contact: (888) 393-2667 Info: carolinachamber.org/FirstBenefits
FREE Marketing Opportunities Included With Your Membership!

- Online business directory page with links: www.carolinachamber.org/localbusinessdirectory
- Post to our Community Events Calendar
- Schedule your ribbon cutting celebration
- Offer a Member to Member Benefits discount
- Post to the Chamber’s online Job Board
- **New Members** receive social media and newsletter membership announcements

### Custom Communications

**Membership Matters E-Newsletter**  
E-mailed to over 2,500 Chamber members:  
2 Banner ads: $250

**Member Exclusives Email Blast**  
2,200 people receive our Member Exclusive e-newsletter with an average 20% open rate:  
Single E-mail Blast: $300  
4 Quarterly E-mail Blasts: $875

**Social Media Road Block**  
Simultaneous posts on the Chamber’s Facebook, LinkedIn, Instagram and Twitter accounts:  
Organic Posts: $300 or Boosted Posts: $600

www.carolinachamber.org  
Over 41,000 unique visitors each year:  
Enhanced Business Directory Listing: $300/year  
Banner Advertising: $125/month or $875/year

### Chamber Branded Publications

**Chapel Hill Magazine Relocation Guide**  
Reach over 10,000 visitors and potential residents with the annual Visitors & Relocation Guide. Chamber members receive a 5% discount on advertising and 10% of all sales are reinvested back into local economic and community development.

**Community Map**  
10,000 copies of the Chamber’s Community Map are distributed each year to Chamber members, local residents, visitors, relocators, and businesses inquiring about membership or relocation. The map is full color and includes a large map of Chapel Hill and Carrboro, a map of Orange and northern Chatham counties as well as inset maps of the University of North Carolina and downtown Hillsborough.
Chamber event sponsorship allows you to align your brand with the Chamber’s work while we take care of content and convening for you. This is an opportunity to grow your company's profile by speaking directly to our region's most engaged business and community leaders.

### Event Sponsorship at a Glance

<table>
<thead>
<tr>
<th>Signature Events</th>
<th>Presenting</th>
<th>$3,200</th>
<th>3 Available</th>
<th>Program</th>
<th>$1,600</th>
<th>Contributing</th>
<th>$800</th>
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</thead>
<tbody>
<tr>
<td>Chamber Annual Meeting</td>
<td>Exclusive recognition in the &quot;presented by&quot; tag line to the event with opportunity to speak (i.e. The State of the Community Report presented by Piedmont Health, PNC, and Triangle Community Foundation)</td>
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<td>A unique portion of the event presented by your company that is tailored to your business and gives you an active role in the program. (i.e. award naming, data section sponsorship, or Aaron's bow tie sponsorship are a few examples of this creative category)</td>
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<td>Sponsorship recognition on all event materials, signage, and communications with a link to your website. And, recognition during the event from a Chamber representative on behalf of your company.</td>
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<td>Executive Leadership Summits</td>
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<td>Community Bocce Derby</td>
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<td>Business Excellence Awards</td>
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<td>State of the Community Report</td>
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<td>Local Government Appreciation</td>
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### Hendrick Southpoint Auto Mall

**Golf Classic**

**Monday, October 10**

**Presenting | $6,000**

Exclusive naming rights to include your company's brand in the Golf Classic event title. Opportunity to speak in both opening and closing programs. And two complimentary playing foursomes.

**Contest & Course | $975**

Signage on the course promoting your brand as one helping bring this wonderful golf outing to life. (i.e. golf cart, driving range, longest drive, and eagle sponsorship are a few examples of this promotional category)

**Hole | $500**

Signage and tabling opportunity designed for quality networking near an assigned tee box on the course.

List of golfers and their contact information in playing order so you’ll know who to expect and how to contact them after networking on the course.

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<tr>
<th>Chapel Hill Young Professionals</th>
<th>Annual Presenting</th>
<th>Ask for Details</th>
<th>4 Sessions</th>
<th>$2,250</th>
<th>Single Session</th>
<th>$800</th>
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<tr>
<td>Business After Hours</td>
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<td>Recognition as the program sponsor for one event each quarter with your name and company in the agenda in an active role within each quarterly event.</td>
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<td>Critical Issues Series</td>
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<td>Industry Leader Calls &amp; Summits</td>
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<td>Leadership Chapel Hill-Carrboro</td>
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Community Champions

BlueCross BlueShield of North Carolina

THE UNIVERSITY of NORTH CAROLINA at CHAPEL HILL

Community Investors

CHAPEL HILL MEDIA GROUP

97.9 THE HILL WCHL

CHAPELboro.com

ATMA Hotel Group Inc

Hendrick Southpoint Auto Mall

PNC

Platinum Sponsors

at&t

THE CAROLINA INN
EST. 1924

The Daily Tar Heel
EIGHTEEN NINETY-THREE
BRAND STUDIO

DURHAM TECH

east west partners

ELLER

ORANGE COUNTY NORTH CAROLINA

WELLS FARGO
Major Investors

Gold Sponsors

- AICPA
- Barrister Commercial Group
- Brooks Pierce
- Carolina Athletics
- Carraway Village
- Chapel Hill Tire Car Care
- Coastal Credit Union
- CommunityWorx
- TRG Residential Group
- Curtis Media Group
- enitech
- Fearrington Village
- Fidelity Bank
- First Horizon
- Glen Lennox
- Google
- Governors Club
- Graduate Chapel Hill
- Pinnacle Financial Partners
- Prestige Associates
- RTP
- Student Stores
- Truist
- Topo
- University Place