members

Ambassador Program

» Maintain a volunteer group that will work with the Board of Directors and staff on all Chamber events, with a focus on member retention through involvement and engagement
» Ambassadors will be called upon to work at Chamber Events including Golf Tournaments, Eye Opener Breakfasts, Business Expo and attend ribbon cuttings

Membership Services

» Promote and add focus to the "Member to Member" benefits program increasing discount opportunities for members by members
» Coordinate monthly Business After Hours and Eye Opener Breakfasts
» Host Member Appreciation Party
» Host the monthly Business of Women Luncheons featuring speakers with topics specific to professional female leaders.
» Host Annual Women's Leadership Conference
» Organize and lead Leadership Cary
» Offer relevant programming for our business community through workshops and seminars throughout the year
» Add testimonials to social media and website
» Enhance opportunities for the nonprofit community
» Create Leadership Cary Alumni roster for future events
» Present the Business Excellence Awards in spring to recognize achievements of both for-profit and non-profit businesses
» Present and promote the Business Expo offering members a day of networking and presentation of their goods/services in a business-to-business format, and include seminars during the day

Communications

Mission: The Communications Division will represent each individual division and the Chamber as a whole by establishing a unified brand that best represents the Mission & Vision put forth by the Cary Chamber of Commerce by placing it at the forefront of various communication mediums within the Triangle and beyond.

» Continuously update and improve the Cary Chamber of Commerce website to increase value to our members
» Establish and utilize relationships with local media outlets to better represent our membership and the Chamber as a whole
» Produce and promote a Membership Directory and Sponsorship Guide to foster outreach and publicity for our members
» Works closely with our Economic Development division to promote Cary's robust business environment
» Utilize social media platforms to enhance Cary Chamber of Commerce's outreach to all current and potential members, informing them of the events and programming offered
» Maintain the weekly e-newsletter of events and frequently communicate specific emails to better keep our members informed
» Create marketing materials and graphics for Cary Chamber events to better foster participation
» Utilize Social Media to promote Chamber members and recognize coverage as a member benefit

Board of Directors 2026-2027

Jeff Moncrief
South State Bank
Chair

André Anthony
NeighborUp
Chair Elect

Tom Hughes
UNC Health Rex
Immediate Past Chair

Sam Price
StephensonLaw, LLP
Treasurer

Jane Doggett
Foundry Commercial

Kyle Greer
MacKenan

Catherine Otto
SAS

Holly Brookover
Duke University Health System

Hunter Burnette
Shelco, LLC

Pantea Dougani
Excel Wellbeing Solutions

Don Frantz
Frantz Automotive

Nat'e Guyton
WakeMed Cary Hospital

Steve Hardesty
First Bank

Bryan Huffman
Williams Realty & Building Co.

Iana Lowder
ABB, Inc.

Grace Miller
Red Bird Preconstruction Services

Nalini Motha
Fidelity Investments

Terry Parker
Bank of America

Walt Parker
KS Bank

Clark Radford
Truist

Amanda Ronan
Research Triangle Foundation of NC

Mike Roselli
Underfoot Engineering

Liz Rossilli
Sales Savvy

Becca Smith
Smith & Smith, CPA

Christy Walters
Highwoods Properties

Mark Lawson
Cary Chamber of Commerce

Staff

Mark Lawson
President

Megan Kervin
Vice President of Operations

Kelcey Ashworth
Vice President of Education & Member Business Services

Lauren Chappell
Vice President of Member Engagement

Jennifer Arbogast
Director of Finance

Sarah Yoos
Director of Communications

2027 Major Events

JAN
- 7 — Economic Forecast Breakfast, *Prestonwood Country Club*
- 27 — "The State of Cary" with Mayor Harold Weinbrecht, *Prestonwood Country Club*

FEB
- 24 — *Healthcare Forum*, *Prestonwood Country Club*

MAR
- 24 — *Business Expo*, *Prestonwood Country Club*

APR
- 20 — *Elected Officals Reception*, *The Umstead Hotel & Spa*

MAY
- 2-5 — *Intercity Trip*, *Phoenix Metro Area*
- 19 — Excellence Awards, *Chatham Station*
- 25 — **Honor A Teacher**, *Prestonwood Country Club*

JUN
- 7 — Member/Guest Golf Tournament, *Prestonwood Country Club*

JUL
- 21-22 — Leadership Conference, *Wrightsville Beach, NC*

AUG
- 4 — Leadership Dinner, *Rey's Restaurant*
- 23 — Education Golf Tournament, *MacGregor Downs Country Club*

SEPT
- 1 — Annual Banquet, *Embassy Suites*

OCT
- 13 — Member Appreciation Party, *Cary Chamber of Commerce*

NOV
- 4 — Women's Leadership Conference, *TBD*
- 9 — *Economic Development Program Featuring Ted Abernathy*, *Prestonwood Country Club*

DEC
- 1 — First Responders Breakfast, *Prestonwood Country Club*

**All events subject to change. Please visit our website at CaryChamber.com or call us at (919) 467-1016 for full details.*

PROGRAM OF WORK

- ECONOMIC DEVELOPMENT
- EDUCATION
- GOVERNMENT RELATIONS
- MEMBER BUSINESS SERVICES

307 N. Academy St.
Cary, NC 27513

P 919.467.1016

CaryChamber.com

Our Mission

The Cary Chamber of Commerce promotes economic growth through actively engaging existing and future businesses and supporting civic activities that contribute to the quality of life in Cary.

Our Vision

The Cary Chamber of Commerce is universally known as the leader of a world-class business community.

Economic Development
Vice-Chair: Jane Doggett
Mission: The Economic Development mission is to act as the primary agency in supporting, cultivating, and growing existing business; fostering entrepreneurship and innovation; recruiting new business and facilitating the development of new site location product. We will provide the support needed to create a diverse, vibrant, and healthy business environment, emphasizing, quality of life within our community.

We will continue to work according to the Economic Development Action Plan developed by Sanford Holshouser, making sure we address all the strategies outlined in that plan: Existing Business & Industry Support, Business Recruitment, Small Business/Entrepreneurial Development, Downtown Development, Sports Development, Travel & Tourism Development, and Business Park Development. Below we have specifically cited areas for more intense focus.

Goals & Objectives (no particular order):

Existing Industry and Support
» Actively seek out meetings and opportunity for engagement with existing industry partners covering the following items:
  - Workforce needs and Expansion opportunities.
  - Opportunities for collaboration with the Chamber and Town of Cary
» Continue building out a fluid existing Industry database.
» Position the Cary Chamber of Commerce and Cary Economic Development as a catalyst for positive business community relations and a resource for addressing the needs of the business community.

External Business Recruitment
» Strategically plan and execute business recruitment and consultant meetings via virtual and in-person meetings in major markets as needed to promote our world class talent, and our active business climate in Cary.
» Continue building out our own Site Selector and Consultant database in which we can mass communicate information particular to Cary's product offerings and opportunities on a bi-annual basis.
» Engage existing industry leaders in recruitment of new companies.
» Obtain feedback on wins and losses to strengthen and continue to innovate recruitment efforts.

Product (site location) Development
» Work with landowners and developers to identify strategic parcels and site locations that would be ideal for Industrial, Class A Office, and Mixed-use types of projects.
» Maintain a revolving database of available land parcels, Mixed use opportunities, Class A office centers, and potential re-development opportunities to expedite the response times with Site Consultants as efficiently as possible.
» Collaboration with Brokers, Landlords, and Developers to uncover new development and re-development opportunities.
» Communicate with Town Staff informing them of these strategic land parcels to ensure that appropriate planning and zoning are in place.

Downtown Development
» Continue to work with Town of Cary to assist in the development of Downtown to include new tenants and real estate development.
» Work to make downtown a thriving center for commerce while maintaining a high level of quality of life.

Small Business/Entrepreneurial Development
» Continue to help foster and grow Cary's Startup Ecosystem. Work with seed funders and incubators to help support their growth initiatives.
» Continue to be a resource to small businesses in partnership with the Town of Cary, Wake Tech's Small Business Center, the SBTDC and other resource partners to help them grow and prosper.

Partner with other Economic Development Organizations in Region (Economic Development Partnership of North Carolina (EDPNC), Research Triangle Regional Partnership (RTRP), Research Triangle Cleantech Cluster (RTCC), Regional Transportation Alliance (RTA), Wake County Economic Development)
» Actively engage with partner organizations to promote Cary within the economic development ecosystem.
» Accompany partners on calls, conferences, Consultant Markets, and conventions relevant to Cary.

Sports Development & Venue Expansion
» Continue to hold Sports Alliance meetings 3 times per year.
» Promote and support all of Cary's sports venues and encourage innovative programming opportunities.

Work closely with Town staff and Elected Officials to ensure their decisions have positive effects on economic development
» Be in regular communication with Town Manager's office on current prospects, projects and challenges we face.
» Serve as a resource and engagement catalyst between the business and development community and the Town of Cary when business, operational or timing challenges occur.

Member Economic Development Engagement
» Hold monthly economic development meetings with relevant topics and speakers.
» Utilize monthly meetings to highlight existing business and industries in Cary to promote awareness to the chamber membership. Hold meetings at the company's location (2-3) times per year when possible.
» Plan, promote and facilitate Inter-City visits for the membership to learn and hear best practices from the leaders in partner communities.

Annual Benchmarking Metrics
» Educational Attainment - Population with Undergraduate and Graduate Degrees (%)
» Economic Output - Total Gross Regional Product (GRP) in Billions of Dollars, GRP Growth Rate (%)
» Household and Personal Income - Median Household Income, Average Household Income, Per Capita Income
» Employment and Poverty - Unemployment Rate (%), Poverty Rate (%)
» Housing and Affordability, Median Home Value ($), Median Home Sale Price ($), Housing Affordability Index, Owner-Occupied Homes (%)
» Transportation - Average Commute Time (Minutes)
» Industry and Growth - Top 3 Economic Sectors, Growth Rate for Top 3 Sectors
» Public Investment - Infrastructure Investments, *Defined as local government capital expenditures*

Education
Vice-Chair: Walt Parker
Mission: The Education Division will facilitate and champion business community involvement by promoting partnerships and innovative programs for the positive influence of our students, teachers, and schools.

Structure
» Continue the success of the Chamber's Education initiatives with the help of the Education Committee and quarterly meetings focusing on pertinent topics.

Recognition Programs
» Facilitate the Honor a Teacher awards program
» Recognize area teachers with Teacher of the Month presentations
» Host a Cary Area Principals Luncheon
» Host a Cary Area Assistant Principals Luncheon
» Sponsor annual Wake County Teacher of the Year Ceremony

Development
» Organize & expand Youth Leadership Cary, covering economic development, financial education, government, and leadership skills
» Serve/support Cary Area school Business Alliances with help of Education Committee Members

Community
» Host annual Education Golf Tournament to support education initiatives
» Partner with WakeEd Partnership on issues of mutual interest, attend quarterly Advisory Council meetings with local leadership, and promote programs to connect local schools and businesses
» Connect with local leaders on various education issues, including actions and plans for early childhood education, Wake County Public School System and Higher Education
» Offer Chamber facilities to Cary area schools and staff for training sessions and meetings

Membership
» Coordinate ribbon cuttings for new members, anniversary celebrations, and grand openings
Conduct Bi-monthly Chamber 101 sessions that educate members about the Chamber and its Program of Work

Government Relations
Vice-Chair: André Anthony
Mission: To promote and advance strategic initiatives of the Cary Chamber of Commerce through positive relationship building with the community and state representatives, while being a source of pertinent information to our members.

Structure
» Retain engagement through our Government Relations events and meetings throughout the year focusing on pertinent topics to support and advance the work of the Cary Chamber
» Focus primarily on building and maintaining relationships with local, state, and federal Elected Officials, engaging with them on a regular basis
» Work with strategic partners around the state to collaborate and better understand issues that effect the business community

Events
» Hold traditional Candidates' Forum for pertinent elections
» Continue to host annual Elected Officials Reception & Leadership Dinner
» Host an annual InterCity Trip
» Explore pertinent and value driven programming for the membership otherwise not listed

Education
» Continue to promote knowledgeable voters through the production of annual Voter's Guide
» Educate members on relevant Elections and encourage voter turnout by providing regular updates regarding relevant policy issues from the local to federal level
» Provide proactive, relevant information to our members & our board regarding statewide legislation

Advocacy
» Ensure strong lines of communication with Elected Officials by creating & maintaining their membership account so that they're continuously informed of our programming/initiatives
» Collaborate and partner with Town of Cary staff on policy issues as needed
» Continue to work with area Chambers to create and advocate for Regional Policy Agenda
» Support policy efforts of the Regional Transportation Alliance to better assist the local and regional business community
» Understand and be able to effectively communicate the legislative process at the local, state & federal level

Membership
Vice-Chair: Liz Rossilli
Mission: The Membership Engagement Division will communicate with the members and to the community the role, benefits and services of the Chamber with emphasis on membership recruitment, and retention. This provides educational opportunities and deliver resources and solutions to provide quantifiable value for Chamber Members.

Membership Engagement
» Ensure consistent and effective engagement with members through the implementation of a comprehensive and targeted Member Retention Plan
» Develop and execute an annual membership drive campaign designed to attract and secure new