

# ANNUAL REPORT 2017



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## Letter from the President

We are pleased to provide you with this report of the Chamber's activities in 2017.

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.

In 2017, the Carolinas Association of Chamber Management Executives (CACCE), the professional association for chamber executives in North and South Carolina, recognized the Alamance Chamber as the "Chamber of the Year"! The award was given in recognition of this "small" chamber simultaneously taking on several major initiatives including dues restructuring, Economic Development Foundation fundraising campaign, new re-branding, and new programming including the Women's Symposium.

The work represented in this report builds on that momentum and we enter 2018 with several important opportunities for chamber engagement that 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,

President, Alamance Chamber

*"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."*

# 2017 Chamber Sponsors

## Chamber Champions



## Chamber Partners

Alamance Community College  
American National Bank & Trust  
Duke Energy  
Samet Corporation  
Wells Fargo

## Chamber Advocates

|                            |                                  |
|----------------------------|----------------------------------|
| BB&T                       | Manpower                         |
| Burlington Pediatrics      | Oertel, Koonts & Oertel, PLLC    |
| Ethos Create               | Pinnacle Financial Partners      |
| First Bank                 | PIP Triad                        |
| Gilliam Coble & Moser, LLP | Select Bank & Trust              |
| Kingsdown, Inc.            | Stout Stuart McGowen & King, LLP |

## 2017 Board of Directors/Economic Development Foundation Board

Chair: Paul Koonts, Oertel, Koonts & Oertel, PLLC  
Past Chair: Lori Seiler, Seiler Services, Inc.  
Chair Elect: Trip Durham, 2D Consulting, LLC  
Treasurer: Dale Greeson, Apple, Bell, Johnson Co., P.A.  
Vice Chair: Frank Hood, Kingsdown, Inc.  
Vice Chair: Nikki Ratliff, Burlington Housing Authority  
Vice Chair: Lisa Pennington, Cone Health  
Vice Chair: Wade Harrison, Harrison Whitaker, PLLC

### Class of 2017

Chris Clemmons, First Bank  
Dr. Algie Gatewood, Alamance Community College  
Frank Hood, Kingsdown, Inc.  
Brendle Leggett, Prime Personnel Resources, Inc.  
Rebecca Parks, Vocational Rehabilitation  
Dr. Raghu Tadepalli, Elon University Love School of Business  
Dennis Workman, Foy-Workman Construction

### Class of 2018

Keith Hall, National Agents Alliance  
Wade Harrison, Harrison, Whitaker, PLLC  
Heidi Norwick, United Way of Alamance County  
Nikki Ratliff, Burlington Housing Authority  
Scott Thomas, Thomas Chandler Thomas & Hinshaw, LLP  
Richard J. White III, Town of Elon  
Troy Woodard, American National Bank & Trust

### Class of 2019

Dr. Yun Boylston, Burlington Pediatrics, PA  
Jim Bryan, Fairystone Fabrics, Inc.  
Barbara Gorman, GKN Driveline  
Andy Lynch, North Star Marketing  
Ken McAdams, Chandler Concrete Co., Inc.  
Lisa Pennington, Cone Health  
Jeff Prichard, Graham Police Department

### Economic Development Foundation Board

Ted Chandler, Chandler Concrete Co., Inc.  
Trip Durham, 2D Consulting, LLC  
Allen Gant, Jr., Glen Raven, Inc.  
Dale Greeson, Apple Bell Johnson & Co., P.A.  
Wade Harrison, Harrison Whitaker, PLLC  
Ed Hooks, Gregory Poole Equipment Company  
Paul Koonts, Oertel, Koonts & Oertel, PLLC  
Greg Lunsford, HUB International Southeast  
Tom McGowen, Stout Stuart McGowen & King, LLP  
Lori Seiler, Seiler Services, Inc.

# Economic Development

## Economic Summit



The Chamber hosted its 12th Annual Economic Summit in October at Elon University. The keynote speaker was Ted Abernathy, Managing Partner with Economic Leadership, LLC. Abernathy shared the stage with Catherine Moga Bryant, with the Division of Workforce Solutions with the NC Department of Commerce, and Kellie Covington, Human Resources Manager with Walmart Distribution Services. The panel discussed the economy, education, workforce challenges and how all three are interrelated. Skills training, for both new and incumbent workers, was a big topic.



Economic Summit

## Invest in Alamance Campaign



The Alamance Economic Development Foundation's Invest in Alamance Campaign began in November of 2016 and was put into motion to capitalize on the county's current economic momentum and to stimulate continued growth over the next five years. With the help of Convergent Nonprofit Solutions and the work of the campaign leadership, almost \$1.9 million in pledged investments have been secured. With new funding in place, the Foundation in cooperation with public sector partners, plans to facilitate the creation of 1,500 new primary jobs and \$250 million in new capital investment over the next five years.



Investors Event



Lotus Bakeries Groundbreaking

## 2017 Project Announcements

Airgas, Cambro Expansion, PRA Group

535 New jobs created

35.7% of five year job goal

\$61,000,000 in investment

24% of five year investment goal

## Career Accelerator Program



The Career Accelerator Program continues to grow as the companies signed on their second cohort of apprentices, and began recruiting the third. AKG joined as a new industry partner for this year. The first cohort of apprentices participated in training for Manufacturing Ambassadors, and are now actively involved at their respective companies within CAP to share their stories, assist with facility tours, and promote manufacturing as a career option.



Apprentices at GKN



2017 Signing Event

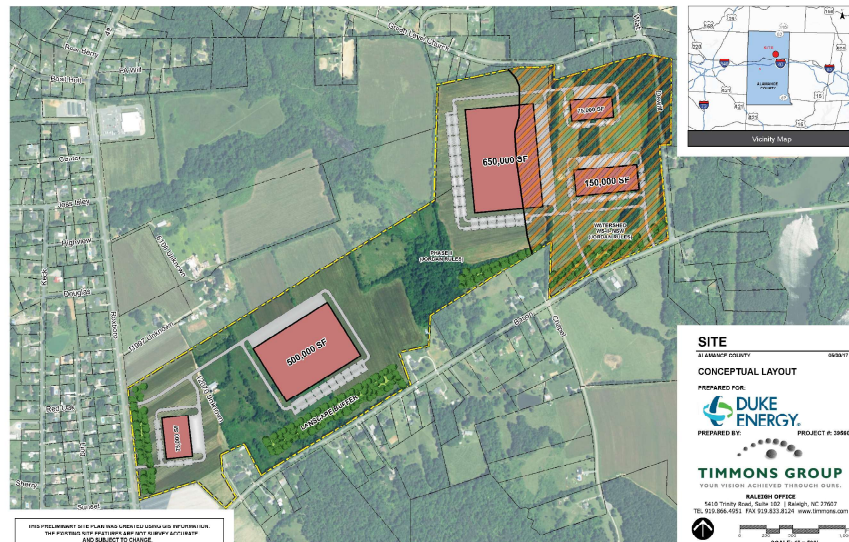
## Workforce Council



The Chamber Workforce Council completed its first year of programming in 2017. The group provides a forum for local companies, educational institutions, and workforce development resources to address business-driven issues surrounding local and regional workforce development. The council meets bi-monthly regarding a specific workforce topic or participate in a group discussion to share best practices and explore untapped resources. A new Workforce Resource Guide has been developed as a result of these discussions and is available on the Chamber website.

## Site Readiness

The Alamance Chamber was thrilled to have its submission, The Newlin Farm Site in Haw River, accepted into the 2017 Duke Energy Site Readiness Program. The program puts the site through a rigorous process to streamline the strategy for providing utilities and other services to the property. The Newlin farm site is a 200- acre site, easily accessible off of Interstates 40 and 85. With its close proximity to two major commercial airports and heavy power and water infrastructure, this large piece of land is capable of supporting the needs of a sizable project or industrial park. The Town of Haw River is currently in the process of performing several due diligence studies as recommended during the study.



# Membership & Marketing

## Women's Symposium



The 2nd Annual Women's Symposium was held at the Alliance Convention Center in March. The Symposium hosted 238 women for a day of learning, networking and professional development. The event featured table discussions, a moderated panel session featuring local female entrepreneurs, a keynote address and multiple networking opportunities throughout the day. 17 member businesses sponsored the event and 24 businesses participated in the vendor opportunity.

## Monthly Networking Events



The Chamber continued to provide members with monthly networking events such as Business Before and Business After Hours. The Chamber also offered two "Small Business" After Hours events in 2017. These events gave members that may not have the space to host an event in their facility the opportunity to set up a table and co-host with other members in a Central location.

## Ribbon Cuttings



In 2017, Chamber staff and volunteers coordinated and participated in a total of 26 Ribbon Cutting Ceremonies to celebrate new, expanding and relocating businesses.

## Membership

# 65

New Members in 2017

## Communication

The Chamber continued to communicate with members electronically in 2017. The electronic mailer, Access More Monthly was distributed monthly to membership. A monthly event calendar was distributed through email as well as other program and event updates. The Chamber continued to publish the bi-monthly Chamber Connection publication through The Times-News.

**Access More Monthly Electronic Mailer:**  
33% Open Rate (Industry Average: 30%)

## Social Media

Social media platforms such as Facebook, Twitter and Instagram were used to communicate with members and the community. These platforms were also used to advertise and market for Chamber members.

 1922 followers

 886 followers

 277 followers



# Leadership Development

## Leadership Alamance



A record number of 34 participants graduated from Leadership Alamance Class of 2017 and another 31 community leaders were accepted into the Class of 2018.

The Leadership Alamance Class of 2017 successfully completed the following Community Learning Projects: Attended Darkness 2 Light training at Crossroads to become Stewards of Children ® and shared awareness throughout our community; Assisted in the Cansculpt event held at the Holly Hill Mall in an effort to collect nonperishable items for Allied Churches of Alamance County; Collected items needed for new mothers to stock the Baby Closets at Cone Health - Alamance Regional and the Alamance County Health Department; Assisted in the organization and execution of Alamance Citizen's for Education Touch-a-Truck fundraising event; and Increased the utilization of the Outdoor Learning Environment at LifeSpan Circle School of Burlington; and Assisted in the construction of the Teen Room at the Salvation Army Boys and Girls Club. After a consecutive 25 years of graduating as Best Class Ever, the Class of 2017 graduated as the Most Clever Class Ever.



Leadership Alamance Class of 2017-18



Alamance Youth Leadership Academy

## Additional Leadership Programming:

### **AYLA (Alamance Youth Leadership Academy)**

The program welcomed 100 7th graders and celebrated the graduation of 100 8th graders. Students attended 3 Joint Events that focused on the Past, Present and Future Leadership.

### **Community Leaders' Retreat**

Over 100 community leaders attended the 33rd Annual Chamber Retreat in Wrightsville Beach. Speakers focused on Alamance County's Continued Shift and shared diverse perspectives about who we are and what we need to consider in our county.

### **Leadership Alamance Alumni Association**

The Alumni Association used membership dollars to provide scholarships for four non-profit leaders to participate in the 2017-18 Leadership Alamance Class as well as continued program support for AYLA. The association hosted four Learn with Leaders Series events in an effort to uphold their commitment to keeping citizens informed and acting as a vehicle for positive change.

# Education Initiatives

## Classroom Collection Campaign



The 16th Annual Classroom Collection Campaign brought in approximately 54,000 school supplies for area students. The Leadership Alamance Alumni Association contributed 3,275 of the collected supplies through their Annual Stuff the Bus event. 23 local businesses and organizations opened their facilities as public drop sites for members of the community to drop-off supplies. Approximately, 2,785 area students benefited from the campaign held during the 2016-17 school year.



## Excellence in Education Awards Program



Forty area educators were honored at the Excellence in Education Awards Program held at Elon University. Freebird McKinney, of Williams High School was recognized as the 2017

Teacher of the Year. He received an awards package that included a 1-year car lease and a trip to China with Go Global NC. Additionally, all finalists were awarded funds to attend a professional development opportunity of their choice. The community investment in this year's program was nearly \$50,000!



## Additional Education Programs and Initiatives:

### Tuesday Tours for Teachers

This program provided educators with the opportunity to tour 7 area business facilities that align with the Career and Technical Education pathways available to students. Educators earned more than 18 Continuing Education Units through their participation in the program in 2017.

### Farm-to-Table

Approximately 875 area fourth graders attended Farm-to-Table at Cedarrock Park in September. Students rotated through stations to learn about agriculture in our community.

### Educator Appreciation Expo

Over 350 area educators attended the event held in August. Attendees had a chance to meet members of the business, civic and nonprofit communities. The grand prize winner received a camera kit for their school and an IPAD Mini 4 for their personal use.

### 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.