

## Connect, Discover & Succeed at the 2007 Business Expo

Participating in the Chamber's 2007 Business Expo is one of the smartest ways to market your products or services to hundreds of potential customers and clients in the Morrisville and Triangle-area business community.

The Expo will take place Tuesday, June 5th at the Morrisville Outlet Mall on Airport Boulevard. The high-traffic location ensures ample visibility for exhibitors and can accommodate more than 50 display booths.

There are zillions of reasons why exhibiting at the 2007 Business Expo is a smart move. But, in the interest of time,



Eric Burg, CEO, and Alison James of Apple Rock shared tradeshow tips at the Chamber on April 12th.

here are just a few: (1) Opportunity to interact face-to-face with potential customers; (2) Demonstrate live how your product or service functions; (3) Change, shape or improve the image of your organization; (4) Distribute product samples or mementos for potential customers to remember you by; (5) Evaluate the products and strategies of your competitors; and (6) Expand your client base and grow your business!

Eric Burg, President & CEO of Apple Rock, offered the following advice to attendees of the "Tradeshow How-To" on April 12th in regards to being a successful exhibitor: "Be prepared to tell a story in three to five (see EXPO pg. 3)

## Two Large Projects, Mixed-Use and Retail, Underway in Morrisville

Plans for two large development projects underway in Morrisville, one mixed-use and one retail, were spotlighted at the Chamber's second Economic Development Forum on April 24th at Embassy Suites RDU in Cary. Duke Realty Corporation, Time Warner Cable and Time Warner Cable Business Class were the presenting sponsors.

The first, Shiloh Crossing, is located on 115 acres just north of the N.C. 54 and I-540 intersection. Currently in Construction Drawing Review, the development will ultimately feature more than 600,000-sq. ft. of retail space and will be anchored by Wal-Mart Supercenter and discount warehouse Sam's Club. The project is being developed by New Jersey-based Angeloni Development.

The second project, Park West Village, was discussed in-depth by developer Connell Radcliff, president of 1st Carolina Properties. The 96-acre mixed-use lifestyle community will be situated on the northeast corner of Chapel Hill Road and Cary Parkway and is being developed as a joint venture with Casto Lifestyle Properties, headquartered in Sarasota, Florida.

The site plan—submitted to the Town of Morrisville earlier this month—includes 750,000-sq. ft. of retail space; 50,000-sq. ft. of office space; a 140-room hotel; and 425 residential units.

According to Radcliff, the completed project will be comparable to North Hills in Raleigh and will feature heavy landscaping, a variety of unique storefronts, discreetly-located parking areas, (see PROJECTS pg. 3)

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# Communicator

The Morrisville Chamber of Commerce strives to be a valuable resource and advocate for our business members by providing unique products and services, developing creative and informed business leaders and enhancing the economic environment for our members and the community at large

*The Communicator*

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### ADVERTI\$E with the Morrisville Chamber

*Communicator* (quarterly publication)

FULL PAGE ..... \$300.00 (8 x 10.5 or 10.5 x 8)  
1/2 PAGE ..... \$200.00 (4.5 x 7.5 or 7.5 x 4.5)  
WHO'S WHO DIRECTORY (business card) ..... \$50.00 (2 x 3.5 or 3.5 x 2)  
INSERT (member provides 1,100 copies) ..... \$150.00 (8.5 x 11 or 11 x 8.5)

#### Website

SPONSOR (logo with link to company website). . . . \$100.00/month  
MEMBER SPOTLIGHT..... \$150.00/two weeks or \$250/month  
(logo on homepage with link to company website; approx. 300-word write-up about company)

*Get Connected* (weekly electronic newsletter)

SPONSOR ..... \$50.00/issue or \$175/four issues  
(logo - and optional text - with link to company website)

# Developments in Morrisville

## A Taste of What's Coming

New eateries, shopping venues and other commercial developments are popping up all over Morrisville. To bring you up to speed, here's a run-down of some recently approved commercial projects (current as of April 3, 2007) as well as a few newly opened—and closed—businesses in the area.

The following are currently under construction on the corner of Davis Drive and Morrisville-Carpenter Road: **AutoZone** (Morrisville Market); **CVS Pharmacy**; **DQ Grill & Chill** (Davis Commons); and **Grace Park**, a mixed-use development.

Other projects under construction include: **McCrimmon**

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### PROJECTS continued from pg. 1

several outside gathering spaces, a movie theater and a greenway connection.

Construction on Park West Village is expected to begin next spring and a proposed completion date is set for summer of 2009.

An aerial view of the 96-acre site is shown at right. Cary Parkway runs along the left side of the image and N.C. 54 (Chapel Hill Road) runs perpendicular. The planned residential space can be seen in the back-right quadrant of the site and a rendering of the proposed multi-story hotel can be seen on the left.

For more information about Park West Village, visit [www.1scarolinaproperties.com](http://www.1scarolinaproperties.com) or [www.castolp.com](http://www.castolp.com).



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### EXPO continued from pg. 1

sentences about your business and your booth that clearly states why your product or service is worth someone's time and money."

Burg also said that the #1 reason why people attend tradeshows is to see what is new and different in the market; therefore making the most successful exhibitors the ones who present their products or services with a captivating, must-have approach.

Charles Allen, Chairman, American Exhibition Services, said it best: "Tradeshows are about human interaction. Face-to-face conversation gives us a 'feel' for the other person that a data transfer never will."

Reserve a booth for the 2007 Business Expo by

**Medical Center** (McCrimmon Corners); **Providence Place Amenity Center** (Providence Place Subdivision); and **Stein Mart** (Park Place Shopping Center).

Open for business and ready to serve are the following: **ACE Hardware** and **Smithfield's Chicken 'n Bar-B-Q**, both located at the corner of Davis and Morrisville-Carpenter; **Fast Lube Plus**, located at 3696 Chapel Hill Road; and **Cajun Charley Bayou Cuisine**, located off Airport Boulevard at 104 Jerusalem Drive.

**Greenshields Brewery & Pub** on Darrington Drive in Preston Walk has closed.

completing the form inside this newsletter and returning it to the Chamber via fax or email. The cost is \$250 for members and \$350 for non-members. Registration fee includes the following: 6-ft. skirted table, curtain back-drop, two box lunches and chairs. Requests for specific booth locations and electrical outlets will be accommodated as best possible.

Built in 1991, the Morrisville Outlet Mall is home to nearly 30 stores and eateries including IZOD, Samsone, and Saks Off 5th. It is located at 1001 Airport Boulevard. Please visit [www.morrisvillenc.com](http://www.morrisvillenc.com) for additional information.



# Membership Matters

## March Membership Drive a Success!

Many of the same dedicated and actively involved members who refer new businesses to the Chamber on a regular basis rallied together during the month of March in support of the Membership Drive. The efforts and support of membership chair Rodney Gaddy of Progress Energy and Meg Economy of Events Associates helped make the Drive a success! Cathy Arsenault of Tarheel Mortgage Corporation secured the most new memberships during the Drive and will be rewarded, along with everyone who participated, at a live-action racing event at RushHour Karting in Garner. Stay tuned for more details about the May outing.

Please welcome the following new businesses to the Morrisville Chamber of Commerce and keep them in mind when you are in need of a product or service. Businesses that joined during the Membership Drive are identified with an asterisk (\*) and include a brief description. Visit the Business Directory on our website for a full listing of members.

### **ALPHA WEALTH MANAGEMENT\***

8601 Six Forks Road, Ste. 400  
Raleigh, NC 27615  
919.870.8181 (p)  
919.676.5332 (f)  
Derek Carawan  
Financial Services

As an Investment Adviser Representative with Linsco/Private Ledger (LPL Financial Services), a registered investment adviser, I can help you define your long-term investment objectives and build a personalized investment portfolio designed to achieve them.

### **AMETHYST CHIROPRACTIC & PHYSICAL THERAPY\***

148 Morrisville Square Way  
Morrisville, NC 27560  
919.463.0021 (p)  
919.463.0431 (f)  
Dr. Puja Kazmierczak, Chiropractor  
Health & Wellness

Offering whole family wellness care for whole family balance. Health comes from making healthy choices -- Choose to move well, eat well, think well --- Choose to be well.

### **ARBONNE, INTERNATIONAL\***

104 High Slope Drive  
Cary, NC 27513  
919.827.4958 (p)  
Drucilla Combs, Independent Consultant  
Health & Wellness

Arbonne is a fast growing European Health & Wellness Co. We teach others how to become beautiful, healthy and wealthy.

### **BACK IN MOTION SPINE & JOINT CENTER\***

200 Pinner Weald Way, Ste. 102  
Cary, NC 27513  
919.465.9118 (p)  
919.465.9119 (f)  
Dr. Jason Slade, Owner  
Health & Wellness/Medical Services

Back In Motion Spine & Joint Center. It's more than just a name. Experience Relief - Recovery - Rehabilitation - - - Results. Let Dr. Slade help you get out of pain and get "Back In Motion."

### **BARTER BUSINESS EXCHANGE**

203 N. Harrison Avenue, Ste. 205  
Cary, NC 27519  
919.469.5538 (p)  
919.469.5558 (f)  
Maurya Lane, President  
Barter

### **BOOM! MAGAZINE**

106 Huntsmoor Lane  
Cary, NC 27513  
919.462.0141 (p)  
Donna Rasmussen, Account Executive  
Advertising/Publication

### **BUSINESS & PROFESSIONAL WOMEN OF RALEIGH**

P.O. Box 1851  
Cary, NC 27512  
919.899.5043 (p)  
Theresa Carter, Communications Chair  
Associations/Non-Profit Organizations

### **CLEARWIRE**

3110 Edwards Mill Road  
Raleigh, NC 27612  
919.457.6731 (p)  
919.789.2306 (f)  
Lisa Stone, Marketing Coordinator  
Wireless Internet Broadband

### **COMMUNITY LINK**

4742 Holts Prairie Road  
Pinckneyville, IL 62274  
1.800.455.5600 (p)  
866.898.8307 (f)  
George Prudhomme, Director of Business  
Development  
Publisher

### **DQ GRILL & CHILL\***

1008 Morrisville-Carpenter Road  
Morrisville, NC 27560  
919.792.0127 (p)  
ncgrillandchill@gmail.com  
Andrew Valkanoff, Owner  
Restaurant

DQ Grill & Chill serves a variety of craveable food items and world famous treats. There is a second location on New Bern Avenue in Raleigh.

### **EBMG (Employee Benefits Management Group)\***

1920 E Hwy 54, Ste. 320  
Durham, NC 27713  
919.806.1350 (p)  
919.806.1360 (f)  
Daniel Hynes  
Financial Services

EBMG provides consulting and brokerage services for businesses and individuals for their medical, dental, life, disability and long term care insurance needs. We help our clients understand the myriad of products and rules to secure the most affordable program possible.

### **FIRST COMMAND FINANCIAL PLANNING\***

4020 Wake Forest Road, Ste. 302  
Raleigh, NC 27609  
919.878.3577 (p)  
919.878.3998 (f)  
Steve Ross, District Advisor  
Financial Planning

### **HOOTERS OF RDU AIRPORT**

1001 Claren Court  
Morrisville, NC 27560  
919.469.2900 (p)  
919.469.2945 (f)  
Matthew Watts, General Manager  
Restaurant

### **INTEGRATIVE CHIROPRACTIC\***

4089 Davis Drive  
Morrisville, NC 27560  
919.468.5622 (p)  
919.468.5624 (f)  
Dr. Steve Palazzo, Owner  
Medical Services

### **KREATIVE CONCEPT**

1211 Wellstone Circle  
Apex, NC 27502  
919.387.1706 (p)  
919.387.0272 (f)  
Jud Patterson, Owner  
Awards & Personalized Gifts

**MONEY MAILER OF GREATER CARY**

209 Swordgate Drive  
 Cary, NC 27513  
 919.466.7888 (p)  
 919.466.8181 (f)  
 Greg Price, Owner  
 Advertising-Direct Mail

**NIKOS TAVERNA\***

4075 Davis Drive  
 Morrisville, NC 27560  
 919.462.1143 (p)  
 919.462.1319 (f)  
 Bill Bakis, Owner  
 Restaurant

This family-owned restaurant, with locations in Durham and Morrisville, serves authentic Greek cuisine. Specialties include mousaka, pastisio and lamb kokkinisto.

**ORIENT GARDEN**

10285 Chapel Hill Road, Ste. 300  
 Morrisville, NC 27560  
 919.468.6878 (p)  
 919.380.1838 (f)  
 Raymond Wong, Owner  
 Restaurant & Catering

**PALMS ASSOCIATES - CRABTREE CROSSING AT PRESTON\***

100 Walnut Forest Lane  
 Morrisville, NC 27560  
 919.380.9595 (p)  
 919.380.9349 (f)  
 Natasha Wilson, Property Manager  
 Apartments

Spacious townhomes and garden style apartments located in a quiet neighborhood

just minutes from RTP and RDU Airport. Sit back and enjoy all the amenities this home has to offer.

**PREPAID LEGAL SERVICES, INC.\***

1037 Takeaway Place  
 Morrisville, NC 27560  
 252.312.9071 (p)  
 Billie Valley, Director  
 Legal Consultant

We provide life events legal plans and services that help you stay on top of the issues and concerns you face everyday

**RANDY'S PIZZA\***

4129 Davis Drive  
 Morrisville, NC 27560  
 919.468.3737 (p)  
 919.468.3833 (f)  
 Ray Wolfson, Business Manager  
 Restaurant

**RAYMOND JAMES PRIVATE CLIENT GROUP**

1515 W. NC Hwy 54, Ste. 120  
 Durham, NC 27707  
 919.493.6043 (p)  
 919.493.6281 (f)  
 John Bahr, First Vice President, Investments  
 Investment Consulting

**RUSH HOUR**

5335 Raynor Road  
 Garner, NC 27529  
 919.662.9101 (p)  
 919.662.9990 (f)  
 Adam Saad, President  
 Entertainment

**SCOTT'S LAWN SERVICE**

2700 Perimeter Park Drive, Ste. 120  
 Morrisville, NC 27560  
 919.467.4167 (p)  
 919.467.6236 (f)  
 Stacey Callahan, Customer Service Manager  
 Landscape Services

**SECURE ENTERPRISE COMPUTING\***

909 Aviation Parkway, Ste. 600  
 Morrisville, NC 27560  
 919.380.7979 (p)  
 Michael Rickett, Technical Account Manager  
 Computers-Networking Securities/Systems  
 Integration

Highly specialized in secure computer networking and systems integration, SEC is experienced in all aspects of the computer security industry from consultation, design, implementation, information management and business application support, as well as vulnerability assessment services.

**SMITHFIELD'S CHICKEN N' BAR-B-Q**

3578 Davis Drive  
 Cary, NC 27519  
 919.468.2607 (p)  
 919.468.2607 (f)  
 Vickie Gallimore, Operations Director  
 Restaurant & Catering

**TANNER RETAIL STORE\***

1001 Airport Boulevard, Ste. 300  
 Morrisville, NC 27560  
 919.469.9700 (p)  
 919.469.0750 (f)  
 Cathy Steed, Store Manager  
 Retail

**Thank You, 110% Members!**

The following Chamber members contributed an extra 10% over their annual investment to create a designated fund to help offset the cost of the Chamber's Phase II building plan. The following businesses were 110% Members between the dates of January 10 and April 20, 2007:

**Ablest Staffing****American Audio Video****Beechwood Associates****Bowen Law Firm****Buehler Motor****Capital & Associates****Carolina Seal & Patch****Collection Services****Cornerstone Presbyterian****Creekstone Creative School****Culligan Water of the Triangle****DHL Global Forwarding****ETd, PA & Robbins & Associates****Everett & Everett Attorneys****ExperienceOne Homes****Extended Stay Deluxe****Fairfield Inn****GlaxoSmithKline****Gold's Gym****Gurkin Construction Group****Holiday Inn Express Hotel & Suites****Kelly Services****Korman Communities****L&D Self Storage****Lenda Goulding Real Estate****Real Estate Appraiser Faulkner****Morrisville Square Creative School****Morrisville Station****NAI Carolantic Realty****One Eleven Place****Piedmont Air Conditioning****Preston Animal Hospital****Primrose School at the Park****Rodney's Custom Cut Sign Co.****Rural Plumbing and Heating****Sam's Club****The Brickman Group****The Cary YMCA****TJ's Engraving****Triangle Car Wash****Triangle Church****UP's Supply Chain Solutions****Victoria's Sweets****White Ventures LLC****Yusen Air & Sea Service**

# News & Notes

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Raleigh has been selected to host the **American Chamber of Commerce Executives (ACCE)** 2009 annual convention, which attracts more than 1,200 chamber and association professionals from around the world.

**Boom! Magazine**, a lifestyle publication for baby boomers in the Triangle, is offering Chamber members a special 20% discount on advertising. For more information, contact Donna Rasmussen at 270-8991 or visit Boom! on the web at [www.boomnc.com](http://www.boomnc.com).

**The Castleton Group** recently won the Business Champions award presented by **Business Leader magazine**. The award pays tribute to local organizations for their contributions to the Triangle workforce through extensive training programs, job creation and revenue growth. The Castleton Group is a full-service professional employer organization specializing in human resources outsourcing.

**Cline Design Associates** in Raleigh promoted Paul Fox, Chris Grimes, Christine Grimes and Christine McDonald to senior associates with the firm. Jody Brown and David Renzulli were promoted to associate.

Henry Dirkmaat, owner of **Henry's Gelato** in Preston Walk shopping center, recently was featured on the front page of The Cary News for the buzz that his authentic Italian gelato is creating around town!

Submit your **News & Notes** to [jwhite@morrisvillenc.com](mailto:jwhite@morrisvillenc.com) so we can share your business updates with fellow Chamber members.

Connect with leading experts to learn tangible practices and processes that will benefit your business at **Manpower's** monthly, one-hour webinars. The topic on May 16th, "FMLA in the Real World - Recent Developments," will address recent court decisions on the Family and Medical Leave Act that will affect the way companies operate across the country. Or, join in on June 20th for "Winds of Change - Recruiting and Retaining a Diverse Workforce." For more details and to register, visit [www.us.manpower.com/webinars](http://www.us.manpower.com/webinars).

The Ad Club of the Triangle recently presented a silver ADDY® award to **MarketSmart Advertising**, a full-service, integrated marketing communications firm and part of Think Partnership's Think Advertising division. The agency received the award for a 60-second television commercial for Subway® Restaurants entitled "Road Trip" created by its production house, Bright Idea Studios.

Carla Starr has been named a principal of **Mulkey Engineers & Consultants**. As director of administrative services at Mulkey, Starr oversees and manages the firm's human resources, marketing, accounting and administrative staffs. Mulkey is a civil engineering firm with more than 185 employees at its six offices, including Raleigh and Cary.

**Peak 10, Inc.**, the leading independent data center operator and managed services company, recently announced a major addition of 42,000-sq. ft. of space at its data center in Morrisville. The world-class facility now totals 70,000-sq. ft., making it one of the largest data centers in the region and the largest in the Peak 10 family.

**Time Warner Cable's** Raleigh Division recently presented 1.1 million dollars in cash donations and in-kind services to nearly 100 non-profit organizations at the 4th annual TWC Partners Awards Luncheon. The event was held at the Hilton RTP in Durham. Among the largest recipients this year: The American Cancer Society, Artsposure, Bull Durham Blues Festival and Carolina Ballet.

**Time Warner Cable Business Class** recently won first place in the Cable & Telecommunications Association for Marketing (CTAM) Business Services Case Study Competition for its Carolinas Regional Alternate Channel Program. The Program was created to develop an alternate channel sales program in the Carolinas region.

**TriSure Corporation** recently was named a charter member of the Northwestern Mutual Financial Network Breakfast Club of the Triangle. The club, a chapter of Breakfast Club America, is a membership-driven business organization designed to help its members connect through networking events.

**TSG Academies** (formerly Triangle Sports Group and Triangle Tennis), one of North Carolina's leading sports management and sports coaching firms, will be offering track-out and summer sports camps at Cary Academy, the Town of Morrisville, and the Carolina Sportsplex. Camps will be offered in tennis, basketball, golf and soccer, and will involve personal development programs as well. For more information, contact Steve Rao at 656-7301 or [www.trianglesportsgroup.com](http://www.trianglesportsgroup.com).

# Coming Soon...

Have you signed up a foursome to play in the **Jani King Pine Cone Classic** on **May 7, 2007** at **Prestonwood Country Club**? If not, simply complete the registration form inside this newsletter and return it to the Chamber by April 30th to reserve your spot.

You'll enjoy a round of **golf**, lunch on the course, a chance to **win** lots of **great prizes**, and a reception immediately following the tournament.



## We Want Your Feedback!!

The Morrisville Chamber will be conducting an online member survey the first week of May.

You'll receive a link to the survey in a *Get Connected* e-blast and we would greatly appreciate you taking a few minutes to share your thoughts on the Chamber.

The survey is being conducted on a large scale with hundreds of chambers throughout the country participating. We'll be able to compare our results against a

## Business After Hours @ Kitts Creek

Tuesday, May 22  
5:30 - 7 p.m.

Beautiful and spacious, the Kitts Creek Community Center is the perfect venue for networking! Daniel's Restaurant & Catering in Apex will provide a delicious spread for you to enjoy between tours of the gorgeous model homes in one of Morrisville's newest residential developments.



Kitts Creek Community Center is located on Kit Creek Road, just off Church Street in Morrisville.

EXPERIENCE ONE  
*Homes*



Don't miss **ANY upcoming**, INFORMATION-PACKED BizTalks!! Presented by the Chamber's Small Business Council, BizTalks are **monthly forums** that feature various **speakers** and topics of interest to business owners and managers in regards to *developing, managing, growing* and sustaining a business.

**May 16th & June 20th (both Wednesdays)**

12 - 1:30 p.m.

N.C. Wesleyan College

(2000 Perimeter Park Drive, Morrisville)

Topic details coming soon!

**A box lunch can be ordered in advance for \$10.**

Are you receiving the Morrisville Chamber's weekly *Get Connected* e-blasts??

They contain lots of information about upcoming events and other important news for our members.

Please let us know if you're not getting them!

**RSVP to all Chamber events by calling 919.463.7150 or emailing chamber@morrisvillenc.com.**

**Visit [www.morrisvillenc.com](http://www.morrisvillenc.com) for the latest information about upcoming events.**

## May

### EXECUTIVE COMMITTEE MEETING

Wednesday, May 2  
7:30 a.m.  
Morrisville Chamber

### AMBASSADORS COMMITTEE MEETING

Thursday, May 3  
12 - 1:30 p.m.  
Morrisville Chamber

### JANI KING PINE CONE CLASSIC

Monday, May 7  
8 a.m. Registration  
10 a.m. Shotgun Start  
Prestonwood Country Club, Cary

### BOARD OF DIRECTORS MEETING

Wednesday, May 9  
7:30 a.m.  
Morrisville Chamber

### BIZTALK

Wednesday, May 16  
12 - 1:30 p.m.  
N.C. Wesleyan College  
2000 Perimeter Park Drive,  
Morrisville

### BUSINESS AFTER HOURS

Tuesday, May 22  
5:30 - 7 p.m.  
Kitts Creek Community Center  
6333 Kit Creek Road, Morrisville



## Advertise in the *2007 Morrisville Now*



The *2007 Morrisville Now* is in the final stage of production and is ready for you to claim your ad space! This 35-page, full-color magazine is published annually by the Chamber. More than 10,000 copies are produced and 20 additional pick-up locations are maintained year-long throughout the Triangle.

You will be able to view the entire publication online, hand-pick your ad space, and either upload your pre-designed ad straight to the publisher or have one created for you free of charge!

Please stay tuned... more details will follow in the mail.

## June

### 2007 BUSINESS EXPO

Tuesday, June 5  
12 - 6 p.m.  
Morrisville Outlet Mall  
1001 Airport Boulevard, Morrisville  
Plus! Business After Hours  
4 - 6 p.m.



### EXECUTIVE COMMITTEE MEETING

Wednesday, June 6  
7:30 a.m.  
Morrisville Chamber

### AMBASSADORS COMMITTEE MEETING

Thursday, June 7  
12 - 1:30 p.m.  
Morrisville Chamber

### BOARD OF DIRECTORS MEETING

Wednesday, June 13  
7:30 a.m.  
Morrisville Chamber

### BIZTALK

Wednesday, June 20  
12 - 1:30 p.m.  
N.C. Wesleyan College  
2000 Perimeter Park Drive,  
Morrisville