



Membership Engagement Guide

Get informed, get engaged, and make your voice heard.



The Chamber
For a Greater Chapel Hill-Carrboro

**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 like your voice will not be heard.

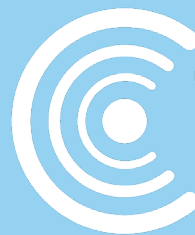
We believe no business leader should have to face these challenges alone. That's why, for more than 80 years, we've helped people just like you be more successful by providing access to the networks, knowledge, and resources you need to thrive.

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.

Aaron Nelson
President and CEO
The Chamber



In 2024, The Chamber launched a five-year campaign designed to fulfill our vision of being a resilient, globally-recognized community with the talent, infrastructure, and investment needed to drive the success of local employers and support world-class education, public amenities, and thriving downtowns. The Campaign for a Greater Chapel Hill-Carrboro focuses on three initiatives to advance our region.



The Campaign

For a Greater Chapel Hill-Carrboro

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 CHALLENGE: Our community boasts one of the nation's highest percentages of adults with advanced degrees and one of the lowest unemployment rates, but the current talent pipeline is broken. Local employers often struggle to find qualified workers, and many residents need better training and access to compelling career pathways.

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.

Accelerate Small Business Growth and Improve Business Retention and Startup Support

THE CHALLENGE: Entrepreneurs must overcome a series of hurdles to launch and scale their enterprises locally. To make it easier to start and grow a business, we need to better organize the innovation and business support ecosystems.

THE GOAL: Establish a more cohesive system that improves business growth and retention and focuses efforts on starting and growing Black, Latinx, and refugee owned enterprises.

Increase Housing Supply and Affordability

THE CHALLENGE: Rent for a two-bedroom has increased 29% since 2019 and 52% of Orange County renters are burdened by their housing costs. Orange County has 10,500 more jobs than housing units. We need solutions to dramatically 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.



2025 Signature Events + Programs

Business After Hours

This semi-monthly membership gathering offers relationship building and business connections in a 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 and supporting member employees ages 40 and under with tailored networking and professional development opportunities.

Black Business Alliance (BBA)

The Black Business Alliance connects and empowers Black business owners and leaders by fostering connections, amplifying voices, and improving access to essential resources, information, and customers.

Carrboro Business Alliance (CBA)

Founded in 2014 on the shared belief that "local matters," the CBA is a network of more than 100 local businesses collaborating to help Carrboro thrive. The CBA focuses on advocating for and connecting Carrboro-based businesses.

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.

Economic 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.

Coffee with Candidates

This annual breakfast is a convenient and easy way to navigate the legislative lay of the land and connect with candidates running for office.

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.



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

Reconnect with 300+ Chamber members and learn about the successful results of Chamber-led efforts over the prior year.

State of the Community Report + Conference

This annual briefing brings context and analysis to the latest economic, social, housing, workforce, and environmental indicators for the Greater Chapel Hill-Carrboro area. Breakout sessions offer a deeper dive on critical topics from policymakers and local thought leaders.

Business Excellence Awards

A celebratory luncheon ceremony where The Chamber honors 20+ exceptional businesses and community leaders for their achievements in and their contributions to the greater Chapel Hill-Carrboro business community.

Government Appreciation Reception

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

Leadership Chapel Hill-Carrboro

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

Local business and community leaders travel to a peer community to benchmark projects, learn new approaches, and shape our shared vision for the future. *Inter-City* is organized every other year. Look forward to our next trip in 2026!

Board Officers



Betsy Harris,
Chair
Armacell, LLC



Elie Abou-Rjeileh,
Vice Chair
Olmaz Jewelers



Dan Lehman,
Immediate Past Chair
UNC Health

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

Creighton Blackwell,
Chair of the Partnership
Coastal Credit Union

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

Jim McNeely,
Vice Chair for Government Affairs
CertaPro Painters

Aaron Nelson,
Secretary and CEO
The Chamber

Robert Saunders,
General Counsel
Brooks Pierce Law Firm

2025 Board of Directors

Mayor Jess Anderson,
Town of Chapel Hill

Jesus Avendaño, Gonzalez
Painting and Contracting

Jes Averhart, Jes & Co.

La-Tasha Best-Gaddy,
Infinity Bridges

Alex Brandwein, Brandwein's
Bagels

Elizabeth Cheek, Carolina
Club

Mayor Barbara Foushee,
Town of Carrboro

Rory Gillis,
Triangle Digital Partners

Dr. Nyah Hamlett, Chapel
Hill-Carrboro City Schools

Kelly Holcombe, Blue Cross
and Blue Shield of North
Carolina

Daniella Jaimes-Colina,
Piedmont Health

Jeff Kurtz, Ram Realty

Anna Latta, Hendrick Subaru
Southpoint

Joel Levy, Joel I Levy, CPA,
PLLC

Greg Lewis, Sycamore at
Chatham Mills & 39 West
Catering

Chris McClure, UNC Chapel
Hill

Earl McKee,
Orange County Commissioners

Judy Miller, Good Works
Funding

Jennifer Player,
Habitat for Humanity

Eliazar Posada,
Posada Strategy Consulting

Caroline Riggsbee,
Pinnacle Financial Partners

Lauren Rivers, Rivers Agency

Michael Rodriguez, Subway

Ray Trapp, Families and
Communities Rising

Julia Wright, Enbridge NC

Chamber Staff



Aaron Nelson
President & CEO



Jensen Anderson
Director of Community
Engagement and
Assistant to the
President



Taylor Gay
Business Success
Navigator



Luke Jackson
Business Support
Specialist



Hayley Loftus
Events and
Communications
Coordinator



**Gregory
Raymond**
Community
Advancement
Manager



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



Jamie Strom
Finance Manager



**McKenzie
Steagall**
Director of Programs
and Member
Engagement



Ian Scott
Vice President
for Advocacy

Standing Committees

Finance Committee

Ensures The Chamber is financially and operationally equipped to fulfill its mission by providing oversight of budgeting and financial reporting.

Membership Committee

Shapes strategies and supports efforts to grow The Chamber's network and enhance engagement of existing members. Committee membership is open to all members. If you are interested in volunteering with The Chamber, contact Jensen Anderson.

Nominating Committee

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

Government Affairs Committee

Monitors local, regional, state, and federal public policy issues relevant to The Chamber and its members. Recommends legislative priorities and new position statements to the Chamber's Board of Directors. Members are appointed by the Board Chair.

Chamber Connect

Alternating between breakfast and lunch, Chamber Connect is a brand new quarterly opportunity for Chamber members to meet, network and get an update on Chamber initiatives. Each event will also have time designated for Chamber subgroups to convene and for industry peers to connect.

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 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 with your name and logo at Chamber events all year long
- 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 \$2,160+ value)
- Two Complimentary Member Exclusive promotional e-mails to full membership with social media collaboration posts
- Invitations to **C-Suite 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, 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.

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
- **Six tickets** to each signature event for your team and guests (estimated \$1,620+ value)
- Two Complimentary Member Exclusive promotional e-mails to full membership with social media collaboration posts
- Invitations to **C-Suite 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 \$4,595 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 \$1,080+ value)
- Invitations to **C-Suite 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 \$1,495 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 \$540+ value)
- Enjoy four complimentary uses of The Chamber's conference room presented by Louise Beck Properties
- 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



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 \$855 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
- 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 two 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

Micro Enterprise \$595 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 with Piedmont Health
- 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



CHAPEL HILL MEDIA GROUP



CHAPELBORO.COM
YOUR DAILY LOCAL NEWS SOURCE

Platinum Sponsors



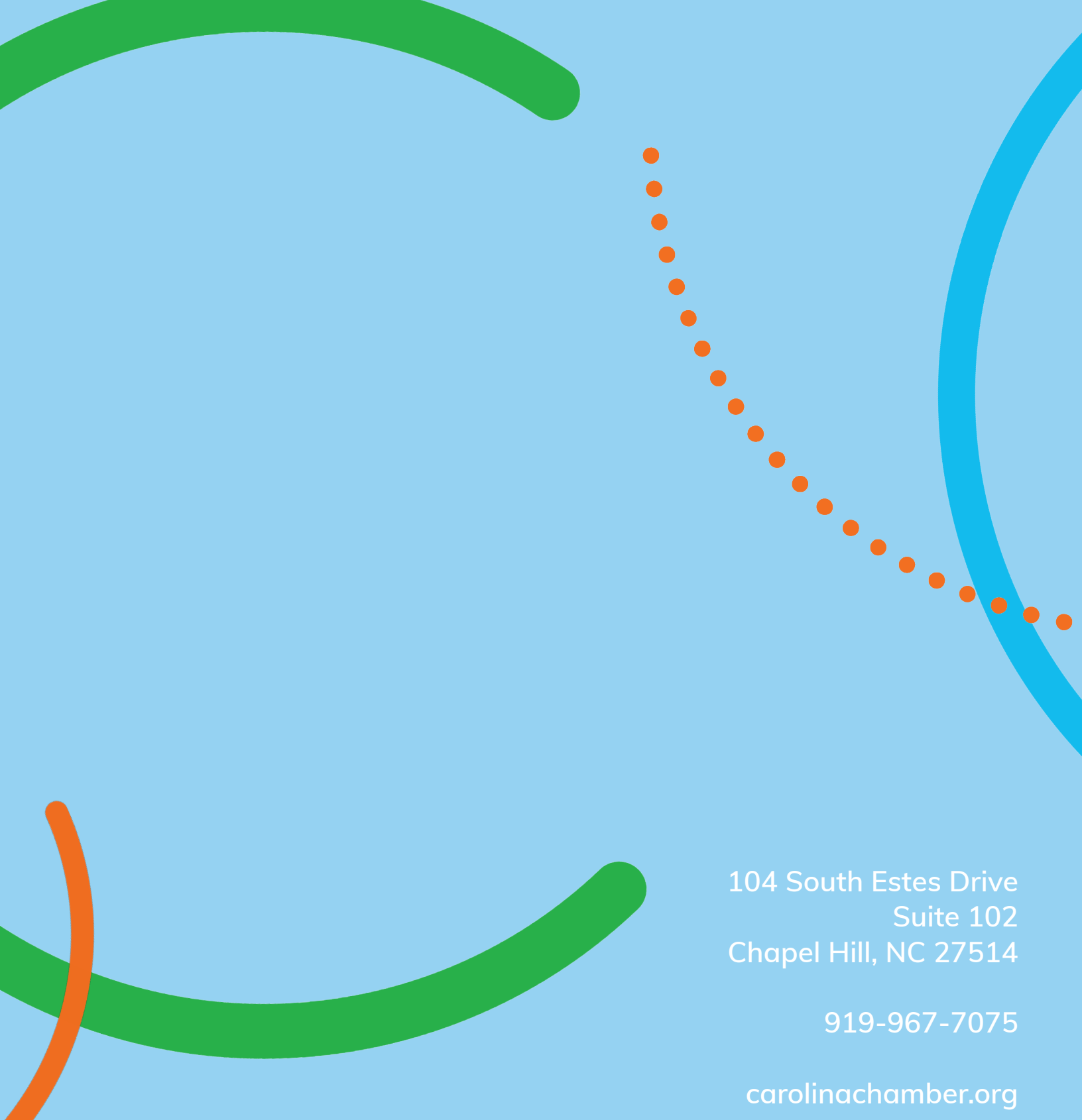
The Daily Tar Heel
EIGHTEEN NINETY-THREE



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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carolinachamber.org



The Chamber
For a Greater Chapel Hill-Carrboro