

WAKE FOREST AREA CHAMBER OF COMMERCE

BUSINESS MATTERS

November, 2011

VOTE!!

Voting is a privilege! It is extremely important that we encourage and discuss with family and friends the Town Commissioners race on November 8th.

You have several opportunities to educate yourself regarding the eight candidates.

1. Candidates Forum (Town Website)
2. The Wake Weekly
3. The Wake Forest Gazette
4. Chamber Website

Please do your homework and make sure we get Community leaders in these seats. Wake Forest is going to continue to grow!



Cloud Based Back-Up Solutions

by Tom Iversen

Last month in this space, my good friend David Mansfield wrote well about how important it is to consider the age of the technology we employ when we do something as important as backing up our business-critical data. He correctly stated "... there is an affordable way around the problem [of old unreliable technology] – cloud based backup solutions." But whose cloud? Please forgive the pun, but clouds are, by definition, nebulous. Be wise with your choices.

If you rightly decide that off-site and online backup is the best protection for your business-critical data, then whose cloud should you trust with your business jewels? There are three reasons I believe the answer lies in the proximity of the cloud – to the service provider of online data protection. Naturally, they all relate to service:

First, is restoration service. If your business runs on data, and therefore would not run without it, then you need a local data protection provider – one that can hand-deliver your data to you, and perform all the necessary steps needed to restore your business to operating condition immediately. You simply cannot get much data returned very quickly from far away repositories. The pipes are just not that large and far away backup providers restrict just how much you can move in a short period time – large restoration demands could take weeks to fulfill. Your business may not have weeks – 60% of

all businesses that lose their computer data are out of business in 6 months.

Second, is customer service. For those "\$5 a month" online backup providers to notify you of issues, exceptions, failures, missed backup sessions, and the like might just serve to diminish the trust you have in their service. Furthermore, while a simple email notification might be inexpensive, real proactive attention to those issues would be expensive, and after all the marketing expense, these enterprises just don't have the funds for that level of service. Local data protection providers operate on quite a different calculus: We know that for businesses whose life-blood is their data, a higher level of protection is required – they need assurance that their data is being protected, that the process is being actively monitored and, if the worst happens, the data will be readily available for restoration.

Third, is community service. Local service providers are invested in the local business community. We have a reputation and a name to build and protect. One error, one failure, one mistake, one disappointment, can easily affect the bottom line of the local service provider. It's wrong to say large "cloud providers" don't care about you and your data. The truth is that they cannot truly care because they are so far removed from you. In choosing your data protection service provider, the quality of service and your level of protection is proportional to proximity. We know that our bottom line is dependant on how well we serve our local business community.

For many reasons, getting your business-critical data "online" and off-site is the right thing to do. But choose wisely. If you're not sure your data is safe – easily and fully retrievable exactly when you need it most – then ask a professional: A local professional that truly cares.

SureSafe Data Protections Services
tom@suresafedata.com
www.suresafedata.com

SureSafe
Data Protection Services

Disaster Preparation - 4 part Series

Are you Ready???

September 28

Your Business Plan for Catastrophic
Preparedness

Keith Anderson, Time Warner Cable

October 26

Emergency & Medical Crisis Management

Don Stroud & Lorie Borrelli,

Hartsfield & Nash Agency

Sherry Burchett, LifeSigns

Tom Iverson, SureSafe Data Collection

November 16

Dealing with Identity Theft

Wake Forest Police

12:00-1:30 pm

Bring your lunch and learn!



Network

Wake Forest Chamber Member News & Notes:

The Lemon Tree Shop & Cafe and the YMCA are partnering to raise money for the Triangle YMCA We Build Campaign. Fifteen percent of every cafe purchase with a promotional card (found all around town, the YMCA's, and here at the Chamber) will be donated to this campaign. This helps people who otherwise could not afford YMCA programs or services.

Dynasty Communications just celebrated their 10 year Anniversary!

Band Boosters of WF-R High School needs to raise \$20K for band members who cannot afford to participate in the program. Please donate to www.wfrband.com. They need our help!

November 8th!



Your Wake Forest neighborhood resource for all Real Estate!



Peter S. Kima
REALTOR, ASP

Keller Williams - Preferred
919.609.6777

We know Wake Forest!

FREE market report for your neighborhood!

Wireless Research Center of NC Receives Funding from Golden Leaf Foundation

Wake Forest Mayor Vivian Jones announced today that the Wireless Research Center of North Carolina (WRC NC) has been approved for a \$962,000 grant from the Golden LEAF Foundation. The grant is in addition to the nearly \$1.2 million committed by the Town of Wake Forest over the next three years and will be used to fund test equipment that will permit a major expansion of the services that can be provided.

Mayor Jones made the announcement during a morning press conference at Town Hall that included U.S. Rep. Brad Miller, State Sen. Neal Hunt, State Rep. Marilyn Avila, and Golden LEAF President Dan Gerlach.

Gerlach said the award acknowledges the WRC as an incubator and hub for innovation for the Town of Wake Forest, the State of North Carolina, and beyond.

“The Wireless Research Center of North Carolina is taking a highly specialized capability and using it to spur economic growth across North Carolina for both large and small businesses,” he said.

Located in Wake Forest, the WRC is a non-profit organization enabling research, development and testing of current and next generation wireless antenna technologies. According to its founder and director, Gerry Hayes, the center will serve as a regional, national, and international destination for antenna development and related research and testing that requires specialized facilities coupled with applied and theoretical expertise.

“It’s no secret that the wireless industry is pervading all aspects of society,” said Hayes. “But as dramatic as the proliferation of devices has become, it must be matched by the ability for testing to ensure the phones, tablets and other devices work as expected.”

The former lead Radio Frequency Engineer and Manager from Ericsson/Sony Ericsson, Hayes has been a resident of Wake Forest for nearly 20 years. While at Sony Ericsson he recognized the need for specialized testing, development, and consulting services.

“Finding the skills, chambers, and space meant a trek to other parts of the country,” explained Hayes. “When using other facilities we found they either required a share in any intellectual property created, or were commercial ventures that were costly especially for small projects. That started me thinking that a center such as this could help small companies test, create, and launch successful wireless products and in turn grow up in this area because of the likelihood that they will eventually need other services.”

During the press conference, Mayor Jones praised the Town’s board of commissioners for recognizing the potential the WRC offers Wake Forest and the surrounding area.

“Our board recognized that the opportunity to bring industry and growth to our community required a fresh approach,” she said. “We have supported this project and the possibilities it can create from the very beginning, and I am delighted to see our support endorsed by the Golden LEAF Foundation.”

For more information about the Wireless Research Center of North Carolina or to schedule an interview, contact Gerry Hayes at (919) 435-1051 ext. 101 or gerard.hayes@wirelesscenter-nc.org.

About the Wireless Research Center of North Carolina

The WRC NC was established as a non-profit organization to provide research, development and testing services in the wireless radio frequency and antenna market. The team has extensive experience in the telecommunications arena with both military



and commercial products developed in the US and across Europe and Asia. The WRC NC is financed by the Town of Wake Forest and a grant from the Golden LEAF Foundation. For more information, visit www.wirelesscenter-nc.org.

About the Golden LEAF Foundation The Golden LEAF Foundation is a nonprofit organization established in 1999 to help transform North Carolina's economy. The foundation receives one-half of North Carolina's funds from the 1998 Master Settlement Agreement with cigarette manufacturers and places special emphasis on assisting tobacco-dependent, economically distressed and/or rural communities across the state. The Golden LEAF Foundation works in partnership with governmental entities, educational institutions, economic development organizations and nonprofits to achieve its mission. The foundation has awarded over 1,000 grants totaling more than \$400 million since its inception. For more information, visit www.goldenleaf.org or call (888) 684-8404.



Join us at the
Business After Hours
November 17th
5:30-7:00 pm

Coldwell Banker Advantage & Allstate Insurance, Thomas Walters

600 Dr. Calvin Jones
Wake Forest



Miss Carolyn received an award for '10 years of Outstanding Service' for organizing all the volunteers for the Parade of Homes, in Heritage.

Chamber Staff

Marla Akridge, President
Marla@wakeforestchamber.org

Mary Yount, Vice President
of Chamber Operations
Mary@wakeforestchamber.org

Jennifer Gaston, Economic
Development Coordinator
Jennifer@wakeforestchamber.org

Gail Craft
Membership Coordinator
Gail@wakeforestchamber.org

Gwen Gibson
Membership Coordinator
Gwen@wakeforestchamber.org

Kristin Mitchell, Executive Assistant
Kristin@wakeforestchamber.org

Carolyn Furr, Executive Assistant
Carolyn@wakeforestchamber.org

Board of Directors

Tom Williams, Chair
Rex Healthcare

Bob White, Past Chair
Wake Forest Federal

Sue Anthony
Ellis and Anthony

Lorie Borelli
Hartsfield & Nash Agency

Jill Bright
Bright Funeral Home

Sherry Burchett
LifeSigns

Dr. Jason Gladwell
Gladwell Orthodontics

Morgan Grainger Southerland
Harrington Bank

Ryan Hutchinson
Southeastern Baptist Theological
Seminary

John Jamieson
3 Phoenix

Kelly Mackay
Walker, Lambe, Rhudy
& Costley

Kevin McCarter
Century Link

Tom O'Connor
BB&T

Brian Pate
Fonville Morisey & Brian Pate Entertainment

Angelo Pettis
Primrose School

Matt Robinson
North State Bank

WAKE FOREST AREA CHAMBER OF COMMERCE **2011** Expo

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The Rolesville Buzz
The News & Observer

WAKE FOREST AREA CHAMBER OF COMMERCE 2011 Expo



To see all the pix - please visit our website!



Small Business Spotlight - Stephens' Catering

Carl Stephens and his wife, Terri are the owners and operators of Stephens Catering. Carl is originally from Texas, and Terri is from Virginia. They have 3 children and 5 grandchildren.

Carl served our country as a United States Marine in Vietnam. He started his culinary journey as a dishwasher in a fine dining Sicilian restaurant. He graduated from Culinary School and is a Certified Executive Chef. His journey continued while working for companies such as Hilton, Sheraton, Holiday Inn and Country Clubs of America. After 30 plus years of cooking his journey still continues.

Terri began her work in the hospitality industry as a front desk clerk at Holiday Inn and ended her 10 years of service as a General Manager. In July of 1997, we decided to start a catering business as a vehicle to put all three of our children through a Private Christian School

and have the ability to have a flexible schedule to be more involved in our church. We both enjoy serving the Lord through our local church, Beacon Baptist Church, in Raleigh, NC. Carl is involved in the van ministry, greeter's ministry and security. Terri is involved in children's ministry and greeter's ministry. Stephens Catering has been providing full service catering to the Greater Raleigh/Durham, Wake Forest and surrounding areas for over 13 years. We started our business with no funds for marketing and relied on word of mouth to grow our business.

Our focus is to provide a friendly, professional but personable service to each of their clients. We want them to know that their event is a privilege for us to participate in and that they pride ourselves on reliability. We offer a diverse menu and can customize any type of menu for you. We provide

quality food and services at reasonable prices. Our services included: Weddings, Rehearsal Dinners, Engagement Parties, Church Events, Corporate Luncheons and Dinners, Employee Appreciations, In Home Catering, Christmas Parties, Family Reunions, Jr/Sr Banquets, Athletic Banquets and Proms. We also donate food to an addictions program, Reformers Unanimous, on a weekly basis.

As a small business, we have the ability to cater large functions up to 1500 people. We have had the privilege to cater many events in the Wake Forest area since we moved here in 2002. We love the small town feel that you get in this community. We are conveniently located to 540, Heritage and Wakefield.

Our vision is to honor the Lord in all that we say and do in our business. We feel with our combined experience that we are able to provide a successful and worry free event. Please contact us if we can be any assistance to you for your next event.



www.stephenscatering.net



Welcome to our Newest Members!

Shaklee - Independent Distributor

Cynthia Rapp
(252) 908-7656
www.shaklee.net/cynthia-rapp
Nutritional Health

CruiseOne

Todd Hillyard
Wake Forest NC27587
919-569-5259
www.carolinafamilycruises.com
Travel Agencies

Kusan Construction

Christopher Kusan
Wake Forest NC 27587
(919) 669-5562
www.kusanconstruction.com
Building Contractors/
Construction

Body By Vi

Kristin Riddick
Wake Forest NC27587
(919) 575-5741
www.fitchallenger.myvi.net
Health & Fitness

Mannino Dog Walking

Carly Mannino
Wake Forest NC27587
(919) 219-0363
www.AJsDogWalking.com
Pets - Sitters & Trainers

Safe Haven for Cats

Teresa Nichols
8431-137 Garvey Dr
Raleigh NC 27616
(919) 633-4073
Non-Profit Organization

Jonathan Williams

Wake Forest NC 27587
PH: (919) 441-6432

Wake Up! Energetics

Tiffany Foster
934-G Durham Rd.
Wake Forest NC 27587
919-418-7950
www.wakeupenergetics.com
Day Spas



Ambassador List

Denise Barbour

North State Bank

Angela White-Brown

I'll Be There Concierge

Antonio Bryan

A+ Event Rentals

Jennifer Byron

Candlewood Suites

James Dunn - Co-Chair

Massage Therapist

Cathy Easop - Chair

June-Neri Financial

Lisa Eyrolles

Elite Tax Services

Kathy Fuerst

The News & Observer

Cindy Hammond

Qualified Staffing Services

Bob Horvath

Only Way Realty

Jerry Kephart

J Kephart Real Estate

Erik Nedwidek

Hatteras Software

Ansell Neri

June-Neri Financial

Jerry Piercy

Growth Strategies

Stephen Robinson

Harrington Bank, FSB

Ben Rutter

LeavesOut of Wake Forest

Tara Tucker

The Hampton Inn

Allen Surratt

Time Warner Cable

Dean Tryon

Wake Forest Fire Department

Fred Zaytoun

FredCo BizServices, LLC

Ribbon Cuttings!



Affordable Creative Framer & Art
13200 New Falls of Neuse Rd.
Raleigh, NC 27614
www.affordablecreativeframer.com
919-556-3726



Wine and Design
3325 Rogers Rd., Suite 115
Wake Forest, NC 27587
www.wineanddesignnc.com/wakeforest
(919) 453-0552



Thai Cafe, Inc.
3309 Rogers Rd., Suite 221
Wake Forest, NC 27587
www.ThaiCafeNC.com
919-453-1679



Grayson Homes, LLC
P.O. Box 1253
Youngsville, NC 27596
www.graysonhomesonline.com
919-801-5434



Green Sage, LLC
845 S. Main St.
Wake Forest, NC 27587
www.mygreensage.com
855-605-7243 ext 701



O2 Fitness Express
14460 New Falls of Neuse
Raleigh, NC 27614
www.O2fitnessclubs.com
919-453-6360



The Falls Day Spa
1002 Durham Road
Wake Forest, NC 27587
www.thefallsdayspa.com
919-570-8889



Edward Jones - Marty Coward
3607 Falls River Avenue
Raleigh, NC 27614
marty.coward@edwardjones.com
919- 792-0316

Fall brings awareness to cancer and how to support co-workers, clients and others

By Angela Jamison

Last month, the Chamber hosted its first Falling for Pink charity luncheon. It not only raised awareness of breast cancer, but also raised \$2,700 for The Pretty In Pink Foundation, a local non-profit that helps uninsured patients cover cancer treatment costs.

Not only is October Breast Cancer Awareness month, but it's also the month that I was diagnosed with inflammatory breast cancer, the same kind my mom died of 16 years ago at the age of 52. Today, I'm healthy again and my life is back to a "new" normal.

This year alone, more than 1.5 million new cases of cancer will be diagnosed. The chances of you knowing someone who hears those dreaded three words, "you have cancer" are unfortunately pretty high. As a business owner who kept working during my cancer treatments and recovery, I'd like to share how you can show your concern and offer your support to someone with cancer—whether it's a co-worker, client or fellow Chamber member.

Do I acknowledge it?

When you hear that someone has cancer, you may wonder whether or not to even bring it up with them. It's best to take your cues from the person with cancer. Some people are very private while others will talk more about their illness. Respect the person's need to share or need for privacy.

I was very open about my cancer, but I really didn't have much choice. At the time of my diagnosis, a book about me and my 10 best friends from high school was being written by Wall Street Journal columnist Jeff Zaslow. My friend Kelly's treatment was featured in the book and Zaslow shared my news as well. *The Girls from Ames* was published in spring 2009, made it to #3 on the New York Times Best Seller List and was named by People magazine as a Top Ten Book of the Year. The book and peoples' outpouring of kindness and concern helped me get through my cancer journey.



Angela Jamison is president of Communicopia, a PR marketing firm in Wake Forest.

What do I say?

Not knowing what to say to someone who has cancer is a common concern. You may know this person very well from working together or only have had brief interactions through networking. It's important to mention the situation in a way that feels comfortable to you. You can offer support, express encouragement or show interest and concern. Sometimes the simplest gestures are the most meaningful. Just listening or being there might be the most helpful thing you can do.

Here are some words and phrases to consider saying to someone who has cancer:

- "How are you doing?"
- "Please let me help you with something. Perhaps I can drive you to an appointment or cook a meal?"
- "I'm not sure what to say, but I want you to know I care."
- "I'm sorry to hear that you are going through this."
- "I'm here if you'd like to talk about it."
- "I'll keep you in my thoughts."

Other Ways to Show You Care

The American Cancer Society (www.cancer.org) suggests a number of ways to show you care and offer support:

- Include the person with cancer in usual projects and social events. Let him or her be the one to tell you if the commitment is too much to manage.
- Expect your colleague to have good days and bad days, emotionally and physically.
- Keep your relationship as normal and balanced as possible. While greater patience and compassion are called for during times

like these, your colleague should continue to respect your feelings, as you respect his or her feelings.

- Check before doing something for your co-worker, no matter how helpful you think you are being.
- Keep them up-to-date with what's happening at work or in your group.
- Send cards, and include anecdotes about why they are missed.

While a cure for cancer has yet to be discovered, treatments are working. Today, there are nearly 12 million cancer survivors in the U.S. Your awareness along with what you say and how you show support can make a difference during someone's cancer experience.

As a proud Chamber member and owner of Communicopia Marketing Services based in historic, downtown Wake Forest, Angela is grateful to her business associates, friends and others who helped her survive an aggressive form of breast cancer.



*Prior to losing her hair to chemotherapy, Angela's friends Jenny (left) and Kelly, visited her in Wake Forest to help shave her head and turn what could have been a traumatic event into an empowering celebration. Their story of friendship is chronicled in the best-selling book, *The Girls from Ames* (www.girlsfromames.com)*

Did you know:

Census Bureau 2007-2009
3-year estimates report
for Wake Forest:

Worked from home:

1,064

(8.7%) workers -

16 years and older who
resided in Wake Forest

In 2000 that number was

210 workers

(3.3%)

Falling For Pink

Thank you to the committee, sponsors and attendees who made this a very special event!

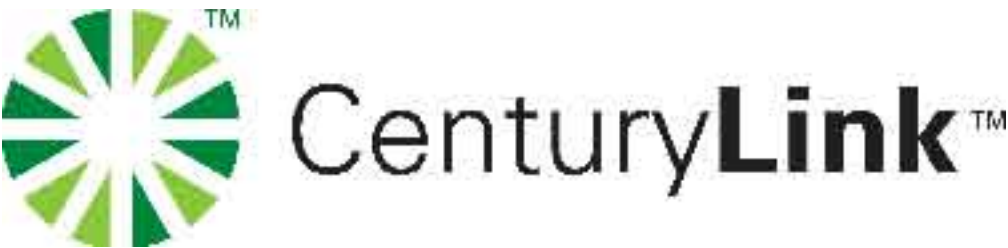
Kelly Swanson as our speaker, was an excellent story teller and motivational speaker.

Proceeds to benefit the Pretty in Pink Foundation, whose mission is to provide funding for the treatment of uninsured and underinsured women with breast cancer. All money raised will stay within the Triangle and surrounding areas.

To learn more, visit:
www.prettyinpinkfoundation.org

We all helped to raise:

\$2,700!



Ambassador of the Month October Allen Surratt, Time Warner Cable Business Class

Allen and his family have lived in the Clayton area for 10 years. His only son is involved with Nick's Flippin Kids Gymnastics and attends Hocutt Baptist preschool. Along with being an Ambassador, Allen volunteers at Hocutt Awana's, special needs youth and assist his wife who is NJMS Athletic Director. They attend Hocutt Baptist church.

Allen grew up in Denton, NC, served 4 years in the USN, obtained a degree from ECPI and East Carolina University. He has spent most of his career in Information Technology and is a sales person for TWCBC. His territory is Wake Forest and surrounding area including Granville, Vance, and Wake counties. These are the business class services that he offers: Unlimited long distance calling (we currently do not offer VOIP at this time), High Speed Internet, Disaster Recovery/Business Continuity, Managed Security, Web Hosting, Video, and much more.

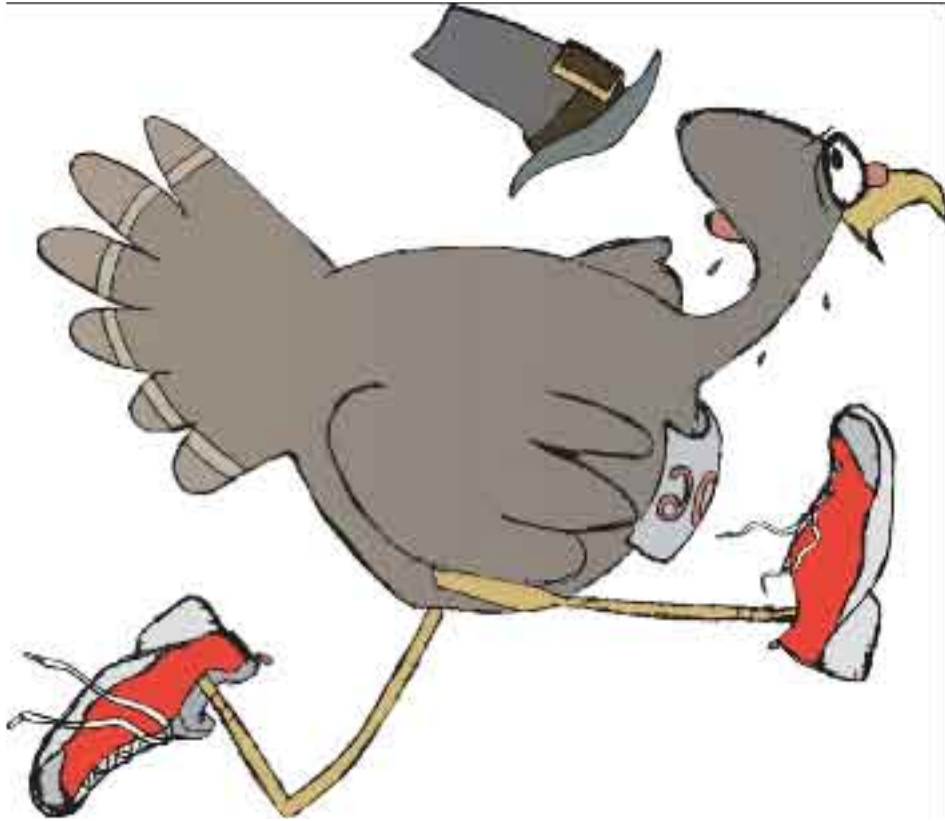
He is responsible for making sure that all his clients get exactly what they want, services they deserve, at a price that fits their budget and create the customer experience they want and deserve.



Being an Ambassador gives me a chance to connect with businesses on a more social and personal level. Through the Wake Forest Chamber Ambassadors, I feel like I am more a part of the community and aware of business issues from a local business perspective, which I feel is key to be able to make partnerships within the community. I love being a part of networking events and ribbon cuttings; it has provided me with multiple contacts within the Wake Forest area and on a personal level, made me feel more at home here in the community.

Ambassador's Volunteering!





Join us on Thanksgiving morning at 8:00am for a
3.1 mile walk/run
through historic downtown Wake Forest.

Registration is cheap and easy (kids 5&under free) and
ALL PROCEEDS BENEFIT THE BOYS & GIRLS CLUB.

Award categories that anyone can win.
Runners, walkers, strollers, and dogs are welcome.

See you there!

Don't want to run? Come out and VOLUNTEER while cheering on friends & family.
See website for details.

For registration information and race day details, visit:

WWW.GOBBLESRUN.COM

First Friday Networking - October

Steve Hand was our speaker for our October First Friday Networking. He is the Executive Director of the Triangle's Business Networking International.

He recommended having partnerships with other businesses that deal with your potential customers - to generate referrals.

Steve uses the acronym ARROW when establishing the networking partnerships:

A-Activate the relationship- get to know people – focus on them.

R- Recognize the potential – find candidates for your services.

R- Realize who I can meet and demonstrate my services- be realistic in expectations

O- Operate the introduction- master your 30 second to 2 minute or 2 paragraph overview of what you do.

W- What Happened? Assess customer satisfaction of your services after the sale, sharpen the saw, refine your message.

Steve also recommended the book- “Good to Great” by Jim Collins. Steve has also written a book that is now available on Amazon - “Building the Ultimate Network”.

BNI has 38 chapters here in the Triangle. Look for a good fit for your business. Visit chapters with contacts that mutually reach your potential customers and clients.

Check out www.trianglebni.com



Downtown Revitalization News:

Upcoming DRC Holiday Events:

Lighting of Wake Forest

Friday, December 2nd, 6 - 8:30 pm.

Don't miss this traditional community event that is highlighted by a countdown to Mayor Jones' lighting of the Town's 30 foot Christmas Tree. Listen for the sleigh bells that signal Santa's arrival, enjoy performances by local choir groups, and give your Christmas wishes to Santa. Sip hot cocoa and enjoy cookies while you stroll and shop in historic downtown Wake Forest. Free horse and carriage rides will be available and are a great way to enjoy the charm of our downtown.

Holiday Open House, Saturday December 3rd

Our wonderful collection of unique shops and restaurants are waiting to provide you with a holiday experience that will become a family tradition. Live entertainment, children's activities, free carriage rides, visits with Santa, and a multitude of special events in our shops and restaurants will make it a memorable day for you and your family.

Wake Forest Christmas Parade

Saturday December 10th 1pm

Join your friends and neighbors in viewing our parade that features over 3000 participants, decorated floats, marching bands and a wide variety of clubs and businesses. Come early, secure your favorite spot and enjoy lunch before the parade at one of our downtown dining spots.

News Items:

The Wake Forest DRC is honored to have Evelyn Jones serve as the Grand Marshall in the 2011 Wake Forest Christmas Parade.

Mrs. Jones has been a leader, volunteer and very influential citizen in our community for many, many years. She led the effort to establish a national DuBois Alumni Association and served as president of both the national and local organizations. She worked as a teacher's assistant in the Wake County

school system for 26 years, volunteered for 35 years as superintendent of the Sunday school at Olive Branch Baptist Church, was a member of town's Historic Preservation Committee, various mission efforts, and the 2009 Centennial Celebration Committee among many others.

In 1995, Mrs. Jones was chosen as one of the 100 most notable women in North Carolina. In 2006, Mrs. Jones received the Russell Dew Award from the Koinonia Foundation. She continues to volunteer her time and leave her footprint across a broad range of Wake Forest community groups and events.

The North Carolina Main Street Program has recently announced that the Wake Forest Town Hall was the winning entry in the Main Street Award's Best Infill Building Project.

Wake Forest Town Hall, which was nominated for a 2011 North Carolina Main Street Award by Wake Forest Downtown Revitalization Corporation, was the winning entry in the category of Best Infill Building Project and is the recipient of the Award of Merit. The DRC was told that NC Main Street received a number of excellent entries, and the jury had to make some very difficult decisions. Elizabeth Parham, Director of the Urban Development Division with NC Department of Commerce, told Mayor Jones that "we are grateful for your efforts in furthering the cause of downtown revitalization in your community and delighted to recognize those efforts."

Awards will be presented at the North Carolina Main Street Annual Awards Reception and Program in Clayton, N.C., on January 26, 2012.



Downtown Revitalization Corporation

Business After Hours in October @ Ellis & Anthony LLP, Cawthorne, Moss & Panciera Land Surveyors, & Warren, Shackelford Attorneys

Thank you so much to our three Chamber Businesses for hosting our Business After Hours event. Holden's Barbeque served exactly what we needed that night - since it was truly the beginning of Fall. There was a chill in the air - and their brunswick stew hit the spot!



Town of Wake Forest News:

Wake Forest Police Department helps area residents in need

The Wake Forest Police Department is accepting donations for two community service projects that benefit families in our area.

5th Annual Turkey Drive

For the past four years, the Wake Forest Police Department has purchased and distributed Thanksgiving turkeys to families in need. Last year, 490 turkeys were handed out. If you would like to make a contribution, please mail a check to the Wake Forest Police Department, attn: Turkey Drive, 221 S. Taylor St., Wake Forest, NC 27587. Checks should be made out to the Wake Forest Police Department.

Turkeys can be dropped off on Saturday, Nov. 19 from 9 a.m. until noon at the police department behind town hall.

Turkeys will be handed out on a first come, first serve basis on Tuesday, Nov. 22, from 9 a.m. until noon at the Wake Forest Community House, 133 W. Owen Ave. For more information contact Detective M. Sattler at (919) 435-9614.

13th Annual Shop with a Cop

On Wednesday, Dec. 14, approximately 30 area children will visit the police department where they will be paired with their police officer "partners." The kids and their partners will then visit the Wake Forest Super Walmart, where each child will be given \$175 to spend on a winter coat and other items of their choice. Parents are encouraged not to accompany their children.



Anyone wishing to make a contribution to this year's Shop with a Cop should contact Detective K.C. Warren at (919) 435-9613 or kwarren@wakeforestnc.gov.



TOWN of
WAKE FOREST

Advertising in our Chamber Monthly Newsletter:

Business Card \$50
1/2 page Ad \$75
Full Page Ad \$125

Sent electronically to 1200+, plus printed for new members and relocation packages.

We also have Advertising on the Chamber Website, and in weekly e-news.

Please check the Chamber Website:

[www.wakeforestchamber.org/
member-resources/advertising](http://www.wakeforestchamber.org/member-resources/advertising)

Bag Lunch Network - October

Thank you to Hartsfield & Nash for hosting our Bag Lunch Network Part 2 of the Disaster Preparedness series.

Don Stroud asked the questions: Do you really have enough insurance? Have you had a checkup lately? Do you have a plan if a catastrophe strikes? We have posted his presentation to the Chamber website for you to utilize.

Please go to www.wakeforestchamber.org/member-resources/bag-lunch-network-info for pdf files of the presentation.



Leadership Wake Forest

The 2011-2012 Leadership Class met at The Forks restaurant for their second meeting. Jerry Piercy of The Growth Coach tested each of us with the DiSC Assessment. He then went over our results. The class was evenly split between D's, I's, S's, and C's. Each behavioural type can be a Leader. Our Office results: Marla is a D, Mary is an S, and Gail is an I.



Technology 4 Dummies - October

Thank you to Erik Nedwidek for explaining about free open source software available to help decrease your total cost of ownership. Please go to www.wakeforestchamber.org/member-resources/bag-lunch-network-info for pdf files of the presentation.



WINNER OF THE EXPO APPLE IPAD!

Robert Little of Wake Forest!



2011-2012 Community Investors

Board of Advisors

- * CenturyLink

Chairman's Circle

- * Gaston Media
- * Hartsfield & Nash Agency
- * Rex Healthcare
- * Southeastern Baptist Theological Seminary
 - * SunTrust
- * Wake Electric Membership Corp.
 - * WakeMed

Vision Builder

- * Allstate-Thomas Walters
- * Branch Banking & Trust
- * Gladwell Orthodontics
 - * North State Bank

Enterprise

- * 3 Phoenix
- * Business Lab
- * Chiropractic Partners
- * Coldwell Banker Advantage
 - * Edward Jones
 - * Fidelity Bank
- * Hasentree/Toll Brothers
- * Hixon & Bumgarner Orthodontics
 - * Newcomb and Company
- * Novozymes North America
 - * Progress Energy
- * Southeastern Emergency Equipment
 - * State Employees Credit Union
 - * The Wake Forest Weekly
 - * The Heritage Club
 - * Triangle Town Center
- * Wake Forest Family Physicians
 - * Wake Forest Federal
 - * Wal-Mart
- * Warren Shackleford Attorneys PLLC
 - * Wyrick Robbins Yates & Ponton

Expo Thank You's!

David Mansfield for spending an hour with me at Loews hardware.

The wire guy from Loews hardware.

Steve Fleming - We gave him 4 business days to print the T-Shirts after Marla came up with the great idea!

William from SunBelt Rentals (for our generator) and teaching all of us about amps!

Kristin for keeping all the accounting straight!

Brian Pate for explaining what the heck a spider box does. I wasn't going to near it - cause I thought is caught spiders!

John Shoemaker (from the Old Magnolia Trading Company) for putting up the Expo Banners around town.

James Dunn for staking the Expo Banners so they stood up straight in the rain and wind.

Dean Tryon for pinning all the QR codes to the tables!

The Youth from Heritage HS & Wake Forest Rolesville HS for setting up and breaking down!





**Join us for a month of
FREE health & wellness
events as we celebrate
our 2nd anniversary**

Tune in to Health

It's Village Pharmacy's second anniversary and we're giving you a gift of free health and wellness events! Join us at our location (corner of Franklin Street & 98 Highway Bypass) to meet knowledgeable experts who will help you improve your health and well-being. Come to one or all of these free events at the Village Pharmacy:



Saturday, Nov.12, 2011, 1pm-3pm

Tune in to The People's Pharmacy®. Meet Joe & Terry Graedon

Co-hosts of The People's Pharmacy radio show will be at the Village Pharmacy to share tips and advice on managing medications and other related health topics from their award-winning health talk show on public radio, their syndicated newspaper column and 14 published books. Joe and Terry Graedon will take questions from the audience and have copies of many of their bestselling books available for purchase.



Tuesday, Nov.15, 6:30 pm

The Healthy Way to Tune Up for the Holiday

Terry Forshee, president of the Take Charge Professional Weight Loss program, will share how to achieve positive body changes in a healthy way and maintain it for life. You'll meet Wake Forest residents who have lost weight through this 13-week program of lifestyle modifications, built around pharmacists teaching their patients about proper nutrition and exercise.

Wednesday, Nov.30, 6:30 pm

Tune Up with Whole Food Supplements

Given the proper nutrition, your body has the amazing capability of keeping itself healthy. Learn about whole food supplements from Jim Marecic, who will discuss the benefits of plant-based vitamins and herbals. He is with Standard Process, a Wisconsin-based whole food supplement company that grows crops on its own organically certified farmland, utilizes state-of-the-art manufacturing processes and employs the highest quality control standards.

Tuesday, Dec.6, 6:30 pm

Tune in to Classical Music and its Healing Effects

Leah Noe, WCPE 89.7 FM classical music radio station announcer, will discuss how listening to classical music boosts health and wellness. She'll present a historical perspective of classical music, its scientific aspects and the Mozart effect.

Friday, Dec.9, 2011, 10am-4pm

2nd Anniversary Celebration: Tune in to Two Years!

Come in and help Village Pharmacy celebrate its second anniversary. Enjoy free food, soft drinks and free health screenings throughout the day. Meet Art Minton, pharmacist and founder, and his staff as they celebrate two years of providing health and wellness to the community.

The Wake Weekly's The Best of The Best 2011

Congratulations to our Chamber Members!

Best in Construction and Home Improvement

Casey Services Winner
Kings Mechanical Inc. Received votes

Best Cabinets

Heritage Kitchen & Bath, LLC Winner
Stock Building Supply Received votes

Best Carpets and/or Tile Flooring

Neuse Tile Finalist
Brentwood Carpets Received votes
Lowe's Home Improvements Received votes
Tile Trenz Received votes

Best Carpet Cleaning

Pettyjohn's Cleaning and Restoration Winner
G&J Carpet & Upholstry Received votes

Best Rug Washing

Pettyjohn's Cleaning & Restoration Winner

Best Local Hardware and Home Improvement

Store
B&W Hardware Co-Winner
Lowe's Home Improvement Finalist

Best Local Home Builder

Cady Construction Co. Co-Winner
Imperial Custom Homes Co-Winner
Landmark Constr & Devel Received votes
Lawrence Homes Received votes
RWS Construction Received votes

Best General Contractor, licensed or unlicensed

Rice General Construction Co-Winner
Wrenn Home Improvement Co-Winner
RWS Construction Received votes

Best Plumbing

Lester's Plumbing Received votes

Best Landscape or Lawn Service

Bland Landscaping Received votes

Best in Accounting, Legal, and Financial

Best Accounting CPA

Mitchell & Nemitz, PA Co-Winner
Damon Yudichak, CPA Finalist
Kermit Copley, CPA Received votes
Susan C. Martin, CPA Received votes
Michael Williard, CPA Received votes

Best Tax Preparer

Kermit Copley, CPA Received votes
Mitchell & Nemitz, PA Received votes
Secopia, Inc. Received votes
Michael Williard, CPA Received votes
Damon Yudichak, CPA Received votes

Best Bank

BB&T Winner
SunTrust Finalist
Wachovia Finalist
Capital Bank Received votes
Coastal Federal Credit Union Received votes
Fidelity Received votes
Fifth Third Bank Received votes
First Citizens Bank Received votes
N.C. State Employees Credit Union Received votes
North State Bank Received votes
Wake Forest Federal Savings & Loan Received votes

Best Credit Union

N.C. State Employees Credit Union Winner
Coastal Federal Credit Union Finalist
United Southeast Federal Credit Union Finalist

Best Financial Planner

Louis Mullinger-Edward Jones Winner
Mike Baer-Edward Jones Finalist
Barbara Kingry-Edward Jones Received votes
Coastal Federal Credit Union Received votes
Edward Jones Received votes
June-Neri Financial Received votes
Secopia, Inc. Received votes
Wachovia Bank Received votes

Best Law Firm

John K. Cook Winner
Warren & Shackelford Finalist
Alford Law Firm Received votes
Kathryn S. Drake Received votes
Michael K. Pery Received votes

Best Local Insurance Agency

Hartsfield & Nash Insurance Agency Co-Winner
Walers Insurance Agency-Allstate, James Brennan and Thomas Walters Finalist
Mike McKeown-State Farm Finalist
Howard Fleming-Allstate Received votes
Brewer Insurance Agency-Nationwide Received votes
James W. Epps Agency Received votes

Best in Health, Beauty and Recreation

Best Hair Salon
Creative Shears Hair Studio Finalist
All About Hair and Nails Received votes
Deri's Designer Cuts Received votes
Fantastic Sams Received votes

Best Nail Salon

Ava Nails Co-Winner
All About Hair and Nails Received votes
New Vision Spa & Salon Received votes
The Falls Day Spa Received votes

The Best Day Spa

The Falls Day Spa Finalist
The Skin Spa Finalist
Pravana Tan & Wellness Spa Received votes

Best Therapeutic Massage

Carolina Massage Therapy Finalist
Jame Dunn Received votes
Prospra Massage & Wellness Received votes
The Falls Day Spa Received votes
The Skin Spa Received votes

Best Gym Health Club

Kerr Banks YMCA Winner
Granite Falls Swim and Athletic Club Finalist
Anytime Fitness Received votes
Carolina Health Club Received votes
O2 Fitness Received votes

Best Yoga Instruction

Kerr Banks YMCA Co-Winner
Wake Forest Yoga Co-Winner
Carolina Health Club Finalist
Granite Falls Swim and Athletic Club Finalist

Best Tanning Salon

Aloha Tan Co-Winner
Pravana Tanning Spa Received Votes

Best Golf Country Club

Heritage Golf Club Winner
TPC Wakefield Plantation/McConnell Golf Finalist
Brevofield Golf Links Received votes
Hasentree Golf Club Received votes

Best Barbecue

Holden BBQ Winner
1250 Heritage Received votes

The Forks Cafeteria Received votes
Papa Jack's Pig Pickin' Received votes
Pies & More Received votes
Texas Roadhouse Received votes

Best Asian Restaurant

The Thai Café Co-Winner
Charlie's Kabob Grill Received votes
Golden Sakura Japanese Received votes

Best Italian Restaurant

La Foresta Italian Café & Pizzeria Winner
Girasole Trattoria Finalist
Milton's Pizza & Pasta Finalist
Bruno Seafood and Steaks Received votes
Il Bacio Italian Grill & Pizza Received votes

Best Mexican/Latin/Caribbean Restaurant

Las Margaritas Mexican Restaurant Winner

Best Seafood Restaurant

Shuckers Oyster Bar & Grill Winner
1250 Heritage Received votes
Bruno Seafood and Steaks Received votes
Il Bacio Italian Grill & Pizza Received votes

Best American Homestyle Restaurant

The Forks Cafeteria Winner
1250 Heritage Finalist
Bruno Seafood and Steaks Received votes
Carolina Ale House Received votes
Chick-fil-A Received votes
Golden Corral Received votes
Main Street Grille-Café Received votes
Milton's Pizza & Pasta- Received votes
Over the Falls Deli & Pizzeria Received votes
Pies & More Received votes
Red Robin Received votes
Texas Roadhouse Received votes
Village Deli & Grill Received votes

Best Local Fast Food

Chick-fil-A Winner
Sonic Drive-In Finalist
Charlie's Kabob Grill Received votes
McDonald's Received votes
Moe's Southwest Grill Received votes
Over the Falls Deli & Pizzeria Received votes
Subway Received votes

Best Sandwich or Sub Shop

Over the Falls Deli & Pizzeria Winner
Subway Finalist
The Village Deli & Grill Finalist
Charlie's Kabob Grill Received votes
Chick-fil-A Received votes
Harris Teeter Received votes
Main Street Grill-Café Received votes
Rosalini's Pizza and Subs- Received votes
The Lemon Tree Received votes

Best Ice Cream or Frozen Treat

Sweet CeCe's Frozen Yogurt Co-Winner
Dairy Queen Finalist
Sweet Spoons Finalist
Bacci's Italian Ices Received votes
Chick-fil-A Received votes
Cups 'n Cones Received votes
Sonic Drive-In Received votes
Wake Forest Coffee Company

Best Appetizer

1250 Heritage Winner
Applebee's Neighborhood Grill & Bar Finalist
Girasole Trattoria Finalist
Bruno Seafood and Steaks Received votes
Carolina Ale House Received votes
Il Bacio Italian Grill & Pizza Received votes
Oh'Mulligans Received votes
Over the Falls Deli & Pizzeria Received votes
Shuckers Oyster Bar & Grill Received votes

The Thai Café Received votes
 The Forks Cafeteria Received votes
 The Lemon Tree Received votes

Best Side Dish

The Lemon Tree Winner
 The Forks Cafeteria Finalist
 1250 Heritage Received votes
 Applebee's Neighborhood Grill & Bar Received votes
 Charlie's Kabob Grill Received votes
 Over the Falls Deli & Pizzeria Received votes

Best Dessert

Main Street Grille-Café Co-Winner
 The Thai Café Finalist
 The Lemon Tree Finalist
 1250 Heritage Received votes
 Bruno Seafood and Steaks Received votes
 Cups 'n Cones Received votes
 The Forks Cafeteria Received votes
 Il Bacio Italian Grill & Pizza Received votes
 La Foresta Italian Café & Pizzeria Received votes

Milton's Pizza & Pasta Received votes
 Over the Falls Deli & Pizzeria Received votes
 Pies & More Received votes
 Shuckers & Oyster Bar & Grill Received votes
 The Forks Cafeteria Received votes
 Village Deli & Grill Received votes
 Wake Forest Coffee Company Received votes

Best Breakfast

Brigs-Wake Forest Winner
 Village Deli & Grill Finalist
 1250 Heritage Received votes
 Chick-fil-A Received votes
 Golden Corral Received votes
 Main Street Grille-Café Received votes
 McDonald's Received votes
 Subway Received votes
 The Forks Cafeteria Received votes

Best Lunch Special

Charlie's Kabob Grill Winner
 1250 Heritage Finalist
 The Lemon Tree Finalist
 Girasole Trattoria Received votes
 Golden Corral Received votes
 Harris Teeter Received votes
 Main Street Grille-Café Received votes
 Milton's Pizza & Pasta Received votes
 Over the Falls Deli & Pizzeria Received votes
 Sonic Drive-In Received votes
 The Forks Cafeteria Received votes

Best Early Bird Special

Golden Sakura Co-Winner
 Holden Barbecue Co-Winner
 Il Bacio Italian Grill & Pizza Co-Winner
 Shucker's Oyster Bar & Grill Co-Winner
 Texas Roadhouse Co-Winner

Best Dinner Under \$10

The Forks Cafeteria Winner
 Charlie's Kabob Grill Finalist
 Chick-fil-A Received votes
 Harris Teeter Received votes
 Las Margaritas Mexican Restaurant Received votes
 Moe's Southwest Grill Received votes
 Red Robin Received votes
 Texas Roadhouse Received votes

Best Sandwich or Burger

Over the Falls Deli & Pizzeria Winner
 Red Robin Finalist
 1250 Heritage Received votes
 Carolina Ale House Received votes
 Charlie's Kabob Grill Received votes
 Chick-fil-A Received votes
 Girasole Trattoria Received votes
 Main Street Grille-Café Received votes
 McDonald's Received votes
 Oh'Mulligans Received votes
 Sonic Drive-In Received votes
 Village Deli & Grill Received votes
 Ziggy's Restaurant & Sports Bar Received votes

Best Ribs

Texas Roadhouse Winner
 Applebee's Neighborhood Grill & Bar Received votes
 Carolina Ale House Received votes

Best Pizza

Milton's Pizza & Pasta Winner
 Girasole Trattoria Received votes
 Harris Teeter Received votes
 Il Bacio Italian Grill & Pizza Received votes
 La Foresta Italian Café & Pizzeria Received votes
 Over the Falls Deli & Pizzeria Received votes
 Rosalini's Pizza & Subs Received votes
 Ziggy's Restaurant and Sports Bar Received votes

Best Sushi

The Thai Café Finalist
 Golden Sakura Japanese Restaurant Received votes
 Harris Teeter Received votes

Best Chicken Wings

Over the Falls Deli & Pizzeria Winner
 Carolina Ale House-Wake Forest Finalist
 1250 Heritage Received votes
 Oh'Mulligans Received votes
 Ziggy's Restaurant & Sports Bar Received votes

Best Cup of Coffee

The Wake Forest Coffee Company Winner
 Over the Falls Deli & Pizzeria Received votes

Best Dish on Any Menu

1250 Heritage Co-Winner
 Shuckers Oyster Bar & Grill Co-Winner
 The Lemon Tree Finalist
 Bruno Seafood and Steaks Received votes
 Charlie's Kabob Grill Received votes
 Girasole Trattoria Received votes
 La Foresta Italian Café & Pizzeria Received votes
 Main Street Grille-Café & Bakery Received votes
 Over the Falls Deli & Pizzeria Received votes
 Village Deli & Grill Received votes

Best Place to Watch the Big Game

Carolina Ale House Winner
 1250 Heritage Received votes
 Girasole Trattoria Received votes
 Il Bacio Italian Grill & Pizza Received votes
 Over the Falls Deli & Pizzeria Received votes
 Ziggy's Restaurant & Sports Bar Received votes

Best Restaurant Overall

The Forks Cafeteria Winner
 1250 Heritage Finalist
 Shuckers Oyster Bar & Grill Finalist
 Applebee's Neighborhood Grill & Bar Received votes
 Bruno Seafood and Steaks Received votes
 Charlie's Kabob Grill Received votes
 Girasole Trattoria Received votes
 Golden Corral Received votes
 Golden Sakura Japanese Restaurant Received votes
 Il Bacio Italian Grill & Pizza Received votes
 La Foresta Italian Café & Pizzeria Received votes
 Las Margaritas Mexican Restaurant Received votes
 Main Street Grille-Café & Bakery Received votes
 Milton's Pizza & Pasta-Wake Forest Received votes
 Over the Falls Deli & Pizzeria Received votes
 The Lemon Tree Received votes
 Village Deli & Grill Received votes

For the Dogs, Cats and Other Pets

Best Pet Grooming
 Cobble Hill Bed & Biscuit Received votes
 Wake Forest Animal Hospital Received votes

Best Pet Kennel

Cobble Hill Bed and Biscuit Finalist
 Wake Forest Animal Hospital Received votes

Best Veterinarian

North Wake Animal Hospital Winner
 Wake Forest Animal Hospital Finalist

Lodging and Miscellaneous

Best Hotel or Motel
 Holiday Inn Winner
 Candlewood Suites Wake Forest Finalist
 Hampton Inn Finalist
 Sleep Inn Finalist
 Lion's Gate Inn Received votes

Best Mobile Vendor

Kona Ice Finalist
 Bacci's Italian Ice Received votes





Please join
The Wake Forest Rotary Club
as Our Guest

at a Wine and Cheese Tasting
on Monday, December 12, 2011
5:30 – 8:00 PM
at
The Twisted Vine
156 South White Street
Wake Forest, NC

RSVP by Friday,
December 9, 2011:
Al Tadych
askal@nc.rr.com
or 919.609.2407

for more information,
go to
www.wakeforestrotary.com
and
<http://twisted-vine.com/>

Chamber Calendar for October

- Nov 1 Ribbon Cutting - The Thai Cafe noon
3309 Rogers Rd., Suite 221, WF
- Nov 2 SCORE Counseling
4:00-6:00 pm
Chamber Boardroom
- Nov 3 Chamber Resources and Tools
12:00-1:30 pm
Chamber Boardroom
- Nov 4 First Friday Networking 2011
7:30-9:00 am
1250 Heritage Club
- Nov 8 Ribbon Cutting - Elite Tax Service noon
1241 S. Main St. #6A, WF
- Nov 9 Technology 4 Dummies- Bag Lunch
Network 12-1:00 pm
Chamber Board Room
- Nov 10 2011 - 16th Annual Spelling Bee
6:00-8:00 pm
Hosted by CenturyLink
- Nov 16 Chamber Cross-Talk Combined Groups
8:15-9:45
The Hampton Inn of Wake Forest
- Nov 15 LWF - Nov 15 Session
11-2:00 pm
Wake Forest Historical Museum
- Nov 16 Bag Lunch Network - Disaster Series Part 3
Identity Theft 12-1:00 pm
Chamber Board Room
- Nov 17 Ribbon Cutting - Rapid Refill noon
6401 Triangle Plantation Drive
Raleigh (By BJ's)
- Nov 17 Business After Hours -
Coldwell Banker & Allstate Insurance
600 Dr. Calvin Jones Hwy, Suite 100, WF
5:30-7:00 pm
- Nov 22 Ribbon Cutting - Safe Haven for Cats
noon
8431-137 Garvey Dr, Raleigh, NC



Save the Dates!

Committee Meetings:

Economic Development	Nov 15th	3 pm
Government Affairs	Nov 15th	8 am
Membership	Nov 30th	8:30 am
Ambassador	Dec 1st	8:30 am



December 13th, 2011
9:30-11:00 am
The Lodge
1151 South Main Street, Wake Forest, NC

I'll Be There Concierge
WSI Digital
On the Run Accountants
Jackson Electric
Mary Kay
Pathways to Wellness
Asset Inventory Specialists
Mike Williard, CPA
Mixing it Up Catering
Simple Uncomplicated Living
George Randy Bass Photography
& Website Management
Energieyes
True Outreach

Like us on Facebook!

Wake Forest Area Chamber of Commerce



Please check the Chamber Calendar on our website for times and locations.