



2026

Strategic Vision for The Caldwell Chamber

**Because
Strengthening
Your
Business
Matters!**





“The local Chamber is essential to the vitality of our community”

Glenn Morris - IOM Faculty, WACE President

**MY
CHAMBER
NOW**

Reasoning for a 3 C's Chamber - Value & Objectives

Clear Cut Governance - Strategy, Policy, & Oversight

How we Operate - EOS Model Adapted for Chambers

Core Values - Setting the Tone for Professionalism

Target Audience - Any Registered Business in Caldwell County

Duty of Care, Trust, Obedience, & Loyalty

Member Centric Programs, Initiatives, & Events



A CLEAR FOCUS

“The essence of strategy is choosing what not to do.”

Michael Porter



TEAM WORK MAKES THE DREAM WORK

Trust.

Our Professional Staff
Leading the way for excellence!



Indee

Swanson

Director of Member Engagement



Bryan

Moore

President & CEO



Amber

Clement

Director of Marketing &
Communications

Because Strengthening Local Business Matters!



OUR 2026 BOARD OF DIRECTORS

Executive Officers



Brandy Eby
2026 Co-Chair
ERX Emergency Restoration Experts



Michele Woods
2026 Co-Chair
UNC Health Blueridge



Felicia Stewart
2027 Chair Elect
Skyline National Bank



Jason Lingle
Treasurer
BlueRidge Energy



Bill Fields
Board Secretary
Rocket Mortgage

Directors



Klaudia Saunders
Sattler Corp.



Leighanna Hueber
Foothills Employment



Josh Wilkie
Wilkie Construction



Hannah Romero
Caldwell County Smart Start



Kelsie Wallace
Brown Mtn Beach Resort



Joe Delk
Delk 4 Law



Jamie Willis
Google

Community Pillars



Dr. Jason Chaffin
Caldwell Community College
& Technical Institute



Dr. Katrina McEllen
Caldwell County Schools



Ashley Bolick
Caldwell County
Economic Development



Anthony Starr
Western Piedmont
Council of Governments



Marla Tallent
UNC Health Caldwell

Advisory Council



David Martin
Past Chair 2022
First Horizon Bank



Jim Engelman
Past Chair 2023
Edward Jones Investments - Hudson



Lisa Starnes
Past Chair 2024
Baker Realty

Because Strengthening Local Business Matters!





THE CALDWELL CHAMBER
AMBASSADORS

That's RIGHT, these power players have what it takes to serve as an AMAZING Ambassador!

Our appointed Ambassadors help build lasting relationships with our new and existing members. They drink plenty of "Chamber Kool-Aid," and they serve as messengers and spokespersons for the Chamber. They are key volunteers for member events, networking, and luncheons that bring our members together.

Our 2026 Caldwell Chamber Ambassador Team:

- **Carl Beardsworth - Realty Executives - 2026 Chair**
- **Richard Headrick - Osaic Wealth Inc.**
- **Stephanie Lipski - ServPro**
- **JD Abe - Cloninger Automotive Group**
- **Andrew K. Walker - The Kanso Creative**
- **Tabetha Tallent - Republic Services**
- **Cheri Huffman - Ripple Fiber**
- **Mike McGhinnis - Alair Homes**
- **Chasidy Harbeson - Amorem**
- **Montana Mills - Caldwell Opportunities**

If you are interested in becoming a Chamber Ambassador;
Click this link and Apply. [AMBASSADOR APPLICATION](#)



Financial Services Provided by:



**Western Piedmont
Council of Governments**

Creative Regional Solutions Since 1968

We are grateful for our partnership with the Western Piedmont Council of Governments as our fiscal agent. We are celebrating our 8th year of a great working relationship for all of our financial needs.

Audit Services Provided by:



Additionally, we have had the pleasure of working with Cindy Randolph, CPA, PLLC to provide our annual financial reviews and audits for the past 8 years.



Chamber membership should not be cookie cutter, each business has unique needs. We've built an organization that aligns with your goals.

What's your WHY



INFLUENCE

We get involved with the Chamber to influence the business environment, to be recognized as a leader and to connect with other influencers.

EXPOSURE

Our business makes an investment in the Chamber to increase our visibility and access the resources that help foster growth

IMPACT

We invest in the Chamber to have an impact on our community's trajectory, to strengthen our local economy and to be a community leader.

CONNECTIONS

The Chamber is necessary for our team to make critical connections that are vital to our success.



Because Strengthening Local Business Matters!



TAKING ACTION



If you fail to plan, you are planning to fail.
Thomas Jefferson

Q1 JAN—MAR

CONNECT & GO

- Next Level Networking
- Common Grounds Launch for 2026
- Community Outreach
- A Toast to Caldwell
- Establishing our Legislative Agenda
- Newsletter
- Member Value

Q2 APR—JUN

ADVOCACY

- Local Municipality Outreach with Board & Ambassadors
- NC Chamber Alignment with Critical Local Topics
- Legislative Push in Raleigh & DC
- Member Voices
- Emerging Issues

Q3 JUL—SEPT

STRATEGIC LAUNCH

- Workforce & Student Leadership Launch
- Downtown Core Program Launch
- Entrepreneurship Initiative Kick Start
- Underserved & Minority Owned Outreach
- Announcement of the new Business Resiliency Fund

Q4 OCT—DEC

LIFT & LAUNCH

- Jump Starting the initiatives for Q1-Q3 into existence for a Strong Lift into 2027
- Fall Classic
- Leadership Conference



MEMBER CENTRIC

PROGRAMS, INITIATIVES, & EVENTS



**BUSINESS
FOCUSED EVENTS**



**LEADERSHIP
CALDWELL**



**FALL GOLF
CLASSIC**



**LEGISLATIVE
TRIPS TO RALEIGH**



**THE BUSINESS
EVENT OF THE YEAR**



**AWARD
PRESENTATIONS**



STRENGTHENING YOUR BUSINESS

We've Simplified our main focus into these 3 words. That's it, no long mission statement, just one targeted objective.

Start Your Business!

Thinking about starting a business? We've launched a new web page with essential tips & resources to help you turn your idea into reality. Learn about business planning, legal requirements, funding options, and marketing strategies. Explore guides on registering your business, choosing the right structure, and accessing financial support.

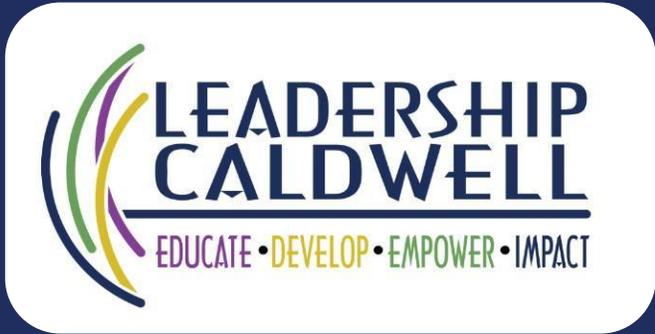
Whether you're a first-time entrepreneur or looking to expand, these tools will help you navigate the process and set your business up for success.



Business Insider Tips!

Looking to strengthen your own business? Our Business Insider Tips blog page is packed with expert advice, practical strategies, and valuable resources to help you launch and grow a successful venture. From business planning and funding options to marketing tactics and productivity hacks, we cover essential topics every entrepreneur needs to know. Discover insider insights on navigating legal requirements, leveraging digital tools, and scaling your business effectively. Whether you're a first-time founder or an experienced entrepreneur, our blog provides actionable tips and industry knowledge to help you thrive in the competitive business world.

Find These Resources at [thecaldwellchamber.com](https://www.thecaldwellchamber.com)



Building Leaders & Strengthening Our Community Since 1993!



COHORT



Leadership Caldwell Celebrating 35 Years of Intentional Professional Development Programing

CONFERENCE



2025 Was our Inaugural Year for the Annual Leadership Conference. Taking Leadership to the NextLevel

CATAPULT



Let's Join Forces to Relaunching the Student Leadership Program in 2026
Enroll, Enlist & Employ our future Workforce



Carolina HealthWorks
Health insurance for small businesses.

NEED MEETING SPACE?

MIP CAROLINA MEDIA PARTNERSHIP

Membership has its privileges, and we are focused on delivering value and ROI to your Chamber Investment.

We offer an array of services designed to fit the needs of your organization.

From Health Insurance Savings, to Meeting Space for your event, or to marketing options, like On Air Radio Interviews or Customized Video Production, we have great avenues to help **Strengthen Your Business.**

Ask our team about FLEX Benefits based on your membership level.

Because Strengthening Local Business Matters!





MEMBER BENEFIT GUIDE

Why Join?

When you join The Caldwell Chamber, you're not just signing up for benefits, you're stepping into a network that strengthens local business and fuels community growth.

MEMBERSHIP LEVELS

-  **Business Builder - \$500**
 - 5 Credits
-  **Sustaining Member - \$700**
 - 10 Credits
-  **Chamber Champion - \$900**
 - 15 Credits
-  **Visionary Leader - \$1,500**
 - 25 Credits

Every Member Receives

- Collaborate with like-minded business professionals
- Benefit from our Advocacy & Legislative Priorities
- Website listing on our Google Powered Directory
- Post your event and business news on our Community Calendar
- Promote your business through our visitor center, social media, and other digital channels
- Receive a Proud Chamber Member Decal
- Attend business focused Events
- Elevate your brand exposure with our 15,000 social contacts
- Use our meeting rooms and event space
- Access cost-saving partnerships to reduce business expenses.
- Leverage the resources of the Chamber to grow your business in multiple ways
- Constant Contact Discount
- Carolina HealthWorks Insurance Policy
- Access to our Weekly Newsletter

How this Works

Your membership includes standard benefits, along with additional credits based on your selected membership level. These credits can be used to customize your Chamber experience to best support your business goals.

Customize Your Membership

1 Credit

- Info Hub / Directory Kickstart
- Thursday Leads Group Presentation
- New Member Box Swag Promotion
- 250 Color Printing Copies
- Notary Services Internationally
- On Air with Kicks 103.3 Radio Interview

2 Credits

- \$500 Foothills Radio Kickstart Ad
- Workers Compensation Discount Program
- Ribbon Cutting or Milestone Ceremony

3 Credits

- Digital Graphic Design Service
- 2 Month Exclusive Visitor Center Lobby Display

5 Credits

- Display Merchandise at one of our events
- Gain early access to newly opened Businesses
- Professional Development Kickstart with Tiger Tamers
- Leadership Caldwell Discount \$200 off
- Present and Host a Lunch & Learn Event
- Reach 5,000 plus with a Custom Email Blast

Partner Level Benefits

- Annual Meeting Brand Exposure
- Invitation to the Corporate Delegate Program
- Chamber Event Flex Ticket Options
- Certificate of Origin Services
- Leadership Caldwell Discount \$300 and higher

Let's Talk Membership - Indee Swanson, Membership Director - 828-726-0616



Reinventing the way we Network

NETWORKING



Not Just Gathering, but breaking the mold and making connections for businesses to thrive.

B2B OUTREACH



Making a Difference for our Members. Showing Up and Supporting when they need us most.

UNDERSERVED



Purposeful Connections & Meeting Underserved Segments of our Business Community where they are at.



45 YEARS & COUNTING we have led the state with a consistent gathering of local elected officials each month for the past 45 years. Collaboration is at the heart of Caldwell County. The attendee list includes local elected officials, local appointed representatives, representatives from Governor Josh Stein's Office, Senators Thom Tillis and Ted Budd's offices, Congresswoman Virginia Foxx's office, Caldwell County Schools, Caldwell Community College, local business leaders, The Caldwell Chamber, and Multiple Town Managers.

LOCAL

The City County Leaders Luncheon

45 Years & Counting

Meeting Monthly

Local Topics

BIG Players BIG Results



2026 Building Bridges

Municipal Outreach

REGIONAL

wnc business coalition

27 Regional Chambers in
Western North Carolina

Coupling Resources
Driving Connections
Growing Communities



STATE

NC Chamber

Leveraging the Resources of the
NC Chamber to Advance Important
Local Topics and Priorities



Legislative Representation
Destin Hall, Speaker of the House

2026 FINANCIAL OBJECTIVES

BEFORE 2035

EXPAND FUNDING SOURCES Derivative of Critical Programs, Initiatives, and Events that drive our work.

Expand Our Team

Expand Our Reach

Connect the Community



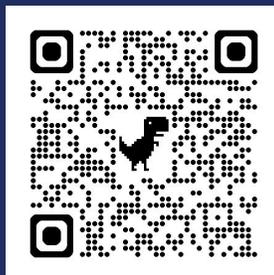
PARTNER INVESTMENT

Develop Strong Relevant Partnerships with Key Community Stakeholders that find value and opportunity with the work of The Caldwell Chamber



SPONSORSHIPS

Elevate our New Tourism & Events Manager Position to help guide the recently launched sponsorship platform for all of our events.



501-C-3 DONATIONS

Growing The Caldwell Chamber Foundation as a major success story that will take critical business related issues to the next level and properly serve our community.



Tiered Membership Levels & Flex Benefits for Your Business

Visionary Leader

Our Visionary Leader level is the gateway to Chamber Partnership. You will gain access to additional avenues helping to Leverage the POWER of the Chamber for your business goals.

\$1,500

Chamber Champion

Step Up & Be a Champion Member, and find additional benefit options that will help you make a lasting impact on our Community. You will gain a seat at the Table for critical committee involvement.

\$900

Sustaining Member

Our Most Popular Chamber Membership Level provides you with a "Next Level" opportunity to earn additional benefits that may help your business with Brand Exposure to our wide reach of other members.

\$700

Business Builder

The Best Starting Option for a Small business. Access Standard Membership Benefits and then customize a benefits package that helps grow your business.

\$500

Because Strengthening Local Business Matters!





CALDWELL

CHAMBER FOUNDATION

in service to great ideas

Your Chamber Board and Professional Staff are taking strategic steps forward to help impact our community.

Stay tuned as we elevate our 501-C-3 Foundation.

Greater things are yet to come!

BUSINESS



Prioritizing These Critical Topics

Education & Workforce Development

Entrepreneurship

Business Resiliency Fund

TOURISM



The Advancement of Tourism



Creating a NEW tourism opportunity and making a difference in how promote the our own valuable resources and drive economic vitality to visitor centric businesses.

COMMUNITY

NC Chamber

Coalition on Child Care

Driving the conversation and the elevating the importance of affordable childcare for our local workforce.



Establishing a focus on Water & Sewer Infrastructure. We can't build without it!

Gathering Together to Discuss Emerging Policy

Branding & Consistency

BRAND IDENTITY GUIDELINES The Caldwell Chamber

Presented By
THE **KAN-O** CREATIVE 2025

PRIMARY LOGO



Our main logo proudly represents Caldwell County, nestled in the foothills of the Mountains. The mountain range in our design symbolizes strength, stability, and qualities that define our local business community.

Just as the mountains stand tall and unwavering, our Chamber is a steadfast **supporter of growth, opportunity, and economic success**. The logo reflects both our deep-rooted connection to the region and our forward momentum, guiding businesses to new heights. In its bold yet welcoming presence, our logo embodies the spirit of Caldwell: **strong and always reaching for the next peak.**

LOGO SUITE



PRIMARY LOGO



WHITE LOGO



MONO LOGO



GRAYSCALE

Our Connective Alliance

The Caldwell Chamber maintains proud membership in these fine organizations. Each one guides us as a Chamber of Excellence!



U.S. Chamber of Commerce

Because Strengthening Local Business Matters!





CHAMBER SPONSORSHIP INITIATIVE

Member Visibility & Branding Opportunities



Explore Our Sponsorship Opportunities!

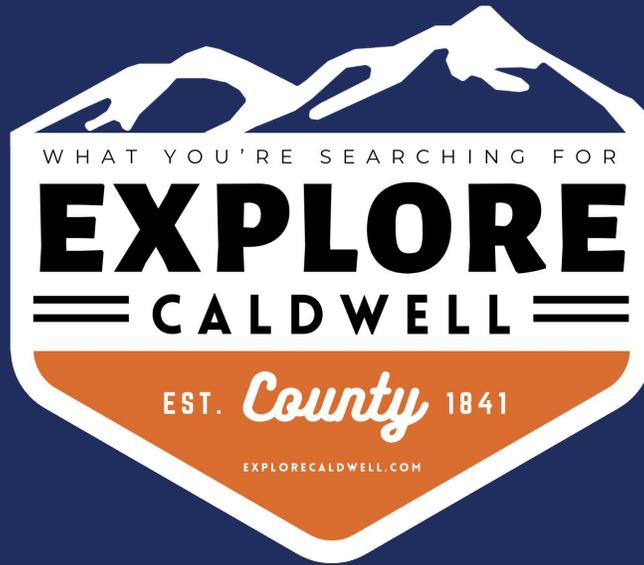
Becoming a Chamber Sponsor helps fund the Chamber's programs, initiatives, and events while delivering value to our members by increasing their business visibility, brand exposure, and strengthening their connections.

We are thrilled to present multiple opportunities for your consideration.

Got Questions?

Just ask us, and we'll guide you to the best option for your brand goals.

The Advancement of Tourism



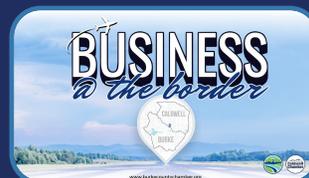
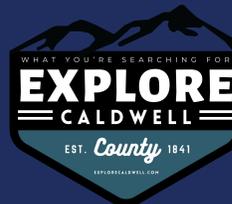
Future Focused Objectives

- **2025 - Content Development for New Website**
 - ASSET REVIEW SESSION - **DONE**
 - BUILDING THE EXPLORE CALDWELL BRAND - **DONE**
- **2026 - Develop & Implement a Marketing Plan**
 - KNIPE MEDIA & PARTNERSHIP WITH LTDA
 - UNIFIED FUNDING SOURCES
 - HIRING TOURISM MANAGER
 - DEVELOPMENT OF PROMOTIONAL PLAN
 - CREATION OF TOURISM PROJECTS
- **2027 - The Future of Caldwell County Tourism**
 - LONG TERM PLANNING
 - EXECUTING A PLAN OF SUCCESS
 - JOINT MOU BETWEEN CITY & COUNTY RESOURCES

Social Media & Communications



Just a Sampling of what we work on.



Because Strengthening Local Business Matters!





Partnership Has its Privileges

Diamond Partnership

\$10,000 +

Elevate your Organization to the Advocacy, Commitment & Trust Partnership Collective. As the Chambers' highest level of engagement, this membership offers unparalleled opportunities for your business to thrive.

Enjoy exclusive access to influential networking events, heightened visibility through prominent branding, and a direct role in shaping the economic and social landscape of the region.

Maximize your impact and position your business as a leader through our highest level of chamber Partnership.

Platinum Partnership

\$7,000

A Platinum Partnership will help JumpStart your commitment to our Advocacy efforts in Caldwell County.

As you step in, we will step up to deliver position your organization as an influencer for the critical issues that help build a strong and robust local economy.

We represent YOUR interests with legislative and elected representatives. Our strategic priorities provide some of the most visible evidence of our role as the voice for business.

Legacy Partnership

\$3,000

Establish your Organizations seat at the table of success as a critical Chamber Partner.

Legacy Members gain customized benefits that work to meet the needs of your organization.

A great positioning opportunity to gain exposure, set the tone for a strong robust local economy and leverage influence of your organization on the next level.

Legacy Partners and their investment will help shape the Chamber for a Brighter Future.



Let's Have Lunch and discuss ways to find alignment with your business.

bryan@thecaldwellchamber.com

These organizations take their Chamber Partnership to the next level.



Because Strengthening Local Business Matters!





Your membership investment matters and we strive to provide your business with a progressive Chamber focused on value and ROI.

Thank
You

thecaldwellchamber.com

828-726-0616

Because Strengthening Local Business Matters!

