

- Share the Vision.
- Create Success.
- Realize the Future.



**What is Vision 3D?**

Vision 3D is an initiative of the Greater Durham Chamber of Commerce to accelerate strategic economic growth in Durham. This four-year, \$2.5 million campaign is designed to bolster business development, job creation and community well-being, ensuring Durham’s economic vitality.

**What does Vision 3D hope to accomplish?**

*Over the next four years, Vision 3D aims to:*

- Increase employment by more than 9,000 jobs. This includes direct, indirect and induced jobs.
- 50 new and/or expanded businesses
- Increase private capital investment by \$1 billion
- Create \$737 million in new local earnings
- Increase disposable personal income from new jobs created by \$626 million
- Increase Net Personal Consumption Expenditures by \$570 million
- Expand deposit potential for area financial institutions by \$169 million

**How will Vision 3D reach those goals?**

*By raising \$2.5 million, Vision 3D will help impact three core areas:*

**Economic Development:** Business Retention & Expansion, Business Attraction, & Business Intelligence

**Workforce Development:** Talent Development, Talent Attraction, & Retention & Marketing

**Community Development:** Support Community Enhancement

Each of these areas is target-focused on attaining the goals for more sustainable, long-term economic health for Durham.

For more information, go to [www.durhamchamber.org](http://www.durhamchamber.org)

**SPECIAL THANKS TO THE FOLLOWING COMPANIES WHO HAVE ALREADY CONTRIBUTED TO VISION 3D!** \* As of 2/17/09

American Institute of Certified Public Accountants • BB&T • Blue Cross and Blue Shield of North Carolina • Duke Energy Carolinas  
 Duke University • Duke University Health System • Fairway Outdoor Advertising • Independence Park Apartments • Research Triangle Park • SunTrust Bank

**Vision 3D General Chairmen:** Dr. Victor Dzau – Duke University Health System • John Stallings – SunTrust Bank

**Vision 3D Honorary Chairman:** Robert Ingram – GlaxoSmithKline

**Advance Division Chairman:** William Shore – GlaxoSmithKline

**Leadership Division Chairman:** Earl Tye – BB&T

**Pacesetter Division Chairman:** Keith Burns – Morris, Manning & Martin, L.L.P.

**Community Division Chairman:** Anthony Pugliese – American Institute of Certified Public Accountants

**Development Council Co-Chairs:** MaryAnn Black – Duke University Health System • William Brian – K&L Gates, LLP • William Kalkhof – Downtown Durham, Inc.  
 Jerry O’Keefe – PSNC Energy • Carolyn Titus – Durham County Government • John Wagner – Merck & Co., Inc. • Carver Weaver – Square One Marketing  
 Rick Weddle – Research Triangle Foundation • Dr. Phail Wynn, Jr. – Duke University • Lisa Yarborough – SunTrust Bank