

2018

Year in Review

Wayne County Chamber of Commerce



**AWARDED ACCE
2018 MEMBERSHIP
ACHIEVEMENT AWARD**
Association of Chamber of
Commerce Executives
(ACCE)

2018 SNAPSHOT
585 Members
26 Chairman Circle
Sponsors
65 New Members
121 Programs &
Events

WELCOME

From the Board Chair and the President/Executive Director

The Wayne County Chamber of Commerce is leading the way in defining the successful Chamber experience. From engaging in public policy and talent development, to boosting economic development and networking, the Wayne County Chamber of Commerce is poised for continued success.

The Chamber is the only place where businesses - large and small - government agencies, nonprofits, and our community all convene. Our diverse membership base grants your organization access to build relationships, develop professionally, engage with elected leadership, market and advertise your products and services, and enjoy member-only discounts and savings. For over 121 years, the Wayne County Chamber of

Commerce has helped to foster relationships that generate powerful results that benefit the entire community.

The successes of this year can be found county-wide. From a record number of ribbon cuttings, the reinstatement of the Agriculture Committee, new programs and events, as well as a total rebranding effort of our Total Resource Campaign (TRC), your Chamber has been more member-centric focused than ever before. The great work that has been done and the work to come are only accomplished when we work together. 2018 proved to be a year of unparalleled involvement and effort by hundreds of volunteers and dedicated business leaders who are not only focused on today; but tomorrow.

The Chamber's doors and our schedules are always open to yours. We look forward to partnering even more with you in 2019 and as we unveil new programming designed to better serve you, such as: Twelve @ 12 Stakeholder meetings, Capital City Day, Lunch and Learn series, In the Know Breakfast meetings, Celebrating Women in the Workforce, and an Agriculture Day. In addition to these new opportunities, you can expect the exceptional dedication focused solely on supporting your business needs.

The Wayne County Chamber of Commerce is in the connection business. The business of connecting missions, resources, people and opportunities.

Join us.



Charles Gaylor, IV
2018 Board Chair



Kate Daniels
Executive Director

TEAM

Members

Kate Daniels, President & Executive Director
kKated@waynecountychamber.com

Janet Brock, Director of Finance
janetb@waynecountychamber.com

Lara Landers, Director of Marketing & Events
lalar@waynecountychamber.com

Gwen Horne, Membership Coordinator
gwenh@waynecountychamber.com

Linda Murray, Administrative Assistant
lindam@waynecountychamber.com



BOARD of Directors

Chair - Chrissy Smith, Partnership for Children of Wayne County
Chair-Elect, John Seegars, Seegars Fence Company
Treasurer, Dr. Thomas Walker, Jr., Wayne Community College
Past Chair, Charles Gaylor, IV, Wayne Community College

Mayor Chuck Allen, Goldsboro City Council
Paul Aycock, Strickland Insurance Group, Inc.
Mary Bartlett, Individual Member
John G. Best, Wells Fargo Advisors
Martha Bryan, SW Promotions, Inc.
Jeremiah Daniels, Daniels & Daniels Construction Company
Dr. Michael Dunsmore, Wayne County Public Schools
John Garver, Southco Distributing Company
Joe Gurley, Wayne County Board of Commissioners
Janie Jaberg, Wayne UNC Health Care
David Jackson, Jackson & Sons Heating & Air Conditioning
Kevin Johnson, Wayne County Cooperative Extension
Jacqueline Kannan, Boys & Girls Club of Wayne/Johnston Co.
Rebecca Kinsey, Kinsey Law, PLLC
Cathy Noice, Workplace Navigator
Mark Pope, Wayne County Development Alliance
Dr. Paul Rutter, University of Mount Olive
Captain Phillip Stokes, Salvation Army
Selena Worrell, Worrell Contracting Co., Inc.

2019 Chairman's Circle Sponsors



Involved Leaders: The Wayne County Chamber of Commerce is an organization that gets things done. The success of the organization is largely dependent on our many business partners and their committee involvement.

“MEMBERSHIP IS MORE THAN A WINDOW DECAL. MEMBERSHIP IS AN INVESTMENT IN THE FUTURE OF YOUR BUSINESS AND THE HEALTH OF THE WAYNE COUNTY COMMUNITY.”

Chrissy Smith, 2019 Board Chair

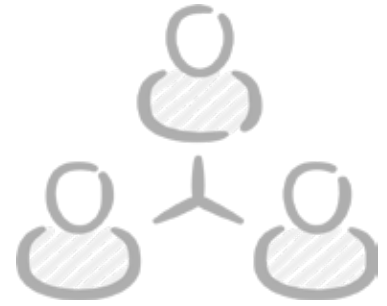
COMMITTEE Chairpersons

Agriculture Affairs – Kevin Johnson, Wayne County Cooperative Extension
Career Fair/STEM Fair – Tommy King, Crown Screening
Friends of Seymour Johnson AFB – Jimmie Edmundson, Retired
Government Affairs – Bruce Gates, Coldwell Banker Advantage
Junior Leadership – Sherry Archibald, City of Goldsboro
Leadership Wayne – Craig Foucht, Wayne Community College
Military Affairs– Jeremiah Daniels, Daniels and Daniels Construction Company
Wayne Charitable Partnership – Julie Daniels, BB&T
Wayne Education Network – Beverly Carroll, Retired Educator

2018 MEMBERSHIP HIGHLIGHTS & ACHIEVEMENTS

We work to build on Wayne County's successes by sustaining that which made us strong:

- Strengthening existing businesses that diversify our local economy
- Preparing and supporting leaders to take on the challenge of moving forward
- Encouraging the kind of entrepreneurial creativity and risk taking that ensures a steady stream of new business success.



92% Member Retention Rate

Our Mission: The Wayne County Chamber of Commerce exists to facilitate communications between members of the business community, to create positive action and to be the leader in bringing community members together to solve community problems and enhance the quality of life in Wayne County



58,712

Uses of the MyChamber App since its launch

“THE CHAMBER IS THE ONE SPEAKING UP FOR AND PROMOTING THE PERSPECTIVE OF BUSINESS, THAT SHOWS UP ON YOUR BOTTOM LINE AND IN THE ECONOMIC VIBRANCY OF THE COMMUNITY.”

Dr. Ed Wilson, Past Chair of the Board and longtime Chamber member

BUSINESS ADVOCACY

Legislative Update Breakfast: Breakfast with members of the state delegation to promote a great understanding of community/government issues.

Elected Officials Appreciation BBQ: Invitees include local, state and federal members.

Government Affairs Committee: Works to ensure the business community is heard on issues of importance at the local, state and federal level.

North Carolina Eastern Region Committee: NC East Chamber Alliance, representing Chambers of Commerce in Beaufort, Carteret, Craven, Duplin, Edgecombe, Greene, Jones, Lenoir, Onslow, Pamlico, Pitt, Wayne, and Wilson Counties. The NCEAC formulated a regional legislative agenda that was approved by all Chambers of Commerce in the region. The legislative agenda included: Education; Infrastructure, Environment, Transportation and Waterways; Tax Reform, Economic Development, Workforce Development and Small Business.

NCEAC Legislative Breakfast briefing with NC Delegation

10 REASONS MEMBERSHIP MATTERS

1. Membership brings credibility to your business
2. Increase your visibility in the community
3. Create networking opportunities
4. Gain a voice in government
5. Make business contacts
6. Receive a chamber newsletter and information
7. Acquire customer referrals
8. Chamber events and programs
9. Promotion and publicity
10. Access to members-only discounts and services



65 Total New Members

36 New Business Ribbon Cutting Events



22% Increase in Facebook Followers

Our Vision: To be recognized as a model in building collaborative partnerships that encourage business growth and sustainable community development

BUSINESS DEVELOPMENT

“THANK YOU TO THE MANY COMMUNITY LEADERS THAT MAKE IT A PRIORITY TO MEET WITH OUR STUDENTS, EXPRESS THEIR PASSION FOR OUR COMMUNITY, AND PASS THAT ON TO OUR FUTURE LEADERS.”

*Sherry Archibald,
City of Goldsboro,
The Paramount Theatre,
Goldsboro Events Center and
Wayne County Chamber
Junior Leadership Chair*

Economic Outlook Luncheon: Forward thinking discussion on economic trends.

Career Fair: 10th annual event welcomed 1,500 8th grade students who explored interactive demonstrations and dialogue between 100 businesses from various career clusters.

Junior Leadership Program: The only program to include high school students from across Wayne county with 351 graduates over the last 20 years.

Wayne Community College Small Business Center: Director offers free and confidential one-on-one business counseling services under the NC State Community College Small Business Network.

STEM Fair: 4th annual event welcomed over 1,500 7th grade students countywide who had the opportunity to explore exhibits all with the goal of helping students to understand their own potential in the areas of STEM and help build confidence and competence among their peers.

North Carolina for Military Employment (NC4ME): Event connecting retiring military personnel and their spouse with jobs in our community; partnering with: NC Works, University of Mount Olive, Wayne Community College, Seymour Johnson Air Force Base and the Wayne County Development Alliance.

Agriculture Affairs Committee: Focused on increasing agricultural literacy, supporting the agricultural community, and encouraging urban/rural cooperation in Wayne County.

No single local organization offers as many networking opportunities as the Wayne County Chamber! Whether a new business owner or an established professional, the Chamber offers many monthly and annual events that offer business, government, education, and non-profit professionals a variety of forums to network.

Business After Hours

Chamber 101: The key to getting the most from your membership.

Leading Wayne Leadership Luncheon: Program designed to inspire leadership through 'lessons learned.'

Small Business Week

N. C. Department of Labor Safety Awards Luncheon: Annual event to recognize outstanding on-the-job safety achievements in the industry.

Administrative Professional of the Year Recognition

Annual Banquet: Premier event celebrating annual achievements.

Annual Duke Energy Citizenship and Service Award: Annual award presented for outstanding commitment to the community.

5,000

Windows of Wayne Community Relocation Guide & Member Directory distributed to businesses, members, and more than 2,000 newcomers annually

121

Programs & Events



MEMBER LOGIN

HOME

JOIN

ABOUT

MEMBERS

For Business, For Community: Did you know the Wayne County Chamber of Commerce Community Christmas Parade is one of the largest in our region, welcoming nearly 200 entries annually?

“I AGREED TO PARTICIPATE IN DANCING STARS OF WAYNE COUNTY BECAUSE I HAVE SEEN FIRST-HAND HOW THE FUNDS HELP. BOTH OF MY CHILDREN ARE GRADUATES OF THE JUNIOR LEADERSHIP PROGRAM. AND AS A FORMER EDUCATOR, I RECEIVED A GRANT THAT HAD A POSITIVE IMPACT ON MY STUDENTS.”

*Selena Worrell,
Worrell Contracting and
Wayne County Chamber of
Commerce Board Member*

COMMUNITY DEVELOPMENT

Transportation Luncheon: Informative luncheon discussing transportation needs, future planning and obstacles.

State of the Military: Dynamic discussion led by 4th Fighter Wing Commander, 916th ARW Commander and Military Affairs Committee Chair.

Military Affairs Committee: 146-member committee dedicated to maintaining and improving the relationship between the military and civilian communities.

Leadership Wayne County Community Project: Annually, the Leadership Wayne Class plans and implements a sustainable community project that has a positive impact in Wayne County.

Healthcare Luncheon: Informative luncheon focused on the healthcare industry.

Leadership Wayne Program: 557 graduates since its inception 32 years ago.

State of the Community: Annual update of the overall health of the community presented at year-end by the County of Wayne and City of Goldsboro.

Dancing Wayne County Stars Fundraiser: Primary fundraiser for all Wayne Education Network initiatives (Junior Leadership, STEM Fair, Career Fair, Teacher Welcome Breakfast and teacher mini-grants/stipends).

Education Luncheon: Insightful luncheon dedicated to educational needs for today and in the future.

Teacher Welcome Breakfast: In partnership with WCPS, the WEN hosts an annual breakfast welcoming all new educators to WCPS.

Support of Team Seymour through Military Affairs Committee: Participation in ceremonies, socials, tours, airman sponsor program, and Honorary Commanders program.

Friends of Seymour Johnson AFB: A 501(c)6 organization formed to promote the continued vitality and sustainability of Seymour Johnson Air Force Base. The goal is to strengthen the relationship between SJAFB, the City of Goldsboro and Wayne County and to identify and reduce community threats to the base and its mission. The Annual Friends of Seymour Johnson AFB Gala serves as the main fundraiser to support this initiative.

The Cornerstone Award: Since 1997, this award has been presented annually to a recipient who has demonstrated commitment through lifelong service for the betterment of Wayne County.

Wayne Charitable Partnership: A 501(c)3 “incubator” for nonprofit startup organizations.

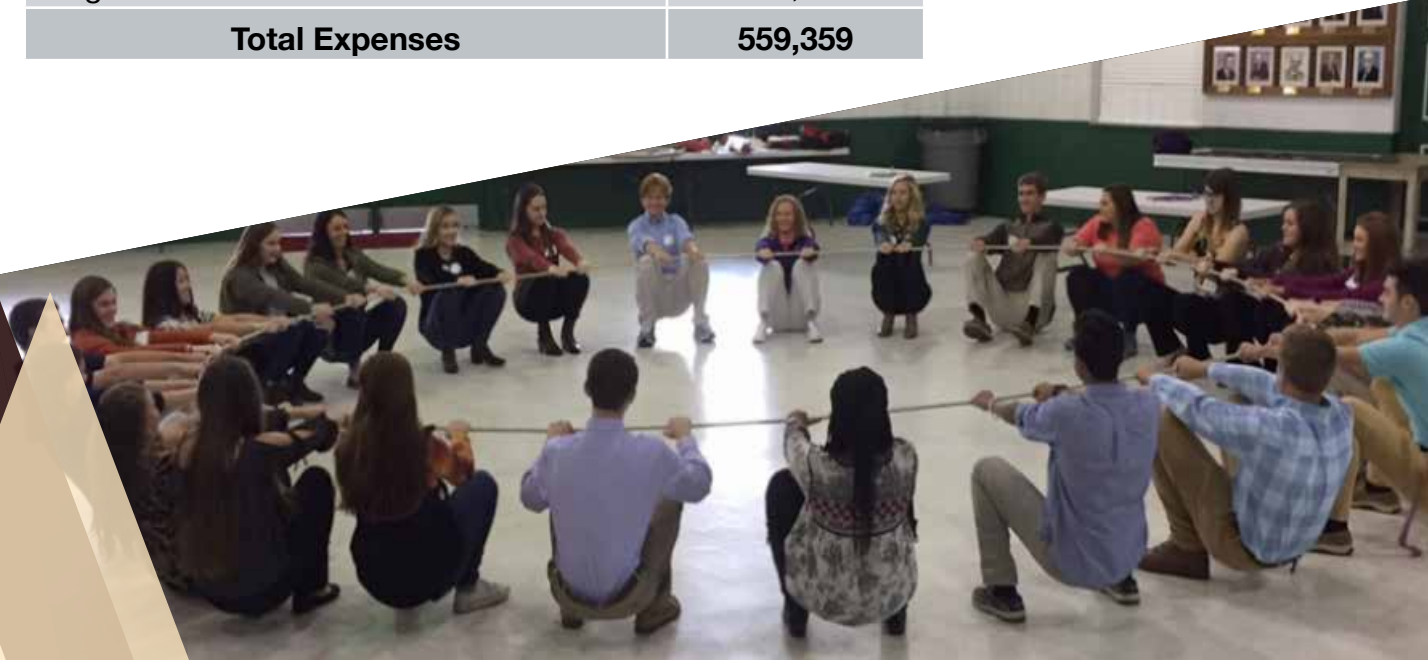
BENEFITS OF A MEMBERSHIP LISTING ON WAYNECOUNTYCHAMBER.COM

- Unlimited keyword search
- Location map and directions
- Links to website and social media pages
- Logo and photos, as well as video posting
- Ability to post hot deals and job openings
- First Benefits Workman's Compensation Discounts
- Membership Labels: A complete set of membership mailing labels is available to all members for a nominal fee
- Email blasts sent each Tuesday to the entire membership
- Curtis Media Group Radio Stations live guest spot for new members
- Goldsboro News-Argus media package for new members

FINANCIAL

Summary

	2018
REVENUES	
Member dues	261,796
Events	144,091
Programs	163,294
Total revenues	569,181
EXPENSES	
Operating	425,987
Events	34,697
Programs	98,674
Total Expenses	559,359



THANK YOU

2018 Total Resource Campaign Sponsors

- 3HC (Home Health & Hospice Care, Inc.)
A. Wright, CPA
AccuCopy
Adams Roadside Barbeque
Allen Grading Company, Inc.
American Management Assoc., LLC
Atlantic Eye Center
Baddour, Parker, Hine & Hale, P.C.
Baker Pipe & Parts, LLC
Belk
Benton & Sons Stainless Steel
 Fabrications
Benton Family Law
Berkeley Mall Merchants Assoc.
Berkshire Hathaway Home Services
 McMillen and Associates Realty
Best Western Plus Goldsboro
Bicycle World & The Outdoor Shoppe
Bonnie & Co.
Borden Foundation
Borden Fund
Branch Banking & Trust Co.
Brewmasters
Brian Center of Goldsboro
Brookdale Berkeley Blvd
Brookdale Country Day Road
Carl & Chelle's Grill Room
Carolina Plaza
Carolina Southern Sanitation, Inc.
Carr, Riggs & Ingram, LLC
Case Farms
Chick-Fil-A at Berkeley Commons
City of Goldsboro
Coldwell Banker Howard, Perry & Walston
Cooke Capital
Corvias
County of Wayne
Cox-Edwards Company, Inc.
Crawford-Henderson Insurance, Inc.
CresCom Bank
Crown Screening
Daniels & Daniels Construction Co.
Democko Chiropractic
Duke Energy
Ed Spence & Associates
Edward Jones Investment
Eli's Friends, Inc.
Evergreen Memorial Service & Cemetery
Executive Properties & Goldsboro
 Home Team
First Citizens Bank & Trust Co.
First Command Financial Services, Inc.
- Franklin Baking Co., LLC
Frema Motors
G & M Sales of Eastern NC, Inc.
Go Minis
Goldsboro Brew Works
Goldsboro Builders Supply
Goldsboro Family YMCA
Goldsboro Milling Company
Goldsboro Pediatrics, P.A.
Hampton Inn Goldsboro
Heritage Farms Cheshire Pork
 General Store
Housing Authority of the
 City of Goldsboro
Jackson & Sons Heating &
 Air Conditioning
Jackson Builders, Inc.
Janney Montgomery Scott
Jernigan Furniture, Inc.
Jersey Mike's Subs
John Bell Committee
John G. Best Wells Fargo Advisors, LLC
Krispy Kreme Doughnuts
KS Bank
LaFevers Dental Team
Lantern Inn
Lee Hyundai of Goldsboro
Legacy at Berkeley Place Apts.
Longhorn Steakhouse
M Best and Sons, LLC
Markham, Mitchell & Stroud, PLLC
Mitchell Eye Center
Mt. Olive Pickle Company, Inc.
NC Community Federal Credit Union
Nunn, Brashear & Uzzell, P.A.
O'Berry & Lewis, Inc.
Open Broadband
Parker & Parker P.A.
PDM - Professional Data
 Management, Inc.
Piedmont Natural Gas
R.A. Jeffreys Distributing Co., LLC
Radiant Serenity Esthetics & Spa
Ram Rent-All
REA Properties/Real Estate Advisors, Inc.
Scrubbles
Seegars Fence Company
Select Bank and Trust
Senator Louis M. Pate, Jr.
Seymour Funeral Home and Cremation
 Service, Inc.
Southco Distributing Company
- Southern Bank & Trust Company
St. Paul United Methodist Church
State Farm Insurance,
 Ronald Tyndall Agency
State Farm Insurance,
 Wayne Wallace Agent
Strickland Insurance Group, Inc.
T.A. Loving Company
Texas Roadhouse
Towne Place Suites by Marriott
Tri-County Electric Membership Corp.
UNC Health Physicians
Union Bank
University of Mount Olive
Warren, Kerr, Walston, Taylor
 & Smith, LLP
Wayne Community College
Wayne County Development Alliance, Inc.
Wayne County Livestock Development
 Association
Wayne County Public Schools
Wayne UNC Health Care
Wells Fargo
Wells Fargo Home Mortgage
Western Sizzlin Steak House
What's The Dilla LLC
Wilber's Barbecue
Willow Creek Nursing & Rehabilitation
 Center
Wooten Development Company
Worrell Contracting Co., Inc.
Your Awards Gallery
Zaxby's

Wayne County Chamber of Commerce

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