



[w e l c o m e]

Join the more than **800 local businesses** and their **50,000 employees** and become a member of the Chapel Hill-Carrboro Chamber of Commerce. We invite you to take advantage of the networking events, educational programming, member to member benefits, issue advocacy, marketing and referrals, and community-building activities that the Chamber provides. Your Chamber membership is an investment in your organization and the quality of life of our community. The mission of the Chapel Hill-Carrboro Chamber of Commerce is to promote and advance the business interests of its members and support the Chamber Foundation for a Sustainable Community.

In 2009, the Chamber will present **more than 100 networking events, committee meetings and educational programs** for our members, including two Women's Executive Series events, the Chatham and Orange County Development Briefings, and the annual State of the Community Report. The Chamber will also continue to refer residents, visitors and relocators to Chamber members exclusively, as well as produce the annual Community Map, and partner with Chapel Hill Magazine to produce our community's premier visitors and relocation guide.

[o u r 6 a r e a s o f s e r v i c e]

- Building your **professional network**
- **Marketing** your business
- Investing in **economic and community development**
- **Saving** you money
- Representing your **business interests**
- **Sharpening** your skills

DEVELOPMENT | NETWORKING | SUSTAINABILITY

HOW TO JOIN

For information on joining the Chamber, please continue reading, download the Full Membership Packet from www.carolinachamber.org, or to set up an appointment to discuss member benefits, contact Karen Bonardi, Director of Development, at 919.967.7076 or kbonardi@carolinachamber.org. Other inquiries about member programming, committees, services and opportunities may be directed to Karen Bonardi.



[h o w t h e c h a m b e r w o r k s f o r y o u]

For more information on gaining the most benefits from your Chamber membership, contact Meg Branson, director of membership services, at mbranson@carolinachamber.org or 919.357.9977.

connecting you with potential customers & clients

The Chamber refers residents, visitors and relocators to Chamber members exclusively through our 2009 Business Directory, our online directory – available at www.carolinachamber.org – over the phone, and in person. And only members are promoted in Chamber publications including the Community Map and print and e-mail newsletters. About 10,000 copies of the Community Map are distributed each year to local businesses, area hotels and restaurants, the Chapel Hill/Orange County Visitors Bureau, and relocators. Members also frequently refer each other based on the relationships built at our networking events. And WeBuyLocal.org, the Chamber's new online directory of local products and services, makes it easy for customers and clients to find what they need close to home and work. Listings on WeBuyLocal.org, valued at \$100, are a complimentary benefit of Chamber membership.

DEVELOPMENT | NETWORKING | MARKETING

growing your professional network

Business Before Hours and Business After Hours, our monthly networking events, bring together about 60 to 100 people, respectively, for informal meet and greet breakfasts and evening outings. Programs and events such as the Young Professionals Network and Women's Executive Series offer networking opportunities for segmented audiences. And the Chamber's Annual Meeting allows Chapel Hill-Carrboro Chamber members to mingle with fellow members and professionals from across the Triangle. The Chamber also hosts a series of monthly Roundtables – Women's, Retail, Small Business, and Non-Profit – that promote peer-to-peer education and collaboration.

working to attract new businesses to the area

For some time, economic developers in Orange County did not have a concise marketing piece describing our area's assets to prospective businesses. Seeing the need, the Chamber, with financial support from the County, created a print and electronic brochure geared toward attracting new businesses to the area. Moving forward, the Chamber and its economic development partners will distribute the brochure to targeted industries through direct mail and e-mail. Beyond the brochure, Chamber staff have expanded and bolstered the quality of the economic data that we gather in order to provide top-notch and up-to-date information about our area and market to prospective businesses.

marketing our area to individuals looking to relocate

Each year, the Chamber provides information to more than 1,600 individuals and families interested in relocating. Those who visit or call our office receive publications and information promoting the life, culture, local businesses, non-profit organizations and schools in Chapel Hill and Carrboro. Publications include PERSPECTIVES 2009, the Chamber's current resource and relocation guide, which provides an intimate look into Chapel Hill and Carrboro, our Community Map, local media, and brochures from Chamber members. In 2010, the Chamber will partner with Chapel Hill Magazine to produce our community's premier visitors and relocation guide. Our staff enthusiastically promotes the area and provides valuable additional information gleaned from our experiences as local residents and employees.

It's smart business. 104 s estes drive, chapel hill nc 27514 | 919.967.7075 | www.carolinachamber.org



providing briefings, materials & events on information important to your business

Two times a year, the Chamber hosts development briefings for Orange and Chatham Counties that each bring together a panel of planners, economic developers and elected officials to discuss current and anticipated development projects as well as policy changes that will affect future development. Each year, we also hold State and Federal Legislative Briefings where elected officials speak about issues that they have taken up while in office and lay out plans for issues they anticipate tackling. The Briefings provide an excellent opportunity for members to meet elected officials and raise issues unique to their businesses. As a supplement to the Chamber's monthly morning networking events, we will also hold five Breakfast Briefings in 2009, covering topics from an instant marketing makeover, to health insurance, HSA's and other HR options, to an in-depth economic outlook.

Each month, Chamber staff compile Government Matters, a comprehensive newsletter that provides an overview of issues, projects and policy changes occurring in local, state and federal government that could affect member business. Also, as issues arise, Chamber staff send "Action Alerts" that give members the latest update about an issue or policy proposal and provide information about how members can take action or respond.

helping you save & make money by going green and sustainable

In 2007, the Chamber's Foundation for a Sustainable Community engaged the Center for Sustainable Enterprise at UNC Chapel Hill's Kenan-Flagler Business School to develop a business plan to create a program to help save our members money and gain a branding edge by becoming green and sustainable. In 2008, the Foundation engaged staff to execute the program. Green Plus™ is available to Chamber members at a substantially discounted rate in 2009.

Green Plus™ will provide members access to:

- Similar businesses that have implemented sustainability measures, as well as our university partners at Duke University and UNC Chapel Hill
- The Green Plus™ wiki – a database of money saving, small business sustainability practices
- Buyers who want to deal with sustainable businesses through the Green Plus™ directory

Members will also have the opportunity to pursue Green Plus™ certification at a discounted rate. Green Plus™ certification is a recognition program to help our community and buyers across the country reward member businesses making strong efforts to become sustainable. Chapel Hill-Carrboro Chamber members have led the way in many areas of small business sustainability and will be the first to benefit from this exciting new program.

lobbying local government entities on government issues

One of the most critical areas of the Chamber's work is communicating your concerns to elected officials. The Chamber has a dedicated staff member, Adam Klein, vice president of economic development and government affairs, who monitors the agendas of Chapel Hill, Carrboro and Orange County government and attends meetings to track business-related issues. As issues arise, Chamber staff develop a position based on feedback from members and then speak before governing bodies, voicing your views.

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ADVOCACY | EDUCATION
SUSTAINABILITY



**CHAPEL HILL
CARRBORO**
Chamber of Commerce



[networking events]

Each year the Chamber facilitates more than 25 networking events during which Chamber members connect with potential customers and clients and broaden their professional relationships. Our networking events also provide members with an opportunity to strengthen their referral bases and to engage local leaders and decision makers in our business community.

business after hours

The Chamber's monthly after-work networking event, which draws an audience of about 100 business and community leaders. Usually held on the third Thursday of each month from 5:30 to 7:30 p.m.

business before hours

The Chamber's morning networking event, which draws an audience of 60 to 80 members. Usually held on the first Friday of each month from 7:30 to 9 a.m. Business Before Hours includes around-the-room introductions.

young professionals network

Quarterly networking and educational events held for members ages 35 and younger. Generally draws an audience of about 50 members. Past events include a business etiquette luncheon and a first-time home buying financial planning seminar.

new member orientation

This orientation to the Chamber for new members and newly appointed managers usually draws an audience of 30 to 50 guests, new members, Chamber Board and staff. Learn how to make the most of your Chamber membership with networking, referrals, marketing opportunities and community outreach. Business After Hours, the Chamber's monthly networking event, immediately follows the New Member Orientation. Held in March, July and November.

EVENT RESOURCES

For up-to-date information on Chamber networking events - dates, times and locations - visit the Chamber's online calendar at www.carolinachamber.org/calendar.

To request the Chamber Matters monthly print newsletter, which includes a calendar of events and more detailed information about our networking events, please email info@carolinachamber.org or call **919.967.7075**.

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[executive & community events]

The Chamber's Executive & Community events bring together a diverse audience of local business and community leaders, giving Chamber members unparalleled access to planners, economic developers, elected officials and other area 'movers and shakers.'

chamber annual meeting

Held in late January, this large, ticketed networking event draws a sell-out audience of more than 450 Chamber members, elected officials and guests. The meeting features a keynote address and presentation of the Small, Mid-size, Large, and Newcomer Business of the Year Awards.

women's executive series

Fall and spring networking and professional development events, which each draw an audience of 100 to 200 local women in business. The Women's Executive Series includes ticketed events in the spring and fall and features a keynote address, table conversation starters, and table displays by local businesses.

breakfast briefings

Breakfast Briefings are offered in conjunction with Business Before Hours networking events five times a year, and include a presentation or panel discussion on topics ranging from marketing in a down economy to health insurance, HSA's and other HR options. The briefings are held in March, May, July, September and November and include around-the-room introductions.

chatham and orange county development briefings

Informational briefings on current and upcoming development projects in Chatham and Orange counties. Attendees will hear from local elected officials, senior local/county staff, and developers. The Chatham Briefing is held in the spring, Orange in the Fall. Each attract an audience of about 150 people, many in the real estate business.

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ACCESS | DIRECTION | PUBLIC POLICY



local elected officials reception

The Chamber's spring 'thank you' event for our local elected officials. This evening event is the perfect opportunity for Chamber members to meet elected officials and senior staff from the Town of Carrboro, Town of Chapel Hill, Town of Hillsborough, Orange County and Chapel Hill-Carrboro City Schools, as well as members of the Chamber Board of Directors and Government Relations Committee.

state legislative breakfast

This breakfast, held in the late summer or early fall, offers Chamber members the opportunity to meet and connect with the N.C. General Assembly delegation and members of the Chamber Board of Directors and Government Relations Committee.

breakfast with congressman david price

This fall briefing offers members an opportunity to hear from U.S. Representative David Price about congress' previous session, current action, and what he expects congress to take up over the next year. This event includes a question and answer session.

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[chamber committees]

Currently, the Chamber has five active committees. Committees meet regularly to monitor Chamber programs and services and offer recommendations for enhancements. If you are interested in volunteering to serve on a Chamber committee, please contact Meg Branson, director of membership services, at mbranson@carolinachamber.org or 919.967.7075 x24.

ambassadors

Act as the goodwill arm of the Chamber, volunteering their time to make personal calls and visits to new members, and explaining and promoting Chamber programs, events and activities. Ambassadors also represent the Chamber at various events including Business After Hours and New Member Orientations. Committee Chair: Kim Piracci, Independent GG Jewelry Appraiser; Meetings: 8 a.m., first Tuesday of each month.

economic development and public policy

Identifies issues and devises strategies that will create and sustain a thriving business community. Monitors and makes recommendations to local government on issues affecting Chamber members and their interests. The Chamber is also active with regional, state and national organizations and efforts, and helps leverage its resources to the benefit of members. Committee Chair: Anita Badrock, Smither and Associates; Meetings: *Subject to change* – 8 a.m., first Thursday of every other month. (Jan., March, May, July, Sept., Nov.)

membership services

Strategically plans the growth of the Chamber through building member loyalty and retention, and is responsible for the oversight and enhancement of the Chamber's membership programs and services. Committee Chair: Diana Minta, A Better Image Printing; Meetings: 11:30 a.m., second Tuesday of each month.

finance

Supervises and oversees the Chamber's financial information and records. Committee Chair: Pat Phelan, Edward Jones

SERVICE | INVOLVEMENT | NETWORKING



[chamber roundtables]

Roundtables are non-competitive forums of business owners and managers who meet monthly to discuss a variety of business issues and concerns. The forums generally accept new members and new groups may be created throughout the year. If you are interested in starting a new Roundtable or second group of an existing Roundtable, please contact Meg Branson, director of membership services, at mbranson@carolinachamber.org or 919.967.7075 x24.

non-profit roundtable

Facilitator: Matt Carter, The Well: Chapel Hill Church of Christ

Meetings: 11:30 a.m., second Wednesday of every other month (Feb., April, June, Aug., Oct., Dec.).

retail roundtable

Facilitator: Barbara Jessie-Black, PTA Thrift Shop, Inc.

Meetings: 7 a.m., third Tuesday of each month.

women's roundtable

Facilitators: Marcia Corprew, Town Planner Community Calendar, Wendy Tanson, RE/MAX Winning Edge, and Barbara Jessie-Black, P.T.A. Thrift Shop

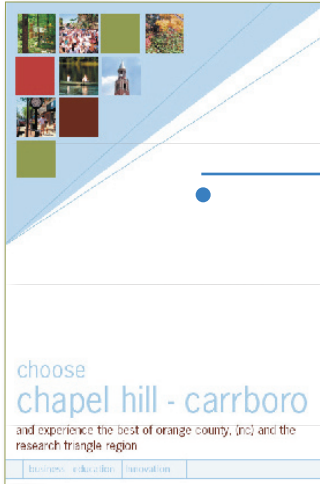
Meetings: 8 a.m., fourth Tuesday of each month.

small business roundtable

Facilitator: Bob Altier, DeWitt Law, PLLC

Meetings: TBD.

DEVELOPMENT | PARTICIPATION | CONNECTION



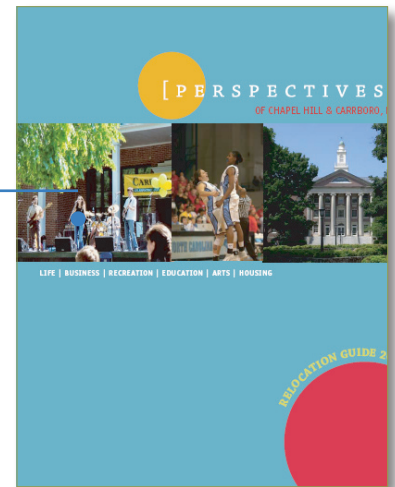
RELOCATING YOUR BUSINESS

Our Economic Development brochure aids in fostering economic growth in Orange County. The brochure offers brief profiles of the county, Chapel Hill and Carrboro, and touts the community's accolades and assets. To view the brochure, please visit: carolinachamber.org/news/EconomicDevelopmentBrochure.pdf

For more information about starting a business in or relocating your business to Orange County, contact Adam Klein, Vice President of Economic Development and Government Relations, Chapel Hill-Carrboro Chamber of Commerce, at 919.357.9988.

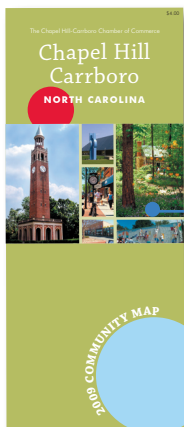
MOVING TO THE AREA

PERSPECTIVES magazine is the Chamber's award-winning resource and relocation guide, which provides an intimate look into Chapel Hill and Carrboro. This guide focuses on what it's like to live and do business in our areas and includes all the pertinent statistical information about our community. 10,000 copies are distributed each year to local businesses, area hotels and restaurants, the Chapel Hill/Orange County Visitors Bureau, and relocators. Contact the Chamber at 919.967.7075 to order a copy. In 2009 the Chamber has partnered with Chapel Hill Magazine to produce a new magazine for 2010. The 2010 magazine will be our community's premier visitors and relocation guide and the official guide of the Chamber.



FINDING YOUR WAY

The most useful and comprehensive map of our local area covers Chapel Hill, Carrboro, UNC-CH, downtown Hillsborough, Orange County, and northern Chatham county. The map also includes indices of local streets, schools and points of interest as well as relocation information including instructions on automobile, voter and public school registration. Contact the Chamber at 919.967.7075 to order a copy.





[foundation for a sustainable community]

The mission of the Chamber Foundation for a Sustainable Community is to invest business and community resources to promote and advance the triple bottom line of community sustainability: **environmental stewardship, social equity and economic prosperity.**

In August 2003, the Chapel Hill-Carrboro Chamber of Commerce convened the Council on a Sustainable Community, an independent task force, to address how to proactively promote a healthy economy and ensure Chapel Hill, Carrboro, and Southern Orange County remain successful and sustainable. This Council, composed of community leaders who believe that a sustainable community is in all of our best interests, underwent a 6 month process of researching the community's main issues and challenges. The Chamber's Foundation for a Sustainable Community was created as the permanent organization charged with the goal of advancing creative solutions to long term community sustainability.

[p r o g r a m s]

economic prosperity

- **Business in Education Partnership** | The Business in Education Partnership brings together business leaders and school system representatives to improve the relationship between the local business community and the local schools.
- **Sports Tourism** | We've grown our decade-long partnership with the North Carolina High School Athletic Association to increase the number of championships held in Chapel Hill.

environmental stewardship

- **Green Building and Sustainability Workshops** | Since 2004, more than 200 people have participated in the workshops, which are aimed at improving the business community's knowledge and implementation of green and sustainable business practices.
- **Council on Sustainable Business Practices** | The new Council develops policy recommendations for the Chamber and Foundation Boards on local and regional community development issues and creates programs to help businesses grow and improve their sustainable business practices.

social equity

- **Community Sustainability Report and Leadership Awards** | We will present 17 awards to uniformed officers and community heroes at the 6th Annual Salute to Community Heroes; we will present our 2nd annual State of the Community Report at our Annual Meeting.
- **Workforce Housing Partnership** | This partnership of housing advocates and agencies, home builders, realtors and major employers continues to advise the Chamber and Foundation on housing policy recommendations for the Chamber Board and created www.workforcehousing.info.

