



Membership Engagement Guide

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 too time consuming or like 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 rapidly growing community of business leaders in the region. We invite you to be part of it.



In 2024, The Chamber launched a five-year campaign designed to fulfill our vision of workforce development, small business support, and increasing housing supply and affordability.

The Campaign for a Greater Chapel Hill-Carrboro focuses on these three initiatives, detailed with both the overarching goal and measurable outcomes, to advance our region.

Aaron Nelson
President and CEO
The Chamber



Our Member Promise

- 1 Connect** you to the people, information, and resources your business needs to succeed.
- 2 Advocate** for the business interest of our community.
- 3 Drive progress and build community** through successful community convening, education, and engagement strategies.

Chamber Vision:

Greater Chapel Hill-Carrboro as 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 Mission:

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

Invest in Workforce Development

THE GOAL: Create an employer-led talent pipeline that aligns education and training opportunities with high-demand jobs, increasing the social mobility of all residents while also meeting the workforce needs of employers.

THE OUTCOME:

- 80% of adults workforce ready
- 80% of 3rd graders on grade level
- 80% CHCCS students UNC eligible
- Community focus on Healthcare, Hospitality, Skilled Trades, and Technology workforce needs

Accelerate Small Business Growth and Improve Business Retention and Startup Support

THE GOAL: Establish a more cohesive system that improves business growth and retention and focuses efforts on starting and growing First-Generation enterprises.

THE OUTCOME:

- 1,000 net new businesses
- 5,000 more jobs
- 400 new First-Generation enterprises
- 2 billion in new investment
- Priority population income growth

Increase Housing Supply and Affordability

THE GOAL: Add 600 housing units each year to keep up with existing demand and prioritize housing affordability by adding 1,500 units of permanently affordable housing.

THE OUTCOME:

- 1,500 new permanently affordable units
- 3,000 new residential units
- \$10 million affordable housing bond
- \$10 million revolving loan fund



2026 Events + Programs

Grounds for Connection

Monthly casual drop-ins for members to connect downtown over coffee. Designed for intentional and flexible engagement.

Business After Hours

Regular membership gatherings offering relationship building and business connections in a relaxed, social setting.

Women's Networking Events

Quarterly learning, relationship building, and networking opportunities for women at all stages of their career.

Chapel Hill Young Professionals (CHYP)

Connecting member employees ages 40 and under with tailored networking and professional development.

Black Business Alliance (BBA)

Connecting and empowering Black business owners and leaders by fostering connections, amplifying voices, and improving access to essential resources, information, and customers.

Carrboro Business Alliance (CBA)

Advocating for and connecting Carrboro-based businesses.

Nonprofit Executives Lunch & Learn

Monthly meet-ups facilitated by moss + ross focused on uniting nonprofit voices, cultivating collaboration, and inspiring community change.

Real Estate Roundtable

Monthly Zoom calls for commercial and residential real estate professionals to exchange expertise of current industry climate.

Policy Event Series

Economic Forecast

The purpose of this forum is for Chamber members and friends to receive timely information on the current performance and future predictions of our national, state, regional, and local economies.

Growth and Development Update

A thriving community requires investments. This forum will look closely at economic development throughout Greater Chapel Hill-Carrboro and unpack what projects are underway, why they matter, and what we can expect going forward.

Government Appreciation Reception

Join local business leaders in thanking elected officials and local government leaders.

Policy On Tap

This discussion series is at the intersection of business and government. Each session will highlight issues that matter to our business community with insights shared by policymakers and experts.

Interested in aligning your brand with these programs?

To see how you can maximize visibility through a variety of sponsorship opportunities, contact Michelle Brown at mbrown@carolinachamber.org.



Ribbon Cuttings and Milestone Celebrations

At The Chamber, we love celebrating member business grand openings, anniversaries, or other special milestones with a ribbon cutting ceremony.

Email Hayley Loftus at hloftus@carolinachamber.org to schedule your promotional celebration!

Signature Events

Annual Meeting | February

An annual presentation detailing Chamber-led efforts over the prior year and plans for the year to come, with a networking reception following the program.

Community Bocce Tournament | April

The Chamber's only annual fundraiser to aid in continuing our year-round economic and community development work. Your participation supports a powerful cause and celebrates the spirit of camaraderie and intentional connections.

State of the Community Report | June

An annual briefing bringing context and analysis to the latest economic, social, housing, workforce, and environmental indicators for the Greater Chapel Hill-Carrboro area.

Business Excellence Awards | December

A celebratory luncheon ceremony honoring 24+ exceptional businesses and community leaders for their professional achievements in and their contributions to our community.

Leadership Chapel Hill-Carrboro | May - December

A cohort-based learning experience designed to inform, develop, connect, and engage emerging leaders in the Greater Chapel Hill-Carrboro area.

Inter-City Visit + Leadership Conference | Fall

Local business and community leaders travel to a peer community to benchmark initiatives, learn new approaches, and shape our shared vision for the future.

Contact Michelle Brown at mbrown@carolinachamber.org for information on event sponsorship opportunities.



Board Leadership



Elie Abou-Rjeileh,
Chair
Olmaz Jewelers



Sweta Adkin,
Vice Chair
Adkin CPA PLLC



David Henson,
Treasurer &
Vice Chair for Finance
Wells Fargo Advisors

Creighton Blackwell,
Chair of the Major Investors Council
Coastal Credit Union

Scott Maitland,
Vice Chair for Community Impact
Top of the Hill

Jennifer Player,
Vice Chair for Membership
Habitat for Humanity

Betsy Harris,
Immediate Past Chair
Armacell, LLC

Aaron Nelson,
Secretary and CEO
The Chamber

Robert Saunders,
General Counsel
Brooks Pierce Law Firm

James Kilbourne,
Vice Chair for Government Affairs
Allen Stahl + Kilbourne

2026 Board of Directors

Mayor Jess Anderson,
Town of Chapel Hill

La-Tasha Best-Gaddy,
Infinity Bridges

Marilyn Carter,
Orange County Commissioners

Elizabeth Cheek,
Carolina Club

Rowell Daniels,
UNC Health

Miles Fitch,
Fitch Lumber & Hardware

Mayor Barbara Foushee,
Town of Carrboro

Rory Gillis,
Triangle Di Partners

Kelly Holcombe,
Blue Cross and Blue Shield of
North Carolina

Dr. Daniella Jaimes-Colina,
Piedmont Health

Emily Kreutzer,
Carrboro Plumbing

Jeff Kurtz,
Ram Realty Advisors

Anna Latta,
Hendrick Subaru Southpoint

Dan Lehman,
UNC Health

Joel Levy,
H&B Premier Tax and
Accounting LLC

Greg Lewis,
Sycamore at Chatham Mills &
39 West Catering

Jasmine Lubbad,
Homes for Heroes

Chris McClure,
UNC Chapel Hill

Jim McNeely,
Restoration 1 of Durham-
Raleigh

Judy Miller,
Not Ready for the Farm Podcast

Eliazar Posada,
Posada Strategy Consulting

Caroline Riggsbee,
Pinnacle Financial Partners

Lauren Rivers, Rivers Agency

Michael Rodriguez,
Subway + Become Unshaken

Sara Stephens, Duke Energy

Dr. Rodney Trice, Chapel Hill-
Carrboro City Schools

Julia Wright, Enbridge NC

Chamber Staff



Aaron Nelson
President & CEO



Jensen Anderson
Director of Community
Engagement and
Assistant to the
President



Michelle Brown
Director of Business
Engagement
and Workforce
Development



Alissa Cook
Director of
Programs and
Events



Luke Jackson
Member and
Community
Advancement
Coordinator



Hayley Loftus
Director of
Communications



Irene Poulton
Business Success
Manager



Ian Scott
Senior Policy
Advisor



**Aury St.
Germain**
Vice President for
Member Success and
Engagement



Jamie Strom
Finance Manager

Standing Committees

Finance Committee

Provides oversight and guidance of The Chamber's operational financial reporting and budgeting.

Membership Committee

Shapes strategies and supports efforts to grow The Chamber's network and enhance engagement of existing members.

Nominating Committee

Evaluates and recommends candidates to serve on the Board of Directors and to fill officer roles on the Board of Directors.

Awards Selection Committee

Thoughtfully reviews and selects recipients of The Chamber's Business Excellence Awards.

Government Affairs Committee

Monitors local, regional, state, and federal public policy issues relevant to The Chamber's membership and recommends legislative priorities and new position statements to the Chamber's Board of Directors.

CHYP Leadership Council

Plans and facilitates meaningful programming for young professionals to connect and grow in their career.

BBA Leadership Council

Provides insights and direction to support and advance the growth of a thriving Black business community.

CBA Leadership Council

Implements intentional efforts to connect and advocate for Carrboro-serving enterprises.

Community Leader \$9,875 Annually



Jesus Avendano
Gonzalez Painters & Contractors
Community Leader



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 as an easy way to solidify our commitment to growth and positive change.”

**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 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:**

- **Annual Platinum Sponsorship** recognition with your name and logo at all major Chamber events
- Your logo on our Major Investors web page, video, and annual membership benefits book
- **Eight tickets** to each signature event for your team and guests (estimated \$2,400+ value)
- Two complimentary Member Exclusive promotional e-mails to full membership with social media collaboration posts
- Invitation to semi-annual **Community Investor Summits**
- **\$450 off** Leadership Chapel Hill-Carrboro registrations
- **25% off** Chamber event sponsorship and advertising

Community Builder \$6,855 Annually

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

The Community Builder Membership is perfect for you if you want your enterprise to be known as a top business leader in the community and respected for giving back and leading the charge to make the greater Chapel Hill-Carrboro region a better place to live, work, and play.

You get all the benefits of membership, PLUS:

- **Annual Gold Sponsorship** recognition at all major Chamber events
- Your logo on our Major Investors web page, video, and annual membership benefits book
- **Six tickets** to each signature event for your team and guests (estimated \$1,800+ value)
- Two complimentary Member Exclusive promotional e-mails to full membership with social media collaboration posts
- Invitation to semi-annual **Community Investor Summits**
- **\$450 off** Leadership Chapel Hill-Carrboro registrations
- **25% off** Chamber event sponsorship and advertising



I am a big believer that strategic growth begins with the partnerships we cultivate.

Our partnership with **The Chamber** has been **essential in Pinnacle'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."



Caroline Riggsbee
Pinnacle Financial Partners
Community Builder

Business Leader \$4,675 Annually



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."



Keith Wallace
Merritt Properties
Business Leader

Invest in The Chamber's Economic & Community Development Efforts.

We 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
- **Four tickets** to each event for you and your team (estimated \$1,200+ value)
- Invitation to semi-annual **Community Investor Summits**
- **Free Member Exclusive** email marketing to full membership with social media collaboration posts
- Promote up to **four 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
- Custom research and community data reports

Business Builder \$1,585 Annually

**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 **two complimentary tickets** for each event for you and your team to attend and engage (estimated \$600+ value)
- Enjoy four complimentary uses of The Chamber's conference center, complete with 2 HD screens, a private bathroom, & a coffee station (30 person capacity)
- Promote **two 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
- Let us celebrate your grand opening or milestone with an **enhanced ribbon cutting** with invitations to a custom invite list and newsletter coverage



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.”

Small Business \$885 Annually



Sweta & Blake Adkin

Adkin CPA, PLLC
Small Business Member



We trust this Chamber to keep us informed, look out for our interests, and help create an economy and community where our businesses can thrive.”

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 **\$350 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 two complimentary uses of The Chamber's conference center, complete with 2 HD screens, a private bathroom, a coffee station, soft drink refreshments, and a 30 person capacity
- Shipping internationally? Discounted Certificates of Origin and Free Sale apply with this membership

Micro Enterprise \$625 Annually

Chamber membership has its benefits:

- Make meaningful new business connections through Chamber programs and quality strategic referrals
- Access to a members-only InfoHub with detailed membership directory including direct contacts
- Free access to professional development programs including training, networking, and policy series forums
- Promotion on The Chamber's online business directory
- Access to high-quality, low-cost healthcare and dental care for your employees and their families
- Expertise and guidance on how to apply community data to your business and navigate local regulations
- Host a ribbon cutting or milestone celebration
- Promote your events, job openings, and offer exclusive Chamber member discounts
- Membership in the Carrboro Business Alliance & Black Business Alliance if applicable

Grow your network. Strengthen your community.

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



As a member of the Chamber, we value how they understand and advocate for our specific needs, share crucial development plans, and provide insight on local market prices so we can fine-tune our own growth strategies. **Membership also provides opportunities for invaluable peer-to-peer networking and access to business professionals."**



Jamie Fiocco
Flyleaf books
Micro Enterprise Member

Community Champions



The University
of North Carolina
at Chapel Hill

Community Investors



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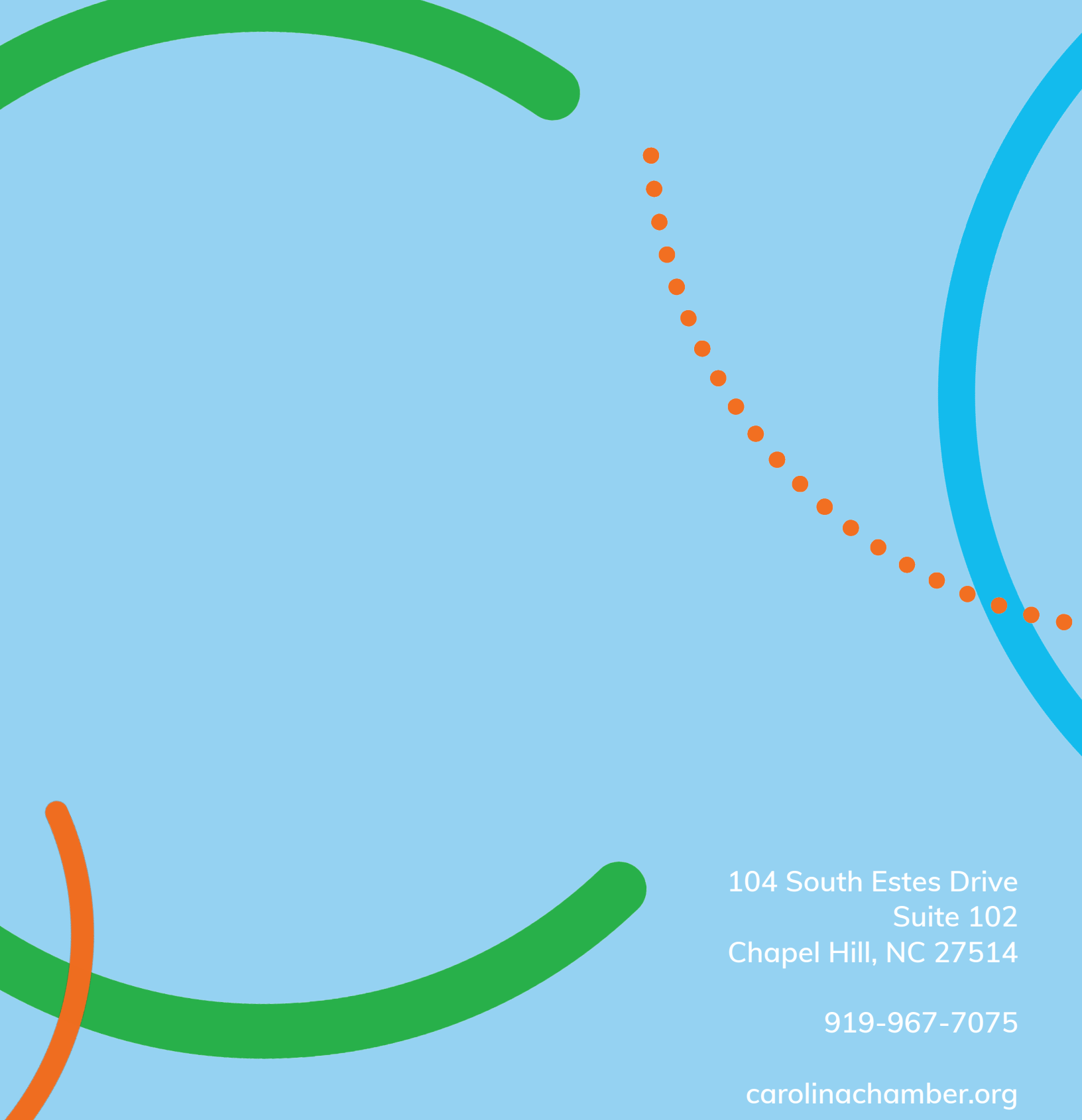
The Daily Tar Heel
EIGHTEEN NINETY-THREE



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.

Gold Sponsors





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The Chamber
For a Greater Chapel Hill-Carrboro