



# The Chamber

For a Greater Chapel Hill-Carrboro

## 2022 Member Benefits & Resources Guide



Connect | Advocate | Drive Progress | Build Community



“The Chamber has not only helped me stay informed and provided a plethora of networking opportunities, but also has helped me feel more a part of the community. Building a business—especially in the last year—has had its difficulties, and the Chamber has continued to be a steadfast resource.”

Siddisee Hirpa, Owner  
Kumon Math and Reading Center of Carrboro



“The Chamber’s flawless execution of events and detailed customer service provide the perfect backdrop for me to make meaningful connections in the community.”

Indira Everett  
District Manager, Duke Energy



“The Chamber is an invaluable partner for the busy small businessperson, I know they are vigilant on my and my town’s behalf on advocacy, planning and benefits. Membership easily pays for itself.”

Jamie Fiocco, Owner & General Manager  
Flyleaf Books Chapel Hill



“Collaborating with the Chamber to jointly sponsor a variety of events has been an effective way to demonstrate our ongoing commitment to serving and building the community.”

**Community Leader**

Robert Doreauk  
Regional Director for External Affairs, AT&T

# 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).

# Know Your Chamber

## 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**, Fearington Village  
**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

#### Jensen Anderson

Business Engagement & Connections Manager  
janderson@carolinachamber.org

#### Rebecca Dickenson (919.771.7530)

Vice President for Membership  
rdickenson@carolinachamber.org

#### Seth Hoyle (919.967.7075)

Member Relations Specialist  
shoyle@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

#### Aury St. Germain (828.674.8982)

Communications Manager  
astgermain@carolinachamber.org

The below dates are subject to change. Confirm details and register online at [carolinachamber.org/events](http://carolinachamber.org/events)

## Signature Event Dates

### Friday, March 18 | Chamber Annual Meeting

Join us as we bring you The Chamber's 79th Annual Meeting in-person at the Carolina Club. Help us celebrate the strength of our local business community and get a preview of exciting developments for 2022.

### Thursday, April 21 | Community Bocce Derby

This fun-filled tournament draws up to 150 participants for a light hearted competition with great food.

### Friday, June 17 | Business Excellence Awards

This luncheon & awards ceremony honors exceptional businesses and leaders for their great achievements in the Greater Chapel Hill-Carrboro business community. Nominations open in February.

### Thursday, September 1 | State of the Community Report

Presented by: Piedmont Health, PNC & Triangle Community Foundation

In its 15th year, this annual briefing will feature a comprehensive presentation with the latest data analyzing the well-being of Greater Chapel Hill-Carrboro across social, economic, and environmental indicators.

### Thursday, September 15 | Celebrate Local Market & Expo at Carrboro Town Commons

Come celebrate and support our local business community. This event is Orange County's largest business showcase featuring up to 80 independent businesses and community organizations.

### Monday, October 10 | Hendrick Golf Classic at Governors Club

Presented by: Hendrick Southpoint Auto Mall  
This day-long tournament traditionally draws 100+ golfers. Golfers enjoy 18 holes in a "captain's choice" format with breakfast, lunch, and post-tournament awards.

### Thursday December 15 | Local Government Appreciation Reception

A festive December event recognizing and thanking the public servants who are committed to making Chapel Hill-Carrboro a thriving, healthy, and sustainable community.

## 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 7/26/22)

### 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](mailto:astgermain@carolinachamber.org) to schedule your promotional celebration!

The above dates are subject to change. Confirm details and register online at [carolinachamber.org/events](http://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](mailto: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](mailto:rixa@piedmonthealth.org)

**Info:** [carolinachamber.org/small-business-health-service](http://carolinachamber.org/small-business-health-service)

## Office Supplies



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](http://carolinachamber.org/OfficeDepot)



Exclusive discounts on Lenovo's entire product line. Shop at our online portal [lenovo.com/carolinachamber](http://lenovo.com/carolinachamber), and enter the passcode **ChapelHill**.

**Contact:** [lenovo@carolinachamber.org](mailto: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](mailto:nancy@nancywilliamsadvisor.com)

**Info:** [carolina.tagresources.com](http://carolina.tagresources.com)



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](http://carolinachamber.org/FirstBenefits)

## **FREE** Marketing Opportunities Included With Your Membership!

- Online business directory page with links: [www.carolinachamber.org/localbusinessdirectory](http://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](http://www.carolinachamber.org)

Over 41,000 unique visitors each year:  
**Enhanced Business Directory Listing:** \$300/year  
**Banner Advertising:** \$125/month or \$875/year

## Membership matters.

### Greetings!

Have questions about the new COVID-19 Relief Bill and PPP Round 2? Join us for our next Business Briefing to hear from experts from AICPA and the SBA who can answer your questions and give relevant information. This program will be on Tuesday, January 12, 2021 at 9:30 a.m. via Zoom. **Register now to receive the link!**

In partnership,

**Vanessa Watson**  
Director of Communications and Programs  
The Chamber For a Greater Chapel Hill-Carrboro  
[vwatson@carolinachamber.org](mailto:vwatson@carolinachamber.org) | 919-357-9989



### Chamber News



[Register Now](#)

**2021 Chamber Annual Meeting**  
Friday, January 29, 2021  
8 a.m. networking  
Program: 8:30 - 10 a.m.

Begin the new year by connecting with fellow Chamber members at the 2021 Chamber Annual Meeting Live from The Carolina Club. Help us celebrate the strength of our business community in 2020 and get a preview of exciting developments for 2021. Choose your own table up close to the action, drink from your favorite coffee mug, and enjoy the free parking at your own home or office!

Breakout Room Sponsor



Aaron's Bow Tie Sponsor



Citizenship and Service Award presented by:



Featured Program Sponsor



Contributing Sponsor



Sponsor of Deliciousness



Chair's Award for Public Private Partnership presented by



**NEW STUDIO  
OPENING SPECIAL!**

**FREE  
INTRODUCTORY  
STRETCH**

\*New clients only. Must be a local resident. Cannot be combined with any other offer.



**RELIEVE** Stiffness & Soreness  
**FEEL** Lighter & Younger  
**INCREASE & MAINTAIN** Range of Motion  
**ENHANCE** Physical & Athletic Skills



**CHAPEL HILL**  
604 Meadowmont Village Cir  
**919-525-2507**  
[chapelhill@stretchzone.com](mailto:chapelhill@stretchzone.com)  
[stretchzone.com](http://stretchzone.com)

[Book your relaxing complimentary stretch session now](#)

## 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.

# Promote Your Business

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



<p><b>Signature Events</b></p> <ul style="list-style-type: none"> <li>Chamber Annual Meeting</li> <li>Executive Leadership Summits</li> <li>Community Bocce Derby</li> <li>Business Excellence Awards</li> <li>State of the Community Report</li> <li>Local Government Appreciation</li> </ul>	<p><b>Presenting   \$3,200</b> 3 Available</p> <p>Exclusive recognition in the "presented by" 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)</p>	<p><b>Program   \$1,600</b></p> <p>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)</p>	<p><b>Contributing   \$800</b></p> <p>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 .</p>
  <p><b>Golf Classic</b></p> <p><b>Monday, October 10</b></p>	<p><b>Presenting   \$6,000</b></p> <p><b>SOLD</b></p> <p>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.</p>	<p><b>Contest &amp; Course   \$975</b> 8 Available</p> <p>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)</p> <p>Complimentary foursome to participate in the tournament included</p>	<p><b>Hole   \$500</b> 16 Available</p> <p>Signage and tabling opportunity designed for quality networking near an assigned tee box on the course.</p> <p>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.</p>
<ul style="list-style-type: none"> <li>Chapel Hill Young Professionals</li> <li>Business After Hours</li> <li>Critical Issues Series</li> <li>Women's Networking</li> <li>Industry Leader Calls &amp; Summits</li> <li>Leadership Chapel Hill-Carrboro</li> </ul>	<p><b>Annual Presenting</b> Ask for Details</p> <p>Show your support of Chamber programming by underwriting a full year of CHYP monthly gatherings, sponsoring monthly calls with one of our key industry verticals, or be the Presenting Sponsor of our 2022 Leadership Class.</p>	<p><b>4 Sessions</b> \$2,250</p> <p>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.</p>	<p><b>Single Session</b> \$800</p> <p>Recognition as the program sponsor for a single event of your choice with your name and company in the agenda with an active role within the program.</p>

# Community Champions

---



THE UNIVERSITY  
of NORTH CAROLINA  
at CHAPEL HILL

# Community Investors

---

## CHAPEL HILL MEDIA GROUP



ATMA  
HOTEL GROUP INC



# Platinum Sponsors

---



THE CAROLINA INN  
EST. 1924



BRAND STUDIO



# Major Investors

## Gold Sponsors

---



