

WAKE FOREST AREA CHAMBER OF COMMERCE

BUSINESS MATTERS

October, 2011

Do I really need a Cloud backup solution for my data?

By David Mansfield

I'm dating myself, but the first computer I used didn't have a hard drive. Instead, it had two drive bays that held 5.25 inch soft floppies. That didn't stop me from installing Pong. Later, when I was going off to college, my dad bought me a then revolutionary machine, an 8086, with a 40 MB hard drive and a dot matrix printer. He was a college professor and told me that any typed paper was automatically given a half grade higher because it was so much easier to read. At the time, I wondered how anyone could ever fill up a 40 MB drive. That was going to be a LOT of papers and LOTS of Pong!

Today, those old devices aren't large enough to satisfy our growing appetite for digital music, photos, videos, and such, but there's a less obvious issue that is a greater concern. About a year ago, I was going through some of my old things and discovered a box filled with old backups on floppies and 250 MB Zip drives. What would happen if I needed data off those 20+ year old discs and drives? Assuming the discs had not deteriorated, where would I find a drive that would allow me to read the media, particularly the old cardboard-packaged 5.25 floppies?

Despite my concerns about the impermanence of most storage modes, external hard drives used in conjunction with a good on-line backup solution should be part of everyone's backup strategy. Today external hard drives are incredibly big and inexpensive, and the ones from major manufacturers usually include easy-to-use backup software. However, after a major disaster such as a fire or a

flood or a surge protector (you have one, don't you?) failure during a thunderstorm, you can potentially say goodbye to your valuable data.

We have all heard the lecture about how hard drives fail and how computers are stolen or drenched with coffee causing lost data, lost money and lost time. It's hard to believe, but 70% of businesses fail after experiencing a major data loss. If you are backing up to an external drive, you use it less than the internal drive on your computer, so it will probably last longer, but it's a hard drive, and eventually they all fail. Your valuable data is not safe unless it is backed up offsite. If you don't want to become another statistic, you'd better back up off premises. End of lecture.

I think you're getting the idea. No matter how diligent we are about backing up our digital data, our efforts will be useless when the media becomes obsolete or our equipment is seriously compromised. Fortunately, there is an affordable way around this problem—Cloud-based backup solutions. With a good backup and disaster recovery plan that implements Cloud backups, your data will still be recoverable in 10 or 20 years or more. When it comes to surviving a disaster or just accessing something you need remotely, Cloud-based backups are your long-term friend and guardian.

Mansfield Computing Solutions
www.mansfieldcomputingsolutions.com



Technology 4 Dummies - September

Thank you to Erik (with a K) Nedwidek for explaining the pros and cons of social media coupons. Please go to www.wakeforestchamber.org/member-resources/bag-lunch-network-info for pdf files of the presentation.



Join us at the Business After Hours

October 20th
5:30-7:00 pm

Ellis & Anthony,
Cawthorne, Moss & Panciera
Land Surveyors,
Warren, Shackelford Attorneys

343 S. White St
Wake Forest

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

Workplace Safety
(fire, robbery, domestic, etc)
Keith Mitchell, Fire Safety Consultants

December 21

Dealing with Identity Theft
Wake Forest Police

12:00-1:30 pm
Bring your lunch and learn!



Network

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

Monday, October 24th

3 - 7 pm

@ The Factory

1839 South Main St • Wake Forest

Free Food

Free Prizes

Free Admission



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Gold Sponsor:



JUNE-NERI FINANCIAL

HELPING CLIENTS BUILD AND PRESERVE THEIR WEALTH

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Learn, Connect, and Engage with Wake Forest Business!

Community Investor Article - Chiropractic Partners

Recently acknowledged in the September 2011 Wake Weekly's Best of the Best readers poll as the most popular Chiropractic office in the Wake Forest area. Chiropractic Partners is flattered by the award and eager to back it up.

We at Chiropractic Partners would like to take the opportunity to introduce ourselves! Our office is conveniently located in Wake Forest, N.C. and we are ready to help patients with pain feel better. Our highly qualified doctors, Dr. Fred Nelson and Dr. Russ Redd, are trained to treat many conditions such as low back pain, neck pain, leg or arm pain, headaches, TMJ, pregnancy related pain and much more. In addition, we are available to provide care after motor vehicle accidents or work related injuries; gladly accepting third party liability.

Dr. Fred Nelson, a Certified Chiropractic Sports Physician, has practiced in Wake Forest for the last 31 years. Yes, the landscape has changed dramatically over the years: Chiropractic Partners has changed as well. In 2008, Chiropractic Partners added new high tech equipment to better serve our patients.

Our office is proud to announce the addition of the ProAdjuster-state of the art adjusting equipment used to analyze and treat patients. ProAdjuster manipulations are gentle and highly effective, providing patients with comfortable treatment for their pain. The goal of Chiropractic Partners has always been to reduce or get rid of pain, improve range of motion and give suggestions on how to maintain these improvements. The ProAdjuster, as well as manual adjustments and therapies, aids our practice in doing just that!

In addition to the ProAdjuster, Dr. Nelson and Dr. Redd continue to offer standard chiropractic manipulations to restore joint mobility as well as Cox flexion distraction to help achieve decompression of the spine. Dr. Redd is certified in Active Release Technique therapy which works with muscles not only in the spine but throughout the body.

Our office also features several physical therapy modalities as well as nutritional counseling, core strengthening exercises, muscle stretching routines and nutritional supplements. At Chiropractic Partners, we also feature FootLevelers custom made shoe orthotics to help support the natural arches of the feet. Orthotics can help with not only foot pain but ankle, knee, hip and low back pain.

Dr. Nelson and Dr. Redd are active members of our Wake Forest Community including organizing the yearly Gobblers Run 5K race benefiting the local Boys and Girls Club. For more information about our practice or to set up a consultation with one of the doctors, please visit our Web site at www.chiropartners.com or call our office at 919-556-2014. Our address is 10405-F Ligon Mill Rd, Ste. F (next to Real Living on South Main).



Candidates Forum

October 11th
6:30-8:00 pm
Town Hall

Come out and hear the eight candidates position themselves for the three seats.



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

Welcome To Our New Chamber Members!

Advantage Tax Services LLC

Cheri Altman
Franklinton NC 27525
PH: (919) 623-5749
Tax Services

Affordable Creative Framer & Art

Scottie Hundley
13200 New Falls of Neuse Rd. ,
Suite 133
Raleigh NC 27614
PH: (919) 556-3726
<http://www.affordablecreativeframer.com>
Art Galleries/Frame Shops

Energieyes Inc.

Phillip Bradrick
417 Hampton Lane
Youngsville NC 27596
PH: 919-600-4673
<http://www.EnergieyesOnline.com>
Home Improvement

George Randy Bass Photography & Website Management

Randy Bass
Wake Forest NC 27587
PH: (919) 554-4787
<http://georgerandybass.com/>
Web Design

Grayson Homes, LLC

Mike Poupard
250 Meadow Glen
Wake Forest NC 27587
PH: 919-801-5434
<http://www.graysonhomesonline.com>
Building Contractors/
Construction

Mary Kay by Mary Anne

Mary Anne Hooker
2120 Dunn Road
Raleigh NC 27614
PH: 919-805-0824
<http://www.marykay.com/majanik>
Cosmetics

Only Way Realty, LLC

Robert Horvath
1904 S. Main St. Suite #210
Wake Forest NC 27587
PH: 919-457-0378
<http://www.onlywayrealty.com>
Real Estate

Pravana Tan & Wellness Spa

Leisa Lautner
946 Gateway Commons Circle
Wake Forest NC 27587
PH: (919) 554-3006
<http://www.pravanatanspa.com>
Tanning Salons

Rapid Refill Ink

Dylan Warner
6401 Triangle Plantation Drive
Suite 109
Raleigh NC 27616
PH: (919) 876-8101
<http://www.rapidrefill240.com/business-resources/quote-request.aspx>
Retail - Office Supplies

Riccobene Associates Family Dentistry

Summer Hart
13251 New Falls of Neuse Road
Ste 141
Raleigh NC 27614
PH: 919-556-6666
<http://www.BrushAndFloss.com>
Dentists

Thai Cafe, Inc.

Kadek Agus
3309 Rogers Rd., Suite 221
Wake Forest NC 27587
PH: (919) 453-1679
<http://www.ThaiCafeNC.com>
Restaurants

The Dental Care Center

Lisa Barnes
1900 S. Main Street Suite 206
Wake Forest NC 27587
PH: 9195627008
<http://thedentalcarecenter.com>
Dentists

The nTeTe Group

Chris Hare
8636 Barrett Ridge Road
Wake Forest NC 27587
PH: +1 919 628 0210
<http://www.nTeTe.com>
Business Consultants

WCPE FM

Curtis A. Brothers
1928 Chalk Rd.
Wake Forest NC 27587
PH: (919) 556-5178
<http://www.TheClassicalStation.org>
Radio Stations

Wine and Design

Jenn Woodhull-Smith
3325 Rogers Rd., Suite 115
Wake Forest NC 27587
PH: (919) 453-0552
<http://www.wineanddesignnc.com/wakeforest>
Artist Gallery/School



Ribbon Cuttings!



Wake Health Medical Group
13200 New Falls of Neuse Rd. Ste. 113
Raleigh, NC 27614
www.wakegreatskin.com
919 554 6754



Candlewood Suites
12050 Retail Drive
Wake Forest, NC 27587
www.candlewoodwf.com
(919) 554-6901



**Brain Balance Achievement Center
of Wake Forest**
13600 New Falls of Neuse Road
Raleigh, NC 27614
<http://www.brainbalancecenters.com/>
919-554-4426



Moes Southwest Grill
10760 Wakefield Commons
Dr., Suite 101
Raleigh, NC 27614
(919) 847-5574



**Verizon Wireless -
The Wireless Store**
(next to Wal-Mart)
11216 Capital Boulevard #111
Wake Forest, NC 27587
(919) 569-0111



Blind & Shutter Warehouse
5710 Capital Blvd, Suite A
Raleigh, NC 27616
(919) 850-9229
www.shutterconnection.com

Chamber Mini Table Top EXPO and Business Launch

Hosted by The Lodge of Wake Forest,
Sponsored by Erik Nedwidek, Hatteras Software



Wake Forest Homes



Leisure Computers



Hatteras Photography



A+ Event Rentals



FredCo BizServices



**A Few Good Men
Moving & Storage**



America Select Mortgage



Alford Law Firm



Computer Troubleshooters

Ribbon Cutting Ribbons

Did you know that all of our gorgeous big fat ribbons come from the Purple Poppy Florist? Thank you to Doug & his team!



Wake Forest Chamber Member News & Notes:

The Alford Law Firm, a general practice firm comprised of three female attorneys with over 23 years of legal expertise, is pleased to announce its one year anniversary at their new Wakefield Plantation location. Practice areas include bankruptcy, traffic, family, corporate, tax, estate planning, personal injury and real estate law. Please contact them at www.alfordlawfirm.com or 919-562-0770.

Jessica Kuse of Rodan & Fields, is now a Level 5 Director. Please call Jessica to congratulate her!

Congratulations to everyone who won in the Best of the Best presented by The Wake Weekly. In our November issue - we'll list our Chamber Winners!

Tickets now on sale! Support CHERUBS Masquerading Angels Ball on October 22nd in Raleigh. <http://www.cherubsangelball.org/>

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)

Small Business Spotlight Dawn Morehead DDS, PA

In the mid 1920's, the "Water Plant" was built on Elm Ave. Across from the brick building that housed the town's first source of electricity. A generator fueled in part by sawdust from the lumber planing mill across the railroad tracks. The town had built a small dam on Smith Creek and tapped the pond behind it for its water supply. A water tank was built behind the building to provide the water pressure for customers.

In 1964 the town completed the Smith Creek Reservoir and water treatment plant on Wait Avenue and this building was abandoned. Although there were many suggestions and student plans to use the building, nothing happened until Dr. Morehead took it in hand. In 1985, Dr. Morehead restored and remodeled the "Water Plant" into a Dental Office.



Over the years, Dr. Morehead has turned her dental office into a collection of her artwork which is reflected in her passion for Artistic Dentistry. Dr. Morehead graduated from the University Of Tennessee College Of Pharmacy in 1971, and then worked as a pharmacist for seven years. After deciding that being a Pharmacist was not what she wanted to do, she went to UNC College of Dentistry and graduated in 1982 with Honors. She practiced dentistry in Raleigh for four years and then moved to Wake Forest. She has been in the dental profession for 29 years. She makes it a priority to continually update her dental knowledge through personal study and through dental seminars in Chicago, Cleveland, Florida, South Carolina, and locally here in North Carolina. She also maintains her yearly CPR Certification. She takes pride in the way the dental practice has evolved over the years. She believes patients must first understand their dental needs before they can make an informed decision about what they want to do.

Dr. Morehead believes in the office being a pleasant and inviting environment. You may enjoy coffee, hot

tea or cider, cold bottled water and biscotti while you are waiting for your appointment to begin. Our hygienists have a combined 35 years of dental experience to offer our patients. They are highly skilled in their profession and provide quality dental care.

Dr. Morehead enjoys seeing something and then recreating it, which is seen in our Smiling Tree outside the office.



Dr. Morehead has been Ballroom dancing for several years and has competed in Puerto Rico, Las Vegas, and Manhattan.

She creates mosaics with shells, an art known as "Sailor's Valentine."

She is an avid reader and is especially interested in the role of nutrition on health. She lifts weights, has a cat named Calvin and a canary named Blabby.



She has family of staff that support her and has been with her a long time. Tracey Brooks, her practice manager, has been with her since 1995, Cynthia Stewart, her office scheduler, has been with her since 2004, Debbie Dufty, dental hygienist, has been with her since 1996, MaryAnn Green, dental assistant, also been with her since 1996. Her newest hygienist is Dayna Artim and she started in July of 2010. Angela Harrison has been with her the longest, she began working with her in 1987.

Dr. Morehead enjoyed being part of the Wake Forest Christmas Tour in 2010.

Many of our patients choose Dr. Morehead for their cosmetic dentistry, teeth whitening, bridges, crowns and other dental work because we take a comprehensive



approach to providing thorough, gentle care to our patients. Over the years, Dr. Morehead has developed a mix of anesthesia and relaxation techniques that allows patients to experience all the benefits of a top-rated dental practice, without the anxiety many associate with a visit to the dentist.



Dr. Morehead believes in educating our patients by explaining what they need, why they need it and how it will affect their overall dental health. Our goal is for you to be completely informed about your dental work and dental health before you leave our office.

Dr. Morehead offers a wide range of dental services including cosmetic dentistry, routine dental cleanings, bleaching, tooth-colored fillings, crowns, bridges, periodontal services, custom biteguards, teeth whitening, implant crowns, veneers and other dental work.

www.dawnmorehead.com



Thank you to Debbie Dart of All About Hair & Nails for creating the gorgeous display promoting the Falling For Pink Luncheon!



Mary Yount teaches our newest Chamber Members – during our Chamber Tools and Resources class, at the Holiday Inn Express.

Our Ambassador Page

Ambassador List

Denise Barbour
North State Bank

Angela White-Brown
I'll Be There Concierge

Antonio Bryan
A+ Event Rentals

Jennifer Byron
Candlewood Suites

Kathy Demase
Wachovia Bank NA

James Dunn - Co-Chair
Massage Therapist

Cathy Easop - Chair
June-Neri Financial

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
The Growth Coach
of the Triangle

Stephen Robinson
Harrington Bank, FSB

Ben Rutter
LeavesOut of Wake Forest

Mimi Soule
Schneider Law Group

Allen Surratt
Time Warner Cable

Dean Tryon
Wake Forest Fire Department

Kathy Wood
Triangle Health Plans Inc

Fred Zaytoun
FredCo BizServices, LLC

Ambassador's Volunteering!



Ambassador of the Month September Ben Rutter - Leaves Out Wake Forest

Ben and his family have lived in the Wake Forest area for 1 1/2 years. His 4 Children are involved in Home Schooling and love to spend time outdoors. Along with being an Ambassador, Ben volunteers at his Church as a Boy Scout Assistant Scout Master and Youth Leader. They are members of The Church of Jesus Christ of Latter Day Saints.

He enjoys being an Ambassador because it is rewarding to work with the other Chamber members and see everyone succeed in their businesses.

Ben grew up in Hendersonville NC went to college at UNC-Charlotte. He spent most of his career owning small businesses. Ben's Father invented LeavesOut Gutter Guards. Ben is the Dealer for LeavesOut of Raleigh.

When you select a LeavesOut Gutter Guard - there is a rainbow of colors to choose from - so that

the gutter cover matches your home. The design handles 12" of rain per hour, has a life-time no-clog guarantee, and a 20 year transferable warranty.

When you install LeaveOut gutters on your home, you have Lifetime "maintenance free" gutters that pay for themselves in 3-4 years.

Our Gutter Covers will save you money on gutter cleaning, ice dams, rotten fascia boards, mosquitoes, eroding landscaping and water damage to your foundation.



Proven Promotional Products

by Jennifer Ray

Whether you're making new connections or rewarding old ones, promotional products are a great way to market your business and expand your brand! They're objects we come in contact with every day – objects that can give your business some much-needed exposure. Pens with a logo printed down the side are pretty common choices since they both useful and economical. Quite a few of us have promotional paperweights, coffee mugs and desk accessories. But how do you make sure your promotion has the biggest impact? By thinking outside the box. What really grabs people's attention is an item that's DIFFERENT than what they have normally gotten and is USEFUL in their lives.

How do you choose what to give? Consider your three main target groups:

Customers

Thoughtful promotional items are crucial for making a positive impression on customers. Encourage repeat business by giving thank-you gifts or rewarding spending habits ("Because you've been here 5 times this month, here's a special item just for you!"). Always think about lifestyle items. If many of your clients are parents of young children, a small plush toy would be a high-exposure item. Or perhaps a small basket of home spa items to soothe those stressed-out moms? If your clients are often physically active, invest in gym bags (there are affordable drawstring models or you could go the extra step with a sturdy zipper closure). Your clients will be impressed that you've thought about their needs.

Employees

Incentives and rewards don't have to be extravagant – and you'd be surprised how much a small gift can impact employee performance and morale. Create an "award incentive," like a modest trophy or plaque, for your superstar salesperson. Forego the traditional coffee mug by handing out sleek travel mugs to your whole office staff. Liven up their desks with small promotional potted plants. You can also

use your employees as distributors to make sure your promotional items are reaching the right hands. Order enough stock that you can portion some out to each employee.

Tradeshow/Expo Attendees

Offering incentives at your booth is a fail-safe way to bring in traffic. But make sure it's the kind of traffic you want! Every expo has people who are only there to collect free stuff and not to find out about your business. Take a limited supply of higher-ticket items (like T-shirts, coolers or tote bags) and don't be afraid to be selective. Specialty gifts should only go to people who are interested in what your company does – if they're willing to have a conversation with you about your product/service and become a strong lead, they get a high-end promotional piece. Don't forget to have people register for a prize - which can be another promotional item. You can use their contact information to follow up later or even send a follow-up gift.

Remember, all these promotional products are part of your marketing strategy! Be sure your logo is on everything (the spa basket, the travel mugs, the coolers, etc). That way, whenever the recipient proudly displays or uses your token of appreciation, they'll be a vehicle for advertising your business.

www.redwoodproductions.com

Redwood
PRODUCTIONS, INC

First Friday Networking - September

We had the largest crowd ever this month at the Heritage Country Club. We had over 50 members eating, networking and listening to our speaker Kevin Brimhall.

Kevin Brimhall presented "I'm Too Busy" and Other Lame Excuses That Ruin Your Business and Your Life

What excuses are you using to rationalize your lack of progress in your business and your life? Business coach and consultant Kevin Brimhall, president of JFD Performance Solutions, presented this informative and interactive discussion.



We addressed:

- Why none of our excuses are real
- How to stop blaming and take ownership for your results
- A four step process to break disempowering attitudes, habits and excuses
- How to turn excuses into positive affirmations

He used the TEAR acronym – Thought, Expansion, Action and result. Our sub-conscience controls 96-98% of our thoughts. He had us identify our excuse, question if it was really true, what was the payoff of our excuse, what would be a more empowering belief - then what would the payoff be with the new positive belief?

He had us write down each answer and think about our responses in depth.

Thanks again to Kevin for supporting the Wake Forest Area Chamber of Commerce. And a great big thank you to all the members that attended!

Holden's Page



Holden receives framed article of his trip to the Tomb of the Unknown Soldier. Given to him by Bob White, President of Wake Forest Federal Bank.



Holden as part of the press core for Air Force One.



Holden receiving an award for Good Citizen Day from Mayor Jones.

Business After Hours in September @ YMCA Camp Kanata!

Thank you to Forrest Perry & Zack Friesen for hosting our September Business After Hours at Camp Kanata! La Foresta Italian Restaurant catered our cheese - creamy - saucy - pasta meal. Camp Kanata is a great place to send your kids for the summer. They have day camps and over night weeks available. Camp Kanata is also great for corporate events. The Chamber goes there for the Board Retreats. We plan out the next year and have team building activities. Here's to Fuzzy the Whale - with the choc-o-late tail!
www.campkanata.org



Zach, Perry & Marla



Hartsfield & Nash Hires Commercial Lines Agent

Hartsfield & Nash Insurance Agency, Wake Forest, has hired Tami Schalau Grabowski as a commercial lines agent. As a certified workers compensation specialist, Schalau has more than 14 years of experience in business insurance.

Prior to joining Hartsfield & Nash, she worked for an insurance agency in Michigan specializing in automotive, healthcare, municipalities and manufacturing sectors.

Tami brings a broad range of experience to our business insurance clients who can depend on her for the best risk management, safety and claims management through safety programs and education, said Don Stroud, president of Hartsfield & Nash Insurance Agency. She not only specializes in workers' compensation, but is also certified by the Occupational Safety and Health Administration (OSHA).

Schalau earned a bachelors degree in business management/administration from Baker College in Flint, Mich. She resides in Raleigh with her two children, Cody (21) and Cady (19), and volunteers with Wake County Special Olympics and United Way.

About Hartsfield & Nash Insurance Agency

Hartsfield & Nash Insurance Agency, founded in 1899 and based in Wake Forest, assists North Carolinians with their business, personal and group insurance needs.

Downtown Revitalization News:

Our annual Wake Forest Christmas Parade will be held in historic Downtown Wake Forest on Saturday, December 10th at 1pm. Parade applications will be e-mailed to all prior parade participants and are available through the DRC (570-1372, or info@wakeforestdowntown.com). Paper applications will also be available at the Wake Forest DRC office, The Town of Wake Forest and at The Wake Forest Weekly.

Albert Barneto, owner of the Wake Forest Coffee Company, and a Wake Forest DRC Board member, recently won a 2011 Good Neighbor Neighbor of The Year Award during the Sixth Annual Good Neighbor Day on Sept. 18. Albert cares deeply about our Wake Forest community and is very giving of his time and profits for fundraising efforts. Congratulations to Albert!

The Wake Forest DRC recently received accreditation as a 2011 National Main Street Program! There are many performance standards and criteria required to be named an accredited Main Street Program and Wake Forest was one of only 23 North Carolina Communities to achieve this status in 2011. The National Trust Main Street Center was established in 1980 and leads a coast-to-coast network of more than 1,100 state, regional, and local programs, powerfully linked through a preservation-based strategy for rebuilding the places and enterprises that create sustainable, vibrant and unique communities.



Downtown Revitalization Corporation

Town of Wake Forest News:

6th Annual Halloween Spooktacular

"Howl" about coming out for a ghoulish good time this Halloween? The Wake Forest Parks & Recreation Department presents the 6th Annual Halloween Spooktacular on Thursday, Oct. 20 from 6:30 p.m to 8:30 p.m. at Flaherty Park Community Center.

Ghostly games and activities are planned for children ages 12 and younger. Free activities will include hay rides, face painting, a haunted maze and goblin for apples. Costumes are optional but a prize for best costume will be awarded. Free pumpkins will also be offered while supplies last.

For more information, contact the Wake Forest Parks & Recreation Department at (919) 435-9560.



Trick-or-treating hours in Wake Forest

Since Halloween is always Oct. 31, that's the day the Town of Wake Forest officially encourages families to go door-to-door in costumes for candy and fun. The Wake Forest Police Department also recommends that little ghosts and goblins trick-or-treat between the hours of 6 p.m. and 8 p.m.



TOWN of
WAKE FOREST

Unplug from electronics and reconnect with your community

Wake Forest Unplugged: Oct 7-9

What do you get when you spend an entire weekend free from electronic devices that often seem to control us instead of the other way around? The answer: "Wake Forest Unplugged... Get Connected."

Sponsored by the Wake Forest Recreation Advisory Board, "Wake Forest Unplugged... Get Connected" encourages residents to "disconnect" from cell phones, PDAs, and computers, and "re-connect" with their community, friends, and family. The campaign gets underway Friday, Oct. 7, at 5 p.m. and runs through Sunday, Oct. 9, at 5 p.m.

Special activities are planned to help residents reconnect. On Friday, Oct. 7, the Factory will offer free, family-friendly movie showings in the Mill Room at 5:30 p.m. and 7 p.m. On Saturday, Oct. 8, the Greenways Advisory Board will lead two guided walks at E. Carroll Joyner Park beginning at 8 a.m. and 9 a.m. On Sunday, Oct. 9, the band Carolina Lightning will perform a free concert at E. Carroll Joyner Park. The performance is scheduled from 3-5 p.m., but residents are encouraged to arrive early, bring a picnic lunch, and take part in an array of planned games and activities, including sack and relay races, egg toss, corn hole, and hula hoop, scheduled to begin at 2 p.m.

For more details, visit www.wakeforestnc.gov/unplugged.aspx.

Bag Lunch Network - September

Thank you to Hartsfield & Nash for hosting our Bag Lunch Network 4 Part Series.

Time Warner Cable presented 'Business Continuity and Disaster Recovery'.

They made us think about 'how is my data backed-up?' and 'what happens during a disaster?' and 'how do I get back up and running after the disaster?'.

The PDF of the presentation is on our website.

Time Warner Cable offers Cloud backup services and Hartsfield & Nash Insurance can protect your investments.



Leadership Wake Forest

The 2011-2012 Leadership Class started September 20th. There are 23 local business people attending Leadership Wake Forest. The first class was hosted by the Northern Wake Regional Center here in Downtown Wake Forest (Thank you Ross!). The first class activity was to choose one word that describes Wake Forest. The teams of three came up with: Alive, Charming, Historic, Heritage, Charm, Embracing, Phoenix. Here are some samples of their creativity:





Thank you to our Sponsors for our 19th Annual Golf Tournament!



Eagle Sponsors:



Golf Ball Drop Sponsor:



CenturyLink™



Golf Cart Sponsor:

Mulligan Sponsor

Longest Drive Sponsor:



Closest to Pin Sponsor:

Hole-In-One Sponsor:



Birdie Sponsors:



Steve Arrington, Agent



Beer Sponsor:



Flight Team Winners:

Flight 1

First Place

Team Farm Bureau -
Steve Arrington Agent
Steve Arrington
Harvey Watson
Shaun Thompson
Matt Archer

Second Place

Team Casey Services
Dean Casey
Bob McEwen
Mike Olson

Third Place

Team Gaston Media
Harold Green
James Lewis
Ronni Moore

Flight 2

First Place

Team Fidelity Bank
Greg Williams
George Upchurch
Howard Mitchell
Bill Walker

Second Place

Team Heritage Eye Care & NC Retina
Dan Yoakum
John Yoakum
John Lawrence
Leo Swift

Third Place

Team SEBTS
Steve Atkins
Daniel Palmer
Kenny Goetze
Rodney Maye

Flight 3

First Place

Team Huntington Learning Center
Shawn Livingston
Matt Livingston
Ed Livingston
Bob Simms

Second Place

Team CenturyLink
Richie Smith
Tony Rocoo
Tony Fogelman
Alex Cook

Third Place

Team Hanson Aggregates
Mike Moore
Darren McMorris
Ken Barber
Charles Phelps

Closest to Pin Winner #7- Thank You NC Propane Club!
Bill Walker

Longest Drive #17 - Thank You North Wake Eyecare
& Dr. Merkle! Scott Bradsher

Ball Drop Winner - Harvey Watson - Thank You CenturyLink!

No Hole in One Winner - Thank you Capital Ford!

Split the Jackpot Winner - Greg Williams \$225 • \$225 to the Teacher Grant for the Spelling Bee.

Winners!





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

Steve Hooker from Milton's Pizza & Pasta and Marla take a Helicopter flight around Raleigh with Total Flight Solutions, and pilot Robert.



Chamber Calendar for October

Oct 4	Ribbon Cutting - Affordable Creative Framers
Oct 5	Falling for Pink
Oct 5	SCORE Counseling
Oct 6	Ribbon Cutting - Wine & Design
Oct 7	First Friday Networking 2011
Oct 10	Chamber Cross-Talk
Oct 11	2011 LWF October 11 - Session
Oct 11	Candidates Forum
Oct 12	Technology 4 Dummies- Bag Lunch Network
Oct 13	Chamber Board Meeting
Oct 13	Ribbon Cutting - Grayson Homes (Parade Home)
Oct 14	Chamber Cross-Talk
Oct 18	Ribbon Cutting - O2 Fitness Wakefield
Oct 18	Economic Development Committee
Oct 19	Government Affairs Committee
Oct 20	Ribbon Cutting - Falls Day Spa
Oct 20	Business After Hours - Ellis, Cawthorne, Warren Downtown
Oct 25	Ribbon Cutting - Green Sage
Oct 26	Membership Committee Meeting
Oct 26	Bag Lunch Network - Disaster Part 2
Oct 27	YLWF - History
Oct 27	Ambassador Meeting
Oct 27	Ribbon Cutting - Edward Jones Marty Coward
Nov 2	SCORE Counseling
Nov 3	Executive Committee Meeting
Nov 3	Chamber Resources and Tools



Save the Dates!

Committee Meetings:

Economic Development	10/18	3 pm
Government Affairs	10/19	8 am
Membership	10/26	8:30 am
Ambassador	10/27	8:30 am



Women's Luncheon
October 5th
11:30-1:00
@ CenturyLink
Call Chamber to Register

2011 Expo

Sign up now for the 2011 Community Business Expo held on Monday, October 24th at The Factory! Space is limited, so sign up today to get a booth. Applications are on our Home page.



Like us on Facebook!

Wake Forest Area Chamber of Commerce



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