2018 Annual Report

union county CHAMBER

www.UnionCountyCoC.com
Union County has a diverse and growing business community, which is a major reason for our local economy’s success. The icon represents the many aspects within our community: manufacturing, agriculture, commercial, retail, service, trades, and more. It also represents the different areas of our community – the eastern, central, and western parts of our county – which weave together and create the fabric of life in Union County. Additionally, it reflects the role our Chamber plays in connecting our communities: business, individuals, nonprofits, and government. The logo reminds us of our connectedness, diversity, and that the whole is greater when the parts work together.

The word CHAMBER is the foundation of the new logo. It reflects our focus on meeting our responsibilities as a Chamber – to support balanced economic development, bring value to our members, be the voice of business and work to connect our community and our members. And, it reminds us to stand firm with you, our members and our community.

The new colors are vibrant and provide a fresh look for our Chamber. These colors represent the excitement, warmth, health and vitality of our community. They also reflect our commitment to the future and to embrace change as needed to meet the needs of our members and our community.
This is an exciting time to be a part of the Union County Chamber. YOUR Chamber is growing, offering new innovative programs, and collaborating with community partners to meet our members’ needs.

In mid-2017, the Chamber embarked on a journey to create a new strategic plan. The Chamber Board and staff worked for months with a nationally-known chamber consultant to survey current and past members, speak in-depth with community leaders, and participate in a two-day Board Retreat. The result of this intense work is a three-year strategic plan which will serve as a map to guide YOUR Chamber into the future. This living document will be updated as needed and reviewed regularly to ensure we are moving forward to meet our objectives. On the following page, you will find an executive overview of the plan listing our stated objectives. More details are available on our website.

An important outcome of this process was the glaring need for the Chamber to update its brand. The Chamber’s last branding update occurred in 2006 and the brand no longer reflects the organization as it exists today or where it is headed in the future. After an extensive vetting process involving multiple creative agencies, the Board decided to partner with Chain Reaction Studios to develop a new brand more reflective of YOUR Chamber’s current and future program of work. The first step in this process was to develop a new logo, which we introduced at the 2018 Annual Gala. The entire process will take place over a period of months as we develop ancillary logos, a new website, and new marketing materials. In the end, we believe YOUR Chamber’s new look will more accurately reflect who we are as an organization and where we are headed.

Meanwhile, the Chamber Team, Board, Ambassadors and volunteers continue to work together to do the work you expect of YOUR Chamber: providing opportunities to connect with others, providing professional and personal development opportunities, collaborating with community partners to meet the challenges businesses face, advocating on behalf of our members, and acting as a primary resource for our members and the community. The work of the Chamber is crucial to the success of our members, and ultimately to the success of our community.

Yes, it is an exciting time to be a part of this dynamic organization. Thanks to YOU – our wonderful members, volunteers, and community partners – 2018 was another successful year for YOUR Chamber. Yet, as I look to the future, I am confident the best is yet to come.

Wishing you the very best,

Pat Kahle, IOM
President
Union County Chamber
SUPPORT BALANCED ECONOMIC GROWTH

Facilitate sustainable economic growth and assist in the creation of employment opportunities to enhance the quality of life for Union County residents

Objective A: A skilled workforce for Union County employers
- Foster collaborative partnerships to develop, retain and recruit a skilled workforce
- Promote workforce opportunities in Union County

Objective B: An engaged community on the value of balanced economic growth
- Educate the community about economic opportunities
- Engage key decision makers in dialog concerning balanced growth

Objective C: Create environment for entrepreneurial growth
- Foster collaborative partnerships to increase resources for entrepreneurial development
- Connect entrepreneurs with resources available locally and online
- Encourage the community to financially support small businesses in Union County

DELIVER VALUE TO MEMBERS

Create opportunities for our members to develop and grow their businesses

Objective A: An engaged and informed membership
- Create increased awareness of what the Chamber offers
- Make it easy to engage

Objective B: Help our small business members survive and thrive
- Leverage expertise of our members
- Collaborate with partners to offer resources for our members

Objective C: Increase visibility of our members
- Recognize member successes
- Promote member businesses to our community

BE THE VOICE OF BUSINESS

Represent the common needs of Union County businesses

Objective A: Advocate for a business-friendly environment
- Connect business and government
- Be recognized as THE voice of business

Objective B: An informed business community about business issues
- Educate the community
- Create message-specific communications

MISSION: The Union County Chamber of Commerce champions business growth and prosperity through leadership, advocacy, connectivity, and education.

VISION: The Union County Chamber of Commerce is the leader for business growth and prosperity for Union County.
2018 Accomplishments

1. The Chamber restructured its Workforce Development Task Force, recruiting new committee members and worked with this business-led volunteer committee to set work-plan priorities to meet the workforce challenges of our business and industry.

2. As a part of the Chamber’s workforce development efforts, the Chamber collaborated with Union County Public Schools, South Piedmont Community College and NC Works to host the Union County Job Fair. Over 70 employers connected with over 500 job seekers.

3. As part of the Public Policy program, the Union County Chamber hosted an Elected Officials Reception to provide elected officials and members an opportunity to connect in an informal setting. In addition, the Chamber hosted three luncheons featuring updates on education, health care, and economic development, updates from the County Manager, and legislative updates from members of the Union County delegation to Raleigh.

4. As part of the Shop Union County program, the Union County Chamber hosted the Union County Business Expo. Over 73 participating exhibitors representing a variety of business segments connected with over 600 attendees. In addition to business exhibitors, procurement professionals were on hand to connect with attendees and small business exhibitors. A Small Business Summit was held in conjunction with the Expo to offer small business owners the opportunity to learn about free resources available to them.

5. The Chamber’s Young Professionals of Union County program continued to grow and offered professional development programs including the Young Professionals/CEO Breakfast Series. Young Professionals applied to participate and met with one local business leader each quarter. Participating leaders for 2018 were: Chad Griffin (Charlotte Pipe and Foundry – Plastics Division), Ron Odom (Dyna-Tech Manufacturing), Susan Richardson (EMI Supply), and Dr. Maria Pharr (South Piedmont Community College).

6. The Chamber updated its program to highlight small business members called the “Small Business Spotlight”. Small Business Spotlights are free videos created for small business members which are posted on the Chamber’s website and social media sites to increase visibility of small business members.

7. Make It in Union County Week celebrated its fifth year of connecting students, parents, educators and members of the community with local manufacturers. The purpose of this manufacturing awareness week is to increase awareness of the positive impact manufacturing has on our community and to promote manufacturing as a top career choice. Make It in Union County was the NC Presenting Sponsor for National Manufacturing Day. This state-wide recognition impacted manufacturing awareness across NC.

8. The Chamber’s social media presence continues to grow, and in 2018 the Chamber reached a significant milestone on Facebook with over 5,900 “Likes”, an almost 500% increase since 2014. The Chamber now utilizes Facebook, LinkedIn, Twitter, and Instagram. Increased social media influence increases the visibility of the Chamber and its members.

9. In 2018, the membership growth of your Chamber reached an historic high with over 700 member-businesses and organizations, representing over 25,000 employees. Membership has grown over 29% in the past five years.
2018 Board Executive Committee

Terry Sholar, Chair
Perry, Bundy, Plyer, & Long, LLP

William Durham, Vice-Chair
Wingate University

Cheryl Neely, Treasurer
Union County HR Association

David E Smith, Secretary
Edward Jones - David E. Smith, Financial Advisor

Gene Robbins, Immediate Past Chair
Robbins & Associates Insurance Agency, Inc

2018 Board of Directors

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Union Power Cooperative

Benjamin Bostic
Wells Fargo Bank

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SNA Today

Jan M. Glover
Glover & Company PLLC

Chad Griffin
Charlotte Pipe & Foundry

Ginny Morales
J I T Branded Concepts

Dr. Maria Pharr
South Piedmont Community College

Chris Plate’
Monroe-Union County Economic Development

Linda Smith
Alliance for Children

Laura J. Sparkman
Charlotte Eye, Ear, Nose & Throat Associates

Helen Thomas
First Citizens Bank

Christa Tyson
Ty-Par Commerical Realty, Inc.

Jason Walle
Chain Reaction Studios

Dr. Eric T Warren
Novant Health

Denise White
Atrium Health

Past Chairs


2018 Ambassadors

Kelly Alling  Alling’s Auto & Truck Repair, LLC
Jaimee Anderson  Cruise Planners
Amanda Cameron  First Citizens Bank
Beverly Clark  Hamilton Edwards, Inc.
Jessica Diehl  The Network Team
Chris Donadio  LITCO International, Inc.
Robert Favatella  Heartland Payment Systems
Rachel Gerstner  Bright Crayon Marketing
Yan Greben  The Network Team
Royal Link III  Atrium Health
Rob Mays  Sharp Business Systems
Kenda McCoy  Town Planner
Ginny Morales  J I T Branded Concepts
Jenny Prevatte  TwiliteCS Online Marketing
David E Smith  Edward Jones-David E Smith, Financial Advisor
Tiffany Weaver  Turning Point, Inc.

2018 Leadership Union Graduates

Anita Byrum  Atrium Health
Nickolas Camereon  ConMet
Shane Fraser  SNA Today
Erin Hart  Novant Health
Melissa Hines  Atrium Health
Benjamin Isley  Union County
Paul Kaperonis  Village of Wesley Chapel
Tyrone Leak  Novant Health
Shelley Maness  Union County
Heather Neal  Atrium Health
James Oglesby  Novant Health
Steven R. Patty, DDS  Union Oral Surgery and Dental Implant Center
Brian Peterson  ATI Specialty Materials
Jake Thomas  Union Power Cooperative
Edward Vassar  Atrium Health
Ryan Wallace  ASSA ABLOY Norton Door Controls
Tiffany Weaver  Turning Point, Inc.
Annual Golf Classic
In the spring, members enjoy a relaxing day of golf while networking with clients, friends, and sponsors. The Chamber’s golf tournament is a captain’s choice format with approximately 100 golfers during a one-day tournament held at a member golf course each year.

Annual Red Carpet Gala
The Annual Gala, held the first Thursday in December, is considered the Chamber’s annual meeting. During the event, the Chamber presents its annual awards to distinguished members and recognizes members who have volunteered throughout the year. It is the premiere event of the year.

Business Networking Luncheons
These monthly luncheons are designed to educate members on pertinent issues and topics that relate to most businesses: small, medium, or large. New Chamber members are introduced each month, and all attendees enjoy the time of fellowship and networking with fellow members and attendees.

Connections After Five
These after-business-hours networking events, hosted by sponsoring members, provide a casual setting for making new connections and catching up on friendships, as well as an opportunity for the hosting member to share and educate attendees about their business.

Environmental Health & Safety Breakfast
Held quarterly, these breakfasts bring speakers to address environmental, health and safety issues affecting chamber member businesses.

Environmental Health & Safety Roundtable
This program was developed to meet the specific needs of EHS professionals in Union County by providing opportunities to network with other EHS professionals.

I am thrilled to be a member of The Union County Chamber of Commerce. As a new member, I was embraced with a tremendous amount of attention and care. They have a vibrant staff whose aim is to support and develop members in creating meaningful relationships. This reflects the strong leadership team in place to run the organization. As a result, they have been an integral part of my business since my relocation to Waxhaw, NC. The Chamber has allowed me to meet so many wonderful people in the community. In addition, the networking & social events are amazing and give me the opportunity to meet other members and share ideas, best practices and referrals.

I’ve especially benefitted from the amazing women in the Women in Business (WIB) group. Their genuine support and collaborative spirit have fueled my business remarkably. Thank you!

Yorda Kidane, Tax Advisor
Digital Tax Advisory, LLC
professionals, benchmark, and share best practices. In addition, this group brings important information to the community to share with other businesses.

**Leadership Union**
An annual 10 month leadership development program in which participants develop leadership skills, meet with business and community leaders, develop in-depth knowledge of the challenges and opportunities facing Union County, and explore opportunities for community service.

**Let’s Do Lunch**
As a part of the Shop Union County program, each month the Chamber partners with a Chamber-member eatery to invite members to have lunch—no formal program or agenda. This is an informal way to network with other members and to support a local Chamber-member restaurant.

**Make it In Union County Manufacturer’s Awareness Showcase**
An opportunity for chamber members, students, and the general public to learn about manufacturing and to meet manufacturers in Union County.

**Make it In Union County Manufacturer’s Celebration Breakfast**
This special event celebrates the benefits of manufacturing in Union County. Manufacturers are recognized for their contributions to our community through the jobs they create, the infrastructure supported by the taxes they pay, and the thousands of volunteer hours and dollars they contribute to local nonprofits.

**Make it in Union County Manufacturer’s Executive Roundtable**
This program provides executives from Union County manufacturers the opportunity to connect in an informal setting to network, share best practices, benchmark, and promote ethical leadership, sustainability, and social responsibility.

...[Leadership Union] was such a fantastic experience to learn and gain a deeper understanding of the unique dynamics that weave together to create the beautiful tapestry that is Union County!

Thank you again to Pat and Laura and the rest of your team at the Chamber. You have opened my eyes to what true servant leadership looks like and I look forward to sharing this excitement throughout our community!

Paul Kaperonis, Village of Wesley Chapel, 2018 Leadership Union Graduate
New Member Orientation
Held once a month, the New Member Orientations provide an opportunity for new members to learn about all the opportunities the Chamber offers.

Public Policy Luncheon
Periodic luncheons featuring speakers who present local, state, or national public policy topics that impact business in Union County and the surrounding region.

Ribbon Cuttings and Grand Openings
Members with new facilities, new ownership, or breaking ground on a property receive the royal treatment from Chamber Ambassadors, Board members, and staff as the ceremonial “cutting of the ribbon” or “turning of the dirt” takes place. These events provide free promotion, great photo opportunities, and are included in the Chamber’s e-Calendar and social media sites.

Small Business Breakfast
Quarterly breakfast events feature speakers who present information targeted to small business owners. In celebration of National Small Business Week, the chamber hosts an exclusive invitation-only breakfast to celebrate the contributions of small businesses to our community.

Small Business Spotlight
The Small Business Spotlight is a bi-weekly series of brief videos that profile small business members located in Union County. The FREE professionally-produced videos are shared on the chamber website and social media pages to increase visibility of our small business members.

Small Business Summits
Periodic evening events designed to connect small business owners with organizations that provide free or low-cost resources to small business owners. These events are held in various locations throughout the County to reach small business owners in their communities.

The Network Team has found that the Union County Chamber is far and away our highest ROI engine. In 2017, we had a 300% return from our financial investment in the Chamber. With a little over a month left in 2018, we are looking at a 275% ROI for this year.

Jessica Diehl, The Network Team
Union County Business EXPO
This event is hosted annually to bring awareness to residents of Union County of the many businesses and services available to them. Chamber members set up table top booths, share their business information, and meet and greet with members, guests, and the public.

Union County Safety Awards Luncheon
Each year, Union County businesses are recognized by the North Carolina Department of Labor for their stellar work in maintaining safe work environments. NC Commissioner of Labor, Cherie Berry, and her staff attend and present awards at this annual luncheon.

Union County Women In Business
This program is a networking and professional development program established by the Union County Chamber of Commerce. The purpose of UCWIB is to provide a welcoming environment for women executives to cultivate relationships and build their networks. UCWIB Members are Union County Chamber members whose unique abilities empower those whom they touch. They are dynamic women who together develop practical solutions based on innovative ideas woven with life experiences.

Workforce Development Taskforce
This program provides leaders from various organizations the opportunity to connect for the purpose of identifying and implementing proactive solutions to the workforce needs of businesses in Union County.

Young Professionals of Union County
A program developed to meet the specific needs of young professionals 21-39 years of age by providing professional development opportunities, opportunities to network with other young professionals, mentoring, and opportunities to serve the community as a group.
2018 Event, Program & Advertising Sponsors

Annual Golf Classic

**Platinum Sponsor**
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Annual Red Carpet Gala

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Piedmont Natural Gas
Potter and Company, PA
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State Utility Contractors, Inc.
Stepp Law Group, PLLC
Ty-Par Commercial Realty, Inc - A Tyson Group Company
Victory Bolt & Specialty, Inc.
Weaver, Bennett, & Bland, PA
Wells Fargo Bank
Wingate University
WOW Supermarket

2018 Union County Business Expo

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Tri-W News
WIXE Radio

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Atrium Health
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KT Print & Design
Pepsi Bottling Ventures
SNA Today
Sold In the Carolinas-Robin Mann
Synergy Med Spa-Medical Aesthetics & Laser Center
Waxhaw Kid Coders

Hospitality Suite Sponsor
Make It in Union County

Business Networking Luncheons Platinum Sponsors
January – Carolina Home Center
February – TwiliteCS Online Marketing
March – J I T Branded Concepts
April – Blood Law, PLLC
May – The Network Team
June – Holiday Inn Express - Monroe
July – Holiday Inn Express - Monroe
August – Henderson Properties, Inc.
September – TwiliteCS Online Marketing
October – The Network Team (Platinum), Union Power Cooperative (Gold), First Citizens Bank (Silver)
November – Henderson Properties, Inc.
December – Blood Law, PLLC

Connections After Five
Presenting Sponsors
February – Union Oral Surgery and Dental Implant Center
June – Blood Law
August – Atrium Health Union West Surgery Center
September – The Network Team
October – Pinnacle Financial Partners
December – PruittHealth-Union Pointe

Public Policy Luncheons
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Goulston Technologies, Inc. – March
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Holiday Inn Express - Monroe – September
TwiliteCS Online Marketing – March, May, September
Ty-Par Commercial Realty, Inc - A Tyson Group Company – May, September
Union Power Cooperative – March, September
Waxhaw Kid Coders – March
Silver Sponsor
Town of Waxhaw – May

Environmental Health & Safety Breakfasts
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Union Power Cooperative – February, April
Gold Sponsors
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United Mechanical Corp – February, April, August, November
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Vallen – November

Small Business Breakfasts
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First Citizens Bank – May, August
NC Turnpike Authority/Monroe Expressway – October
The Pentagon Group – October
Weaver, Bennett, & Bland, PA – October
2018 Event, Program & Advertising Sponsors

“In Union County” Magazine
Back Cover
Novant Health

Inside Front Cover
City of Monroe, Aquatics & Fitness Center

Inside Back Cover
Allstate Agent - Matthew Flesch

Full Page
Monroe-Union County Economic Development
Union Power Cooperative

Half Page
MDD Dietitian
Stepp Law Group
Union County Public Schools
Wingate University

Third Page
Heritage Funeral Home
Huntington Learning Center
NC Turnpike Authority/Monroe Expressway
Robbins & Associates Insurance Agency, Inc.
South Piedmont Community College

Fourth Page
Appleseed Realty, LLC - Judy Chapman
Cathy Burns Real Estate Group
Champagne Manor
Chrysler Jeep Dodge Ram of Indian Trail
City of Monroe, Downtown Community Health Services of Union County, Inc.
Copus 1 Indian Trail
Creative Food Concepts
Fairy Boyce-The Real Estate Fairy - Keller Williams Union County
Judy Chapman, Notary
Kate’s Skating Rinks, LLC
McEwen Funeral Home of Monroe-Dignity Memorial
Monroe Country Club Golf Course
Stacks Kitchen
Town of Waxhaw
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Union County Habitat for Humanity
Union Academy
Unity Lawn and Landscape
Union Preparatory Academy at Indian Trail

Business Card
Annasus Companion Care, LLC
Bowden Realty Management
Brewer-Hendley Oil Company
JM Cope Construction
Mario’s Italian Restaurant
Southern Propane
Sparks Group

Make it in Union County Manufacturing Awareness Showcase
Platinum Sponsor
Charlotte Pipe & Foundry Co. - Plastics Division

Hospitality Suite Sponsor
ATI Specialty Materials

Make it in Union County Manufacturing Celebration Breakfast
Platinum Sponsor
South State Bank

Gold Sponsors
Aerotek
Charlotte Pipe & Foundry Company - Plastics Division
JM Cope Construction
Robbins & Associates Insurance Agency, Inc.
Victory Bolt and Specialty, Inc.

Silver Sponsors
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BB&T Bank
Carolina Cooperative Federal Credit Union
First Citizens Bank
Glover & Company, PLLC
Hargett Electric Company
Monroe-Union County Economic Development
The Network Team
O’Leary Group Waste Systems
Union County Human Resources Association
Weaver, Bennett, & Bland, PA
2018 Event, Program & Advertising Sponsors

Safety Awards Luncheon

**Platinum Sponsor**
3M Scott Safety

**Gold Sponsors**
ATI Specialty Materials
Century Contractors, Inc.

**Silver Sponsors**
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Boardwalk Staffing
Civil & Environmental Consultants, Inc.
Cummings Construction Corporation
Goulston Technologies, Inc.
Monroe-Union County Economic Development
Union County Human Resources Association

Elected Officials Reception

**Platinum Sponsor**
Union Power Cooperative

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Small Business Spotlight Program

**Program Sponsor**
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Small Business Summits

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Weaver, Bennett, & Bland, PA – Indian Trail/Stallings Area

Union County Women in Business

**Program Sponsor**
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Duke Energy Corporation – April
Novant Health – May Mentoring Event, August
Turner Business Appraisers, Inc. – February

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Henderson Properties, Inc. – April, October
J I T Branded Concepts – October
Leila Schellenberg - CRS, GRI, ReMAX Executive – May Mentoring Event
Metro Honda – February
NC Turnpike Authority/Monroe Expressway – October
Synergy Med Spa - Medical Aesthetics & Laser Center – May Mentoring Event
TowneBank Mortgage – May Mentoring Event
Union County Education Foundation – October

Connections Platinum Sponsors
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Young Professionals of Union County (YPUC)

**Program Sponsors**
Atrium Health

**Platinum Sponsors**
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