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2019 Annual Report



Letter from the President:

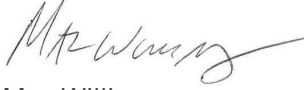
We are pleased to provide you with this report of the Chamber's activities in 2019.

As always, the goal for our volunteers and staff is to engage the Chamber in activities and initiatives, on behalf of the business community, that will enhance the community, invigorate the local economy, and provide opportunities for our members.

The work represented in this report could not be done without the support of the membership, generous investment by sponsors and community partners, and the active involvement of many volunteers. As we enter 2020, several important opportunities for chamber engagement will further impact our community and membership.

On behalf of the chamber staff and leadership, I want to thank you, the members, for the privilege of serving you and representing the business community. Our work is possible only through your continued membership, the generous support of sponsors and community partners, and the active involvement of volunteers.

Sincerely,



Mac Williams
President, Alamance Chamber

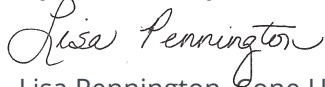
Letter from the Board Chair:

Throughout the pages of this annual report, you will find information about the many Chamber activities that took place during 2019. The Alamance Chamber continues to serve as a vital force in workforce development, economic growth, education initiatives and leadership development. Opportunities are provided throughout the year for engaging with other members through business and networking functions. In addition, the Chamber represents the needs and interests of businesses through advocacy. For example, the Chamber has been actively involved this year in addressing the lack of affordable options for small businesses and individuals to obtain health insurance in our community. We are proud to have been involved in advocating for passage of a new law which will allow Chambers of Commerce in NC to provide Association Health Plans. We remain active in the efforts to bring this opportunity to fruition. Over the next several months, you will learn more from the Chamber about ways that businesses and leaders can encourage participation in the 2020 census, which will be used to determine the number of NC representatives in Congress, as well as the allocation of federal and state funds for schools, social programs, healthcare, emergency response, roads and other vital needs for the next 10 years.

I am grateful for the opportunity to have served as the 2019 Chair. With the talented staff, dedicated volunteers, engaged board and ongoing support of active members, the Alamance Chamber will continue to play an important role in moving Alamance County forward.



My best to all of you,



Lisa Pennington, Cone Health
2019 Board Chair, Alamance Chamber

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2019 Board of Directors & Economic Development Foundation Board

Board of Directors Executive Committee:

Chair: Lisa Pennington, Cone Health
Past Chair: Trip Durham, 2D Consulting, LLC
Chair Elect: Troy Woodard, American National Bank & Trust
Treasurer: Scott Thomas, Thomas Chandler Thomas & Hinshaw, LLP
Vice Chair of Marketing and Communications:
Katharine Frazier, Profitize Us/Impact Fulfillment Services, Inc.
Vice Chair of Membership Development:
Vickie Coon, Cobb Ezekiel Loy & Company, PA
Vice Chair of Economic Development:
Jim Bryan, Fairystone Fabrics, Inc.
Vice Chair of Workforce & Leadership Development:
Reed LaPlante, First National Bank
Members at Large:
Dan Danieleley, Burlington-Alamance Airport Authority
Lori Seiler, Seiler Services, Inc.

Board of Directors Class of 2019:

Dr. Yun Boylston, Burlington Pediatrics, PA
Jim Bryan, Fairystone Fabrics, Inc.
Aaron Holland, City of Graham
Andy Lynch, North Star Marketing
Ken McAdams, Chandler Concrete Co., Inc.
John Peterson, The Peterson Agency
Lori Seiler, Seiler Services, Inc.

Board of Directors Class of 2020:

Kristin Barrier, Elon University Love School of Business
Erin Cockman, Pinnacle Wealth Partners
Jordan Conklin, Conklin Oil/The Flame Company
Dan Danieleley, Burlington-Alamance Airport Authority
Tab Joyce, Sandvik Coromant
Reed LaPlante, First National Bank
Christine Xoinis, Ethos Create

Board of Directors Class of 2021:

Josh Chappell, Jennings Bryan-Chappell Insurance
Vickie Coon, Cobb Ezekiel Loy & Company, PA
Brian Denisar, Samet Corporation
Katie Dukeshire, Country Inn & Suites by Radisson
Katharine Frazier, Profitize Us/Impact Fulfillment Services, Inc.
Tyronna Hooker, Alamance Achieves
Ryan Moffit, Vernon Law Firm

Economic Development Foundation Board:

Jim Bryan, Fairystone Fabrics, Inc.
Ted Chandler, Chandler Concrete Co., Inc.
Trip Durham, 2D Consulting, LLC
Allen Gant, Jr., Glen Raven, Inc.
Ed Hooks, Gregory Poole Equipment Company
Greg Lunsford, HUB International Southeast
Lisa Pennington, Cone Health
Scott Thomas, Thomas Chandler Thomas & Hinshaw, LLP
Mac Williams, Alamance Chamber
Troy Woodard, American National Bank & Trust

2019 Ambassador Council

Chair: Barbara Millikan
ComTech Network Solutions

Secretary: Cathi Roberts
Convergence Technologies

Ashley Lane, BB&T

Lisa Bason, Stokes Cook & Associates

Lori Bryan, Alamance-Burlington Schools

Lisa Clapp, Pinnacle Financial Partners

Liza Coombs, Prime Personnel Resources, Inc.

Vickie Coon, Cobb Ezekiel Loy & Company, PA

Greg Ellington, American National Bank & Trust

Steve Floyd, Jennings Bryan-Chappell Insurance

Chris Johnson, Brand Builderz Marketing, LLC

Kristy Pardue, The Village at Brookwood

Pauline Parks

Joanne Pizzuto, Always Best Care Senior Services

Steven Roberts,
Opal Hotel Group - Holiday Inn Express

Cara Sweat, First Bank

Jennifer Turner-Taylor,
NC Division of Vocational Rehabilitation

Jordan Wood,
Alamance Regional Charitable Foundation

Nelson Young, Allen Tate Realtors



2019 Annual Sponsors

Chamber Champions



Chamber Partners

American National Bank & Trust

Wells Fargo

Chamber Advocates

Alamance Community College, BB&T, Burlington Pediatrics, PA, First Bank, Gilliam Coble & Moser, LLP, Manpower, Pinnacle Financial Partners, Stout Stuart McGowen & King, LLP, Twin Lakes Community

The Mission of the Alamance Chamber is to enhance the welfare of business and to promote and stimulate economic vitality in the Alamance County area for the benefit of its members and the community.



Member Engagement

The Alamance Chamber exists because of business partnerships. The Chamber represents the business community in Alamance County and the surrounding area and we provide benefits and privileges to the businesses that chose to invest with us in support of our mission. Businesses that partner with us receive opportunities to help gain information, meet potential new customers and protect their interests.

In 2019, the Chamber welcomed 84 new Chamber Members. Many industries were represented in this list of new members including but not limited to Environmental Services, Retail, Professional Services, Healthcare, Hospitality, Auto Sales & Service, Restaurants and more. Each one of these new members found value in investing in an organization that promotes and advocates for local businesses.

Thank you to all the businesses that invest in the Alamance Chamber.



New Members



Current Members



Ribbon Cuttings



Groundbreakings

In 2019 the Chamber continued to communicate with members electronically. The electronic mailer, *Access More Monthly* was distributed by email to our full membership each month. Other program and event updates were also communicated by email. The Chamber continued to publish the bi-monthly Chamber Connection publication through *The Times-News*, with the final edition being published in December. Social Media platforms such as Facebook, Twitter and Instagram were used to communicate with members and the community. These platforms were also used as advertising tools for member businesses.



2,628
followers



1,097
followers



1,027
followers





Groundbreakings



In 2019, the Alamance Chamber participated in three groundbreaking ceremonies celebrating member businesses. Groundbreaking ceremonies are a great way to celebrate new business ventures with colleagues, community partners, local leaders, friends and family. These events also serve as a great marketing opportunity to promote your business in the community.



Small Business After Hours



The Chamber was proud to offer a Small Business After Hours event in December of 2019. Ten small businesses served as co-hosts for the event, and the Children's Museum of Alamance County was the event sponsor. The purpose of this event was to provide small business members, who may not have the space to host a networking event at their facility, with the opportunity to

do so with other small businesses in a central location. Co-hosts had the exclusive opportunity to set-up an expo table at the event and interact with other Chamber Members. Each co-host business also had the opportunity to offer a business update during the program.



Women's Symposium



The 4th Annual Alamance Chamber Women's Symposium was held at the Alliance Convention Center in March. The Symposium hosted a record breaking number of attendees (*over 300 women*) for a day of learning, networking and professional development. The purpose of this event was to engage and empower women in the Alamance County community and surrounding areas by providing conversations and tools

for success. The program featured networking opportunities, vendors, a local leader panel discussion, a lineup of short talk speakers, and a keynote address by Samantha Ettus, bestselling author of *The Pie Life*.



Advocacy Council



The Alamance Chamber hosts a monthly Advocacy Council that brings together representatives of all industries in Alamance County. This group often focuses on issues related to supporting education and business growth in Alamance County.



Leadership Development

Community Leaders' Retreat



The 35th Annual Community Leaders' Retreat brought together 113 community leaders in Wrightsville Beach. This year's theme, *Navigating the Future*, was selected by Retreat Chair and Chamber Board Chair-Elect, Troy Woodard. His vision for local leaders to be engaged and aware of what is on the horizon for our downtowns, local entrepreneurs, workforce, and education institutions was at the forefront of this year's retreat. Participants heard from a variety

of panels and speakers as well as had the opportunity to engage in group discussions and network with other community leaders.

113

In attendance for the Community Leaders' Retreat

AYLA (Alamance Youth Leadership Academy)



AYLA (Alamance Youth Leadership Academy) students participated in a Summer Orientation on Elon University's Campus, attended three joint events that focused on leadership in their school and community, and celebrated their commitment at the Capstone Event held at the Alamance Country Club. AYLA Chapters completed school betterment projects such as collecting and donating 363 pounds of peanut butter to SAFE, hosting an ice

cream social to congratulate students who kept good grades and had minimal absences, and the creation of an orientation video rising 6th graders. All projects were organized and implemented by AYLA students, with guidance from their AYLA Advisor.

215

7th and 8th grade AYLA participants

Leadership Alamance



Leadership Alamance participants visited 45 sites across Alamance County and heard from close to 110 community partners to gain a better understanding of Alamance County - its infrastructure, resources and challenges. The class of 2019 completed a variety of projects including the makeover of space gifted to Sustainable Alamance, fundraising, organization, and implementation of the *Mike Walsh Clothes Closet* for patients at Cone Health - Alamance Regional, and installment of Blessing

Boxes across the county. We said farewell to *The 29th Best Class Ever* and welcomed 35 new members for the Class of 2020.

45

Sites visited by the Leadership Alamance Class



Education Initiatives

Excellence in Education Awards Program



40 local educators were honored at the Excellence in Education Awards Program held at Elon University. Jesica Fitzgerald of Woodlawn Middle School was recognized as the 2019 Teacher of the Year. She received an awards package that included resources from local businesses and trip to Australia with Go Global NC. Stephanie McCabe of The Burlington School was the Finalist for the Independent School category and Cyra Kussman was the Finalist for the Higher Education category. The community investment in this year's program was nearly \$50,000!



Community investment for local teachers

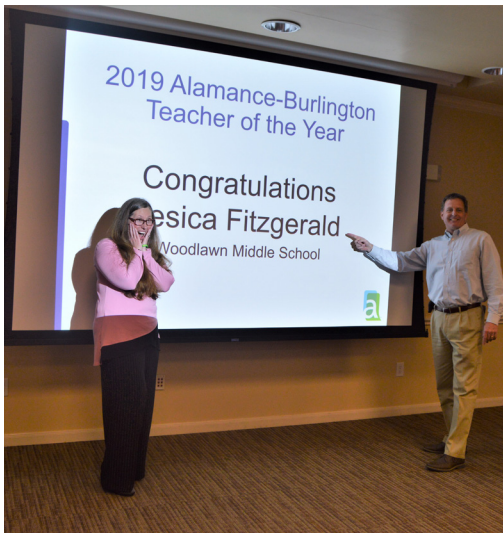
Classroom Collection Campaign



The 18th Annual Classroom Collection Campaign brought in over 36,000 school supplies for area students. Nine local businesses and organizations opened their facilities as public drop sites for community members to drop off supplies. 11 local businesses held an internal supply drive. Approximately 3,100 area students benefited from the campaign during the 2018-19 school year.



School supplies collected



Tuesday Tours for Teachers



This program provided educators with the opportunity to tour 7 local businesses that align with the Career and Technical Education pathways available to students. In 2019, participating teachers earned a combined total of 100 Continuing Education Units.

Education Council



Approximately 30 community members attended monthly to show their support for education. This forum encourages business leaders to be actively involved in education and school leaders to examine the needs of the business community.

Economic Development

Two projects were announced in 2019, both located in Burlington. These projects represent a combined capital investment of \$5.3 million and when fully operational will create 80 new jobs.

2019 Project Announcements



Flexaust

Flexaust is a manufacturer of flexible lightweight ducting and hoses used in a variety of industrial applications. The Burlington facility is an expansion for their manufacturing capacity into the southeast US and will provide better product and service access to their customer base.

The new Flexaust facility will be located at 1902 Tucker Street in Burlington, which is being renovated with assistance from a Building Reuse Grant from the NC Department of Commerce in partnership with the company and City of Burlington.

National OnDemand, Inc.

National OnDemand is a provider of cabling and fiber services. The project will be the company headquarters and located at 245 W. Davis Street in downtown Burlington in the former Bank of America branch. The company also received a Building Reuse grant to assist with the upfit of the facility.

Chandler Concrete Co., Inc.

A third unannounced project for 2019 was an expansion of Chandler Concrete. The Burlington-based company is expanding to a new site in the NC Commerce Park in Mebane. The site was purchased and prepped in 2019 for a new mixing plant that will be installed in 2020. No information is available regarding investment or jobs.

Economic Summit



A signature Chamber event had a new spin this year with a panel discussion on "Innovation & Entrepreneurship in a Global Economy." Taking a turn from our traditional economist's review of the previous year and outlook for near future, the Chamber assembled a panel to highlight and discuss the importance of entrepreneurs and small businesses in the growth and success of the local economy.

Haya Ajjan, Gordon Professor in Entrepreneurship and Director of the Center for Organizational Analytics at Elon University, moderated the panel that included Ian Baltutis, owner of Vibration Solution, LLC, and City of Burlington Mayor; Douglas Calaway, owner of Your Local Greens; and Lauren Birrittella, senior curator and color, material and finish specialist at Glen Raven, Inc. These three individuals, along with Dr. Ajjan, discussed how small businesses are a key part of the local economy and shared the challenges related to constantly innovating, fostering change and managing growth.

It's exciting that entrepreneurship as economic development is moving to the forefront of discussions on impacting the economic health and growth of a community. Ajjan referenced numbers from the North Carolina Secretary of State's office that indicate 689 new businesses were established over the past year in Alamance County. These small businesses often don't make the big headlines of a large industrial project, but are just as important for the area.



Career Accelerator Program

The Alamance apprenticeship consortium, the Career Accelerator Program, signed an additional 10 students as apprentices in August. Recruiting has been strong this fall including a new event, Apprenticeship Night, featuring all 10 companies and their apprentices, tours of the mechatronics and machining labs, and presentations on the program. Students from across the county packed the hallways of the Advanced Applied Technology Center with their families to learn more about apprenticeship.

Eastern Triad Workforce Initiative

The four-county Eastern Triad Workforce Initiative concluded in August 2019. The Career Accelerator Program, Alamance-Burlington Schools, and Alamance Community College received over \$175,000 in direct assistance through allocation in the General Assembly's budget for 2019. Additional funds were allocated through the Workforce Development Boards for Incumbent Worker and On-The-Job Training, and significant funding support for marketing, advertising and social media placements. Through these funds, the Career Accelerator Program has been able to assist companies with expenses for apprentices, cover expenses for orientation and has greatly expanded marketing efforts with a new website, online application, marketing materials, advertising and promotional items for students. A phase two request is currently in Governor Cooper's draft 2019-21 State Budget awaiting approval from the General Assembly.

Existing Industry

In addition to working closely with the Career Accelerator Program and Eastern Triad Workforce Initiative, support for existing industries continues. Along with individual meetings with companies, the Chamber hosted bi-monthly Workforce Council meetings. Two meetings that stood out for 2019 featured hiring individuals with criminal backgrounds, and how to better connect with veterans for employment. The Chamber also partnered again with NC Works, ACC and the Workforce Development Board to host the annual Employer Breakfast to connect local employers with state level resources. And finally, a Talent Project Task Force was convened to engage stakeholders in a research and discovery process to determine the best strategies for retaining and attracting talent for Alamance County businesses.





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