

2024

REPORT

IMPACT

WAKE FOREST UNIVERSITY CENTER FOR PRIVATE BUSINESS



WAKE FOREST UNIVERSITY

CENTER for
PRIVATE BUSINESS

“ Privately held and family-owned companies are the fabric of our communities, and our mission at the Center is to help these companies build better business. ”

Dana Alligood, Executive Director



FISCAL YEAR

2024

The Center for Private Business supports 215+ privately and family-owned businesses across North Carolina with an annual membership that grants access to monthly speakers, professional development opportunities and peer-to-peer advisory boards.

Staff & Advisors



Dana Alligood
Executive Director



Lela Ray
Associate Executive Director



Shelley Holmes, Associate Director
of Membership & Operations



Anna Ball Hodge
Triangle Market Leader



Stan Kelly
Advisory Board, Board Chair



Drew Hancock
Advisory Board, Vice Chair



Ragan Folan
Advisory Board Member



Julia Jackson-Newsom
Advisory Board Member



Lily Cochrane
Advisory Board Member



Annette Ranft
Advisory Board Member

Executive Committees

Charlotte

Rebecca Adams Starr, CMO, Helen Adams Realty
Chad Shields, Senior Vice President, Lockton Insurance
Deven Carter, Owner, Home Foods LLC
David Head, Managing Director, Grant Thornton
Brandon Allain, Associate, Barry, Evans, Josephs, and Snipes
Brandon Blell, Professional EOS Implementer, EOS Worldwide
Derrick Davis, Principal, Informativ Concepts
Jeff Lenhart, Market Leader, Forvis Mazars

Triad

Coleman Team, Partner, Front Street Capital
Stephanie Fenner, Tax Partner, Forvis Mazars
Tiffany Tate, CEO, Career Maven Consulting
Fletcher Wilson, President, Wilson Insurance Services
Amy Sparks, Vice President, Unique Background Solutions
Scott Rempe, Senior Vice President, Excalibur Direct Marketing
Susanne Hall, Executive Vice President, Wysong Services
Claire Calvin, Owner, The Porch
Jason Clubb, Professional EOS Implementer, EOS Worldwide

Triangle

Jack Clayton, President of Business Strategy, TowneBank
Rick Guirlinger, CEO, Schwartz Advisors
Anna Ball Hodge, Hodge & Kittrell Sotheby's
Fred Kelly, Former CEO, Aeroglide
Bill Kibbe, CEO, Brookwood Construction
Jason Wilkinson, Market Leader, Forvis Mazars
Bose Bratton, Wake Stone Property Company
John Risinger, Middle Market Leader, Truist
Jay Irby, Triangle Area Executive, First Citizens Bank
Allen Cobb, Certified EOS Implementer, EOS Worldwide
Aprille Bell, Managing Partner, Forvis Mazars



I am pleased to present the 2024 Impact Report for the Wake Forest University Center for Private Business. This is our opportunity to highlight our significant achievements, challenges, and future aspirations.

Our mission as a membership organization is to serve you, the Members, in a way that provides relevant content, impactful training and workshops as well as

connections that allow you and your businesses to grow and thrive in the community.

In 2024, the Center continued to provide educational programming in the Triangle, Triad and Charlotte areas. Some of our notable achievements include our signature Legacy Speaker Series with:

- Great Outdoor Provision Co., Raleigh
- Queen City Audio Video & Appliances, Charlotte
- Biscuitville, Greensboro
- Front Street Capital, Winston-Salem

Additionally, we delivered content related to our Six Core Focus Areas including Forum Moderator Training, Entrepreneurial Operating Systems (EOS), Ownership Transfer, Artificial Intelligence, Effective Team Communications and Inter-Generational Differences.

The amazing part of delivering this material in 2024, is that it was also a year of transition. Our previous Executive Director, Lily Cochrane, accepted an exciting new career opportunity,

and Jack Clayton and Andy Calhoun both retired from the Center. Shelley Holmes and Lela Ray carried the Center through the majority of 2024. I am impressed with all that they managed, and I am grateful for everyone's dedication and attention to the organization during this year of change.

I joined the Center in the last month of the fiscal year, and I have spent time meeting with Members and Sponsors as I work to develop a three-year strategic plan for the Center. Our recent alignment to the Wake Forest University School of Business is an opportunity for us to reimagine how the Center can better serve you, our Members. We believe that our work as part of the School of Business will continue to have a profound impact on the field of private business and contribute to the success of our Members, as well as the Wake students and the broader community.

Students need real experience and exposure to the business world, and Members may be looking for new talent or interns to analyze data or support fresh marketing ideas. Additionally, Members could be guest lecturers to teach students how to run private companies. The possibilities are exciting.

We are off to a strong start for 2025, with our strategic planning work, our realignment to the School of Business, and our continued evaluation of expanding to new markets including Wilmington and Asheville.

I encourage you to explore this report to learn about the accomplishments of this year and our future plans. Thank you for trusting the Center and allowing us to be your partner. We are here to help you be successful and to reach your goals and aspirations. I can't wait to see what we do together!

Dana Alligood

Dana Alligood EXECUTIVE DIRECTOR



“This is an incredibly exciting move as the School of Business and Center for Private Business are natural partners to benefit our students and broader community. Nurturing strategic collaborations in both academia and practice will support our learning communities and better serve the broader communities in which we live and work.”

Dean Annette L. Ranft

WAKE FOREST UNIVERSITY SCHOOL OF BUSINESS



215

privately-owned Member companies across the Carolinas

107 Triad

Winston-Salem, Greensboro, High Point, Statesville, Asheboro, Lexington

46 Triangle

Raleigh, Durham, Chapel Hill, Cary, Knightdale, Apex

62 Charlotte

Charlotte, Concord, Cornelius, Belmont, Hickory, Huntersville, Davidson, Spartanburg, S.C., Greenville, S.C.



Top 5 Industries



Business Consulting & Services
26 Members

Financial Services
24 Members

Manufacturing & Distribution
23 Members

Construction
20 Members

Real Estate
15 Members

Members Per Industry

Advertising Services 8
Architecture & Planning 5
Business Services 26

Construction 20
Consumer Services 6
Education Services 6
Facilities Services 5
Financial Services 24
Food & Beverage Services 10

Fundraising 2
Health Care 5
Insurance 7
Legal Services 6
Manufacturing & Distribution 23
Marketing & Printing 7

Media 3
Organizations 13
Real Estate 15
Recruiting 6
Retail 10
Technology 8

14

Member Companies with 1,000+ Employees

35

Member Companies with 100-1,000 Employees

30

Member Companies with 50-100 Employees

136

Member Companies with 50 Employees or Less



66

The opportunity to network with business owners from various industries and learn from exceptional guest speakers has been an incredibly enriching experience.

It's been a privilege to be a part of the Center for Private Business over the past nine months.



Ali Starnes
Vice President of Business Development
Muddy Creek Experiential

37 New Member Companies Joined in FY 2024

24 from the Triad Area

6 from the Triangle Area

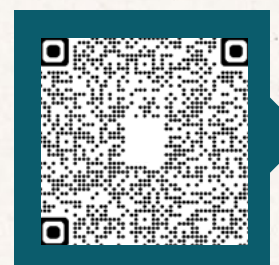
7 from the Charlotte Area



Welcome New Members!

"Celebrate the Legacy: Biscuitville Fresh Southern"

- The Finley Group**
CHARLOTTE, NC
BUSINESS CONSULTING AND SERVICES
- Northeast Tool & Manufacturing**
MATTHEWS, NC
MANUFACTURING & DISTRIBUTION
- First & Early Partners**
CHARLOTTE, NC
REAL ESTATE
- EPIKUS Business Consulting**
ADVANCE, NC
BUSINESS CONSULTING AND SERVICES
- Classic Touch Express Car Wash**
WINSTON-SALEM, NC
CONSUMER SERVICES
- WFU School of Medicine Department of Family & Community Medicine & Population Health**
WINSTON-SALEM, NC
EDUCATION SERVICES
- Encore Exchange**
WINSTON-SALEM, NC
HEALTH CARE
- Center for Creative Economy**
WINSTON-SALEM, NC
ORGANIZATIONS
- Norman Stockton**
WINSTON-SALEM, NC
RETAIL
- Terminix Triad**
GREENSBORO, NC
CONSUMER SERVICES
- The Advantage Solution, LLC**
HIGH POINT, NC
BUSINESS CONSULTING AND SERVICES
- Triangle Land Conservancy**
RALEIGH, NC
ORGANIZATIONS
- Kannon's Clothing**
RALEIGH, NC
RETAIL
- FDY, Inc.**
CHARLOTTE, NC
FOOD AND BEVERAGE SERVICES
- SPARK Publications**
CHARLOTTE, NC
MARKETING & PRINTING SERVICES
- Muddy Creek Experiential**
WINSTON-SALEM, NC
ADVERTISING SERVICES
- InfluenceHR Consulting**
PFAFFTOWN, NC
BUSINESS CONSULTING AND SERVICES
- EnvyMeGlamBar, LLC**
WINSTON-SALEM, NC
CONSUMER SERVICES
- Financial Designs Business Advisors**
FOREST, VA
BUSINESS CONSULTING AND SERVICES
- Smith's Primary Care and Wellness, PLLC**
WINSTON-SALEM, NC
HEALTH CARE
- Downtown Winston-Salem Partnership**
WINSTON-SALEM, NC
ORGANIZATIONS
- AVE Integration**
KERNERSVILLE, NC
TECHNOLOGY
- MegaChem, Inc.**
HIGH POINT, NC
MANUFACTURING & DISTRIBUTION
- Paul McKeithan**
APEX, NC
BUSINESS CONSULTING AND SERVICES
- Grubb Ventures, LLC**
RALEIGH, NC
REAL ESTATE
- Lundy Group**
RALEIGH, NC
REAL ESTATE
- MacPherson's**
SUWANEE, GA
MANUFACTURING & DISTRIBUTION
- Charlotte Mecklenburg Dream Center**
CHARLOTTE, NC
ORGANIZATIONS
- 91-2-Infinity, LLC**
WINSTON-SALEM, NC
BUSINESS CONSULTING AND SERVICES
- Piedmont Drilling & Blasting, Inc.**
STATESVILLE, NC
CONSTRUCTION
- WFU School of Medicine - Development Project**
WINSTON-SALEM, NC
EDUCATION SERVICES
- Huneycutt, Parsley & Taylor**
ASHEBORO, NC
FINANCIAL SERVICES
- Guaranteed Supply Company**
GREENSBORO, NC
MANUFACTURING & DISTRIBUTION
- Greensboro Jewish Federation**
GREENSBORO, NC
ORGANIZATIONS
- Triad Tech Services**
GREENSBORO, NC
TECHNOLOGY
- Arbor Investment Advisors**
WINSTON-SALEM, NC
FINANCIAL SERVICES
- Robert Millen Simpson**
RALEIGH, NC
BUSINESS CONSULTING AND SERVICES



Preview the Member Directory here, or go to our Member Portal for full access!



"Celebrate the Legacy: Great Outdoor Provision Co."



"Celebrate the Legacy: Front Street Capital"



"Celebrate the Legacy: Queen City Audio Video & Appliances"



"Celebrate the Legacy: Front Street Capital"



"Engaging the Enneagram System"



"Celebrate the Legacy: Biscuitville Fresh Southern"

Programming in Fiscal Year 2024

Annual Membership grants free access to Center programming for all employees of a Member Company. Programming materials and recordings can be found in our Member Portal for continued learning.

5

Panels

"Black-Owned Table Talk" | Sept. 21, 2023 ★

"Financing Growth, Strategic Options for Liquidity and How Private Businesses Make Trade-Offs" | Oct. 18, 2023

"How to Build a Road Map for a Smooth Ownership Transfer" | Nov. 20, 2023 ★

"Chasing the Sunset: What's Expiring & Tax Strategies to Implement Before 2026" | Jan. 24, 2024 ★

"Keeping Up with the Times: Managing Across a Multi-Generational Workforce" | April 17, 2024 ★

4

Legacy Speakers

"Building Organic, Local Growth from Great Outdoor Provision Co." | Dec. 7, 2023 ★

"Lessons in Exceptional Customer Relationships Over 7 Decades at Queen City Audio Video & Appliances" | Oct. 4, 2023 ★

"The Art and Science of Measured, Strategic Growth from Biscuitville Fresh Southern" | Nov. 2, 2023 ★

"The Business Visionary of Front Street Capital" | May 8, 2024 ★

2

Webinars

"Mastering Email Marketing Like a Pro" | Aug. 15, 2023

"The State of N.C.'s Economy: What Business Owners Need to Know for 2024" | Jan. 10, 2024 ★

1

Social

"Build Better Business with the Center for Private Business: Membership Interest Session in Wilmington" | March 14, 2024

12

Workshops

"The Art of Telling and Selling Your Story" | Aug. 31, 2023

"Forum Training: Foundations of an Excellent Moderator" | Sept. 19, 2023

"Understanding the 6 Components of Your Business with EOS" - Triad | Sept. 26, 2023

"Understanding the 6 Components of Your Business with EOS" - Triangle | Sept. 27, 2023

"Understanding the 6 Components of Your Business with EOS" - CLT | Sept. 28, 2023

"Future Proofing Your Brand: Leveraging AI in Your Business" | Nov. 16, 2023

"Engaging the Enneagram System to Strengthen Communication and Build Effective Teams" - Triad | Feb. 13, 2024

"Engaging the Enneagram System to Strengthen Communication and Build Effective Teams" - Triangle | Feb. 20, 2024

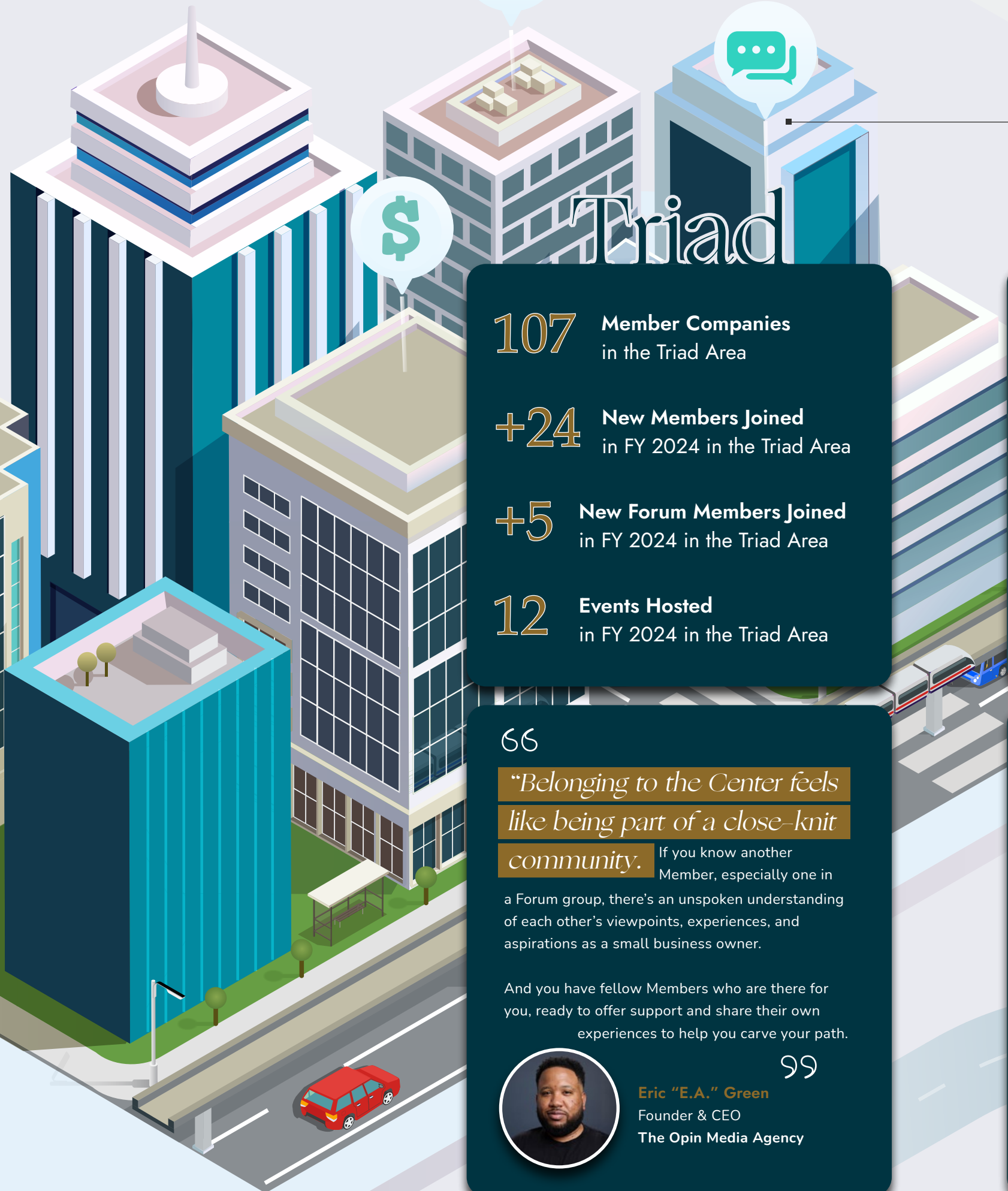
"Engaging the Enneagram System to Strengthen Communication and Build Effective Teams" - CLT | Feb. 27, 2024 ★

"Avoiding Burnout in the Workplace: Developing a Strong Culture to Accelerate Team Performance" - Triad | March 21, 2024

"Avoiding Burnout in the Workplace: Developing a Strong Culture to Accelerate Team Performance" - CLT | March 27, 2024

"Avoiding Burnout in the Workplace: Developing a Strong Culture to Accelerate Team Performance" - Triangle | March 28, 2024

★ = Top 10 Most Attended Programs from June 2023 to June 2024



Triad

- 107** Member Companies in the Triad Area
- +24** New Members Joined in FY 2024 in the Triad Area
- +5** New Forum Members Joined in FY 2024 in the Triad Area
- 12** Events Hosted in FY 2024 in the Triad Area

“Belonging to the Center feels like being part of a close-knit community.”

If you know another Member, especially one in a Forum group, there’s an unspoken understanding of each other’s viewpoints, experiences, and aspirations as a small business owner.

And you have fellow Members who are there for you, ready to offer support and share their own experiences to help you carve your path.



Eric “E.A.” Green
Founder & CEO
The Opin Media Agency

Charlotte Triangle

- 62** Member Companies in the CLT Area
- +7** New Members Joined in FY 2024 in the CLT Area
- +6** New Forum Members Joined in FY 2024 in the CLT Area
- 6** Events Hosted in FY 2024 in the CLT Area

The Center for Private Business has been a game-changer for me.

Not only has the Center offered informative and timely workshops, but it has provided access to invaluable professional resources that have broadened my perspective on how to run my business. When I moved back to Charlotte four years ago to help lead my family’s business, I struggled to find a neutral sounding board. Forum not only filled that gap but also helped me forge what I hope will be lifelong friendships.



Najla Haywood
Vice President & Director of Communications
FDY, Inc.

- 46** Member Companies in the Triangle Area
- +6** New Members Joined in FY 2024 in the Triangle Area
- +5** New Forum Members Joined in FY 2024 in the Triangle Area
- 4** Events Hosted in FY 2024 in the Triangle Area

The Center for Private Business is an incredible resource for anyone in a leadership position at their organization. My Forum group has been invaluable.

I am able to have an open dialogue, without the risk of judgement, and learn from many who have or are currently walking the same path.



John Reid Sidebotham
President
Spyglass Talent Solutions

Thank you to **Jack Clayton** and **Andy Calhoun**!

“

Working with the Center for Private Business in the Triangle as the Market Leader for the past 5 years has been rewarding as our membership has grown from 7 Triangle-Based Member Companies to 46 Triangle-Based Member Companies. Additionally we added a robust number of courses, speakers and panels throughout the past year and we have increased our membership participation in our Forums to over 60%.

It is exciting to see the relationships that have developed between our Members and the connections that are made outside of the classroom and Forum meetings. We are enriching lives and helping our members become more effective at work and better able to prioritize their family time.

The Center has helped all of us deal with the tough issues in work and in life by providing the framework for deep discussion and thoughtful insights that are shared. As life continues to speed up we are able to hold each other accountable to make sure we prioritize what is most important.



Jack Clayton
Former Triangle Market Leader
Retired in 2024

”



“

In so many ways I have appreciated the Center For Private Business over my 3 years of service.

I so admire how the purpose, the plan and the execution of our work merge so well. And what a difference is made that benefits our many strong Members and their organizations!

Additionally, I have witnessed the formation of many lasting collegial friendships. Without question, what has made the Center such a success has been the leadership of the staff, the board, and certainly our Members working together.



Andy Calhoun
Former Charlotte Market Leader
Retired in 2024

”



500 West 5th Street, Winston-Salem, NC

FREE TO MEMBERS

Five bookable office spaces are provided as a membership benefit at no additional cost. Member companies may utilize conference and event spaces for off-site team meetings, lunch and learns, workshops and Forum meetings.

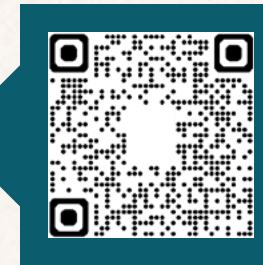
BROWSE & BOOK

Browse room specifics:

»» cpb.wfu.edu/the-center/our-space/500-w-5th

Request a booking in our Member Portal:

»» cpb.memberclicks.net



**MEMBER & FORUM
EVENTS HOSTED**
in FY 2024

335

Total Member Attendees
3,779 ▲ up 75% from 2023



**OUTSIDE & SPONSOR
GROUPS HOSTED**
in FY 2024

104

Total Outside Attendees
831



**TENANT
EVENTS HOSTED**
in FY 2024

109

Total Tenant Attendees
1,628 ▲ up 84% from 2023



Business Leader Forum

Forum groups consist of 8-10 business leaders who meet monthly with a guided and heavily structured 4-hour agenda to talk-through their business challenges in a confidential setting.

Time at Forum is split addressing matters in four areas: **Business, Family and Friends, Personal Health, and Pressing Matters.** Forum provides leaders with a personal board of advisors to connect and grow both professionally and personally. Members have a unique opportunity to leverage multiple perspectives of peer leaders in a safe environment.

"The invaluable resources and access to transformative programs like Forum have fueled our personal and organizational growth in ways that are truly remarkable. Over the eight years the D.H. Griffin Companies has been a Member of the Center, we have witnessed firsthand the profound impact that collaboration, connections, and community can create."



Deven Griffin Murrell
Internal Operations & Real Estate
D.H. Griffin Companies

19 TOTAL FORUM GROUPS

117 TOTAL FORUM MEMBERS

+1 New **Group** Launched in FY 2024



+16 New **Members** Added in FY 2024



98 Companies **Participate** in Forum
46% of all Center Member Companies have a **leader** in a Forum group
17 Companies have **2+ leaders** in Forum groups.



1,512 Hours Spent in Forum in FY 2024



What **leadership roles** participate in Forum?

- 21%** Company **Presidents**
- 17%** Company **Owners**
- 14%** Company **Senior Level Leaders**
- 10%** Company **Vice-Presidents**
- 10%** Company **Partners**
- 10%** Company **Directors**
- 8%** Company **CEOs**
- <10%** Company **CFOs, COOs or Retired**

Invest in your leaders in 2025!
Join a Forum Group.

MEMBER SPOTLIGHT



Amy E. Carroll
President, Principal
TradeMark Properties

MEMBER SPOTLIGHT



Andrés Alvarado
VP of Business Development & Marketing
Marand Builders

Marcelo Alvarado
Assistant Vice President
Marand Builders

LEADERSHIP DEVELOPMENT



How does your communication style play a part in your role as a leader at TradeMark?

“When I first joined TradeMark nearly 8 years ago, I felt like I needed to have all of the answers. As I’ve progressed in my career, I’ve learned that true leadership is knowing that you don’t have all of the answers. As a result, I’ve learned the true importance of listening. And then to ask for help or guidance or more information. Communication is a two-way street and it is definitely active.”

STRATEGIC PLANNING



What management strategies do you have in place to be less reactive and more proactive?

“As a part of the leadership transition, we implemented EOS (Entrepreneurial Operating System) which gave us a framework to redefine our mission, values, and short and long term goals. We are on track to deliver on our 2026 and 2029 goals and that is saying a lot given the past year or two of mercurial financial markets.”

BUSINESS GOVERNANCE



What qualities in a person makes them an ideal fit to join your advisory council or board of directors?

“The same core values that apply to our team are important for our board of directors. We want diversity in every way includes their life experiences so that we can draw on them to continue to build the team’s confidence, work and life experiences and deliver unreasonable hospitality to our clients.”

FAMILY HARMONY



Does work-life balance exist for you? How so?

“Work life balance is an ever evolving, elusive goal that continues to move. Being comfortable letting it ebb and flow is important. It is especially difficult for women as we typically carry a disproportionate load of family and life obligations. What an honor it is to fulfill those roles; however, women must be aware and find the right kinds of self-care that replenishes their physical, emotional and spiritual reserves.”

COMPANY CULTURE



What strategies do you employ to foster positive Company Culture?

“Preparation is key. Show up to every meeting prepared as if you will be asked to lead it. Be aware of your posture and voice, it matters. A favorite quote: Courage has no greater ally than preparation, and fear has no greater enemy. Substitute confidence for courage as they go together.”

SUCCESSION PLANNING



What have you learned from major leadership transitions during your time at TradeMark?

“Leadership transitions are incredibly tough as they impact every part of an organization. Understanding that the transition and changes do not happen instantaneously is critical to managing the expectations of the incoming leaders and their followers. Building followership could not be more important and that takes intention and time.”

LEADERSHIP DEVELOPMENT



What is an unexpected quality you look for in employees?

“Empathy – we are in a business of people and relationships.”

STRATEGIC PLANNING



Is there an area of improvement you would like Marand to focus on in 2025?

“Technology - We believe adopting technology in the construction space is critical to support our growth with the years to come.”

BUSINESS GOVERNANCE



How would you define your leadership style?

Andrés: “Transparent. When working with our teams, I am sure to let them know of “big picture” items so they can understand my rationale for a decision. If we do not provide clarity to our teams as to “why” we are leading in a certain direction, we will miss out on the opportunity for their insight. Not all decisions are made in collaboration, but we are a stronger team the more everyone is informed.”

Marcelo: “The word that comes up for me is calm. When working with teams on a project or in the office it is important for me to keep calm when challenges arise. It helps keep the stress levels of the team low which encourages the best results.”

FAMILY HARMONY



Does work-life balance exist for you? How so?

Andrés: “Yes, but sometimes no. As a leader and owner, I will do what is needed for the success and betterment of the team who relies on me.”

Marcelo: “It does, it typically occurs in periods throughout the year. Some periods are more work focused, then other times there is more space for personal.”

COMPANY CULTURE



How has a mentor, or being a mentor shaped your career?

Andrés: “I have been very fortunate to have had a lot of mentors throughout my career. In construction, jobsite experience is critical to success. My mentors have shown me how to think on my feet and handle difficult situations, both with clients and vendors.”

Marcelo: “Being a mentor has been very rewarding and has also allowed me to take my own advice. No matter what department or organization, many learning opportunities have similar root causes and effects. Many times, we over complicate our situations by compartmentalizing them. Connecting with a mentee on a vaguely related situation has given me clarity in areas I wasn’t expecting.”

SUCCESSION PLANNING

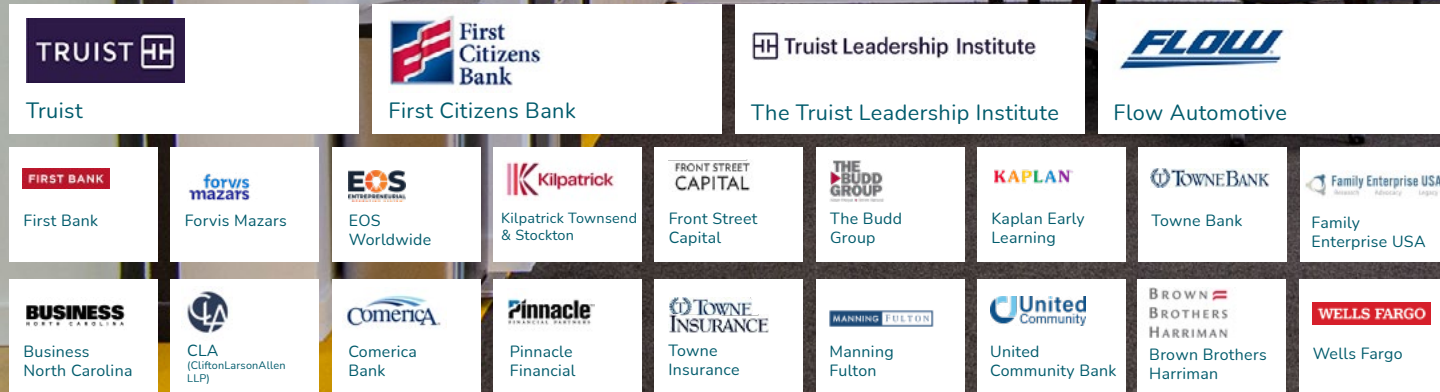


How do you think the next generation of leaders differs positively from an older generation?

Andrés: “The greatest advantage that the next generation of leaders has is the wealth of data at their fingertips. Leaders can manage more work with less effort, as data on pricing, jobsites, and safety is more accessible than before. Leaders can make more informed decisions as they have greater transparency in the business.”

Marcelo: “The younger generation has a great sense of self and desire for purpose in their work. If the right group of individuals are all pushing in the same direction there will be endless growth opportunities for themselves and their surrounding community.”

Supported by 2024 Center Sponsors



Friends of the Center: Graham Bennett, Don & Robbin Flow, Ragan & Dara Folan, Drew & Kelley Hancock, Stan & Liz Kelly, Kelly King, Randall & Claire Tuttle, Ed Weisiger

“

Our sponsorship of the Wake Forest Center for Private Business is an example of our investment in the community and of our continued commitment to the success and wellbeing of our clients, their businesses and their families.

At First Citizens, we've been helping families and businesses make more of their finances for 125 years. We've shared their dreams, helped make budgets work harder and built financial plans to last them the rest of their lives.



Frank Holding, Jr.
Chairman and CEO
First Citizens Bank

“

At Truist, our purpose is to inspire and build better lives and communities. Through Truist Leadership Institute, we develop leaders who will solve today's challenges and create tomorrow's opportunities.

We are proud that our partnership with the Wake Forest Center for Private Business allows their member companies the opportunities to deliver exceptional results through leadership development, team unity and organization strengthening.



Will Sutton
President and Director
Truist Leadership Institute

1

Level 1 Sponsor
\$3,000+ / year

- ✓ A Spot in Forum Within Parameters of Program
- ✓ Share Events in Newsletter 1x Per Month
 - ✓ Submit Proposal for Workshops
- ✓ Listed in Forum Retreat Resource Directory
- ✓ Company Logo Displayed on Newsletters
- ✓ 2x a Year Free Access to Meeting Space

2

Level 2 Sponsor
\$10,000+ / year

- ✓ All of the Benefits of \$3k Plus
- ✓ 1 Seat on 1 Market Area Executive Committee
- ✓ Guaranteed Program Facilitation 1x Per Year
- ✓ Dedicated Table at Legacy Speaker Events
- ✓ Verbal Recognition at All Center Events
- ✓ Unlimited Free Access to Meeting Space

3

Level 3 Sponsor
\$20,000+ / year

- ✓ All of the Benefits of \$3k Plus
- ✓ All of the Benefits of \$10k Plus
- ✓ 1 Seat on All 3 Market Area Executive Committees
- ✓ Serve as Subject Matter Expert for Round Tables
- ✓ Access to Center Facilitation to Implement Forum Principles Internally
- ✓ Annual Goal Setting Meeting with the Executive Director for Custom Designed Opportunities

Join 20+ corporate sponsors in supporting a thriving N.C. economy!



“Celebrate the Legacy: Great Outdoor Provision Co.”



“Celebrate the Legacy: Front Street Capital”



“Celebrate the Legacy: Biscuitville Fresh Southern”



“Celebrate the Legacy: Front Street Capital”



“Engaging the Enneagram System”



“Celebrate the Legacy: Queen City Audio Video & Appliances”

WAKE FOREST UNIVERSITY

CENTER for
PRIVATE
BUSINESS

WAKE FOREST UNIVERSITY CENTER FOR PRIVATE BUSINESS

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

CPB.WFU.EDU