



*Serving Henderson County,
Hendersonville,
Flat Rock, Fletcher,
Laurel Park and Mills River*

2016 Annual Report

The Henderson County Chamber of Commerce is a 1000+ member business organization representing businesses in Hendersonville, Fletcher, Flat Rock, Laurel Park, Mills River and all of Henderson County. Through its board of directors and committees, the Henderson County Chamber of Commerce advocates for business through policy and new business recruitment by providing opportunities to network, learn, and succeed.

2016 Chamber Officers

Chairman Fair Nabers Waggoner United Community Bank	Chairman Elect Dave Modaff Friday Staffing Services	Treasurer Sarah Grymes Housing Assistance Corporation	Immediate Past Chairman Steve Dozier Beverly-Hanks & Associates	President Bob Williford Henderson County Chamber of Commerce
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2016 Chamber Board of Directors

Jennifer Blankenship Hampton Inn/ Travel & Tourism	Graham Fields Park Ridge Health	Bill McKibbin Henderson Oil Co.
Barry Brown Sierra Nevada	Don Holder Four Seasons Financial Services, Inc./ Hendersonville Merchants and Business Association	Elizabeth Moss Pardee Hospital
Marybeth Burns Summit Marketing Group	Randy Hunter Hunter Automotive	Paul Parker Carolina Information Technology Resource Corp.
Tony Carter Morris Broadband	Sonny Iler Beverly-Hanks & Associates/ Hendersonville Board of Realtors	Molly Parkhill Blue Ridge Community College
Brian Cavagnini Meritor Automotive	Mark Isabelli Edward Jones	Dan Poeta Horizon Heating & Air
Terry Collins GE Lighting Solutions, Inc.	Jim Rasmussen Morrow Insurance Agency, Inc.	Michael Thompson The Van Winkle Law Firm
Lynn Cordell Universal Healthcare/ Fletcher Area Business Association	Tina Kinsey Asheville Regional Airport Authority	Ragan Ward Carolina Alliance Bank
Craig Debrew Duke Energy	Lee Love First Citizens Bank	
Wendy Edney Henderson County Public Schools	Melanie Matteson Hendersonville Lightning/ Apple Festival	

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Tony Carter Morris Broadband	Graham Fields Park Ridge Health	Elizabeth Moss Pardee Hospital
Brian Cavagnini Meritor Automotive	Bill Harris IMOCO	Steve Orr PSNC Energy
Terry Collins GE Lighting Solutions, Inc.	Lee Henderson-Hill Community Foundation of Henderson County/ Apple Festival	Molly Parkhill Blue Ridge Community College
Lynn Cordell Universal Healthcare/ Fletcher Area Business Association	Don Holder Four Seasons Financial Services, Inc./ Hendersonville Merchants and Business Association	Dan Poeta Horizon Heating & Air
Scott Barfield Scott Barfield Realty/ Hendersonville Board of Realtors	Jim Rasmussen Morrow Insurance Agency, Inc.	Jim Rasmussen Morrow Insurance Agency, Inc.
	Kurt Wargo Wingate University	
	Randy Hunter Hunter Automotive	

Steadfast in an ever changing world



Dave Modaff
Friday Staffing Services
2017 Chairman
Chamber Board
of Directors

Your Henderson County Chamber of Commerce has been a positive force for business since 1911. In the 106 years since its founding along the Buncombe Turnpike we have beheld many changes. We have seen the fall of the horse and the railroad; the rise of automobiles we drive to ones that are driven for us. Communication from posted letters to internet emails and from the telegraph to the telephone to the smart phone. Time that was kept in your pocket, then on your wrist, can now be found on your phone too.

One of the great constants through the years has been your Chamber. Providing your businesses with support and encouragement through great and not so great times, each year helping make Henderson County a great place to start and run a business. There are over 2,800 businesses here in our community and your Chamber has regularly scheduled programs and services to make them better in so many ways. Here are but a few:

It can seem that your Chamber never sleeps. At 7:45am on the second Wednesday of each month the informational networking opportunity called Business Morning Update is held at The Chariot in downtown Hendersonville. Over coffee and pastries businesses interact before hearing about timely community events and issues affecting our business community. Every Thursday at 8:00am two separate Leads Groups, north and south, meet for a weekly review of local business happenings from twenty + professionals during a casual one-hour meeting. Then on the second Thursday at 8:30am the Small Business Committee meets. This was my first formative experience at the Chamber and I remember the work their fondly. Setting up and breaking down tables makes for a very supportive group.

At noon on the third Wednesday there is the Ambassador's Committee, the hardest work you'll ever love. They work hard to get new members and to make current members feel appreciated. Attending ribbon cuttings, coordinating the SurPrize Patrol events and the regular and Mega Business After Hours, along with other valuable activities keep these committee members always on the run. Noon on the third Monday of every month is the meeting of the Board of Directors, another group of hard working volunteers who provide your Chamber with their time and energy. The Board gives the guidance and expertise to keep this long serving organization on point through the next century.

After 5:30pm the fun starts with Business After Hours held on the fourth Thursday of the month. It is Henderson County's premier networking event for business professionals, giving you the opportunity to discuss and share ideas while learning about other local businesses. It is a relationship-building experience held in a relaxed setting that benefits you and your company through added contacts and resources. If that wasn't enough, once a year a Mega version of Business After Hours is held as a pool party. Annually there is also a Chamber Trivia Challenge, Camp Field Day, Arts After Dark, Economic Outlook Breakfast, a 5k/8k run, Bowling, Golfing, an Award's dinner and more.

Each year, for our Industrial Divisions annual Pig Pickin', our President stays up through the night tending to the event's main course. Also working day and night is the Chamber website, available on-line with a myriad of valuable reference material, a Member's Directory, a relocation guide, visitor's information and so much more. You really should visit www.hendersoncountychamber.org.

I look forward to serving this year as your Chamber's Chairman and invite all of you to join the Chamber and take full advantage of everything we have to offer.

2016 Year in Review

The Chamber of Commerce Board of Directors adopted a three year strategic plan in early 2014. The plan includes five main areas of focus – Business Development, Community Development, Membership, Public Policy and Workforce Development. Due to the work of our excellent volunteer base, the plan has been a success. Following are a few highlights of the efforts of the five focus areas.

Business Development:

- A Reverse Trade Show held in the spring of 2016 generated many positive comments from participants. We plan to host one or more each year as a way to encourage the local sourcing of materials and services.
- Numerous seminars and workshops offered yearly that covered a wide range of topics. In 2017 the Small Business Committee will attempt to develop more “Workshop Series” which include multiple workshops that are connected by their topics.
- Successful Retirement Industry Group developed with meetings held quarterly.
- Hosted a “Ask The Expert” series offering one-on-one professional assistance to members.
- Partnered with the Asheville Area Chamber of Commerce and the Brevard Chamber of Commerce to host the Regional Chamber Business Expo.
- Facilitated the creation of New Hire Bags for new employees at member companies. The bags serve three purposes: 1) allows the Chamber to visit with growth companies, 2) gives the member company a gift for new employees and 3) promotes member companies to new employees.
- Implemented the Business Plan Contest into Small Business Week activities.
- Developing a plan to address the need for a business accelerator.

Community Development:

- The Ecusta Trail was identified as a high priority project. The Chamber organized two trips (18 months apart) to the Swamp Rabbit Trail in Travelers Rest, SC. 50 community leaders participated in the trips.
- A presentation was given on the Oklawaha Trail extension from Jackson Park to Blue Ridge Community College. The Chamber Board of Directors endorsed the extension.
- The Chamber focused on the Outdoor Recreation Industry due to its potential as a growing tourism magnet. We have hosted multiple Outdoor Recreation Open Houses for the membership to promote “Shoulder Season” use by local residents. This also provided an educational opportunity for members to learn about what outdoor recreational amenities are available and how they impact the local economy.
- A 5K team component was added to the Apple Festival 8K held the Saturday of Labor Day Weekend. Participation grew by 20%.
- The Vision Alumni Association is now established and highly functional. Four meetings were held in 2016 focusing on Agribusiness, Affordable Housing, the Innovation High School and a 20th Anniversary Celebration honoring John Boyd’s retirement.
- Support was given to the Rotary Tour d’Apple and the Hands On! Mud Run through e-news and website advertising.
- An Outdoor Events Calendar was added to the website during redesign. Posting upcoming events is available to anyone at no charge.
- The 2016 Annual Camp Field Day, sponsored by United Community Bank and Pardee Hospital, continued to be a popular event with the membership. This event highlights the Camp Industry’s \$120 million PLUS economic impact in Henderson County.

Focus on Members:

- The Chamber is fortunate to have a very active, very fun group of dedicated Ambassadors willing to serve the membership.
- The email marketing tool Constant Contact now offers a discount to Chamber members.
- The First Annual New Member Breakfast was held in the spring of 2016 with 50 new members in attendance.
- Business After Hours and AM Power Hour events continue to be very popular with the membership with record number attendance at all of these events.
- The Ambassador Committee SurPrize Patrol, held quarterly, continues to be a highlight with 10 select Chamber member businesses picked each quarter and thanked with donuts, balloons and goodies bags for their support of the Chamber.
- Business Morning Update continues to be a strong event with businesses and individuals anxious to be a part of this monthly program.
- MEGA Business After Hours held every summer is the Chamber largest networking event. Between 400-500 Chamber members attend each year and enjoy hamburgers, hot dogs, ice cream, refreshments, music, door prizes and the Elks Lodge pool.
- Two regional networking events are now held annually. Event partnerships have been with the Asheville Area Chamber, Brevard Chamber, Fletcher Area Business Association, Saluda Business Association, Greenville Chamber, Greer Chamber and others.

Public Policy:

- The Chamber hosts candidates forums when there is a business interest.
- The Retirement Industry Group, Community Development Division and the Small Business Committee have all sent concerns to the public policy division to address.
- A limited survey of two County Commissioners, two City of Hendersonville Council Members and one State Legislator indicated that they value input and listen to the Chamber.
- An annual trip to Raleigh, in the spring, is a great opportunity to network with elected officials.
- The Public Policy Committee identifies and invites guest presenters to monthly meetings. Guests are selected based on their involvement in timely, business related issues/topics.
- Staff participates in NC Chamber teleconferences during the legislative session.

Workforce Development:

- The Chamber initially focused on the “Leader In Me” program as a vehicle to improve leadership and work ethic at a young age. These efforts generated interest by the Education Foundation, who is now working with the Henderson County Public Schools to implement the program at selected schools.
- The Chamber continues to offer programs that support and bring recognition to our education institutions. The NC Scholars Recognition Luncheon saw a record high 233 Henderson County NC Scholars. The 2016 New Teachers Breakfast thanked 100 teachers for choosing Henderson County to practice their profession.
- The Junior Leadership Program celebrated its 16th year with the graduation of 23 high school juniors who completed the program in the spring.
- The Chamber, in partnership with Blue Ridge Community College, continues to sponsor the Vision Henderson County Leadership Program. The current class, with 62 participants, had to be divided into two classes. 2016-2017 will be the 21st year for the Henderson County Program.
- The Annual Industrial Division Pig Pickin’ is a popular event and a way to recognize the manufacturing sector’s economic impact.

2016 in Pictures ~ This timeline represents just a few of the many networking opportunities, team building events, ribbon cuttings, seminars and more that the Chamber offered in 2016.

January 28th
The 93rd Annual Chamber Dinner & Awards Program



February 17th
Economic Outlook Breakfast



February 16th
State Senate & NC House Political Forum



March 3rd
Reverse Trade Show



March 9th
Chamber Trivia Challenge



March 15th
Vision Henderson County 20th Anniversary Celebration
One of four Vision Alumni Association events in 2016



March 18th
Ambassador Committee SurPrize Patrol
One of four SurPrize Patrols in 2016



April 7th
Arts After Dark



April 20th
New Member Breakfast



May 3rd
ATHENA Nominees Reception



May 5th
Camp Field Day



May 9th
Blue Ridge Business Growth Awards & Business Plan Contest



May 19th
Business & Professional Women's Luncheon



May 20th
Swamp Rabbit Trail Community Development Trip



June 9th
Industrial Division Pig Pickin'



June 21st
Retirement Industry Group Luncheon
One of four Retirement Industry events in 2016



July 8th
AM Power Hour at The Storehouse
One of six AM Power Hour networking events in 2016



July 18th
Chamber Golf Classic



July 25th
MEGA Business After Hours



August 10th
Regional Chamber Business EXPO



August 15th
New Teacher's Breakfast



August 18th
Leads Group South
Leads South and Leads North meet every Thursday morning



August 25th
Business After Hours at Forest Lawn
One of twelve Business After Hours networking events in 2016



September 1st
Ribbon Cutting at Big Frog Custom T-Shirts
One of over thirty ribbon cuttings in 2016



September 3rd
Apple Festival 8K and 5K



September 21st
Junior Leadership Development Class Orientation



October 12th
Business Morning Update
Held the 2nd Wednesday of each month



October 25th
Vision Henderson County Alumni Luncheon
One of four Vision Alumni Association events in 2016



October 27th
Business After Hours at The Van Winkle Law Firm
One of twelve Business After Hours networking events in 2016



November 11th
AM Power Hour at Mast General Store
One of six AM Power Hour networking events in 2016



November 29th
2016 Employment Law Review



December 1st
Regional Networking at The Orchard Inn



December 2nd
Retirement Industry Group Holiday Social
One of four Retirement Industry events in 2016



December 2nd
Ambassador Committee SurPrize Patrol
One of four SurPrize Patrols in 2016



December 5th
Ribbon Cutting at Blue Ridge Medical and Sports Massage
One of over thirty ribbon cuttings in 2016



December 15th
Business After Hours at United Federal Credit Union
One of twelve Business After Hours networking events in 2016



2016 Chamber Champions

PLATINUM CHAMPIONS



GOLD CHAMPIONS



forever first



Kimberly-Clark

SILVER CHAMPIONS


Asheville Savings Bank
Entegra Bank
Friday Services, Inc.
GE Lighting Solutions

Haynes Wire Company
Hendersonville Lightning
Morrow Insurance Agency, Inc.
United Federal Credit Union

BRONZE CHAMPIONS

Bank of NC
Boyd Automotive
Carolina Information Technology Resource
Center
Coldwell Banker King
Four Seasons Compassion for Life
Gentiva Home Health

IMOCO
McDonald's
Sam's Club
TD Bank
United Community Bank
The Van Winkle Law Firm
WLOS



**Working
Together
for a Better
Tomorrow!**

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