

# WAKE FOREST AREA CHAMBER OF COMMERCE



## BUSINESS MATTERS

August, 2011

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### Designing Your Trade Show Booth

by Elena Davis of galanova design

Business expos are excellent opportunities to market your company. Designing a great set-up may seem daunting and expensive, especially for smaller businesses. However, with planning and creativity, displays can be affordable, engaging and effective means of exposing your brand and building contacts.

First, determine your goals and plan a look and layout to support your efforts. What will appeal to people walking by? Think back to the last expo you attended. What displays grabbed your attention? How were products or services showcased? Event organizers often provide a table and a small banner for each participant, and some businesses make the mistake of simply placing brochures and a banner across the front to finish off the booth. Maximize exposure by designing an inviting space where representatives can interact with customers and show what your business offers.

A booth's appearance visually creates first impressions, so you should work to capture passersby by investing in signage. Choose displays that will emphasize your brand and message. For example, purchasing a set of pop-up banners rather than one large back drop is cost-effective; pop-ups are portable and versatile for many settings, such as business expos, office locations and presentations. They also offer more flexibility, as they can be displayed in various configurations. Other budget-friendly, reusable choices include tabletop posters and colorful banners for the backdrop. In addition, consider having raffles, contests or

interactive games at your booth. It will help you drive traffic and collect contact information.

All marketing collateral (back drops, banners, tabletop displays, handouts and promo items) should have a consistent look to reinforce your brand. Use high resolution graphics, established style, colors and fonts with your logo as the most prominent features on all the branding materials. Similarly, choose promotional items that people will value, use and associate with your business.

Choose your words carefully for effective signage. Analyze how people will read the information as they are walking past; you have only a few seconds to entice them to stop and learn more. Include the business name, website and bulleted lists of key services that people can quickly scan through. This will increase brand recognition and draw visitors into your space.

Once you have a plan for a steady flow of foot traffic, brainstorm how representatives will engage customers and lay foundations for future relationships. Choose reps carefully so that friendly, knowledgeable faces will be associated with your business. Schedule at least two spokespersons who will follow booth etiquette: turn off cell phones, do not ignore passersby, do not dismiss individuals even if they don't resemble ideal customers and do not get too involved in one conversation. To help representatives mention key points while connecting with visitors, provide a script. Also encourage them to keep records about contacts for personal follow-ups. Staff members should politely end conversations after about two

minutes, and supplement chats by personally handing literature or promotions to attendees.

When possible, one representative should monitor the booth while the other mingles. Networking with participating businesses can help you develop new ideas or partnerships. It's also a great time to check out successful booth strategies your business can adapt for the future.

A common mistake is not following up on leads generated at business expos. Within two days, consider making calls or sending emails, thank you notes or other direct mail to remind contacts about your conversation with them and special promotions. Utilize information gathered about each individual to make the gesture as genuine as possible. Before the event, create a buzz using similar strategies: social media, email blasts or direct mail can drive visitors to your booth and advertise your brand creatively.

No matter your budget, an attractive and effective business expo booth is possible and can help you increase brand recognition, generate leads, market services and showcase products. ~Elena Davis with galanova, a full-service graphic design and marketing firm.

[www.galanova.com](http://www.galanova.com)

**galanova**.com

Join us at the **Business After Hours** co-sponsored by *All About Hair & Nails* and *The Hampton Center*. It is Luau time in Wake Forest! Year after year this event is full of networking with old and new friends, music, food and chalked full of door prizes!



Put on your favorite Hawaiian shirt and join in the fun on Aug. 18th starting at 5:30pm located at 12223 Hampton Way Drive, Wake Forest.

## Board of Directors

**Tom Williams, Chair**  
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**Bob White, Past Chair**  
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**Dr. Jason Gladwell**  
Gladwell Orthodontics

**Morgan Grainger Southerland**  
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**Ryan Hutchinson**  
Southeastern Baptist Theological  
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**Kevin McCarter**  
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**Tom O'Connor**  
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**Brian Pate**  
Fonville Morisey & Brian Pate Entertainment

**Angelo Pettis**  
Primrose School

**Matt Robinson**  
North State Bank

## Wake Forest Wreath Adorns Nation's Tomb

A locally created spray of red, white and blue beauty rested in one of the nation's most hallowed spots on July 22nd.

Hearts from Home, a Wake Forest student-run charity that honors military families, was selected to place its own wreath at the Tomb of the Unknown Soldier in Arlington National Cemetery. Charity creator Holden McLemore and fellow volunteer Kallie Canny were on hand to help place the wreath last Friday.

"It was a real honor to represent Hearts from Home and Wake Forest in Arlington," said McLemore, a rising senior at Wake Forest-Rolesville High School. "It was an incredible, moving experience, and it felt even more special that Kallie and I were representing our hometown."

Carolyn Furr and Marla Akridge, both of the Wake Forest Area Chamber of Commerce, aided McLemore in both securing a wreath and paying for it. "When our youth want to give back to this great nation, we feel that aligns with our mission," said Akridge. "Shopping local and supporting our youth are two huge missions for the Wake Forest Area Chamber of Commerce. It made it perfect to help."

The Purple Poppy Florist accepted the assignment to create a wreath special enough to lie at the Tomb. "I felt very honored to take part in such an exceptional project. It reminded me how very

important the military is to our country in providing us the freedom that we so often take for granted," said wreath designer Doug Odom.



Darren Smith, of Wake Forest Awards & Engraving, helped Odom add the finishing touches to the 3 ft. by 4 ft. artificial wreath. "We opened our business six months to the day after September 11th. We have always felt a special bond with those who keep us safe," said Smith. "I was heartened to know that a young man like Holden is part of our community. It's easy to think that all teenagers are tuned in to their iPods and tuned out of

important world events. I am very proud to know that our nation's legacy will be in the hands of a person like Holden."

Carolyn Furr agreed with Smith. "No one deserves this honor more than Holden. He has given us a tremendous gift by allowing the community to share

in his unforgettable moment. It was a privilege and honor to help him place a wreath at the Tomb of the Unknown Soldier."



McLemore began Hearts from Home in the summer of 2009 as a way to get his high school's Student Government Association involved in helping military families whose loved ones were deployed. During the weeks near Valentine's Day,

students raise money through restaurant fundraisers and the sale of paper hearts. The money is used to host parties for families at Fort Bragg.

## Community Investor Article - Gladwell Orthodontics

"When you're smiling, the whole world smiles with you," is a lyric made famous by the great Louis Armstrong, but the saying is being brought to life at Gladwell Orthodontics. The Wake Forest orthodontics practice is serious about creating a happy and health community...one smile at a time.

Dr. Jason Gladwell and his team are passionate about going the extra mile for patients before, during and after treatment; it's this attention to service and clinical excellence that is exceeding expectations in and around the Wake Forest community.



"A healthy, attractive smile is an important part of our lives, whether we are children or adults," said Dr. Gladwell. "It impacts our self-esteem, confidence and overall well-being, as well as our personal, social and professional relationships. Whether you

are young or old, we invite you to become a member of our family of patients and we'll do everything we can to make you feel comfortable and at home while you achieve your perfect smile."

While a healthy smile is the ultimate goal of orthodontic treatment, Gladwell's patients don't have to wait until their braces are taken off to be rewarded; the practice extends a "GO Smile Rewards" Program to all patients during treatment. Through the program, patients rack up points for various things like being on time for their appointment or joining the GO facebook fan page. Have you ever seen someone out in Wake Forest wearing a "GO" T-shirt or a car with a "GO" sticker? As part of the Rewards Program, Gladwell staff frequently venture into the community to scout out patients wearing any sort of "GO Gear" and give Reward Points to each patient they spot. Once a patient has collected a few points, he or she can then exchange those points for gift cards to their favorite stores and restaurants.



Beyond special contests and prizes that make treatment more fun, Dr. Gladwell has made it his mission to personally welcome and care for every GO patient and ease any worries they may have about the treatment process. "When a potential patient comes in for an Initial Consultation, I personally sit down with the patient and his or her family to address all questions or concerns they might have," said Dr. Gladwell. "I feel it's crucial that the patient feels confident, comfortable and excited about achieving a healthier smile. We offer flexible hours, flexible financing and promise to deliver the highest standard in quality orthodontic care, presented in a comfortable environment unlike any other."

If you'd like to learn more about Gladwell Orthodontics, visit [www.gladwellorthodontics.com](http://www.gladwellorthodontics.com), find them on facebook, or simply call (919) 453-6325.



## Five Tips for Healthy Eating

The Goddard School located in Wake Forest celebrates the importance of play, fitness & nutrition.

The Goddard School located in Wake Forest believes in the power of play for learning, as well as the importance of providing a healthy, active lifestyle for all children. In an effort to spread the word to families in their community, the educational preschool will sponsor The Goddard School Block Party event from Monday, September 19 through Saturday, September 24, 2011. The event will engage children and their families in a variety of exciting fitness, nutrition and playful learning activities based on the core curriculum and enrichment programs that are an integral part of the FLEXT Learning Program offered at The Goddard School.

To gear up for the big celebration, Tom Carver, owner of The Goddard School located in Wake Forest, offers five tips for parents to help their children develop healthy eating habits:

1. Offer encouragement - Encourage your child to eat a variety of foods to help them get the nutrients they need from each food group. By doing so, they are more likely to enjoy trying new foods!
2. Be a good role model - It's no surprise that children are likely to mimic their parents' food choices. If your children see you enjoying fruits, vegetables and whole grains, they will more likely enjoy them as well.
3. Stock up on healthy choices - Make sure that your cupboards and refrigerator are filled with healthy options rather than prepackaged foods filled with sugar and sodium. Read food labels before purchasing so you know exactly what's in the foods you are buying-just because it's made with whole grains doesn't necessarily mean it's healthy.
4. Serve balanced portions - The United States Department of Agriculture (USDA) has turned the Food Pyramid into a plate. The USDA's MyPlate illustrates balanced portion sizes for the five foods groups-Fruits, Vegetables, Grains, Protein and Dairy-in a familiar way by using a standard mealtime place setting.
5. Follow a schedule - Set a daily schedule for meals and snacks (3 meals & 1-2 snacks per day is recommended), with plenty of time between each. This will help children learn the importance of

structured eating and help them to stay feeling full throughout the day.

"Nutrition and exercise are important to all children's overall health. That's why the children attending The Goddard School enjoy various physical fitness programs as part of their teacher-planned, child-directed learning activities each day," says Sue Adair, director of education at Goddard Systems, Inc. "We also work closely with our families to help guide good nutritional choices as an integral part of our home-school relationship."

To learn more about The Goddard School Block Party and The Goddard School located in Wake Forest, parents are encouraged to drop in for a tour or call Tom Carver directly to arrange a personal appointment at 919-570-1005 or visit online at [www.goddardschool.com/blockparty](http://www.goddardschool.com/blockparty).



Marla with the Nesquik Bunny at the Wal-Mart Grand Re-Opening

# Welcome To Our New Chamber Members!

## **A Few Good Men Moving & Storage**

Matthew Sharpstene  
111 Pine Ridge Ct  
Wake Forest NC 27587  
Ph: 919-761-4194  
<http://www.AFGMMoving.com>  
Moving & Storage

## **Anthony's Lawn Care and Landscaping**

Todd Anthony  
9209 Neighbors Drive  
Wake Forest NC 27587  
Ph: (919) 522-7978  
Landscaping

## **Brain Balance Achievement Center of Wake Forest**

Susan Melillo  
13600 New Falls of Neuse Road,  
Suite #110  
Raleigh NC 27614  
Ph: 919-554-4426  
<http://www.brainbalancecenters.com/>  
Physical & Speech Therapists

## **Capital City Concierge**

Deacon Bankes  
3609 Deering Drive  
Raleigh NC 27616  
Ph: (919) 219-4975  
<http://capital-city-concierge.com>  
Concierge Services

## **CANCA**

Lauri Arntsen  
925 Wait Ave  
Wake Forest NC 27587  
Ph: 919-699-4221  
<http://www.CANCA.org>  
Non-Profit Organization

## **Fantastic Sams of Wake Forest**

Heather Brogden  
13654 Capital Blvd Ste. 116  
Wake Forest NC 27587  
Ph: (919) 554-9889  
Hair Salons

## **Green Sage**

Ian Kendall  
845 S. Main St.  
Wake Forest NC 27587  
Ph: 855-605-7243 ext 701  
<http://www.mygreensage.com>  
Designs - Residential Homes

## **Hatteras Photography**

Eva Nedwidek  
301 Cardinal Crest Ln  
Wake Forest NC 27587  
Ph: (919) 656-0527  
<http://www.HatterasPhotography.com>  
Photographers

## **Mattress Capital**

Ken Simons  
11216 Capital Blvd. Suite 107  
Wake Forest NC 27587  
Ph: 919-562-4424  
<http://mattresscapital.com>  
Mattress Sales

## **On The Run Accounts**

Anne Marie Mulhern  
137 Bethlehem Church Rd.  
Youngsville NC 27596  
Ph: (919) 649-4818  
<http://www.ontherunaccounts.com>  
Business Consultants

## **Sole Dimensions**

Ellie Penner  
10405-B Ligon Mill Rd.  
Wake Forest NC 27587  
Ph: (919) 424-6796  
<http://www.soledimensions.com>  
Health & Fitness

## **Total Flight Solutions**

Robert Almon  
450 Airport Road Suite 200 5217  
Louisburg NC 27549  
Ph: 919-497-5511  
<http://www.totalflight.com>  
Helicopter Services

## **True Outreach**

LaDonna Clark  
12339 Wake Union Church Rd.  
Suite 103  
Wake Forest NC 27587  
Ph: (919) 212-8156  
<http://www.trueoutreach.com>  
Counselors

## **WakeForestHomes.com**

Peter Kima  
7533 Matherly Drive  
Wake Forest NC 27587  
Ph: 919.609.6777  
<http://www.WakeForestHomes.com>  
Real Estate - Residential

## **WSI Digital Success**

Larry Sontag  
1101 Miramir Woods Ct.  
Wake Forest NC 27587  
Ph: 855.237.9700  
<http://www.WSIDigitalSuccess.com>  
Marketing



## Welcome Airboss to Wake Forest

The Wake Forest Area Chamber of Commerce would like to introduce you to Airboss. Airboss is our newest business to move to Wake Forest, and will be providing engineering and sales positions to our local economy.

Air Boss is opening a nationwide rubber/technology sales office in Wake Forest. They have acquired several large customers (Kelly- Springfield, Firestone, etc) in the rubber market and will be competing for more of the market share in the future. Plus they have a Defense hand, foot, & respiratory protective wear division.

Check out their website:  
[www.airbossofamerica.com](http://www.airbossofamerica.com)



## Ribbon Cuttings & Business Launches!



**Charlie's Kabobs**  
929 Heritage Lake Road,  
Wake Forest



**The Skin Spa**  
1900 S. Main St, Suite 110  
Wake Forest



**Right Time Kids**  
918 Gateway Commons Circle, Wake Forest



**Wal-Mart Grand Re-Opening**  
Wake Forest



**Sweet CeCe's Frozen Yogurt & Treats**  
3624 Rogers Rd., Wake Forest



**New Vision Salon**  
1318 South Main St.  
Wake Forest

# Chamber Mini Table Top EXPO and Business Launch

Hosted by The Lodge of Wake Forest,  
Sponsored by Jaime Jimenez, of Consultative Insurance Solutions



**Take Shape for Life**



**Liberty Mutual**



**US Army Recruiters**



**JD's Backyard BBQ  
Catering**



**Cowan Graphic Design**



**Mello Staffing**



**Silver Pearl**



**Ebony's Child**



**HMI General Contractors**



**Hurricane Financial**



**Mary Beth's Cleaning**



**Mansfield Computing  
Solutions**

# Our Ambassador Page

## Ambassador List

**Denise Barbour**  
North State Bank

**Antonio Bryan**  
A+ Event Rentals

**Jennifer Byron**  
Candlewood Suites

**Tara Dahle**  
MSI Radiology

**Kathy Demase**  
Wachovia Bank NA

**James Dunn**  
Massage Therapist

**Cathy Easop**  
Anago Cleaning Systems

**Kathy Fuerst**  
The News & Observer

**Cindy Hammond**  
Qualified Staffing Services

**Michael Harrison**  
Fidelity Bank - Downtown

**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 of the Month July Jennifer Byron - Candlewood Suites

Jennifer and her family have lived in Wake Forest for 18 years. Her kids are involved in Tennis, Art and Church. Along with being an Ambassador, Jennifer volunteers for the Special Olympics. Jennifer and her children belong to Wake Forest Baptist Church.



Jennifer grew up moving almost every two years. Her parents are from Philadelphia and she spent most of her career raising her children and in Real Estate. Jennifer is the Director of Sales at Candlewood Suites here in Wake Forest. She is responsible for building business relationships with the surrounding industries in our communities and meeting the accommodation needs for the community.

She enjoys being an Ambassador because she gets to meet new people and businesses and be of service to her community.

## Ambassador's Volunteering!



# Chamber Hits The Hill

by Brian Pate

Representatives of the Wake Forest Chamber of Commerce travelled to Washington, D.C. on Tuesday May 24th and Wednesday May 25th as part of the Triangle Chambers DC Fly In. This annual event brings together representatives from Triangle area Chambers for an opportunity to meet face to face with our elected officials in Washington.

Of the 24 people in attendance, seven of them were from Wake Forest: Don Stroud, Bob White, Matt Robinson, Katherine Haney, Marla Akridge, Gerry Hayes and Brian Pate left for our Nation's Capital early on the 24th and drove to DC. As a result, our members were able to take a leadership role during the trip with our promotion of the Wireless Research Center.

The visit opened with a session on how to lobby a member of Congress presented by Brad Edwards from Wyrick Robbins. That was followed by guest speaker Ari Matusiak, Executive Director of the White House Small Business Council.

Following those sessions the Wake Forest team split into two groups to head to Capital Hill. One group met privately with staffers from Senator Burr's office and the other group met privately with staffers from Representative Ellmers'. The focus of these private discussions was around requesting support for the Wireless Research Center of North Carolina, where Gerry Hayes is the Executive Director.

Once meetings on Capital Hill concluded for the day, the group was treated to a private tour of the West Wing of the White House. A visit to the Situation Room, Rose Garden, Oval Office and Cabinet Rooms were all part of this exciting time. In addition our host, Brian Pate (not that Brian Pate but a White House staffer by the same name) treated us to a behind the scenes look into his job as Presidential Support Specialist. Brian's job is to deliver messages from the President to Congress.

While in his office we took a moment to sit in the Kennedy Rocker which was made in Troutman, NC

as well as posing for pictures with a Congressional Medal Of Freedom which was to be awarded the following week. This tour was definitely a "once in a lifetime opportunity" for everyone.

On Wednesday the 25th, the day began with breakfast with the members of the NC Delegation in the House of Representatives. After short speeches by Congressman David Price, Congressman Brad Miller and Congressman Renee Ellmers Chief of Staff, we headed for the Senate offices. There the group met with Senator Hagan for about 20 minutes and then with Senator Burr for 45 minutes before returning home to Wake Forest.

Overall, the trip was a huge success as we received bipartisan support for the Wireless Research Center and procured letters from many of the delegation to the Golden Leaf Foundation for funding of the project.



## Chamber Staff

Marla Akridge, President  
Marla@wakeforestchamber.org

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

Jennifer Gaston, Economic  
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Jennifer@wakeforestchamber.org

Gail Craft  
Membership Coordinator  
Gail@wakeforestchamber.org

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Kristin Mitchell, Executive Assistant  
Kristin@wakeforestchamber.org

Carolyn Furr, Executive Assistant  
Carolyn@wakeforestchamber.org

# 19TH ANNUAL CHAMBER GOLF TOURNAMENT SEPTEMBER 19TH, 2011

JOIN THE WAKE FOREST AREA CHAMBER OF COMMERCE  
FOR OUR ANNUAL GOLF TOURNAMENT – AT THE WAKEFIELD TPC!

## TOURNAMENT FEATURES:

**SUPERBALL – CAPTAIN’S CHOICE:**  
4 PERSON TEAMS  
3 FLIGHTS BY HANDICAP  
PRIZES FOR EACH FLIGHT WINNER  
SPLIT THE JACKPOT CONTEST  
HOLE-IN-ONE CONTEST  
GOLF BALL DROP

## EACH TOURNAMENT ENTRY INCLUDES:

CART & GREEN FEES, RANGE BALLS,  
GOODY BAG, BOX LUNCH,  
BEVERAGES ON THE COURSE,  
ONE GOLF BALL FOR THE DROP  
AND A CELEBRATORY DINNER  
\$155 PER GOLFER

## TOURNAMENT SCHEDULE:

<b>CHECK-IN</b>	<b>9:00-10:45 AM</b>
<b>SHOT GUN</b>	<b>11:00 AM</b>
<b>BALL DROP</b>	<b>5:00 PM</b>
<b>DINNER &amp; AWARDS</b>	<b>5:15 PM</b>

**REGISTER BY AUGUST 17TH**  
**TO BE ENTERED TO WIN A FREE FOURSOME!**  
**REGISTRATION DEADLINE: SEPTEMBER 5TH**  
**PLEASE RETURN THIS FORM WITH PAYMENT TO:**  
**WAKE FOREST CHAMBER OF COMMERCE**  
**350 SOUTH WHITE ST, WAKE FOREST, NC 27587**  
**919.556.1519**  
**GAIL@WAKEFORESTCHAMBER.ORG**  
**FAX: 919.556.8570**

**GOLF ATTIRE IS REQUIRED. COLLARED SHIRTS, NO DENIM.**

# State of the Chamber Nominee 2011

## Village Pharmacy by Art Minton

*How does it feel to have been nominated for the Small Business of the Year award?*

I was honored to think that someone noticed what we do and appreciated us enough to nominate Village Pharmacy. I was also very surprised... 2010 was our first year of business, and the idea of being nominated never crossed my mind.

*What does the WFCC mean to you?*

It helps me develop relationships and friendships with business and community leaders in Wake Forest, and it keeps me more aware of the growth and business activity occurring.

*How has the Chamber helped your business?*

Overall visibility, whether from the ribbon cutting, or from interactions at events such as Business After Hours.

*How have you helped the Chamber?*

Referred businesses, potential businesses, and new residents to the Chamber office.

*What would you like the Membership to know about you and your business?*

We actively work on behalf of our customers to make their lives better. Whether we make things simpler and easier for them, improve their health



*Heather Webb, Terry Hayes, Art Minton,  
Doris Minton, Jimmy Bunch*

with our recommendations, or offer a smile and genuine caring to help them through a difficult day, our staff is exceptional and constantly working toward making a difference. I want people to know that because we're independent, we cost less than the chains- not the other way around!

900 South Franklin Street  
Wake Forest, NC 27587

[www.villagepharmacywf.com](http://www.villagepharmacywf.com)



# State of the Chamber Nominee 2011

## Shuckers Oyster Bar & Grill by Amy Marksberry

*How does it feel to have been nominated for the Small Business of the Year award?*

It feels great! We have had such incredible support from the community since opening 2 years ago. The nomination was very appreciated. We truly enjoy being a part of such a great town.

*What does the WFCC mean to you?*

It means being a part of a close network of business people that take care of one another. It means that you have people near you to turn to for advice, referrals, and support. It's being a part of an organization that welcomes new people and businesses to town. It's means being a part of something great that we can be proud of.

*How has the Chamber helped your business?*

The Chamber has given us the opportunity to show people what our food and brand are all about. We were able to feed people at events that may not have been able to try us yet. The social gatherings have allowed us to establish relationships in town giving us new local people to work with as well.



*pictures courtesy of thirdfloorstudio*



*How have you helped the Chamber?*

We have been able to provide the Chamber space for meetings in our private dining room. We have provided lunches and dinners at cost to meet Chamber budgets. We have been able to donate to nearly every request they have asked of us. We have promoted the Chamber to new businesses that came to Wake Forest.

*What would you like the Membership to know about you and your business?*

We were fortunate to have opened our 3rd location in Wilmington this past June. We make nearly every item homemade with the best ingredients possible. We have SO much to offer the non-seafood eaters (tender ribs, awesome chicken dishes, prime rib, hand cut steaks, pork tenderloin, and much more). We cater anything from small home gatherings to weddings.

**S**  
**SHUCKERS**  
OYSTER BAR & GRILL

3309 Rogers Rd.  
Wake Forest, NC

[www.shuckersgrill.com](http://www.shuckersgrill.com)

# State of the Chamber Nominee 2011

## Stay at Home Senior Care by Deborah Bordeaux

*What does the Wake Forest Chamber of Commerce mean to you?*

Being a Chamber member provides the feeling of being connected to the local community and other small business owners.

*How has the Chamber helped your business?*

When I started Stay at Home Senior Care in 2003, the Chamber helped me with an SBA loan. I also had the opportunity to participate in Leadership Wake Forest and the SCORE educational series.

The Chamber provides an immediate network, as well as opportunities for promotion through events such as the Community Business Expo. Last year when we celebrated our Shared Care partnership with The Gardens at Wakefield, the Chamber staff was very helpful with ribbon cutting logistics and publicity.

*How have you helped the Chamber?*

When researching business resources for my company or our clients, the first place I look is the Chamber membership directory. Supporting the local community and businesses is very important to me.

*What would you like the Membership to know about you and your business?*

Stay at Home Senior Care is proud to be the primary home care provider in Wake Forest and the surrounding area, as shared in Ricky Wright's nomination letter. Here is a quote from his recommendation about their family's experience:

*Originally, my mother hired Stay at Home in 2005 to help around the house and with transportation needs. I recall that she spoke highly of her caregivers and truly enjoyed the help as well as time spent together.*

*When she was hospitalized in 2008, and 24/7 assistance was needed, there was only one agency we would use – Stay at Home. I had the chance to witness first-hand how amazing these caregivers*



*Wendy Veasey, Office/Recruiting Administrator; Deborah Bordeaux, President; Kim Dingus, Family Services Director; and Tara Hooper, RN, Nursing Director/Nurse Supervisor*

*truly were. During this extremely challenging time, it was reassuring to our family that she was receiving the best care possible. The caregivers were by her side until my mother passed in November 2008.*

*Our entire family is grateful to each member of the Stay at Home team for the exceptional and loving care provided to our mother, Thelma Wright.*

2014-610 South Main Street  
Wake Forest, NC 27587

[www.SAHseniors.com](http://www.SAHseniors.com)



*Hometown care beyond compare... since 2003!*

## First Friday Networking in July

by Marla Akridge

The First Friday networking on July 8th was well attended, even though it was the second Friday. I'm pleasantly surprised at our attendance at functions in the summer months. Talking about the fiscal year and sharing the vision of the Chamber was fun for me especially when we had some newbies present.

I'm not sure everyone still understands the scope and total operation of this organization. We dabble in a lot of stuff and I just tried to paint a broad brush. Naturally I ran out of time. When I walked away from the event I said to myself there was so much more that I could have touched on.

The four major areas: Membership Development, Economic Development, Community Development, & Government Affairs.

We discussed each area including a short summary of the future/new initiatives in each.



Membership Development – Member to Member discounts, Women's Luncheon, Workshops for small business owners, Increase membership and retention percentages, Implement MyChamberApp.

Economic Development – Increase Business & Retention Visits, Collect more Data, Create Key talking points for Wake Forest, Explore alternative funding for small business owners.

Community Development - Strengthen partnership with DRC, develop more comprehensive strategic plan for the North Wake Business Alliance, Implement full Youth Leadership program, New programs for Adult Wake Forest Leadership Program, Increase vendors at Meet in the Street.

Government Affairs – Candidate training, Candidates forum, Survey membership regarding Governmental issues, Implement Washington DC trip and two trips to Raleigh, Continue to educate and inform local officials regarding commerce/business concerns.

Here again this is just an overview of the new fiscal year. Please take advantage of your membership and we hope you see that ROI.

## Leadership Wake Forest

Leadership Wake Forest is one of several hundred leadership programs throughout the United States. It is a comprehensive program designed to identify, cultivate, and motivate leadership resources for Wake Forest. Participants will develop leadership skills, community experience, community knowledge, contacts and friendships. Information is presented through panel discussions, on-site tours, hands-on activities, team discussions and informal Q&A sessions.

This program covers town history, town government, local business, public services, education, volunteer opportunities, and much more. Leadership Wake Forest graduates often go on to leadership positions in business, in the Chamber, in town government, and in local civic groups.

Space is limited, and class selections are made by the Leadership Wake Forest Committee from all the applications received. The program starts at the beginning of September and ends in May. We will meet monthly on Tuesdays. The time commitment is about 2 ½ hours and will include breakfast, lunch or dinner – during the session)

Please download the Application from the Chamber website and return to the Chamber Office by August 29, 2011.

[www.wakeforestchamber.org/chamber/leadership-wake-forest](http://www.wakeforestchamber.org/chamber/leadership-wake-forest)



### Need to Save Time and Money?

Did you know that we have a **Notary Class** here at the Chamber?

Our next class is August 23rd!  
\$115 for Members  
8:45 am to 4:30 pm

# Business After Hours in July - Wachovia Bank A Wells Fargo Company

Thank you so much to the great Team at Wachovia Bank for hosting the Business After Hours, on July 21st. We were all networking at their local branch here in Heritage. The savory catering was provided by The Main St Grille & Bakery. They offered a variety of appetizers and desserts. (*ed. I sampled the table twice!*) Thanks to all who attended!



*Desiree Ayers, A.J. Reilly, Anthony Laurino,  
Kathy Demase, Carolyn Rogers*



# Planning for College

by Shawn Livingston

Most parents know that the SAT and/or ACT are a vital part of the college application process, but somehow, the preparation for such exams tends to overwhelm—and sneak up on—parents and their teens. “A student’s academic record is the most important component of his or her college application, and the SAT and ACT are key parts of that record,” said Shawn Livingston, director of Huntington Learning Center of Raleigh. “Entrance exams allow students to demonstrate their knowledge and are an accurate predictor of one’s academic success at college. When gearing up to prepare for the SAT and/or ACT, teens should develop a study timeline and a careful study strategy so they can present their best self to their target colleges.”

What should that timeline and strategy look like? Livingston offers a month-by-month checklist for exam preparation:

Month one:

- \* Get familiar with the exam(s) by taking an initial evaluation test (offered at Huntington).
- \* Choose which exam to take based on the results of the evaluation (and the preference of the target college).
- \* Identify strong and weak areas and develop a targeted plan to improve weak areas and bolster strong ones.
- \* Work with a tutor to develop the best test prep schedule based on the student’s school schedule, time until college enrollment and any other relevant factors.
- \* Divide study schedule into exam (math, for example) sections and sub-sections (algebra, geometry, etc.). Depending on the outcome of the initial evaluation test, some sections may require more time and attention than others.
- \* Begin practicing different problem types (multiple choice, student-produced response questions, improving sentence questions, etc.)
- \* Study a few days a week based on customized prep schedule.

Month two:

- \* Delve more deeply into the different exam sections, targeting weaker areas.
- \* Practice time management by understanding the structure of the exam(s), learning to quickly recognize incorrect answers and by improving speed.
- \* Gain an understanding of how the tests are scored, which will impact a student’s test-taking strategies regarding leaving answers blank and pacing oneself.
- \* Take at least two full-length, timed practice tests—one at the beginning of the month, one toward the end of the month.
- \* Register for the exam(s). For both the ACT and the SAT, registration deadlines are approximately four weeks before test dates.
- \* Study a few days a week based on customized prep schedule.

Month three:

- \* Focus on weaker sections by taking timed simulation exams on those specific sections.
- \* Improve on question types where the lowest practice scores are received. For example, if a student struggles most with sentence completion questions, but does well on the passage-based reading area (which contains 48 of the section’s 67 questions), minimize study time spent on the latter.
- \* Continue to focus on improving speed on the exam.
- \* Study each day and take one full length, timed exam every week.

Night before/day of the exam:

- \* Pack a bag with everything needed for the exam:
  - o Admission ticket (which can be printed from the MySAT website or ACT student web account).
  - o Two No. 2 pencils and an eraser.
  - o A current, valid photo identification such as a state-issued driver’s license, a school identification card or a passport.
  - o An acceptable calculator (see the College Board or ACT website for the calculator policy).
  - o A drink and snack.

- \* Look up the address of the testing center and map out the driving route.
- \* Get a good night of sleep.
- \* Leave for the exam with plenty of time to avoid unexpected delays.

The most important thing to remember when getting ready for the SAT or ACT is that there is no one-size-fits-all study strategy. "Huntington Learning Center of Raleigh has had great success with our exam preparation services because we customize programs for each individual," said Livingston. "No matter how a student chooses to prepare, he or she should keep in mind that there is no quick or easy way to ace these tests. Students should aim to identify and improve their weaker areas and learn as much as they can about the tests beforehand. Those two things alone will help them raise their scores dramatically."

[www.huntingtonlearning.com](http://www.huntingtonlearning.com)

## Save the Date!

**Spelling Bee** grants requested last year exceeded 28K. Our local teachers need our support to assist with bringing special learning projects to their class rooms. As a chamber we were able to provide \$5,000 in support.

Please take time to save this date on your calendar to come out and support our efforts to give back to public education locally.

**November 10th, 6 pm**  
**Hosted by CenturyLink**



## Wake Forest Chamber Member News & Notes:

Congratulations to **Milton's Pizza & Pasta** for their 28th anniversary!

### **Candlewood Suites** is Now Open!

Spacious Suites are available for your business or family staying in the area. Guests at the Candlewood can take advantage of the 'just-like-home' amenities -including: complimentary high-speed internet access, free local phone calls, free on-site guest laundry and a 24 hour fitness center.

12050 Retail Dr, Wake Forest (by Target)  
 919-554-6901

Congratulations to **Qualified Staffing Services** on their 19th Anniversary here in Wake Forest. The company also announced three new locations in Georgia.

Vote for **CHERUBS** on Facebook. They are trying to win a national grant. They are battling between 1st & 2nd place. Please go to [www.voteformcdh.org](http://www.voteformcdh.org). You can vote once per day.

Jessica Kuse, **Rodan + Fields** Executive Independent Consultant, was one of the June Fast Start Leaders for her company. She will be recognized at the Rodan + Fields National Convention in September.

Congratulations to **Shuckers** for the opening of their third restaurant – located in Wilmington!

Volunteers with the Falls Fire Department proudly donned their uniforms Tuesday night during the dinner rush at **Milton's Restaurant** in Wakefield to serve up piping hot pizza pies while raising money for firefighting equipment.

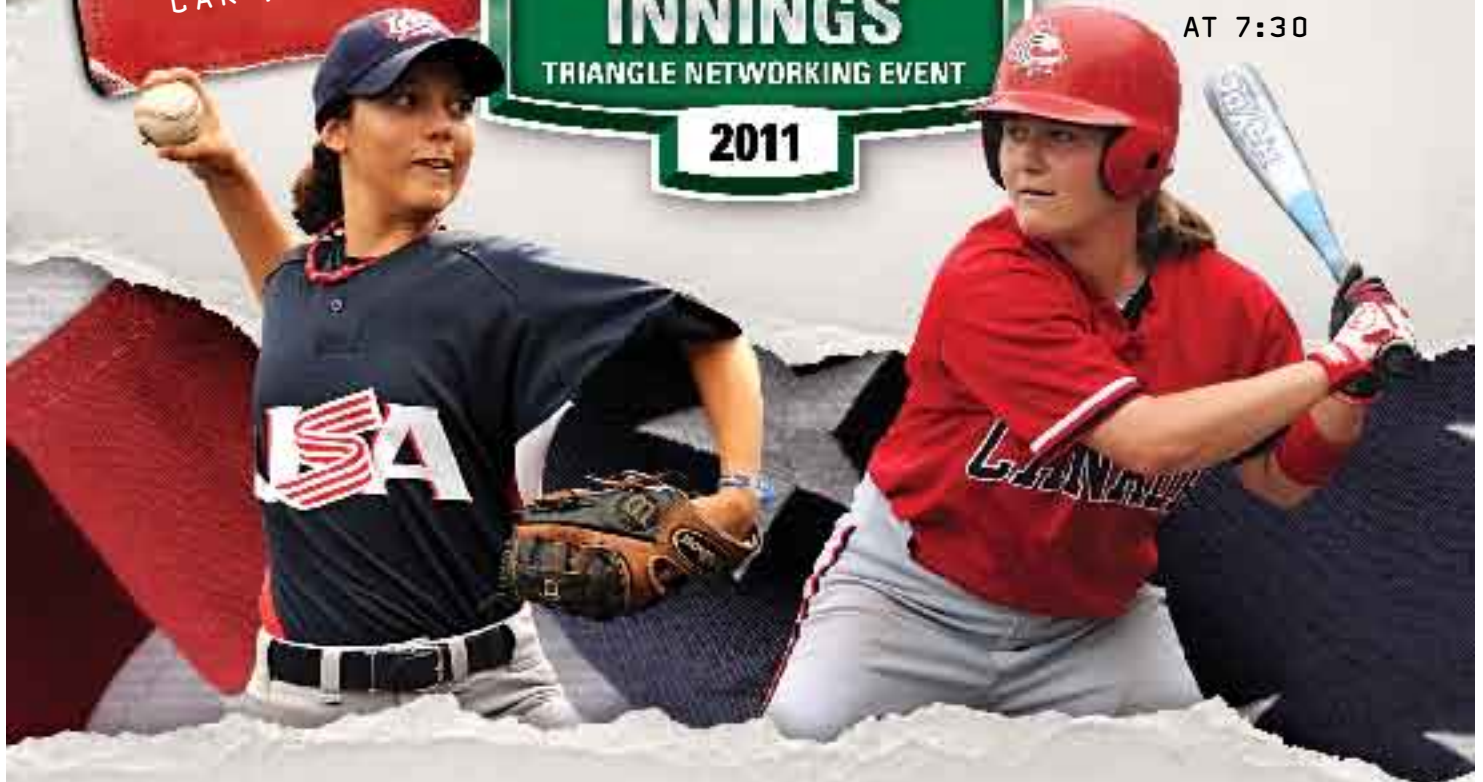


SAVE THE DATE  
**AUG. 3**  
CARY, N.C.



**5:00 pm**  
TO  
**7:30 pm**

GAME STARTS  
AT 7:30



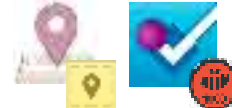
**USA BASEBALL WOMEN'S  
NATIONAL TEAM**

**VS.**

**CANADA WOMEN'S  
NATIONAL TEAM**

**USA Baseball National Training Complex**  
200 BROOKS PARK LANE, CARY

Don't forget to check-in  
at the networking event on  
[facebook](#) and  [foursquare](#)  
for deals and badges!



**FREE** admission for members of participating chambers  
of commerce/networking groups and their families

Fun for the whole family • Free food and beverages • Player autograph signing  
Triangle-wide networking opportunity • Giveaways • Kids games • Silent auction • Much more

For more information, please contact Lindsay Robertson at [networking@usabaseball.com](mailto:networking@usabaseball.com).

**USABASEBALL.COM**

OUR PASTIME'S FUTURE SM

# Best of the Best Awards!

The Wake Forest Area Chamber of Commerce and The Wake Weekly Family of Community Newspapers have teamed up for our area's first ever **Best of the Best Awards.**

We have so many great businesses in our area, and it is time we recognize this excellence in a special way.

Vote for your favorite businesses in 120 categories including Best Restaurant, Best Doctor, Best Local Politician, and many other fun categories.

Ballots will appear in The Wake Forest Weekly, The Franklin Weekly, and The Rolesville Wake Crossroads Weekly July 28, 2011 and voting will continue until the deadline of September 5th, 2011, at midnight.

You may submit ballots from the newspapers or you can vote online at [www.wakeweekly.com](http://www.wakeweekly.com) or [www.wakeforestchamber.org](http://www.wakeforestchamber.org). One ballot per email address will be accepted and each ballot must contain votes in a minimum of 10 categories.

Winners will be announced at a Celebration Banquet in September and will appear in a special section in The Wake Weekly Family of Community Newspapers.

Vote for your favorite area business today!



**vote for us today!**

**THE WAKE FOREST WEEKLY**  
YOUR COMMUNITY MATTERS

**ROLESVILLE**  
WAKE CROSSROADS WEEKLY  
YOUR COMMUNITY MATTERS

**THE FRANKLIN WEEKLY**  
YOUR COMMUNITY MATTERS



**Category** \_\_\_\_\_

**Place your vote at: [www.wakeweekly.com](http://www.wakeweekly.com)**

*or mail in your entry form from The Wake Forest Weekly, The Franklin Weekly, or The Rolesville Wake Crossroads Weekly*

Download this sign from the Chamber website to hang in your store front.

## Small Business Spotlight - Clay Fusion

by Shelley Cashdan

Growing up I was always told do what you love, love what you do...

Upon entering Clay Fusion, my desire is that you see my studio as a labor of love. With its vibrant wall colors and artwork set out to inspire all who enter we show you how art meets functionality.

Whether you're looking to decorate a mug, plate or piggy bank ...a person with any skill level has the potential to create something beautiful with a little hand holding from us. We strive to be that outlet for you to create, paint and celebrate life! Join us and paint something for a milestone event, have a family outing to paint a memory or just come in to relax the day away. The Clay Fusion staff is always about spending time with you to assist you in getting creative. There's even a spacious private party room for all your special birthdays or occasions!

The real heart of the studio is its people. My terrific, eclectic, knowledgeable artistic staff will make you smile right upon entering. After all, I started out as that customer! Having just moved to Raleigh 10 years ago and knowing no one, I needed an outlet to create again. I found what was then Works Of Clay and got hooked. I was there so often that I was offered a part time job! I worked and was eventually mentored by the owner and in 2010 when she decided to sell the natural next step was for me to purchase the studio from her. My three wonderful kids were getting older and as a former stay-at-home mom of over 17 years, buying the studio I had grown to love so much just made sense.

It was a very exciting time to finally bring a long time dream to fruition. With an extensive fashion/retail and college background I always wanted to own a shop of my own . My love of ceramics

and pottery went well with making that dream a reality in March 2010. By November of 2010 the studio was soon to become a blessing in disguise as I suddenly found myself to be a single mom too. It's been a great challenge to balance motherhood with entrepreneurship and I have not mastered that one yet! I'm blessed however, to have the incredible support of my children in that they often come to make samples, help with my endless computer questions, listen to me kick out ideas and even work in the shop. " Whatever it takes, we are a team!" is how we live.

Another member of my team has been the Chamber. From taking Wake Tech marketing classes to seeking help from Score or from the priceless Cross Talk meetings ,The Chamber has been there for me every step of the way! "We (small businesses) are not alone" as we often say at Cross Talk. With their encouragement Clay Fusion is now launching a new program "Come Play With Us" for offices

of any kind to enjoy a Team Building event with pottery. Here, offices will have a chance to "come play" with their fellow co-workers while painting a mug that they use back at the office and as a bonus, be greener in that they won't be using paper cups. It's a three way win! Fun, Team Building and Going Green". It will be exciting to see offices Come Play With Us and who knows maybe some will find a new personal outlet to get creative in the process.

Clay Fusion is Wake Forest's neighborhood Paint Your Own Pottery Studio but we hope to be much more as we grow with the neighborhood. So stop by, say hi and maybe even come to make a memory with us. Either way we promise to make you smile.



Located inside The Factory  
1839 S. Main St., Suite 116  
Wake Forest, NC

[www.clayfusion.com](http://www.clayfusion.com)

## Town of Wake Forest News:

### National Night Out—Aug. 2

On Tuesday, Aug. 2, the Wake Forest Police Department (WFPD) and Target are hosting a “National Night Out Parking Lot Party” from 5 p.m. to 9 p.m. at the Wake Forest Target Superstore, 12000 Retail Drive. National Night Out (NNO) teams law enforcement agencies with citizens, community leaders, civic groups, and local businesses to promote safe, healthy neighborhoods. This year’s event will include an inflatable playground, a martial arts demonstration, as well as fire, police, and EMS vehicle displays. Several area church choirs will also perform and an Army National Guard helicopter will fly in and make what is sure to be a memorable landing. The police department will sponsor a child identification booth where parents can have their

children photographed and fingerprinted. “Safe Kids” child safety seat technicians will also be on hand to demonstrate the proper installation of child safety seats.

The police department will also offer a K-9 demonstration and D.A.R.E. presentation, share information on upcoming Community Watch initiatives and provide rosters. For more information about NNO, visit [www.wakeforestnc.gov/residents/police\\_nationalnightout.aspx](http://www.wakeforestnc.gov/residents/police_nationalnightout.aspx) or contact: Officer S. Graham at (919) 435-9599 or [sgraham@wakeforestnc.gov](mailto:sgraham@wakeforestnc.gov).

### Adult athletic league registration begins Aug. 1

Registration for the Wake Forest Parks and Recreation Department’s men’s basketball leagues and the new men’s flag football league will begin Monday, Aug. 1, and run through Friday, Aug. 19. Registration forms for Men’s Basketball, Over 35 – 4 on 4 Basketball, Under 35 – 4 on 4 Basketball and Men’s Flag Football will be available starting Aug. 1 at Town Hall, 301 S. Brooks St., and online at [www.wakeforestnc.gov/residents/parksrecreation\\_adultathletics.aspx](http://www.wakeforestnc.gov/residents/parksrecreation_adultathletics.aspx). For more information, contact Athletic Coordinator Edward Austin at (919) 435-9562 or [eaustin@wakeforestnc.gov](mailto:eaustin@wakeforestnc.gov).



TOWN of  
WAKE FOREST

## Bag Lunch Network - How to Facebook

Elena Davis from galanova design taught us how to separate ‘Friends’ into separate categories as one of the topics discussed that day. If the “Friends” are in categories - you can post to your networking friends or post to your personal friends. We had over 20 people here at the Chamber attending this class. It was our best attended class so far. These classes are FREE. Bring your lunch and learn! Please see the schedule on the back page for future classes.



## 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
  - \* Capital Bank
- \* Gladwell Orthodontics
  - \* North State Bank

### Enterprise

- \* 3 Phoenix
- \* Business Lab
- \* Chiropractic Partners
- \* Coldwell Banker Advantage
  - \* Edward Jones
  - \* Fidelity Bank
- \* Franklin Regional Medical
  - \* 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 Jordan Attorneys
- \* Wyrick Robbins Yates & Ponton

*We offer a variety of therapeutic services  
to help you escape from stress  
and invigorate your spirit.*



Massage Therapy  
Facials  
Microdermabrasion  
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[skinspaofwakeforest.com](http://skinspaofwakeforest.com)

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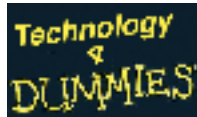
*We at the skin spa believe that a lifestyle approach to health and wellness is very beneficial. Skin care and massage therapy are both important factors to incorporate into a healthy lifestyle. Whether you have certain skin care goals, or attending a function or just need to decompress, The skin spa has a team of licensed professionals and an atmosphere of Zen-like relaxation and bliss for all your therapeutic needs.*

## Chamber Calendar for August

- Aug 2 National Night Out!
- Aug 2 Ribbon Cutting - CHERUBS
- Aug 3 SCORE Counseling
- Aug 3 USA Baseball Networking Event
- Aug 4 Executive Committee Meeting
- Aug 5 First Friday Networking 2011
- Aug 8 Chamber CrossTalk



- Aug 10 Technology 4 Dummies
- Aug 11 Chamber Board
- Aug 12 Chamber CrossTalk
- Aug 16 Ribbon Cutting - Chyten Tutoring & Prep
- Aug 18 Business After Hours - All About Hair and Nails, Custom Signs & Imperial Custom Homes



- Aug 19 Grand Opening/  
Ribbon Cutting  
Candewood Suites



- Aug 23 North Carolina Notary Class

- Aug 24 Bag Lunch Network
- Aug 25 Ambassador Meeting

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

## Save the Dates!

### Committee Meetings:

Economic Development	8/16	3 pm
Government Affairs	8/17	8 am
Membership	8/31	8:30 am
Ambassador	8/25	8:30 am

### Annual Golf Tournament

Get your teams ready for our Annual Golf Tournament! Monday, September 19th, 2011 at the Wakefield TPC.

We are putting together 150 goodie bags for the Golfers. If you'd like to donate and advertise your company with logo branded items - please contact Gail.

We also have great sponsorships available. Call Mary for more info!

### 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

