



Membership Opportunities

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



Successful businesses create successful communities, and we are passionate about both.

At The Chamber, we know that you want a successful business in a thriving community.

In order to achieve that, you need access to the right people, information, and resources to lead your company, as well as opportunities to meaningfully contribute to community growth, progress, and positive change.

The problem is that leading a business is demanding. It's not easy to find and keep the right people, navigate local regulations, attract customers, and adapt to an uncertain and changing economic environment. And, with a full plate, addressing big community challenges can feel out of reach, too time consuming, or that your voice will not be heard.

We believe no business leader should have to face these challenges alone. That's why, for more than 80 years, we've helped people just like you be more successful by providing access to the networks, knowledge, and resources you need to thrive.

Our Chamber is home to one of the most diverse, collaborative, and growing community of business leaders in the region. We invite you to be part of it.



Aaron Nelson
President and CEO
 The Chamber



Community Leader \$9,750 Annually

Fuel The Chamber's work.
Build a resilient community where
business thrives.

Community leader partnerships
make The Chamber's vision possible:

to be a 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.

And, we'll give you some great
perks along the way:

- **Platinum Sponsorship**
recognition at all Chamber
events all year long
- **8 tickets** to each event for your
team and guests
- 2 players in the Hendrick
Golf Classic at Governors Club
on October 21, 2024
- 2 Complimentary Member
Exclusive promotional e-mails
to full membership with social
media collaboration posts
- Invitations to **C-suite Community
Investor Summits** hosted by The
Rizzo Center
- **\$450 off** Leadership Chapel
Hill-Carrboro registrations
- **25% off** Chamber event
sponsorship and advertising



Antwine Jackson
Enitech IT Support & Consulting
Community Leader



I am a big believer that strategic growth begins with the partnerships we cultivate. Our partnership with **The Chamber** has been essential in Enitech's growth and leadership development. Over the past decade, The Chamber has been an invaluable resource for our marketing efforts, industry knowledge, and community engagement."

Community Builder \$6,750 Annually



Jesus Avendano
Gonzalez Painters & Contractors
Community Builder

**Lead Your Community.
Maximize Your Marketing.
Leave A Legacy.**

If you want to be viewed as a top business leader in the community – known and respected for giving back and leading the charge to make the greater Chapel Hill region a better place to live, work, and play – then the Community Builder Membership is perfect for you.

You get all the benefits of membership, PLUS:

- **Gold Sponsorship** recognition at all Chamber events all year long
- Your logo on our major investors web page, video, and annual membership benefits book
- **6 tickets** to each event for your team and guests (estimated \$1,620+ value)
- 2 players in the Hendrick Golf Classic at Governors Club on October 21, 2024
- 2 Complimentary Member Exclusive promotional e-mails to full membership with social media collaboration posts
- Invitations to **C-suite Community Investor Summits** hosted by The Rizzo Center
- **\$450 off** Leadership Chapel Hill-Carrboro registrations
- **25% off** Chamber event sponsorship and advertising



Aligning our brand with The Chamber has been a positive experience for Gonzalez Painters & Contractors, **elevating our credibility, fostering invaluable community partnerships, and expanding our impact in the region.** We view investing in The Chamber's Community Builder membership as an easy way to solidify our commitment to growth and positive change."

Business Leader \$4,500 Annually

Invest in The Chamber's Successful Economic & Community Development Work.

We're here to work for you!

The Chamber offers more than just community, we're an advocate for you and the success of your business. Let us help you make valuable connections efficiently and access the information you need to make good business decisions.

You get all the benefits of Membership, **PLUS:**

- **\$1,200 sponsorship & advertising credit** to align your brand with an event or promote your message on our digital communications platforms
- **4 tickets** to each event for you and your team (estimated \$1,080+ value)
- Invitations to **C-suite Community Investor Summits** hosted by The Rizzo Center
- Promote up to **4 separate locations** with enhanced business directory listings that display at the top of directory search results—enhanced listings include unlimited words, photos, linkbacks, and one video link
- **Free Member Exclusive** email marketing to full membership with social media collaboration posts
- Custom research and community data reports



Keith Wallace
Merritt Properties
Business Leader



The Chamber connects businesses, fosters collaboration, drives economic growth and represents **the spirit of all things Chapel Hill-Carrboro**. Merritt Properties is proud to be a member partner, and we appreciate The Chamber's dedication to the success of businesses both big and small."

Business Builder \$1,455 Annually



Elie Abou-Rjeileh & Jack Daoud
Olmaz Jewelers
Business Builder



The Chamber has been an **incredible source of knowledge and support** making us feel welcomed and part of the community as we moved to Chapel Hill and opened our store here.”

**Increase Visibility.
Grow Your Brand.
Get VIP Access for Your Team.**

Combine all the benefits of Chamber membership with an effective targeted marketing campaign designed to increase your visibility and brand PLUS extra access for you and your team members.

You get all the benefits of membership, PLUS:

- A **\$600 sponsorship & advertising credit** to sponsor an event, place an ad on our website, or let us send a Member Exclusive e-mail on your behalf
- Enjoy **2 complimentary tickets** for each event for you and your team to attend and engage (estimated \$540+ value)
- Enjoy 4 complimentary uses of The Chamber's conference room presented by Louise Beck Properties
- Promote **2 separate locations** with enhanced business directory listings that display at the top of directory search results—enhanced listings include unlimited words, photos, linkbacks, and one video link
- Complimentary membership mailing address list for one time use

Small Business \$825 Annually

**Build your reputation.
Celebrate your growing business.**

Joining the Chamber family offers more than just community, we're an advocate for you and the success of your business. Let us help promote your services, offer recommendations of who you should connect with in our local community, and navigate the complexities of growing your business.

Get all the benefits of membership, PLUS:

- A **\$300 sponsorship & advertising credit** to sponsor an event, place an ad on our website, or let us send a Member Exclusive e-mail on your behalf
- Let us celebrate your grand opening or anniversary milestone with an **enhanced ribbon cutting** that includes a social media live tour, invitations to our local community leaders, elected officials, and a press release to our local media outlets
- Enjoy 2 complimentary uses of The Chamber's conference room presented by Louise Beck Properties
- Shipping internationally? Discounted certificates of origin and free sale apply with this membership



Sweta & Blake Adkin
Adkin CPA, PLLC
Small Business Member



I trust this Chamber to keep me informed, look out for our interests, and help create an economy and community where our businesses can thrive."

Micro Enterprise \$585 Annually 48.75/month

Grow your network. Strengthen your community.

We'll help you get connected, grow your brand, and save money while advocating for your success and establishing your reputation as a local business leader.

Chamber membership has its benefits:

- Make meaningful new connections through Chamber programs and quality strategic referrals
- Free access to professional development programs including training, networking, and policy series forums
- Expertise and guidance on how to apply research and community data to your business
- Promote your events, job openings, and offer exclusive Chamber member discounts
- Give your employees and their families access to high quality, low cost healthcare and dental care with Piedmont Health (\$60 primary care visits, \$13 prescriptions on average, and discounted dental care)
- Save money on credit card processing fees, workers' comp coverage, and more
- Complimentary city maps, community guides, and annual visitors and relocation guides
- Host a ribbon cutting or milestone celebration
- Access to professional, full-time advocacy staff to help you navigate local regulations and complex issues
- Complimentary notary services
- Membership in the Carrboro Business Alliance - if applicable
- Promotion on The Chamber's online business directory with business name, logo, address, phone, email, google map, website, social media links, and business description
- Access to members-only InfoHub with detailed membership directory including direct contacts



Jamie Fiocco
Flyleaf books
Micro Enterprise Member

Reserved for organizations with less than 10 employees.

Our Chamber:

- 1** **Connects** you to the people, information, and resources your business needs to succeed.
- 2** **Advocates** for the business interest of our community.
- 3** **Drives Progress** and **Builds Community** through successful community convening, education, and engagement strategies.

Our Vision:

The Chamber aims 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.

Our Mission:

The Chamber aims to serve and advance local business interests and build a resilient community where business thrives.

Explore with the Chamber!

A Taste of South Africa Safari Adventure

September 9-17, 2024 | 9 Days / 8 Nights

Some destination highlights:

- Cape Town
- Johannesburg
- View the "Big Five" in a 4-wheel drive excursion- Stellenbosch winelands
- Airfare out of RDU

Starting at **\$5,099 per person**

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!



Board Officers

Dan Lehman, Chair
UNC Health

Betsy Harris, Vice Chair
Armacell, LLC

Lori Doherty,
Immediate Past-Chair
Doherty Home Inspections
& Wine to Water

Sweta Adkin, Treasurer &
Vice Chair for Finance
Adkin CPA PLLC

Robert Saunders,
General Counsel
Brooks Pierce Law Firm

Aaron Nelson,
Secretary and CEO
The Chamber

Creighton Blackwell,
Chair of the Partnership
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Tola Oguntoyinbo,
Vice Chair for Technology
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Scott Maitland,
Vice Chair for Community Impact
Top of the Hill

Poonam Nandani,
Vice Chair for Marketing
Hendrick Southpoint Auto Mall

2024 Board of Directors

Mayor Jess Anderson,
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(ex-officio, non-voting member)

Manish Atma, ATMA Hotel Group

Jes Averhart, Jes & Co.

Donna Bell, Congruence Counseling

La-Tasha Best-Gaddy,
Infinity Bridges

Tim Dalton, Truist

Greg Fitch, Fearington Village
and Fitch Creations

Mayor Barbara Foushee,
Town of Carrboro
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Triangle Digital Partners

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Wes Rowe, Wintergreen Hospitality

Ryan Stewart, Trinsic Residential

Julia Wright, Dominion Energy

Chamber Staff

Aaron Nelson, IOM
(919-967-7077)
President and CEO
anelson@carolinachamber.org

Jensen Anderson, MSW
Director of Community Engagement
and Assistant to the President
janderson@carolinachamber.org

Rebecca Dickenson (919-771-7530)
Vice President for Membership
rdickenson@carolinachamber.org

McKenzie Steagall (443-907-5476)
Director of Programs and
Member Engagement
mstegall@carolinachamber.org

Kalista Popp (984-444-6857)
Finance Manager
kpoppp@carolinachamber.org

Ian Scott (984-444-3918)
Vice President for Advocacy
iscott@carolinachamber.org

Aury St. Germain, MS
(828-674-8982) Director of
Communications and
Business Development
astgermain@carolinachamber.org

Hayley Loftus (984) 444-6792
Business Support and
Communications Specialist
hloftus@carolinachamber.org

2024 Chamber Signature Events & Programs

Friday, February 9 | Annual Meeting

Presented by: Trinsic Residential Group & Piedmont Health

Wednesday, May 1 | Community Bocce Derby

Presented by: Piedmont Health

Thursday, May 2 | Leadership Chapel Hill-Carrboro Kickoff

Leadership is a cohort-based learning experience designed to inform, develop, connect, and engage committed and emerging leaders in Greater Chapel Hill-Carrboro.

Thursday, May 23 | State of the Community Report & Conference

Presented by: PNC & Triangle Community Foundation

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.

Friday, June 21 | Business Excellence Awards

September 15-18 | Biennial Inter-City Visit & Leadership Conference

75-100 of our local business and community leaders will convene to learn from the experiences of another community and vision for a better tomorrow.

Monday, October 21 | Hendrick Golf Classic at Governors Club

Presented by: Hendrick Southpoint Auto Mall

Thursday, December 12 | Legislative Forum & Local Government Appreciation Reception

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

Black Business Alliance

A group created to convene, engage, and empower Black business owners and leaders to support the growth of a thriving Black business community.

- February 27
- April 18
- August 15
- October 2
- December 12

2024 Policy Event Series

February 22: The Economic Outlook & Local Conditions Forum

June 5: Policy On Tap

August 28: Policy On Tap

October 9: Policy On Tap

Women's Networking Events

Quarterly learning, relationship building, and networking opportunities for women.

January 23: Bell Leadership Seminar (3-5) & Networking Social (5-7)

May 7: Luncheon

July 30: Failing Like a Woman with Deborah Grayson Riegel Seminar (4-5) & Networking Social (5-7)

November 7: 'Friendsgiving' Luncheon at Farrington Village

Chapel Hill Young Professionals

Presented by: Gonzalez Painters & Contractors

The Chapel Hill Young Professionals (CHYP), serves member employees ages 40 and under.

- March 12 at Hawker's
- May 14 at Innovate Carolina Junction
- June 11 at the Durham Bulls Ball Park
- July 9 at Chapel Hill Tennis Club
- August 20
- September 10
- October 12
- November 12
- December 3

Business After Hours Networking Events

This monthly membership gathering will offer a professional development seminar followed by a networking social. You may choose to attend either or both portions of the program.

- March 21 at Beau's Catering
- April 18 at SECU Family House
- May 30 at Pinnacle Financial Partners
- June 25 at Medical Day Spa
- August 15 at Kidzu
- September 19 at Innovate Carolina Junction
- October 17 at MOSIAC at Chatham Park
- December 12

Policy Platform

The Chamber Government Affairs Committee uses this policy platform to guide its advocacy efforts and educate policy makers on issues that matter to the local business community. **Learn more at carolinachamber.org/advocacy**

I. Economic Development

Economic development is the growth of the commercial tax base with commercial development and job creation. Done well, economic development generates economic well-being and contributes to many community benefits.

We advocate for:

- Policies and projects that create local jobs and increase the formation, retention, and relocation of businesses in our community.
- Policies that make it easier to build, renovate, and redevelop commercial property.
- Policies that promote development density, streamline regulatory requirements, and reduce regulatory hurdles.
- The development of additional commercial space, including retail, office, flex, warehouse, and manufacturing.
- The implementation of successful tools like ‘form-based code’ that create clarity and certainty for all involved.
- Proactive and cooperative recruitment of employers and industries.
- Public investment of infrastructure, such as water, sewer, and parking in the economic development districts and zones.
- Plentiful, accessible parking in the downtowns.
- A fair tax and fee system that does not negatively target nor disadvantage specific sectors or industries.

II. Community Development

Community development is the improvement of public infrastructure, amenities, and institutions that make a community a desirable place to live, learn, and work. Done well, community development improves quality of life, attracts and retains talent and employers, and fosters a more connected and vibrant community.

We advocate for:

- Improved transit and transportation infrastructure to ease local and regional commuting and reduce congestion.
- Accessible, reliable, resilient, and affordable utilities and services, including water, energy, high speed internet, and telecommunications infrastructure needed to support business continuity.
- The construction of diverse housing that accommodates projected community growth rates and improves housing affordability.
- Policies that address reductions in carbon emissions, modernize the energy grid, and keep energy prices as affordable as possible.

- Policies that support job growth and investment in the renewables and clean energy sectors.
- 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.

III. Workforce Development

Workforce development prepares people for employment, helps workers advance in their careers, and ensures employers have the skilled workforce they need for their current and future needs. Done well, the talent pipeline is employer-led, thoughtfully managed, and increases community competitiveness.

We advocate for:

- Our public schools and an education system that prepares all our community’s children for a globally competitive world of work.
- Our community colleges and universities to be well-funded, economically impactful institutions that are responsive to the needs of regional and state employers.
- Increased access to early childhood education.
- An immigration system that gives local employers reliable access to workers they need to thrive.
- Strategic investments in, and management of, an employer-led talent pipeline that addresses local skills gaps to better meet the existing and projected workforce needs.

IV. Business Development

Business development is the establishment, expansion, and retention of revenue-generating enterprises. Done well, business development services and activities make up an innovative ecosystem that helps entrepreneurs and leaders of existing enterprises develop, grow, and sustain through all phases of their business lifecycle.

We advocate for:

- Policies, projects, and programs that make it easier to start, grow, and sustain a business in our community.
- The development and maintenance of an ecosystem that supports entrepreneurs and startups in all phases of their business lifecycle.
- Creation and expansion of municipal and county grant and loan funds.
- The increased exportation of local products and services to global customers.

Business Resources



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@infitechllc.com

Info: infitech.i3merchant.com/partners/chapelhill/



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

• rix@piedmonthealth.org

Info: carolinachamber.org/small-business-health-service



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



20% off your in-store Print & Marketing Services order. (Including signs, banners, decals, business cards, brochures, disposable menus, and more.)

10% off your in-store purchase of regularly priced items. (Including markers, envelopes, boxes, tape, furniture, desk accessories, coffee, snacks, and more.)

Plus, earn on every purchase with Staples Rewards®

Enroll: carolinachamber.org/staples



Competitive, stable workers' compensation coverage for small and medium sized businesses. Talk to your current insurance agent about applying for the FBI program. **Workers' Comp Insurance is mandated by state law if a business has three or more employees.**

Contact: (888) 393-2667

Info: carolinachamber.org/FirstBenefits

Community Champions



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Community Champions and Community Investors are a premier group of corporate citizens that are dedicated to the economic prosperity and progress of our region. They represent the highest level of Chamber investment, and their commitment enables The Chamber to innovate and shape a thriving and vibrant region.

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104 South Estes Drive
Chapel Hill, NC 27514

919.967.7075

carolinachamber.org

