



🌐 cpb.wfu.edu

☎ 336.758.6148

🌐 Center for Private Business

📷 @centerforprivatebusiness

🏢 500 W. 5th Street, Suite 300
Winston-Salem, NC 27101

MEMBERSHIP

- Total Member Companies: 218+
- Triad & Winston-Salem: 101
- Charlotte: 65
- Triangle & Raleigh: 52

6 CORE FOCUS AREAS

👤 Succession Planning

🏗 Strategic Planning

👑 Governance

👪 Family Harmony

🏢 Company Culture

🌟 Leadership Development

Helping private companies build better business.

We support and serve private companies across North Carolina.

■ OUR MISSION

To enable privately-held businesses to thrive by helping them to achieve dreams for their business, family, employees, community, and stakeholders by providing access to industry leaders, resources, networks, and education.

It is our hope that the Center for Private Business continues to be a catalyst for economic growth and deeply embedded in the social prosperity of our region and beyond.

By joining a peer group Forum, leaders have the opportunity to connect, and grow in a safe, confidential environment.

Forums consist of a diverse mix of 8-10 business leaders who face similar types of challenges, but who are likely to have differing perspectives to contribute to their peers.

Each Forum typically meets in-person monthly for 4-5 hours, and holds an annual retreat.

HEAR FROM MEMBERS

“The Center has helped me to gain confidence as a 4th generation woman in business. Month after month, Forum provides the space to step away from warehouse operations to **uncover pain points** or **think bigger picture**, all with the support of similarly minded business leaders.”

Ashton Molster, Vice President
Derita Floral Supply Co.

“Being in a Forum group allows us to **share our experiences and issues in a nonjudgmental, confidential environment**. This is so important because sometimes we can't share everything with our family, friends, or staff.

It's not just a chance to vent, but an **opportunity to gain different perspectives from like-minded people** who experience similar situations. We value the time with our Forum groups because we know that we're not alone.”

Deven & Marquita Carter
Owners, Home Food LLC

DIVERSITY, EQUITY AND INCLUSION

We are committed to growing & empowering a diverse community of leaders who strive to build better, more equitable businesses.

The Center for Private Business offers any underrepresented business owner their first year of membership at no cost, as well as one participant's Forum orientation fee at no cost. Your company's second year membership dues (\$1,000) will then go into a fund to support another underrepresented business owner's first year membership dues, creating a pay-it-forward model.

Diversity, Equity, and Inclusion Strategic Partnerships with: Hustle Winston-Salem, Reach Women's Network, Foundation for the Carolinas, Center for Creative Economy, and Winston Starts.



218+
MEMBER
COMPANIES

20
STATEWIDE
FORUM GROUPS

Benefits of Membership

- **STATEWIDE NETWORK**
Gain the support and network of over 218 privately-held businesses in N.C.
- **ONGOING EDUCATIONAL PROGRAMS**
Hear from subject matter experts, leadership consultants and legacy business owners.
- **ONLINE RESOURCES**
Gain access to our online member portal, which includes a membership directory and resource hub.
- **ALL EMPLOYEES GAIN ACCESS**
Membership is company-wide, granting all of your company's employees the chance to attend programs.
- **PERSONAL BOARD OF ADVISORS**
Membership grants you the opportunity to join a monthly peer group Business Leader Forum.