

WAKE FOREST AREA CHAMBER OF COMMERCE



BUSINESS MATTERS

July, 2011

Keeping up with Technology

by Erik Nedwidek of Lighthouse IT Consultants

The computer and business technology industry is perhaps the fastest evolving sector in today's world. This is a fact felt keenly by the people who make this their career. We must continually learn and re-invent ourselves to stay current and in the game.

For the end users whose only interest is in running their businesses, it is a nightmare. Media reports make the latest technology sound like an absolute must. That any business failing to get on board might as well be making buggy whips.

There is no denying that technology has made business more efficient. Who would prefer price guns and hand totaled tickets over bar codes and registers. Still the idea that there will be a new, disruptive technology that will put late adopters out of business is unlikely. The more realistic scenario is that almost all businesses will eventually adopt the technology that their customers come to expect.

There are many resources aimed toward educating the non-techie about what is coming down the pipe. Keeping an eye out and using a sensible approach to adopting technology will serve most businesses well. This article could easily be filled with many, many examples of flash in the pan innovations that went nowhere.

Sources of Information on the Web
Information Week's Global CIO[1] and SMB[2] blogs cover a wide variety of business technology topics for small and medium sized businesses. The Small Biz Technology[1] blog features articles

written by a wide range of authors. These blogs work to educate business owners about technology in a language they can understand. Skimming these sources on a semi weekly basis will help you keep up with trending topics and how they may be able to help you.

Sources around You

Your competition: What are they doing and using? Use your best judgment on how well it is working out for them. If your competitor isn't able to make a go of it, why not? Is it just a bad fit or are they not using it properly? A more important question may be, could you?

Your business partners and network: With your competition you generally can't ask questions and when you can you shouldn't expect a full answer. Your business partners and network should be a different story. If you are considering something, float it past people you trust to see if they've tried it and what their experience was. Keep in mind that very few things will be all upside. If you aren't hearing about downsides, ask about them. This goes doubly when talking to experts or vendors.

Look at your business. Are there places that are inefficient? Do you have risks such as data that is not being backed up or is not being backed up to a safe, off site location? Research the solutions that are available to solve these issues. Google and Bing can help you find resources online. If the potential cost is high enough you may want to involve an expert.

continued

And that becomes the biggest point. What is the cost? Jumping into Groupon has been a boon for some and a big mistake for others. Examine the costs of doing nothing and the costs of the potential solutions. What will be your ROI and does that return pass the sniff test? Be tough in questioning an expert or vendor. They should want to see you succeed and be a repeat customer, but they may just see you as a sale.

The tech sector deserves some blame for user pessimism. Many solutions are oversold in cases where it is not a good fit or the potential costs are glossed over. Keeping up with technology is not something that should consume your every working moment and it should not cause you worry. It deserves thought and research in its fair share. And when you pursue an upgrade, it should improve your business and bottom line.

References:

- [1] - <http://www.informationweek.com/global-cio>
- [2] - <http://www.informationweek.com/smb>
- [3] - <http://smallbiztechnology.com/category/general/>

Bio:

Erik Nedwidek has been programming computers for 27 years. Before starting Hatteras Software, he spent 12 years at IBM as a software engineer and architect. Technology is his passion when he isn't boogie boarding at the beach.



Erik Nedwidek
Project Manager, Hatteras Software Division
Lighthouse I.T. Consulting, Inc.
919-539-8710

Chamber Tidbit:

Thank you to the over
100 Members who
renewed their membership
promptly in June!
We really appreciate it!

Board of Directors

Tom Williams, Chair
Rex Healthcare

Bob White, Past Chair
Wake Forest Federal

Sue Anthony
Ellis and Anthony

Lorie Borelli
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Tom O'Connor
BB&T

Brain Pate
Fonville Morisey & Brian Pate Entertainment

Angelo Pettis
Primrose School

Matt Robinson
North State Bank

Board Member News: Our New Board Members

Kevin McCarter Century Link

Born in Tampa, Florida in 1964. Attended Florida State University in the mid-80s earning a degree in Business Management with emphasis in Information Systems Management. Started with United Telephone Company of Florida in February, 1988 as a management trainee and held positions of increasing responsibility as the company transitioned from United Telephone to Sprint, Embarq, and now CenturyLink. Primary career focus on network engineering, customer service, and field operations. Lived and worked in Orlando, FL; Atlanta, GA; and Kansas City, KS. Currently living in Raleigh, NC with wife and youngest of three daughters.

John Jamieson 3 Phoenix

John Jamieson is co-founder of 3 Phoenix, Inc and is a graduate of The Johns Hopkins University in Baltimore, MD. John, wife Lori and sons Joshua, Zachary, and Ethan moved to Wake Forest from Annapolis, MD in 2000 and very quickly considered this home.

Mr. Jamieson has over 30 years of experience in electronics system design, system architectures, and requirements analysis. Mr. Jamieson has significant experience in telecommunications architecture, design and development as well as embedded design with focus on high dynamic range data acquisition and data fusion systems. He has guided the successful development and deployment of complex 10 gigabit per second data acquisition and fusion systems for the SPS-74 Periscope Detection Radar system and all iPON and iPEN Telemetry systems developments.

As a Principal in 3 Phoenix, Mr. Jamieson is responsible for Telemetry initiatives and all hardware systems architectures. In his Business Development role, his primary focus areas include development of Small Business Innovation Research transition opportunities and expansion of new business opportunities including telemetry, imaging and radar systems business.

Angelo Pettis Primrose School of Heritage Wake Forest

Angelo Pettis and his wife, Melissa, and are the owners of Primrose School of Heritage Wake Forest. Since 2006 they have proudly served the children in Wake Forest as The Leader in Educational Childcare.

They moved to Raleigh in 2005 and became Wake Forest residents in 2006. Prior to moving to Wake Forest they lived in Houston Texas where Angelo spent seven years as an analyst in IT and HR at a chemical company. His most important job in Houston was fathering three beautiful children (a son and twin daughters) with Melissa.

Angelo holds a Bachelor's degree in Business Administration from Florida A&M University and a Master's degree in Management Information Systems from the University of Houston at Clear Lake.

Wake Forest has become their home and Angelo and Melissa hope to have positive contributions to such a wonderful community.

Morgan Grainger

Sales Manager at Harrington Bank.
Born and raised in Raleigh, NC
Attended NC State University
and studied Communications/Public Relations
Lives in north Raleigh. Getting MARRIED to fiancé Matt, July 23rd! Dog Sammie, and 2 horses.
2009-2010 Ambassador of the Year



Executive Committee has a new 'vision'!

Announcement!
Centurylink is now our first
Board of Advisor Investor!



Community Investor Article - Southeastern Emergency Equipment

Many people know Donald Pleasants -- an area native, active Wake Forest Chamber member and long-time emcee of the Chamber Reverse Raffle. Many people also know of his company, Southeastern Emergency Equipment (SEE), which he founded 32 years ago as a distributor of supplies, equipment and vehicles to the emergency services and fire professions. What's probably not well known is that SEE is a resource for the community as a whole, said Carla Baker, President of SEE. "Not many people know that in addition to working with EMS and Fire, we work with large corporations, small businesses, medical offices, schools, camps, day care centers, senior centers, places of worship, and sports and recreational facilities just to name a few," she said.

Baker cited automatic external defibrillators (AEDs) and CPR training as two of the most requested services from entities outside of the public safety sector. Not only does SEE sell AEDs and train people on how to use them, the staff can assist with determining how many are needed, the best location for the most efficient response and policy and procedure development if desired. Some customers just purchase AEDs, others purchase AEDs and training



and some chose to have us help them develop and maintain their entire emergency medical response plan including quarterly drills, said Baker.

CPR and early defibrillation are important because they are the only actions that have been shown to definitively increase a victim's chances of surviving sudden cardiac arrest (SCA). Many people only think of calling 911 when someone collapses, and that is extremely important. What is equally important is starting high quality chest compressions and using a defibrillator. It is easy to see why quick action is important when we consider that a victim's chances of survival diminish by about 10% for every minute that passes without good CPR being performed.

Training services offered by SEE doesn't stop with basic CPR and AED training, said Baker. "As an authorized provider of American Heart Association Training Courses, we also provide Advanced Cardiac Life Support (ACLS), Pediatric Life Support (PALS) and

Healthcare Provider CPR for the medical community," she said. As the number of medical practices in Wake Forest has increased



in the past several years, these courses are more in demand. People prefer to stay local rather than driving to Raleigh for this training, Baker said. SEE also has online and onsite training options in order to meet the needs of all its customers. "If you have at least 5 people, and are in the Triangle area, we will bring the training to your location," she said. If you would prefer to complete the course online that is an option as well. Any AHA course can be completed in a hybrid fashion where all book work and written testing is done online. All online AHA courses require an in-person skills check which can be scheduled on an individual basis at SEE's facility.

Nikki Pleasants-Mullen, Vice-President of SEE, talked about several other services the company provides that might be of interest to Chamber members. Examples cited by Mullen included general first aid supplies and kits, Blood Borne Pathogen training, and supplies used in medical and dental practices. "The Cool Vest System we sell to help with Fire Fighter Rehab would be ideal for companies whose employees have to work outside despite high temperatures," she said. Other area businesses may be interested in SEE's customized trailers. We normally build these trailers for storage and transport of emergency equipment and supplies, but there is no reason our in-house shop could not do the same for other sectors, she said.

For more information on these and other services offered by SEE, please call 919-556-1890 or send an e-mail to info@seequip.com. Donald Pleasants, Chairman & CEO of SEE, can be reached at Donald@seequip.com.



Small Business Spotlight - Kat's Design Services

What's your background – college, family, work, volunteering?

Kat hails from Golden, Colorado where she earned her Bachelor of Arts degree from the University of Colorado in Boulder. Through her postgraduate studies she earned her certificate in Staging and is an affiliate member of both the National and Triangle Chapters of the Interior Design Society. Prior to starting her own business, she provided administrative support for C-Level Executives, and worked in the Legal Profession handling bookkeeping and administration for law firms, corporate legal departments and for the Bar Association. A respected local businesswoman for nearly two decades, Kat is committed to improving her community and has dedicated countless hours of volunteer work in and around Wake County.

What Inspired you to start your small business? What made you choose the field that you are in now?

In the current market, property owners are either struggling to sell or avoiding selling by remodeling. Kat's Design Services can help them move their property from stagnant to sold by transforming their living space into a highly marketable product through creative design techniques. Conversely, if folks are planning to stick with what they have, we can help them revitalize their space in creative new ways without breaking the bank.

Was it a giant leap from corporate America/ government or a natural progression?

I believe that people who are Entrepreneurs can make it in any industry. If you have the business acumen and the nerve, you can do it. I have a lot of issues, but fear isn't one of them!

Please tell us about your products and services.

Kat's Design Services, LLC, an interior design firm that focuses on creative design strategies to make spaces more functional, more marketable, more eco-friendly, more beautiful and, ultimately, more enjoyable. The company provides both commercial and residential customers with a wide variety of design solutions in interior decorating, re-design, green design, event design, and home sale staging. We are committed to conducting business in a way that fosters respect and integrity. We are committed to making our community a better place to live. We are committed to focusing on each client's specific needs in order to ensure that our designs exceed their expectations. We welcome the opportunity

to earn your trust and deliver you the best service in the industry.

What Challenges have you had?

I have a shattered spine, so I deal with horrific pain issues every day. It definitely limits the amount of furniture lifting I can do, so, instead, I get to really focus in on the Design aspects of a project!



How did the idea of the Campaign Training come about? What kind of value do you hope that it will bring to the government affairs committee?

The Election Academy brainstorming session with the Government Affairs Committee Chair (Brian), Vice Chair (Matt) and Marla was super fun! The objective of the Election Academy was to elevate the level of campaigns in our region. Prior to founding my Design Company, I ran a consulting firm that managed every aspect of a political campaign including strategy, media, correspondence, messaging, designing material, fundraising, coordinating volunteers, and event planning. I have worked in numerous elections and am well versed in party politics and platforms – so I was glad to help the committee by teaching at the event. My presentation highlighted how to run a solid campaign while still keeping your ethics in check. I think we achieved our goal. Better campaigns = better candidates = better elected officials = better community = Victory!

What Resources have you used in the Chamber?
The easier question would be, what I haven't I used?! I've got my business listed on their website and I am Friends with them on Facebook. I like the monthly biz mixers, the breakfast at country club, and I really enjoy serving on a committee.

How has the Chamber helped with your small business?

The Chamber has been great for providing a pleasant and safe environment to meet other members of the Wake Forest community. Networking is the name of the Marketing Game!

<http://www.katsdesignservices.com/index.php>

State of the Chamber 2010-2011



On Tuesday May 31, The Wake Forest Area Chamber of Commerce held it's Annual State of the Chamber Address. The Annual Address is a time for Chamber member businesses to come together and reflect on the past year and begin to look toward the upcoming year.

This year, three awards were given to outstanding volunteers and small businesses that have made a profound impact within the Chamber. Small Business of the Year was awarded to Flow Circus, a company dedicated to promoting active learning and play, through the juggling arts. Paul Miller and Dawn Daria, owners of Flow Circus, have played an important role with the Youth Leadership Wake Forest program and have been a valuable asset to the Wake Forest area.



Antonio Bryan, of A + Event Rentals, was named Ambassador of the Year. Bryan had 100% attendance to every chamber event and was consistently a leader through the Ambassador point system.



The final award given was to Brian Pate, of Fonville Morisey and Brian Pate Entertainment, for Board Member of the Year. Not only is Brian a member of the Board of Directors, he sits on the Executive Committee and heads the Government Affairs Committee.

The keynote speaker was Leah Brown, Owner and President of A10 Clinical Solutions. Brown has won many prestigious awards, including Fortune Magazine's Top 10 Most Powerful Women

Entrepreneurs in 2010. She was also named Inc. Magazine's 2010 No.1 African-American-Run Business and Top 10 Women Entrepreneur.



Brown's speech addressed entrepreneurship, and encouraged attendees to face business challenges through diversification of services.

The overall theme of the 2011 Annual State of the Chamber Address was "Economic Network Catalyst." President Marla Akridge defines the Chamber as a "catalyst" leading activities and supporting change throughout all four Chamber divisions; Economic Development, Member Services, Government Affairs, and Community Development." Through its new program of work, the Chamber outlined committee leadership roles whose activities are catalysts of our economic network.

The Chamber would like to thank Shuckers Oyster Bar and Grill, Bedford Blooms, and Brian Pate Entertainment for their involvement and participation with this event.





photographs courtesy of: 3rd Floor Studio



Welcome To Our New Chamber Members!

Alford Law Firm, PLLC

Lucy Ballantyne
3021 Berks Way, Suite 101
Raleigh, NC 27614
Ph: 919-562-0770
<http://www.alfordlawfirm.com>

America Select Mortgage

Steven Dieckhaus
8319 Six Forks Rd., Suite 105
Wake Forest, NC 27616
Ph: (919) 865-3396
<http://www.asmplanning.com>

Computer Troubleshooters of Wake Forest

Brad Waybright
12400-2 Wake Union Church Rd. #6
Wake Forest, NC 27587
Ph: (919) 229-8006
<http://www.ctwakeforest.com>

Cowan Graphic Design

Jeff Lawson
262 Southtown Circle, Suite F
Rolesville, NC 27571
Ph: (703) 622-5683

Get-A-Grip

Patrick Terry
217 W. Holding Ave.
Wake Forest, NC 27587
Ph: (919) 878-5800

HMI General Contracting

Patty Ferguson
3333 Ventura Circle
Wake Forest, NC 27587
Ph: 919-556-6851
<http://hmigc.com>

Jackson Superior Electric Inc.

Mary Jackson
1624 US1 Hwy Youngsville
Youngsville, NC 27596
Ph: (919) 556-3158
<http://jacksonsuperiorelectric.com>

Liberty Mutual

Matt Overby
3120 Highwoods Blvd
Suite 310
Raleigh, NC 27604
Ph: (919) 872-4700x57156
<http://www.libertymutual.com/lm/matthewoverby>

Mary Beth's Cleaning Services

Johnny Mitchell
2805 Spring Forest Rd
Raleigh, NC 27616
Ph: (919) 745-1243
<http://www.marybethscleaning.com>

Moes Southwest Grill

Bryan Connelly
10760 Wakefield Commons Dr, Ste 101
Wake Forest, NC 27587
Ph: (919) 847-5574

MSI Radiology

Joe Johnson
11550 Common Oaks Drive
Suite 110
Raleigh, NC 27614
Ph: 919-488-5808
<http://www.MSIrad.com>

New Vision Spa & Salon

Binh Truong
1318 South Main St.
Wake Forest, NC 27587
Ph: (919) 554-0112

Rising Star Christian Academy, Inc.

Roxanne Knight
3115 Heritage Trade Dr. Ste 105
Wake Forest, NC 27587
Ph: 919.562.3461
<http://www.rscacademy.com>

Silver Pearl Inc.

Julie Dudley
1017 Hidden Hills Dr.
Wake Forest, NC 27587
Ph: (919) 928-5282
<http://www.silverpearlinc.com>

Sweet CeCe's Frozen Yogurt & Treats

Tracy Parsons
3624 Rogers Rd.
Wake Forest, NC 27587
Ph: (919) 554-4030
<http://www.sweetceces.com>

The Skin Spa

Lisa Esquivel-Clark
1900 South Main St., Suite 110
Wake Forest, NC 27587
Ph: (919) 556-1616
<http://www.skspaofwakeforest.com>

Tile TRENZ

Pina Craparotta
940 Gateway Commons
Wake Forest, NC 27587
Ph: (919) 556-1888

Triangle Paint llc

Shawn Stecker
1219 S Main St
Wake Forest, NC 27587
Ph: (919) 554-0600
<http://trianglepaint.com>

U S Army Recruiting Station

Mitchell Hawkinson
10427 Ligon Mill Rd.
Wake Forest, NC 27587
Ph: 919-562-4936

United States Homeland Investigations, Inc

Everitt Terence
1305 Heritage Heights Lane
Wake Forest, NC 27587
Ph: 877-424-4636
<http://www.ushii.com>

Wake Forest Art & Frame Shop

Beth Massey
139 South White Street
Wake Forest, NC 27587
Ph: (919) 562-1688
<http://www.wakeforestframeshop.com>

Wake Forest Family Physicians

Monica Satterfield
11635 North Park Drive, Ste 200
Wake Forest, NC 27587
Ph: 919.570.6060
<http://www.dukehealth.org/locations/wakeforestfamilyphysicians>



Youth Leadership Graduation

The Wake Forest Area Chamber of Commerce is pleased to announce the graduates of the first Youth Leadership program. The class consisted of fifteen sophomores and juniors from both Wake Forest-Rolesville High School and Heritage High School.

The Wake Forest Area Chamber of Commerce has designed this program to create rising community leaders in the Wake Forest area. The purpose of Youth Leadership Wake Forest is to conduct an annual training program for high school students who have demonstrated leadership abilities which will develop a corps of informed, committed and competent youth motivated to learn more about our community, to assume leadership roles in our schools, and to become more involved in our civic, cultural, economic development, and philanthropic organizations and groups.

The selected students were chosen from a large pool of applicants and were accepted based on their outstanding school and community involvement, extracurricular activities including sports and volunteerism, and grades. Each student went through an application and interview process then was selected by a committee including school counselors and advisors.

The Pilot program met four times and included town government, economic development, town history, and team building. During these sessions, students met with key leaders from the community, worked on in class problem solving simulations, visited local businesses and gained in-depth knowledge of the Wake Forest area.

The first full program will begin in the fall and will include Wakefield High School Students. The interview process has already begun for the upcoming year. Additionally, the Wakefield Rotary Club has agreed to sponsor the program for the 2011-2012 year. Jere York, President of Wakefield Rotary Club of Wake Forest says that "since the Wakefield Rotary considers themselves part of Wake Forest, they wanted to focus on something entirely dedicated to the community and youth.

We are excited about quality of students, their sincerity and interest within the community and are thrilled to be a part of this program."

Graduates of the Youth Leadership Wake Forest class: Jeremy Daniel Boudah, Rachel M. Breazeale, Michael Anthony Brito, Cedric Lemanuel Clark II, John Clarence Conyers IV, Bailey Milly Craddock, Cameria Dawnice Flowers, Jacob Taylor Freeman, Taylor Ashley Gray, Jordan Langston Hall, William LaShaun Harris, John Harrison Lynch, Nicholas Evangelos Marinos, Breanna Lillian Kay Thomas, and Gabriel Justice Walker.

Congratulations to all!



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

Ribbon Cuttings & Business Launches!



Give To Live Music Studio
525 South White St., Wake Forest



Triangle Family Dentistry
3415 Rogers Rd, Wake Forest



The Main Street Grille & Bakery
1318 South Main St., Wake Forest



Harris Teeter
13686 Capital Blvd., Wake Forest



Sky Stylist Studio Salon & Spa
6451 Triangle Plantation Dr.,
Raleigh



JAM Ice Cream
Available all
over
Wake Forest!

Ribbon Cuttings & Business Launches!



Hatteras Software



Accuedger Bookkeeping



Rodan & Fields



Premier Designs Jewelry



MSI Radiology
11550 Common Oaks Drive
Raleigh



**Community Home Care
and Hospice**

**Wake Forest
Art & Frame Shop**
139 South White
Street
Wake Forest



Rising Star Christian Academy
3115 Heritage Trade Drive
Wake Forest

Our Ambassador Page

Amassador List

Denise Barbour
North State Bank

Antonio Bryan
A+ Event Rentals

Jennifer Byron
Candlewood Suites

Anna Clark
Branch Banking & Trust

Tara Dahle
MSI Radiology

Kathy Demase
Wachovia Bank NA

James Dunn
Massage Therapist

Cathy Easop
Anago Cleaning Systems

Kathy Fuerst
The News & Observer

Meredith Gilley
Fonville Morisey Realty
Youngsville

Cindy Hammond
Qualified Staffing Services

Michael Harrison
Fidelity Bank - Downtown

Jerry Kephart
J Kephart Real Estate

Erik Nedwidek
Lighthouse I. T. Consulting, Inc.

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 May- James Dunn

"Investing in massage is an investment in your health".



"I've been married to my lovely wife Darlene since November, 2002. She is a Mother, registered nurse and a U.S.M.C. Sergeant. We have a beautiful daughter, Hannah, who is 8 years old this year, and is excelling in gymnastics. We've lived in Wake Forest since June 2007. We moved from the Quakertown, PA area to enjoy the weather (no snow to shovel), tax base, and great school system here in NC. Wake Forest has proven to be the best place in this great nation to live and to grow a business".

"As a member of the Wake Forest Chamber - with it's outstanding Board and Administrative staff - there is only one way to go. UP!!!"

James offers a variety of massages including: Deep Tissue, Russian Medical, Swedish, and Chair. He can go to you at your home or office - or you can visit him at his location. He's also available for corporate or team relaxation events. Need to de-stress at the office? - call James.

919.235.5565
www.ineedamassage.abmp.com

Ambassador's Volunteering!



State of the Chamber Winners!

Small Business of the Year: Flow Circus - Dawn Daria & Paul Miller

Congratulations on winning Small Business of the Year! Who did you call first that you won the award?

D - I posted a picture of the award on the Flow Circus Facebook page, and emailed it to my parents.

P - called Mom

How does it feel to have won the award?

P It feels good. So much of our business is from libraries, schools and camps. We were recognized on broader sense by the Wake Forest business community and they said 'good job'!

D - Often times people look at a performer as 'clown' and not a business person. We are both entrepreneurs. This says that people look at us as a business - it's a nice change to be thought of as a real business.

P - We do so much more than just being clowns. It shed some light on that.

What does the WFCC mean to you?

D - Two parts: as a business and personal -

The Chamber allows me to feel personally connected to the Wake Forest community. My part in the Adult Leadership program and being on the Leadership planning committee has made a difference. I see people that I know when I'm walking down S. White St. Growing up in a small town, that has always been important to me.

As a business, attending Chamber functions allows us networking and informal opportunities to connect with other business people.

P - We don't necessarily do a lot of local work. We have done workshops for Adult & Youth Leadership and for First Friday Networking. These were a great opportunity to do and get feedback. We recently

did a promo video and needed quick quotes to include. We emailed participants of Leadership asking for help. We got back 10 quotes immediately. It was a great response and extremely helpful!

D - Education - I've attended Chamber work shops that had valuable information I can use.

How has the Chamber helped your business?

P - Through the education and networking opportunities. If you are a new business - you don't know what a business person looks like - and other people are in the same boat. As the keynote speaker at the State of the Chamber said, the teachers from your growing up years are your peers now. The Chamber is a validation that you are doing things right. We have learned to behave the right way - as a business person should behave.

What's your favorite color?

D -Blue

P - crystallly red - apple red is better - if I was going for green - it would be more like money.. (ed: I was looking for a one word answer - we'll go with Red).

How have you helped the Chamber?

D - Serving on Leadership committee for 5 years and participating in the brainstorming and creation of the Youth Leadership program. Bringing my education experience (I am a certified Teacher) to some of the different programs that the chamber offers.

P - Team building programs that we did at Chamber events. 2 Adult Leadership, 1 Youth Leadership, and a First Friday Networking.



continued

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

D - We're available for holiday parties. We do corporate training programs and team building, ice breaking activities, and leadership programs.

We work with schools and libraries to provide a healthy active lifestyle. We get tweens and teens off the couch by teaching them juggling and other skill toys. There are plenty of school and afterschool programs that could benefit from a corporate sponsorship to bring Flow Circus to their sites.

P - We provide a huge amount of value for a small investment. Our programs include manuals of 'how to'. Leaving skill toys with organization to create a lasting impact. If you entertain and leave – you just create a memory. We structure our program to continue after we leave. We offer much more value.

What's your favorite number?

P - 8 and 14 as a kid – my best friends numbers



were 8 and 14. I would always say "Those are my favorite numbers too!" I copied their numbers.

What was your favorite moment from the State of the Chamber?

P - When Dawn made the comment that we were sitting at the center table, with big companies like Wake Med and 3 Phoenix – we started going hmmm. We're jugglers – we didn't belong with the big guns. We started to get excited!

D - When Brianna the student spoke during the keynote address. Brianna was one of our youth leadership participants. She clearly had leadership skills before our program, but to see her stand up in front of a room of adult community leaders and business people was inspiring. To know that she had that opportunity because of Youth Leadership made me realize that our volunteer efforts and programs do have an impact.

www.flowcircus.com

Recap of Campaign Training

Candidates Training was a huge success! Thanks to Kat Haney & Brian Pate for putting together a successful program. This was our inaugural class and we are extremely excited to add this to the Government Affairs initiative.

Volunteers, and candidates learned about the process and steps for running a campaign:

- Ethical standards for the election process, importance of mandatory training for filing finances, fundraising, and the platform.
- The importance of the platform with two or three critical topics and staying focused.
- Put your platform in writing.
- Yard Sign – Name ID is critical.
- Good sign – less than 3 colors with name or office.

These were just a few of the topics. We are already planning for next year.



State of the Chamber Winners!

Ambassador of the Year: A+ Event Rentals - Antonio Bryan

How does it feel to have won the award?

It's refreshing and it's a honor to be recognized by the Chamber and my peers. We have a great group of ambassadors and I didn't think that it was a clear cut winner with the other two finalist. Cindy and James both are deserving of this award for all they do as well. As Bob said it was a tight race and you know Cindy and I always like to keep a friendly competition between us on going.

What does the WFCC mean to you?

I think the Chamber is a great avenue to get involved in the community. It has allowed me to make new friends as well as the opportunity to meet and network with local businesses and potential customers. I've been able to learn more about and meet a lot of people in this community that I didn't know before - with all the events, activities, services and information offered I've been able to grow as a person and businessman. This Chamber has been a mentor, advisor and friend to me and my business.

How has the Chamber helped your business?

It's given me more credibility with potential customers and business colleagues. One of the first classes I attended at the Chamber they spoke about people doing business with people they know, like and trust. Customers are more trustworthy and willing to give me the opportunity to prove my worth and services as a ambassador with the Chamber. It's put me in the same rooms and networks of key leaders and decision makers who I definitely wouldn't of had the chance to meet or speak with as just another local business. It's allowed me to reach out and make those important connections needed to build and grow a good business relationship within the Wake Forest community.

How have you helped the Chamber?

I think that I brought a different perspective/view on things as a minority business owner to the Chamber. I noticed that there were not a lot of minority business owners when I joined. I want to be an example to other minority businesses in the area on how being 'an active member' can help them succeed. As an Ambassador I am able to get a better understanding of the processes and operation of things. That allows me to reach out and better explain the advantages, benefits and opportunities of being associated

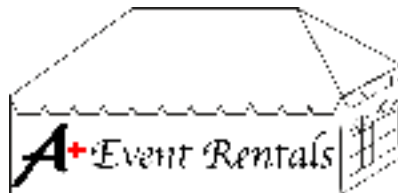


with the Chamber to current and potential members. It's the easiest way to stay connected, be involved, reach potential customers as well as key leaders and officials without having a sales pitch.

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

On the personal side I'm a family man with my wife, Uvetia, one gorgeous daughter, Aubrianna, and our new rescue dog, Kenny. I love sports especially pro football. I'm really hoping we're going to have a season or its going to be a sad fall for me.

On the business side I want everyone to know I'm not just the Bounce Around Inflatable guy anymore. I still do where those shirt with that logo so it has confused some people but Bounce Around Inflatables is now the kids division of A+ Event Rentals. We still offer inflatables in addition to tents, tables, chairs, linens, storks, wedding accessories and more. Working with the Chamber I was able to determine there was a great need in the Wake Forest area for event rentals and therefore expanded my business in that direction to better serve the community. So let everyone know they don't have to go to Raleigh anymore for tents, tables, chairs and other rental needs.



What was your favorite moment from the State of the Chamber?

Well Bob put me out there when he revealed one of my recruiting tactic but at least everyone got a laugh out of it. I was proud of the youth leadership being recognized. My favorite moment has to be all of the congratulations that I received following the event. I especially appreciated – the Mayor coming up and giving me a big hug – just like my grandma used to give me. She does a great job supporting and being involved with the Chamber. She has been supportive to my business as well – and that really makes me feel special.

www.apluseventrentals.com

State of the Chamber Winners!

Board Member of the Year:

Brian Pate

Fonville Morisey/Brian Pate Entertainment

Now that you've won the SuperBowl (aka Board Member of the Year) – where are you taking your family?

I am taking my daughters to the Katy Perry concert at the RBC Center. We went to Disney last year so that will have to wait.

Who did you call first to tell that you won the award?

The first person I called was my father. He was a Chamber board member in Myrtle Beach when I was growing up, including two stints as Chairman of that board. He is the one who taught me how important the Chamber is for a business. It was fun to share the news with him.



How does it feel to have won the award?

It is very humbling. When there is that much talent among the Board members, for them to choose me as the recipient was quite an honor.

It was also fun when I arrived home that night. My wife asked me how my day was with a sly grin on her face. Apparently she and my daughters had been invited to the event to be there when I received the award, but she had exams that week (she is a math teacher at Enloe High School) and was unable to attend.

What does the WFCC mean to you?

I joined the WFCC about a month after I moved to Wake Forest in 1998. Since then, it has become an extended family for me as I have met so many great people. Many of my friends laugh because everywhere we go, I know someone. Most of those are folks that I have met through the WFCC.

The Chamber is an organization that you get out of it what you put into it. Those who make a commitment to be in attendance at most of the events, are going to see their stock in the community rise. You have to be committed enough to be somewhat active. By paying dues and not being active, you are not taking advantage of the opportunities that the Chamber provides.

How has the Chamber helped your business?



From a Fonville Morisey Realtor perspective, I have met many new clients through the Chamber as well as many of the vendors that I recommend. When one of my vendors is a member of the Chamber, I believe that they have a higher level of commitment to the service that they provide to my customers and that is important to me. I have on occasion gone into a business to tell them I chose them because they are a member of the chamber and that is why I was trying their services for the first time.

Brian Pate Entertainment would not have survived in this economy without the connections I have made through the Chamber. Again, because of my membership, I believe that people know we have a commitment to this town. I am very proud of the fact I live in Wake Forest, and our goal when we are involved with an event is to take it to another level with our very unique skill set. That especially applies to the many events that we have done for the Town of Wake Forest, the Chamber, the DRC and many other functions that we are a part of.

What's your favorite color?

Garnet/Crimson without question. Those are the colors of my favorite college sports teams. Those that know me know I am a huge Florida State and Oklahoma fan. I'm an avid enough fan that the color is incorporated into my logo for Brian Pate Entertainment.



How have you helped the Chamber?

There are a couple of things I hope I have contributed:

First, I would like to think that the Government Affairs Committee is becoming a recognized leader for business issues at the local, state and federal levels. Trying to be non-partisan at all times is a difficult task but we have been successful as a group so far. Hopefully, we can take it to the next level this year as we continue to have a seat at the table when the issues that affect our members are discussed.

Second, I hope that people agree that Brian Pate Entertainment has raised the bar for some of the

events that the Chamber orchestrates. We have done the sound, lighting and sometimes video for many different Chamber events. Ultimately, our job is to make the Chamber look good and we hope that is how the membership feels when they look back on the events.

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

I am a very lucky man. Many people have one job that they can't stand. I have two that I absolutely love. On top of that, I work with some of the best people around. The agents that are part of our team at Fonville Morisey are the best people and I am proud of each of them for their accomplishments in one of the toughest real estate markets we have ever faced.

It is very difficult to work with sellers who want to price their home at what it was worth in 2006, and on the other side have to work with a buyer that wants the best deal ever in the history of real estate. It is a delicate balancing act and they are great real estate agents, but they are even better people.

What was your favorite moment from the State of the Chamber?

My favorite moment was the recognition of the Youth Leadership program. A few years back when Jodi Lafreniere was the Executive Director, we floated the idea to do a Leadership scholarship for a student from Wake Forest Rolesville High School. When Marla came in, she took it to the next level and created the whole program for the kids. I attended a few sessions and can't tell you how impressed I was with the young men and women who participated. This is going to be a program that others will respect not only throughout the state of North Carolina but throughout the country in Chamber circles.

On a final note, I would like to thank three other very special ladies in my life. My wife Eileen, and daughters Shannon (age 11) and Cassidy (age 7) support me greatly in my participation in the Chamber. There are many nights and weekends that I am not there so we make the most of it when we do have time together. They too understand the value of the Chamber and occasionally attend Chamber events with me. Without their support, I would not be able to participate in the many activities in which I am involved.

www.brianpateentertainment.com
www.fmyoungville.com

Wake Forest Chamber Member News & Notes:

Carolina Ale House Earns Four Honors in Best of the Triangle 2011

Raleigh, NC – On Wednesday, June 8, Carolina Ale House earned four honors in Independent Weekly's Best of the Triangle list:

Winner:	Best Place to Watch Monday Night Football
Finalist: ACC County	Best Place to Watch Televised Basketball in Durham
Finalist: ACC	Best Place to Watch Televised Basketball in Wake County
Finalist:	Best Sports Bar

Carolina Ale House, established in Raleigh in 1999, currently operates 15 locations; six locations in the Triangle, locations in Wilmington and Fayetteville, NC, a small outlet in Terminal 2 of RDU International Airport, three locations South Carolina, one in Georgia and two in South Florida. Three additional North Carolina locations are slated to open by 2012 (Greenville, Jacksonville & Charlotte.)

Capital Ford wins National Awards!

Raleigh's own Capital Group of dealerships had a great year in 2010. The Capital dealerships won five esteemed awards, making Capital Ford of Raleigh a successful two-time winner for one of them. In addition, Capital Ford of Raleigh was the Top Dealer for new car and truck sales in the Atlanta Region and one of the top 100 Ford dealers in the country. Capital Group will celebrate by sponsoring an event to support the local Boys & Girls Club of Wake Forest.



Business After Hours in May at Supremia Dentistry

Thank you to Dr. Suh and his Team for hosting Business After Hours in May. It was a beautiful day. The tent outside provided plenty of space to mix and mingle. Mr. Marcus Hurt cooked the tangy fresh pork barbeque, Shucker's Grill & Oyster Bar provided the excellent pasta and salad sides, Palsies Popcorn and Sweets cooled us off with the colorful Slushies (there was even a sugar free flavor!) and Dr. Suh and Shucker's Grill & Oyster Bar provided the beer and wine.

Dr. Suh is proud of changing his practice's name to Supremia Dentistry. His practice is not just about him. It's about his Team - who have been with him on average, for over 6 years. Dr. Suh is very humble, and credits his Team for the success of the practice locally and the national recognition (being named among the Top Dentists in America for 2010 and 2011). Need advice on dental treatment or looking for a dentist? Contact Supremia at 919.556.6200.

www.supremia.com



Business After Hours in June Hosted by The Sutherland and Millridge Real Estate

Thank you so much to The Sutherland and to Millridge Real Estate for hosting our Business After Hours networking event at their beautiful location! The "Suthern" picnic was deliciously prepared by The Forks Restaurant. Thanks to all who attended. If you are looking for an elegant venue for your event - call The Sutherland!



www.thesutherland.com
www.millridgerealestate.com

First Friday Networking in June

Networkers Learn to Communicate with Passion

In her presentation at the First Friday event held at the Heritage Golf Club, Jodie Riggs, president and publisher of Publish Out Loud, emphasized the importance of communicating with passion and purpose. Riggs encouraged participants to begin the process of improving interactions with customers, potential customers and business partners by first making a conscious decision to truly take an interest in every conversation.

Riggs noted that most people enjoy aspects of their jobs and prefer tasks related to those passions; identifying those areas of interest can be a great way to personally connect and improve communication. As Jodie explained, moving

beyond merely making a customer contact toward actively engaging with one another can be an important part of the foundation for strong, long-term business relationships. Finding common interests builds trust and camaraderie, as she highlighted with her own example. In her story, she related how simply sharing a fishing picture with associates led to more successful communication.



The next First Friday event is scheduled for July 8, 2011, when Marla Akridge, President of the Wake Forest Chamber of Commerce, will be the presenter.

Town of Wake Forest News:

Adopt a trail

The Town of Wake Forest is recruiting nature-minded individuals and groups to help maintain its system of greenways through the new Adopt-a-Trail program. Local businesses are encouraged to adopt a section of trail as a community service project. To adopt a trail, a group or individual must agree to pick up litter, debris and loose brush at least four times a year in the adopted trail section. Volunteers will receive instruction in trail maintenance from Town staff. The Town will provide trash bags, gloves, safety vests, shovels, rakes, and free pick up of the collected trash. For information, contact Senior Planner Candace Davis at (919) 435-9513, cdavis@wakeforestnc.gov or visit www.wakeforestnc.gov/residents/adoptatrail.aspx.



Hardbound history of Wake Forest

A lovely addition to your office lobby (or a gift for a client), this volume contains pictures, original

artwork and stories recording the past century in Wake Forest history. Purchase your copy of Connections...100 Years of Wake Forest History for \$35 at town hall or online at www.wakeforestnc.gov/marketplace.aspx.



Wake Forest Loop bus service expands route

The Town of Wake Forest has added six new stops to the route and expanded transportation service during peak hours to North Main Street. A mid-day extension to Rogers Road has also been added. Over the past year, the local circulator has experienced a 209% increase in ridership. Bus riders can find all the upcoming changes detailed in a new brochure, which is available at www.wakeforestnc.gov/busservice.aspx and at town hall.



TOWN *of*
WAKE FOREST

Mary Yount has graduated from Chamber Institute! She now as her IOM (Institute for Organization Management).



Opportunities for the Non-Golfer: Get Involved!

By Jodie Riggs, publisher of golfoutloud.com

"Oh, great. It's time for the annual golf tournament and I don't play golf. For the next few weeks, I'll have to hear all the talk about their golf games and endure the inside jokes. I know I should learn to play golf (yes, you should!), but I just don't have time..."

Well, good news. You, too, can participate in local golf tournaments and you don't have to swing a golf club!

Golf tournaments require a lot of planning and volunteer hours to be a success. Enrolling a field of golfers is only one aspect to hosting a tournament. Volunteering to help organize a golf tournament can be a great way to increase your name recognition and contacts with local professionals. Think of all the people you could meet if you sign-up for a role as simple as registering golfers on the morning of the event. Increase your opportunities to interact with the people involved with golf by tackling a more complex position such as leading the advertising committee for the tournament. You have skills, and, while you may not be playing on the LPGA or Nationwide Tours anytime soon, you do have the ability to help a local charity or business organization host a great golf tournament. Get involved!

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It's time to order your goodie bag stuff for our Annual Golf Tournament!

Like us on Facebook!

Wake Forest Area Chamber of Commerce



2011-2012 Community Investors

Board of Advisors

* CenturyLink

Chairman's Circle

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

Vision Builder

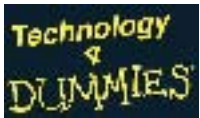
- * Allstate-Thomas Walters
- * Branch Banking & Trust
- * Capital Bank
- * Gladwell Orthodontics
- * North State Bank
- * Southeastern Baptist Theological Seminary

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

Chamber Calendar for July

- Jul 6 SCORE Counseling
- Jul 8 First Friday Networking
- Jul 8 Ribbon Cutting - Charlie's Kabobs
Second Location!



Jul 13 Technology 4 Dummies

- Jul 14 Chamber Board Meeting
- Jul 14 Ribbon Cutting - The Skin Spa
- Jul 15 WalMart Grand Reopening

Jul 15 Chamber CrossTalk



Jul 18 Chamber CrossTalk

Jul 19 Table Top Expo and Business Launch



Jul 20 Bag Lunch Network

Jul 21 Business After Hours -
Wachovia, A Wells Fargo Company

Jul 22 Ribbon Cutting - Sweet CeCe's Frozen Yogurt



Jul 27 Chamber Tools
& Resources

Jul 28 Ambassador Meeting
please check Chamber website for times & locations.

Save the Dates!

Committee Meetings:

Economic Development	July 19th	3 pm
Government Affairs	July 20th	8 am
Membership	July 27th	8:30 am
Ambassador	July 28th	8:30 am

Table Top Mini Expo

Jaime Jimenez of Consulting Insurance Solutions is our proud sponsor of the first Table Top Mini-Expo! We will be launching 12 new Chamber members on July 19th, 9:30-11:00 am, at The Lodge, here in Wake Forest. Each business will have a display of their products or services, and have a photo of their Ribbon Cutting. The membership as well as the community is invited to attend. Save the date and support our newest members!!



Annual Golf Tournament

Save the Date! 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 24 at The Factory! Space is limited, so sign up today to get a booth. Applications are on our Home page.

