



Center City Briefings offer breakfast, access, and news

Most people get their news about developments in downtown Greensboro through an intermediary – the News & Record, one of the city’s several weekly newspapers, or a broadcaster. Others rely on their favorite social media feeds.

Some folks, however, prefer to get their information about downtown Greensboro happenings firsthand, direct from an authoritative source. They are among the regulars who get out early on Tuesdays to attend Center City AM Briefings.

The next Center City AM Briefing is August 1.

These GMA-sponsored gatherings, which are open to all, feature presentations by city movers and shakers. The featured speaker may be a major developer, such as Roy Carroll of The Carroll Companies.

Or the speaker might be someone like Amy Grossmann, who moved to Greensboro to manage the National Folk Festival, now about to launch its third and

final run before transitioning into the North Carolina Folk Festival.

The audience in the Community Room at GMA headquarters might get an update on the Downtown Greenway, learn about plans for the Steven Tanger Center for the Performing Arts, or get an overview from managers of a new downtown restaurant and entertainment complex.

After the featured presentation, the floor is always open for questions.

Sometimes it can be a challenge to ask a question of a business leader or city official at a public meeting. But it’s as easy as raising your hand at a Center City AM Briefing. The speakers always take questions from the floor.

Jody Efird, principal architect with ESPA Architects & Planners, is a regular attendee at AM Briefings, which begin with a catered breakfast at 7:45 a.m. The meetings, she says, are an opportunity to get out of the office and mingle with other interested citizens who want



Amy Grossmann, local director for the National Folk Festival, presented at an AM Briefing.



Walker Sanders of the Community Foundation of Greater Greensboro discussed plans for the Tanger Center for the Performing Arts.



Capt. Shon Barnes gave a public safety update at a 2015 Center City AM Briefing.



AM Briefing presenters Kenny Roberts, director of marketing, and Kathryn Hubert, director of operations, Fresh. Local. Good. food group.

to stay abreast of what’s happening in and around downtown Greensboro.

“It’s my community,” Efird

says. At AM Briefings, which take place six times a year, she’s able to learn “what’s going on, why it’s going on,

and what to look forward to in the future. It’s taking the pulse of what’s going on.”

Continues on page 2

INSIDE TRENDS

- Business Success..... 2
- Riser Logan Nogales..... 3



- Wet 'n Wild 4
- Mel Schlesinger 5
- Workplace Workshop..... 7

Trends is a publication of the Guilford Merchants Association.



And the winner is ...

Ashley Gable, surrounded by her Harland Clarke coworkers, won the \$50 door prize at June’s Workplace Workshop. The programs, with top-ranked national speakers, are a free benefit open to all employees of GMA member companies. The next Workplace Workshop is August 3. Details are on page 7.

The one question you need to answer before marketing your business

BY ADRIENNE CREGAR JANDLER

Small businesses have greater access and the means to market directly to prospective clients than ever before. It's all thanks to the explosion in digital media and mobile marketing.

Recent studies show that as many as 47 percent of small business owners handle their own marketing efforts in-house.

Yet at the same time, many small businesses find themselves overwhelmed with the possibilities. Often, without an over-arching marketing strategy, they are chasing tactics they've heard are effective, but ultimately end up spending more money, with fewer results.

How can you maximize your marketing dollars to

drive sales? Start with the end in mind.

Many business owners want to increase revenues, but do not have a specific goal established.

How many times have you heard (or said yourself) "We need to grow new business." Or, "We need more clients for our new service."

Have you determined exactly how many new clients to target in a month's time? Most small businesses could not handle a rush of new clients if they came in large numbers or all at once.

How many could you realistically handle in a month? A quarter?

In addition, which of your services do you want to focus on growing? You likely offer some services



that are more profitable than others; you may have areas of your business that are under utilized.

Don't make the mistake of taking overly general approaches touting all of your services.

Instead, drive business toward the specific services you want to grow. This will likely mean different messaging and media for each.

I recently worked with a CPA on specific marketing tactics that he wanted help with executing.

Upon talking through his target markets and the various services he offered,

I discovered that he really only wanted to add two new retainer clients per month.

The approach to getting two new local clients a month is quite different from the mass-marketing approach he had originally planned to take. (His original approach also would have exhausted his budget in three months).

Instead, a highly targeted local campaign, combined with a well-crafted inbound marketing program, was a better fit functionally and for his budget.

Inbound marketing is a technique for drawing customers to products and services via content marketing, social media marketing and search engine optimization.

Identifying how much new business you want for specific services, as well as the period of time in which you want it to occur, should be a key factor for how you choose to market your business.

This target will direct the tactics/media you use, its frequency and duration, and where you'll focus to reach your desired market(s).

Understanding where you're going will ensure that you get there – and get the largest return on your marketing investment.

Adrienne Cregar Jandler is president of Atlantic Webworks. 336-855-8572 www.atlanticwebworks.com

AM Briefings

Continued from page 1

GMA held its first breakfast meetings 40 years ago. The initial meetings were annual events where city officials, including representatives of the police and fire departments, shared information. These sessions complemented a number of GMA activities that focused on publicizing downtown events and holiday promotions.

Under the leadership of GMA Chairman Betty Cone in the late 1980s, GMA

formed a Council on Center City. This committee of GMA members focused on downtown Greensboro and breakfast forums became a monthly event.

The current format, in which meetings conclude at 9 a.m., has been in place for several years.

Assistant City Manager David Parrish usually presides, often sharing something humorous said by one of his youngsters. He then calls on representatives of various city departments to give brief updates. News often breaks out with the facts



David Parrish, a Greensboro assistant city manager, usually presides at Center City AM Briefings. He also serves as volunteer chairman of Center City.

and figures released.

The number of building permits issued and inspections of construction projects give insights into the city's economic viability. Reminders about fire safety inspections carry extra weight following fatal blazes in other cities. There's often news about street work and public parking, which are always concerns of downtown professionals and business owners.

Parrish says the access to city department leaders afforded by AM Briefings is exceptional. The forum, he says, makes local government personal. "You can reach out, walk across the room, and have an interac-

tion with the people responsible" for various city services, he says. "Having that access makes it pretty neat. We have eight, nine, or 10 departments represented at any given meeting."

Former GMA Chairman Chester Brown, of Brown Investment Properties, often presided at AM Briefings during his tenure as GMA's leader. "The sessions are always informative," he says. The relaxed atmosphere is "a chance to network with other property and business owners."

Attorney David Spangler, who practices downtown and owns property there, says the forums help him

"stay in tune with what city officials are doing all over town." Plus, he adds, "It's a good marketing tool for us."

Eileen McCaskill, with Edmonds Hunt & Associates, notes that AM Briefings present opportunities for businesses to connect with the community at large. She met representatives from the Children's Home Society at an AM Briefing, which led her firm to sponsor some of the non-profit agency's events.

Chip Berry, director of development for Arts Greensboro, uses AM Briefings to provide updates on his agency's initiatives and stay on top of what's new. It's also a perfect venue to thank the public and city staff "for all the help they give us with the events we do downtown, particularly the public safety officers and operations people who make our events successful and safe."

There's one more motivator that gets Berry downtown at 7:30 on a weekday morning. He likes the breakfast. "It's those sausages," he jokes. "They are the best sausages in town."



President & CEO	G. Mark Prince
Vice President of Operations	Michelle Bolick
Vice President of Sales	Susan Russell
Operations/Special Events Coordinator	Holly Smart
Operations/Special Events Coordinator	Lisa Daas
Membership Development	Sharon Smith

TRENDS is published for the members of the Guilford Merchants Association.

Publication Coordinator – Michelle Bolick
Phone (336) 378-6350 Fax (336) 378-6272
225 Commerce Place, Greensboro, N.C. 27401
www.mygma.org

The Guilford Merchants Association is a nonprofit organization founded in 1906. The Association is a business membership organization focused on supporting member companies with educational programming, lead generation activities, marketing opportunities, and overall enrichment while serving as a catalyst for community growth and prosperity.



Logan Nogales, multimedia account executive.



Name: Logan Nogales
Age: 25
Hometown: Morganton
Residence: Kernersville
Education: Appalachian State University – Public Relations and Advertising
Business: Triad Business Journal
Position: Multimedia Account Executive
Duties: I meet with clients to discuss their marketing objectives in detail. We figure out exactly what they want to accomplish, and then I make my recommendation and point them in the right direction, creating a full-blown proposal for them. After they've decided on their campaign, it's my job to deliver the results to them – through print advertising, digital results, and event sponsorships.
On GMA: I was not aware of GMA until I came to Triad Business Journal. We're a member and GMA is one of my advertising clients. I went to the GMA orientation lunch, and they did a very good job of laying out all that's offered.
On Risers: My favorite things have to be the Risers' Lunch and Learn programs. I've been to several.
Goals: We have 43 sister publications throughout the country. I would love to move up within the organization (American City Business Journals) to be an advertising director.
Personal: I love to go home to Morganton at least once a month. I grew up on a farm there. I have a fiancé and a little puppy. Planning a wedding is a full-time job in itself.

Do You Want To Bring Your Employees, Co-Workers, Civic Groups Or Prospects Real Value?

Ask us to present on North Carolina Estate Planning and Elder Law at your next event.

We will discuss several issues including:

- The advantages and disadvantages of Wills, Living Trusts and Probate
- Maintaining your privacy and protecting your estate against a Guardianship if you become disabled (Hint: Not all Powers of Attorney avoid Guardianship!)
- How to plan before you need Long Term Care
- Why putting property in children's names may be a mistake
- Protecting your children's inheritance from their future ex-spouses, lawsuits, and other claims
- How Probate works and more importantly, how you can avoid Probate altogether!
- How to pay for nursing home expenses
- Providing for special needs (disabled) children and grandchildren

The presentation is FREE and each participant will receive a FREE no obligation private consultation to answer any questions about setting up their estate plan (\$350 value).



LAW OFFICES OF
CHERYL DAVID
 336-547-9999

528 College Road Greensboro, NC 27410 www.cheryldavid.com

Coble Transportation Center opens

The Coble Transportation Center at 8310 West Market Street in Greensboro is now open. The center, named for the late U.S. Representative Howard Coble, replaces the PART Hub on Regional Road.

PART – the Piedmont Authority for Regional Transportation – revised its fare structure and many routes with the July 3 opening of the Coble Transportation Center.

For instance, all PART Express routes are now \$2.50 one way. An all-day pass is available for \$6.

Reduced fares are available to se-

niors age 60 and older, disabled persons, veterans, and students.

PART serves a 10-county area surrounding Guilford and Forsyth counties.

PART served more than 468,000 passenger trips in fiscal year 2016 and reduced vehicle miles traveled by nearly 8 million miles.

With its partner agencies, PART seeks to enhance mobility, address congestion, and reduce transportation-related impacts on air quality. More information is available at partnc.org.



The Coble Transportation Center is on Greensboro's West Market Street near the intersection with N.C. 68.



Left: Wet 'n Wild Emerald Pointe's wave pool recently was upgraded with new wave-making hydraulics.

Below: General Manager Tony Brancazio and Riptide Racer, a four-mat, head-first flume ride, which opened last year.

Water park's core staff works all year to make a big summertime splash

Here are some cool facts about Wet 'n Wild Emerald Pointe that don't make it into the water park's marketing campaigns.

"We have at least three team members who started as seasonal employees, who went and got their degrees, and are now full-time employees," says Tony Brancazio, general manager of the water park.

Every year, he adds, about half of the 600 seasonal employees are rehires with experience from the year before. "That says something about the business when half the people come back," he says.

Of those who don't return, he explains, many are making the transition from high school to college, or from college to career. They're moving on with life, not necessarily bailing on Wet 'n Wild.

Brancazio has been with the park, which had its first full season in 1984, since 1991. Just a few years later, the water park became a



GMA member. Wet 'n Wild Emerald Pointe has been a member ever since.

"We are one of the largest water parks in the United States based on attendance, rides, and attractions," Brancazio says.

The park encompasses more than 40 acres filled with sun and shade and rides that can raise the heartbeat or relax the spirit. Wet 'n Wild Emerald Pointe is operated by Palace Entertainment, a major leisure park operator that is owned by Parques Reunidos, based in Spain.

Parques Reunidos has more than 60 attraction parks in 14 nations.

The park is open for only about three months a year, but marketing Wet 'n Wild Emerald Pointe goes on year-round. "About 30 percent of our business is pre-sold before we open our

doors," Brancazio says.

The park works with organizations and employers, such as Cone Health and Discount Tire, to offer discounts on admission for their employees. Groups of 500 or more may arrange special event packages that allow after-hours access to some of the park's most popular attractions, plus a catered meal.

Keeping the park competitive means regularly opening new attractions and upgrading the facilities in general. Riptide Racer, an 800-foot-long, four-lane, flume-style, mat racer opened in 2015. The head-first ride drops about 36 feet in elevation, sending mat racers to a coasting stop.

"It's a good ride for all ages," Brancazio says.

The park air-conditioned all its restrooms last year, he says. The major improvement for 2017 was replacing the hydraulic equipment that runs the wave pool. The completely reengineered system can create



a 4-to-5-foot wave about 60 times an hour. The old system could make approximately 20 waves an hour.

The new system, Brancazio says, "has given the wave pool a brand new dynamic."

Susan Ormond, sales manager for Wet 'n Wild Emerald Pointe, says GMA membership has multiple benefits. The networking opportunities introduce her to potential new guests, she says, and GMA's free education seminars help keep her sharp. She says she found Digital Marketing Institute programs on using social

media particularly helpful.

"I learned how to use our social media to the greatest benefit," she says.

GMA also has been good for team building, Ormond says. The Wet 'n Wild Emerald Pointe team took first place in GMA's 2015 Race & Seek event, a scavenger hunt that challenges teams' knowledge about the city and fellow members.

"That was so much fun," Ormond says. "It was terrific."

www.emeraldpointe.com
336-852-9721
3910 South Holden Road
Greensboro, N.C. 27406



Orienting new members

A special orientation meeting for employees of new GMA member companies is one of the first events for most newcomers. Attending a recent orientation were (seated, from left) Patricia Southard, SpringHill Suites Greensboro Airport; Lauren Lambeth, Community Blood Center of the Carolinas; Wendy Morgan Williamson, Mechanics & Farmers Bank; Karen Fentress, Encore Insurance Advisors; Anna Sullivan, The Creative Exchange; and Amber Joyce, AFineLine Striping Services. Standing (from left) are G. Mark Prince, GMA president & CEO; Rhea Stewart, Celebration Station; Jerome Cartledge, Archon Building Services; Nick Wiley, Longleaf System & Network Specialists; Chad Etoroma, The Creative Exchange; Wayne Joyce, AFineLine Striping Services; Kimberly Marriott, Merrill Lynch; Alison Huber, Sprint; and Allen Curtain, Fairfield Inn Greensboro Airport.

'A ton of benefits to volunteering,' plus wearing blinking lights

Credibility is not the first word you're likely to associate with a man wearing flashing LEDs around his neck. But Mel Schlesinger points out that credibility is all about context.

He's often one of the volunteers wearing flashing lights and circulating through the crowd at a GMA networking event. He doles out dozens of colorful stickers to those in attendance, facilitating the game that puts wallflowers and extroverts on an equal footing.

GMA's networking sticker game, for the uninitiated, introduces people to one another and gets them talking.

Schlesinger, who represents Virtual MD 24-7 (a health benefits service offered to employers for their associates), wears the

VOLUNTEER SPOTLIGHT

blinking lights as a badge of honor. They give him, he says, "a certain level of credibility." It's an honor, he explains, to be trusted by GMA to represent the organization as a volunteer. Newcomers recognize that, he says.

For those who need more credibility, Schlesinger is a former President of the National Association of Health Underwriters.

"There are a ton of benefits to volunteering," says Schlesinger. He makes his home in Winston-Salem but serves clients throughout the Piedmont Triad. GMA, he says, is a great vehicle to make new contacts and stay

in touch with a broad array of businesses of all kinds.

Schlesinger regularly attends networking events organized by groups in Winston-Salem and High Point. But his favorites – After Work Network and Noon-time Network events – are GMA functions.

"I've just found those events to be the best," he says. "The way GMA runs these events, it's very easy to meet people."

Furthermore, he says, most people attend for that reason. The free food and beverages are a draw, of course.

But "most people are there to meet people," he says.

As a volunteer, Schlesinger can count on meeting newcomers as well as GMA



Mel Schlesinger: 'It has to be fun for me to volunteer.'

veterans. Everyone gets involved in the sticker game. Being a volunteer has been good for his business, he says, and rewarding in other ways.

"It has to be fun for me

to volunteer," he says. "It doesn't sound good, but it's true."

Virtual MD 24-7
www.virtualmd24-7.com
(336) 525-6357

'Networking superstar' works her networks, builds success

Denise Heiskell started a business from scratch and ran it for more than a decade, largely on the power of building trust and networking.

Changing times and markets led her to reconsider the future of that business, and she laid it down.

As she chose a fresh career path, she knew that networking and personal relationships would play a major role. She quickly became successful with Colonial Life, which offers supplemental health and medical benefits to associates through their employers.

"I can attribute the majority of my success to networking, and especially with GMA," says Heiskell. Networking, she explains, "has made all the difference in the world. I'm very grateful."

Heiskell joined GMA not long after starting Family Friendly Nanny Placement Services, Inc. Family Friendly matched nannies with families needing that



Denise Heiskell represents health and medical benefit products from Colonial Life.

special type of childcare.

"It was about relationships," Heiskell says, about "making mom and dad feel comfortable, and being a resource for both the nanny and the parents."

She participated in GMA's Friday morning leads group, the Competitive Advantage

Networking (CAN) group, where she made friendships as well as business contacts. She left the group when she closed her nanny referral business but returned once she was associated with Colonial Life.

"Right off the bat," she says, two CAN group mem-

PARTICIPATION = SUCCESS

bers invited her to present her products to their employees. That was possible, she explains, "because that relationship of trust had already been established."

Heiskell has been in her new career a little over two years. She already has more sales achievement awards than will fit into her office. The basis for her success is well known to her half-dozen coworkers.

"They call me a networking superstar," she says.

Heiskell regularly takes part in GMA networking events, such as After Work Network get-togethers, and also attends educational

seminars whenever possible.

"The people participating with me are my target market, my clients," she says.

Regular association with fellow GMA members creates familiarity, she says, which builds trust and leads to friendship.

"When you are networking with a large group on a regular basis," Heiskell says, "you learn about their businesses. And they are really great about sharing referrals."

"Naturally, we like to do business with somebody we trust," she says. "I've built my career on relationships that have developed from networking, especially at GMA."

Colonial Life
www.coloniallife.com
(336) 331-3410

'I can attribute the majority of my success to networking, and especially with GMA!'

– Denise Heiskell

Sports Commission ensures city's stature as 'Tournament Town'

The Greensboro Sports Commission is a nonprofit organization chartered in 1989 to facilitate recruiting sporting events to Greensboro.

Over the years, the city's event resumé has experienced impressive growth and has inspired the cultivation of our proud nickname, Tournament Town.

Greensboro has first-class sports venues including the Greensboro



Prince

Aquatic Center, Bryan Park Soccer Complex, Greensboro Coliseum Complex, and J. Spencer Love Tennis Center.

Most residents know of the major events hosted in Greensboro, such as the Wyndham Championship, the ACC Men's and Women's Basketball Championships, the U.S. Figure Skating Championships, and the NCAA Men's Basketball 1st and 2nd Rounds. Yet there are hundreds of other amateur and collegiate sporting events also hosted in Greensboro

each year, such as wrestling, lacrosse, rugby, gymnastics, track and field, diving, and synchronized swimming.

These events bring tens of thousands of visitors to Tournament Town every year. They provide an economic boost to our economy as visitors fill up our hotel rooms, enjoy our restaurants, purchase gas, and shop in our local stores and businesses.

The sports tourism industry is thriving, growing, and highly competitive.

I am serving as chairman of the Greensboro Sports Commission for 2017-2018 and am excited to work with Sports Commission President Kim Strable to strengthen the city's reputation as a premier sports destination.

I encourage you and your business to support the various sporting events in Guilford County.

G. Mark Prince

G. Mark Prince
President & CEO

GMA Night at the Grasshoppers



Members picnic outside GMA headquarters before heading to the nearby Grasshoppers' stadium.

GMA's annual baseball picnic, featuring a catered cookout followed by a Greensboro Grasshoppers game, was June 8. The Grasshoppers took on the Hagerstown Suns in a double-header, winning both games.



Above: Baseball fans enjoying the game and the crowd.

Right: Mike Reynolds, general manager of Greensboro Courtyard by Marriott and president of the Guilford County Hotel Association, winds up to throw the opening pitch.



Beverly Crisco, UNCG; Joel Kaczmarek, Sandler Training.



Christopher Claywell, US Health Advisors; Angie Deal, News & Record.



Courtyard Greensboro

June 2, 2017



Monte Long, Long Insurance Services; Ryan Sims, Hampton Inn Airport.



Lifelong learners

GMA members filled the Community Room for a recent Teach Me Tuesday event led by Joel Kaczmarek (left) of Sandler Training. The ongoing Teach Me Tuesday series offers business training on a variety of topics. The next free seminar is August 8 at the Radisson Hotel in High Point. Visit mygma.org for details.

August 3 Workplace Workshop



Meridith Elliott Powell
on
Sales



**'Open More Doors –
Close More Sales:
How to Own Your Inner
Salesperson'**
with
Meridith Elliott Powell

Thursday, August 3
Embassy Suites Hotel
204 Centreport Drive
7:30 a.m. refreshments
8–10 a.m. seminar

Free for all employees
of GMA member
companies!

Registration
deadline: August 1

Call 378-6350
or register online at
www.mygma.org

Please let us know if you need
additional services for
employees with disabilities.



Scenes from June's
Workplace Workshop



Peggy Barron-Antolin, Office Evolution of the Triad; Denise Heiskell, Colonial Life; Michelle Shanks, Summit Credit Union; G. Mark Prince, GMA president & CEO; Debbie Brower, Debbie Brower CPA; Lydia Parsons, Harland Clarke.



Kit Welchlin shared his insights on generational communication with the June Workplace Workshop audience.

Consider GMA's formal networking opportunities

GMA sponsors three formal networking groups. Each meets weekly at GMA headquarters, where members get to know one another, share referrals, and share a meal.

Networking Gurus meet at 11:45 a.m. on Mondays. BIZ-Links meets at 7:45 a.m. on Thursdays. The Competitive Advantage Networking

(C.A.N.) group meets at 7:45 a.m. on Fridays.

Membership in each group is category exclusive, meaning there is one stock broker, one photographer, etc.

To learn about membership availability in a GMA networking group, call 336-378-6350.



Risers who attended a Greensboro Grasshoppers game as a group event got to enjoy premium accommodations in one of the stadium's boxes.

Right: Patricia Southard, SpringHill Suites Greensboro Airport, and Blaire McClanahan, Law Offices of Cheryl David.



GMA's Risers enjoy special events, programs

Risers, GMA's group for young professionals, is open to persons age 37 and younger who are employees of GMA member companies.

Risers was formed in response to

the particular needs of young professionals who may just be getting started in their careers or who may be new to the Piedmont Triad.

Risers activities are designed to help these individuals become acclimated to the Triad business community, sharpen their professional skills, and learn the personal and business benefits of networking.

Risers events include social outings, such as attending a Greensboro Grasshoppers game, as well as Lunch & Learn presentations by business leaders at GMA headquarters.

To learn more about Risers, send email to info@mygma.org, or call 336-378-6350.



Felicia Brown of A to Zen Massage speaks on goal setting at a Risers Lunch & Learn event.

fly easy.
FLY FROM PTI

easy baggage claim • easy parking **easy check-in** easy drive • easy connections • easy screening

flyfrompti.com

Thank You for

70
Years

“ As we celebrate our 70th anniversary in 2017, we want to thank our valued clients and others in the Guilford area for helping make that possible through the years. We look forward to continuing to provide our clients with services of the utmost quality, as well as continuing to serve in our Guilford community. ”

– Wade Pack, Managing Partner

B BERNARD ROBINSON & Company, L.L.P.

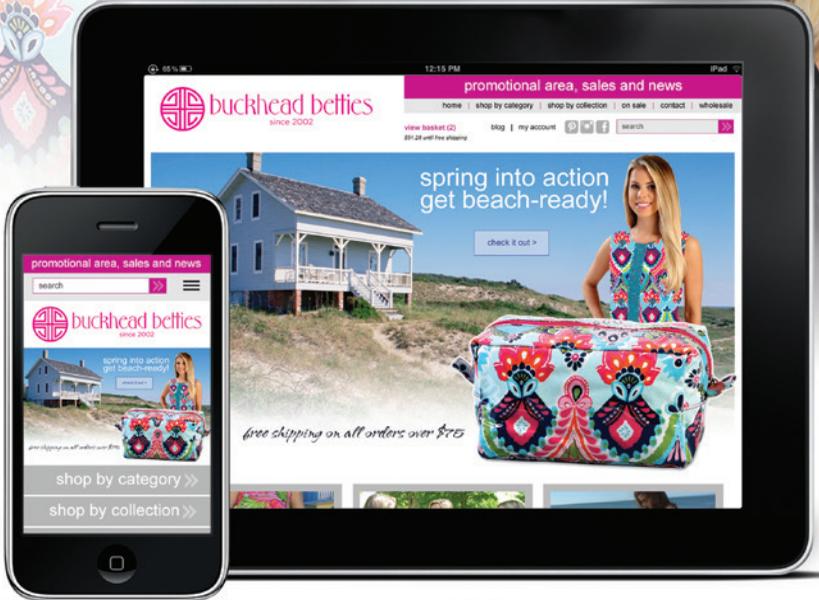
Certified Public Accountants and Advisors Since 1947

www.brccpa.com

Robust Sales Tool

"We're the South's favorite bag and preppy lifestyle clothing company. We needed a robust ecommerce website for our online sales and promotions as well as to manage our wholesale division ordering. We're very pleased, as the site has become the hub of our sales and fulfillment."

Debbie Brown
President and Owner
thebuckheadbetties.com

ATLANTIC WEBWORKS

(336) 855-8572 • ATLANTICWEBWORKS.COM

Make this summer hunger free for kids.

A gift to Second Harvest Food Bank will provide nutritious summer meals for local kids. You can make a meaningful impact in the life of a child.

Give today at hungernwnc.org.

TOGETHER WE CAN SOLVE HUNGER

MEMBER OF **FEEDING AMERICA**

SECOND HARVEST FOOD BANK OF NORTHWEST NC
3655 Reed Street Winston-Salem, NC 27107 • (336) 784-5770
hungernwnc.org