



2017 Festival of Lights
Lynn Donovan Photography

Hospitality industry adds new hotels, hundreds of rooms

There's a building boom under way in the hospitality industry.

Visitors to Greensboro in the next year or so will be able to choose from accommodations at six or more new hotels, with several of them downtown.

"We could see an influx of more than 500 rooms," said Zack Matheny, president of Downtown Greensboro, Inc., the non-profit group focused on economic development in the center city.

Projects under way range from a Hyatt Place hotel, situated as part of Roy Carroll's development opposite First National Bank Field, to a Westin Hotel on South Elm Street, and a Hampton Inn going up near the Carolina Theatre on Greene Street.

Other hotels coming online include a TownePlace Suites on Isler Street, which joins the cluster of hotels near Sheraton Greensboro at Four Seasons; and SpringHill Suites Greensboro Airport, located near the intersection of I-40 and N.C. 68.

These new hospitality



Hyatt Place, under construction at Carroll at Bellemeade, will add 108 sleeping rooms to Greensboro's hotel inventory.

properties are key components as Greensboro seeks to increase its already impressive share of the state's massive travel and tourism economy. Guilford County travel and tourism expenditures in 2017 were about \$1.4 billion, according to Visit NC. Visit NC is part of the Economic Development Partnership of North Carolina, a non-profit, public-private organization. Only Mecklen-

burg and Wake counties rank ahead of Guilford in tourism spending.

New hotels will make the city more competitive as it seeks to lure more regional, national, and international events to Greensboro, said Mike Reynolds, president of the Guilford County Hotel Association and general manager of Courtyard by Marriott on Wendover Avenue near I-40.

New hotels in the downtown area are especially important, Matheny said. Smaller conventions often want to locate in a walkable downtown where attendees can take advantage of restaurants, theaters, concert venues and other amenities.

The new hotels, Matheny said, will allow Greensboro to compete for conventions that "want to experience the quality of life downtown."

The additions to the hotel inventory also will enhance the city's ability to host large events. The Irish Dancing World Championships, to be held in Greensboro next April, are expected to bring about 5,000 dancers and 10,000 or more spectators.

Recent host cities for the annual event include Boston, London, Montreal, and Dublin.

Continues on page 7

INSIDE TRENDS

Kimberly Johnson, Riser 2 Business Success..... 3



Sue Falcone 4
Alison Schwartz 5
High Point Library..... 6

Trends is a publication of the Guilford Merchants Association.



Let's hear it for the volunteers

GMA Chairman Bart Lassiter of City Transfer and Storage thanks GMA members at the President's Reception, held Nov. 1 at the Proximity Hotel. The event thanks volunteers, sponsors, and advertisers for their dedication and service over the past year.



Name: Kimberly Patrick Johnson
Age: 33
Hometown: Littleton, N.C.
Education: B.S., Business Administration and Marketing, UNC Greensboro
Business: Truliant Federal Credit Union
Role: Truliant at Work Relationship Officer
Services:

In my role through Truliant At Work's business-to-business program, I assist employers with financial wellness programs for employees. We currently provide services to more than 1,000 business partners. This includes lunch



'n' learns on a range of topics, from everyday budgeting to planning for retirement and long-term care. Often, we set up booths at employer wellness and

benefits fairs. This year, we've launched credit report reviews to employees at their workplace. These services are offered at no cost to our business partners.

On Risers:

It's really great to meet and connect with young professionals in the area. Many of us are navigating our career goals, and it's nice to share ideas with like-minded individuals. In addition to networking and meeting new people, we're provided unique opportunities to experience Greensboro. I rode on the Risers float in the Greensboro Holiday Parade. What an experience! I also enjoy the Risers

lunch 'n' learns that are designed for young professionals and provide great information on how to succeed in your career.

On GMA:

I can't stress enough the importance of networking. It's not always what you know, but who you know. GMA makes meeting new people fun. The Noontime and After Work Networking events are lively and interactive. The sticker game makes it so easy to meet new people. I actually met one of my mentors, Donnell Corbett of Duke Energy, through GMA. I especially enjoy volunteering at GMA because it feels great to be a part of such an energized and impactful group. Because Truliant is a sponsor of GMA's Workplace Workshop series, I've attended sessions that I might not have been inclined to attend in the past. This opened my eyes! I now feel like I've missed out by not attending all the Workplace Workshops in the past! The speakers are great, and I always leave with something I can immediately use to increase my productivity at work.



Festival of Lights, Holiday Parade launch holiday season

The holiday season in Greensboro begins with back-to-back traditional public festivities.

It's the Festival of Lights on Friday, Nov. 30, followed by the Holiday Parade at noon on Saturday, Dec. 1.

Both events are managed by Downtown Greensboro, Inc. Greensboro has celebrated the Festival of Lights for more than 25 years.

The festival runs from 6 to 9 p.m. all over

downtown with musical performances along Elm Street, Santa in Hamburger Square, a community sing, and the lighting of the Community Tree in Center City Park.

The Holiday Parade, with floats, horses, marching bands and the state's only huge parade balloons (like in the Macy's parade in New York), starts at noon the next day.

More details are at downtownindecember.org.

Left: The Gingerbread Man balloon in the Holiday Parade.



President & CEO	G. Mark Prince
Vice President of Operations	Michelle Bolick
Operations/Special Events Coordinator	Holly Smith
Operations/Special Events Coordinator	Lisa Daas
Operations/Special Events Coordinator	Audrey Lambert
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.



Welcoming new members

GMA held an orientation for new members on October 3. Pictured from left to right, standing, are GMA volunteer Tom Pullara, Dream Vacations; Judy Williams, My College Journey; Dane Robertson, Bradley Personnel; David Lillard, Spartan Branding; Devin Phipps, Bradley Personnel; Jarian Cooper, MassMutual; Rafe Martin, ComTech; Denise Osborne, Southeast Business Association; Micah Carmony, COECO;

Jennifer McGarvey, Hanes Lineberry; Atticus Simpson, Truliant; Mark Prince, GMA/First-point. Seated, from left: Marcella Graziano, Marcella P. Graziano, LPC; Tammy May, The Color Spot; Hilda Tijalli, Brown Investment Properties; Dwayne Leathers, Nothing Bundt Cakes; Debbie Frisbee, Seniors Helping Seniors; Cathi Roberts, Convergence .

Small businesses can boost 2019 results through marketing automation

BY ADRIENNE CREGAR JANDLER

Marketing trends predicted for 2019 show a greater use of marketing automation, artificial intelligence, and video.

While these may sound like options that are largely available to bigger companies, many small businesses might be surprised to discover that there are plenty of options priced within their reach. Marketing automation, in particular, has become mainstream and is available to some degree in most online marketing platforms, including email services such as Mailchimp.

What is marketing auto-

mation? At the core, it is the use of a suite of tools to provide lead capture and to automate follow-ups. Marketing automation software platforms include, at a minimum, customer relationship management (CRM) and email marketing components to automate and track communications. More robust platforms also include features to manage the entire sales process and online marketing initiatives.

Marketing automation is especially powerful for small businesses, as it enables them to “do more with less” on several fronts – streamlining marketing efforts, as well as customer service and sales. Not only does it help a business respond to clients and prospects more quickly and consistently, but it also enables personalization and the tailoring of messaging



Jandler

BUSINESS SUCCESS

for different target markets.

The software also performs a record-keeping function, capturing customer and prospect data at a level that many small businesses do not. The software tracks interactions across all marketing channels automatically, providing comprehensive at-a-glance details about every interaction with each contact in your database.

Activities captured and recorded in the contact record include emails sent and received, the contact's visits to your website or blog, clicks on calls to action within your marketing communications, and more. This information can then

be used to enroll contacts into pre-defined marketing campaigns based on actions the contact has taken.

Data dashboards enable insight into the business opportunities in progress, lost and won, as well as providing a clear view of your team's performance toward their goals.

It's never been easier or more affordable for small businesses to take advantage of automation for sales and

marketing. During a strong economy (as we are currently experiencing), when smaller firms are challenged to keep up with business received while continuing to grow the existing client base, automation can close the gap.

Adrienne Cregar Jandler is president of Atlantic Webworks.

www.atlanticwebworks.com (336) 855-8572

Typical Marketing Automation Functions

- Lead scoring and sales enablement
- Creation of web landing pages
- Email marketing campaigns
- The ability to publish blog posts and social media
- Search engine optimization (SEO)
- Video hosting
- Management of pay-per-click and other digital advertising campaigns
- Website analytics
- Call recording
- * Integration of website chat bots
- SMS/text messaging campaign management
- Meeting scheduling
- Task management
- Customer support/ticketing

GMA membership helps new entrepreneur spread word about her business

Dede Roberts' long career working in marketing communications for a Triad aerospace company provided her with a wealth of experience.

But when she became the owner of a specialized niche business three and a half years ago, she realized she was unprepared for two major challenges.

She needed to build brand awareness for MI-BOX, a portable container storage company new to this market. And she also needed to educate the marketplace on the many uses for portable storage containers.

Generically known as pods, MI-BOX portable storage containers come in three sizes up to 20 feet in length.

Roberts bought MI-BOX

rights for North and South Carolina, enabling her to operate the service and sell territorial rights to others.

The containers have many uses for homeowners and business owners.

PARTICIPATION = SUCCESS

A container of personal items may be stored on site or in the MI-

BOX warehouse during a home renovation.

A business might use a container for temporary records or product storage.

“Starting as an entrepreneur,” she says, “I didn't know what it takes to get your brand known. My marketing career had been around brand and image and telling our story well. But MI-BOX was not known.”

Roberts looked around the Triad for business or-



Dede Roberts provides MI-BOX mobile storage containers for the greater Piedmont Triad market.

ganizations with the goal of networking and finding other entrepreneurs with whom she could build relationships and share experiences.

She found all that at GMA, she says.

“GMA has provided a great forum for meeting other entrepreneurs and really getting to know them,” she says.

Roberts says she has found a great deal of loyalty among business owners.

They want other businesses to succeed, she says. “Folks will share with you and support you the best that they can,” Roberts says. “And GMA really provides opportunities for that.”

Roberts' favorite GMA events are After Work Network, Noontime Network, and Center City AM Briefings.

“I like knowing what is going on around the community,” she says. “And different folks attend these

different events.”

Becoming involved regularly in GMA events has benefited MI-BOX, she says. Through the contacts and relationships made, “business has come to us,” she says.

She's pleased with her investments in GMA. “It's the best bang for your buck that you're going to get,” she says.

MI-BOX
getMIBOX.com

She's all about local but runs a business that spans the globe

Sue Falcone works at a stand-up desk, which perfectly suits her mode of operation. She's constantly in motion, talking with her hands and thinking two steps ahead.

Nor will you find her standing still at GMA events.

As a volunteer passing out colorful stickers for GMA's famous

networking game, she flows through the crowd at Noon-time and After Work Network events. Her mission is to mix things up and to get people talking. She makes it look remarkably easy and fun.

"If I'm going to an event," Falcone says, "I might as well volunteer. The sticker game is fun, and you get to meet so many people!"

GMA's casual approach to networking, and the wide variety of member business-

es, convinced Falcone that membership was right for her and her business.

"I have a different business model than most companies," she says.

Falcone owns Remarkable! A Speakers Bureau. She represents more than 30

professional speakers with expertise in subjects of interest to businesses, Fortune 500 companies, trade associations and other groups. She sends them out to speak to groups large and small, all over the United States and all around the globe.

A former AT&T executive, she launched her business 10 years ago.

"I'm that person who wants to match events to the right speaker," she says.

Falcone's first exposure to GMA was as a guest at one of GMA's three dedicated net-



Sue Falcone launched her speakers bureau 10 years ago after a career as an AT&T executive.

VOLUNTEER SPOTLIGHT

working groups. Each one meets weekly to share referrals and offer one another support. She was familiar with the concept, but felt that because of her business's widespread reach and special focus, she wouldn't be able to provide members of a tight group many referrals.

But then she learned more about GMA. "There's so much more to it than leads groups," she explains.

Falcone went to an orientation for new members and discovered that she knew

several others in attendance. "It was neat reacquainting with someone I already knew," she says. She quickly learned that GMA penetrates broadly into the greater Piedmont Triad community, and that appealed to her.

GMA staff told those at the orientation that volunteering was the gateway to meeting large numbers of people. For Falcone, that's all it took. Her business reach is global, but she likes strong community involvement. GMA offers that, she says.

"There are always op-

portunities to help people," she says. "I've been able to give people information and connections, and they can do the same for me."

The casual, fun approach to networking at GMA social events is just what she was looking for. "It's natural, organic networking, which suits my business model," she says.

Remarkable! A Speakers Bureau
remarkablespeakersbureau.com
 336-375-1218



Karen Williams, Main Street Staffing; Ken Melton, Practical HR Solutions.



**Truliant Federal Credit Union
High Point**

September 18, 2018



Brian Jones, Truliant; Gene Dolan, Culinary Visions Catering.



Lowell Rhodes, Integrated Technology; Kathy Cates, PIP Printing and Marketing Services of the Triad.



Thomas Jones and Brittney Lambeth, Print Logic.



Kyle Feeny, American Partners Federal Credit Union; Sammie Alnajjar, Zach Barnes State Farm.



Ross Cox, ActionCOACH; Megan Gray, Triad Job Search Network.

Alison Schwartz and dachshunds: A huge love for small dogs

Merida the dachshund is never far from Alison Schwartz's side. Whether Schwartz is at home or working at All Pets Considered on Battleground Avenue, where she is store manager, Merida is her constant companion.

Schwartz currently has six other dachshunds at home that are permanent residents. The numbers vary. "My ideal number is four," she says with a laugh.

Her two children love animals. "They come by it honestly," she says. Her son is particularly gifted in working with dogs with behavior issues, she says. "He has a very gentle spirit."

And then there are the rescue dogs.

Schwartz, an active GMA member, recalls the time 40 dachshunds were rescued from an Iredell County puppy mill. "At one time, they were all in my back yard," she says. "I had a lot of volunteers helping me. But 40 is a lot of dachshunds at once."

The dogs, rescued by Almost Home Dachshund Rescue Society, eventually were parceled out to other dachshund lovers up and down the East Coast for foster care and then to their forever homes.



IN OUR COMMUNITY

Alison Schwartz and her constant companion, Merida, who accompanies her to work at All Pets Considered.

Almost Home Dachshund Rescue Society, an IRS-recognized non-profit organization, was founded in 2001. Schwartz is the longest-serving member and has been treasurer for about 12 years. It's a national organization

with about 25 members, but much of its focus is on North Carolina and the surrounding region.

Schwartz first brought unwanted animals home as a child. "I didn't know that was called rescue," she

says. She got her first dachshund in 1999. Her new husband also loved the breed, and two days after marrying, the couple performed their first official rescue.

"I've been doing it ever since," she says. "Rescuing and adopting out."

Rescued dachshunds often need dental care and other veterinary services. A recent rescue in Guilford County, named Christopher Robin, needed \$5,000 in medical care.

"One way or another," Schwartz says, "somehow it always works out. I can't look an animal in the eye and not save them."

Merida was a rescue dog that came into Schwartz's life three years ago, a few months after her original dachshund died.

Merida wears dachshund fashions that invite comments from visitors to All Pets Considered and as Schwartz travels about Greensboro representing the store.

"Merida goes with me to just about every community event I do," Schwartz says.

Almost Home Dachshund Rescue Society
almosthomerescue.org

Race & Seek: Competitive spirit, community knowledge are winning combination



First place team of Alison Huber, Sprint; Cheryl Parrish, Impact Promo Group; Sandi Nance, First Citizens Bank; Debbie Prince, City Transfer and Storage.



Alyson Kennedy, Sarah McGraw, Courtney Ageon, Dave Recchion, LBA Haynes Strand PLLC.



Kim Cossaart, Elizabeth Bowman, Josh Jackson, Martin Durrence, of Leeper, Keen and Rumley LLP.



Stephanie Richardson, Brian Jones, Sasha Sullivan, Kimberly Patrick Johnson, of Truliant's Team Trumanji.

The Greased Lightning Fast Pink Ladies, a team comprised of members of Business Women of the Triad, took first place in GMA's 2018 Race & Seek Challenge.

Seven teams competed by following clues, locating secret locations, and collecting bonus points awarded for such things as taking a selfie at local points of interest.

Truliant's Team Trumanji won the vehicle decorating contest.



Donnie and Nick Atz, LBA Haynes Strand PLLC.

High Point Public Library works to serve its various communities

A major infrastructure improvement project usually doesn't cause a public library to ramp up its outreach and services. But the High Point Public Library isn't a typical library.

When a half-mile of High Point's main street was closed two years ago to bury electric and utility lines, access to many businesses was affected. No business was entirely isolated, but traffic patterns changed and customers had to learn new routes to reach stores and offices.

To help affected businesses make it through the months-long closure, a business librarian and the city's public information officer reached out to offer advice about

marketing and advertising, to ensure that the community knew that those businesses remained open.

"They visited each and every one and helped them throughout that period," says Mary Sizemore, library director. "And they are doing the same thing now that streets are closed around the (down-town) stadium project, offering target marketing."

Sizemore notes that libraries today must be about much more than checking out books and answering reference desk questions. Yet supporting community business interests goes way back at the High Point Public Library.

The library's mission statement includes the phrase "to enhance economic vitality. That's one of our main goals," says Sizemore, who has led the library for seven years. "If you're going to be part of the community, you have to be part of the business community as well."

The High Point Public Library was a longtime member and supporter of the High Point Merchants Association. When that organization merged

LOYAL MEMBER



Mary Sizemore is director of the High Point Public Library. The city's new children's museum will be constructed on a site visible from the library's third-floor conference room.

with the Greensboro Merchants Association 10 years ago to become the Guilford Merchants Association, the library also made the transition.

The library's location on Main Street, near High Point Medical Center, makes it easily accessible and a natural community center. Sizemore and the library staff of more than 50 persons strive to expand the library's role with various interest groups and populations throughout the city.

"The library has always been community centered," she says.

Recent innovations include an expanded farmers' market that operates on Saturday mornings from spring

through fall. A federal grant helped pay for exterior renovations and market stalls. The farmers' market helps bring fresh, nutritious food into an area identified as a "food desert."

"We were amazed at the success we had," Sizemore says.

The outdoor renovations include a plaza and stage

area for concerts, plays, and other activities. "Everything we are doing is intentional," Sizemore says. "We're addressing a serious issue, but also providing a fun place for people to come and meet their neighbors."

*High Point Public Library
901 N. Main Street
(336) 883-3660*



Market stalls bring hundreds to a farmers' market on Saturdays, spring through fall.



A concert on the library's plaza stage.



**Courtyard by Marriott
Greensboro**
October 5, 2018



Frank Butcher, Peoplewerks Consulting; Hilary Goldberg.



Aesha McCoy, Children's Home Society of North Carolina; Teri Young, T. McKenna Young Real Estate Advisors; Chris Villa, Digital Phone.io.



Dallas Buckley, PrimePay; Dazia Smith, Creative Home Care Solutions.

December 6 Workplace Workshop



Dave Caperton
on
Attitude

'Adjusting the Lens of Perception' with Dave Caperton

Thursday, December 6
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: December 4

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

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

Merger with High Point Merchants Association led to decade of progress

Ten years ago the Greensboro and High Point Merchants Associations merged to create the Guilford Merchants Association.

This merger created a unique opportunity for GMA to expand its presence throughout Guilford County.



Working with the High Point Chamber of Commerce and many established High Point business leaders, we have made a positive impact by providing networking and professional development opportunities to what is now a larger, more robust business community.

We have held many of our popular member events in High Point, such as After Work Networks and Teach Me Tuesdays. We will continue to do so as we plan for 2019 and beyond.

GMA has been fortunate to have High Point business leaders serve on our board of directors, including our 2018 Chair, Bart Lassiter of City Transfer & Storage, 2019 Chair Darlene Leonard of Smith Leonard

PLLC, and a past chairman, Tim Ilderton of Ilderton Dodge Chrysler Jeep RAM.

I have the honor of serving on the board of directors for Business High Point and the High Point Economic Development Corp. GMA/FirstPoint has invested in High Point economic development activities, and we look forward to opening day with the High Point Rockers, the city's new professional baseball team.

And finally, we can't forget one of High Point's favorite traditions, the Holiday Festival Parade and downtown street decorations. GMA is proud to own and operate the parade with the aid of many volunteers.

In the past decade, we have engaged many business and community leaders, made new friends, and welcomed many businesses into our organization. GMA is eager to continue investing in High Point and its bright future.

G. Mark Prince
President & CEO

Reach your target market through Trends

Trends reaches thousands of readers throughout the Piedmont Triad, including readers of Triad Business Journal.

An ad in Trends is seen by decision-makers at hundreds of companies, large and small.

Trends is published six times a year by the Guilford Merchants Association.

To advertise in Trends, contact Michelle Bolick at 336-378-6350 or via email, mbolick@mygma.org.

Hotel construction boom

Continued from page 1

City tourism officials and executives from Koury Convention Center traveled to Ireland in 2017 to pitch the city to the Irish Dancing Commission. Greensboro was chosen over Orlando and Birmingham, England.

The championships will "be a great boon to the economy," Reynolds said. "It's a great success for our city."

Henri Fourrier, president and CEO of the Greensboro Convention and Visitors Bureau, agrees that the hotel properties expected to open in the coming months will "open up new opportunities" in attracting more meetings and conventions to the city.

Fourrier noted that while major events, such as ACC Basketball Championships, pack hotels and earn headlines, smaller meetings are critical. "The 250-participant meetings that go on every day, year round, are the bread and butter that keep (the hotel industry) afloat," he said. "They are significant to our industry."

Greensboro CVB records listed 84 hotels and nearly 9,500 hotel rooms

in 2013, Fourrier said. Currently the CVB inventory lists 87 hotels and 9,905 rooms.

High Point, Alamance County, and Winston-Salem/Forsyth County also have new hotel properties coming online. A hotel is expected to be part of the development surrounding High Point's new downtown baseball stadium. High Point University and Elon University have announced hotel projects as well.

New properties will push the number of rooms available in and around Greensboro to around 10,500.

Hotels under construction or about to open include:

- TownePlace Suites, Isler Street – 80 rooms.



Statue of Gen. Nathaniel Greene overlooks Hampton Inn & Suites construction on South Greene Street.

- SpringHill Suites Greensboro Airport, Hickory Branch Road – 103 rooms.
- Comfort Suites, near N.C. 68 and I-40 – 80 rooms.
- Hyatt Place, Eugene Street – 108 rooms.
- Westin Hotel, South Elm Street – 180 rooms.
- Hampton Inn & Suites, Greene Street – 120 rooms.

An Aloft Hotel is part of a proposed project to be built by developer Roy Carroll in conjunction with a parking deck to be owned by the city.

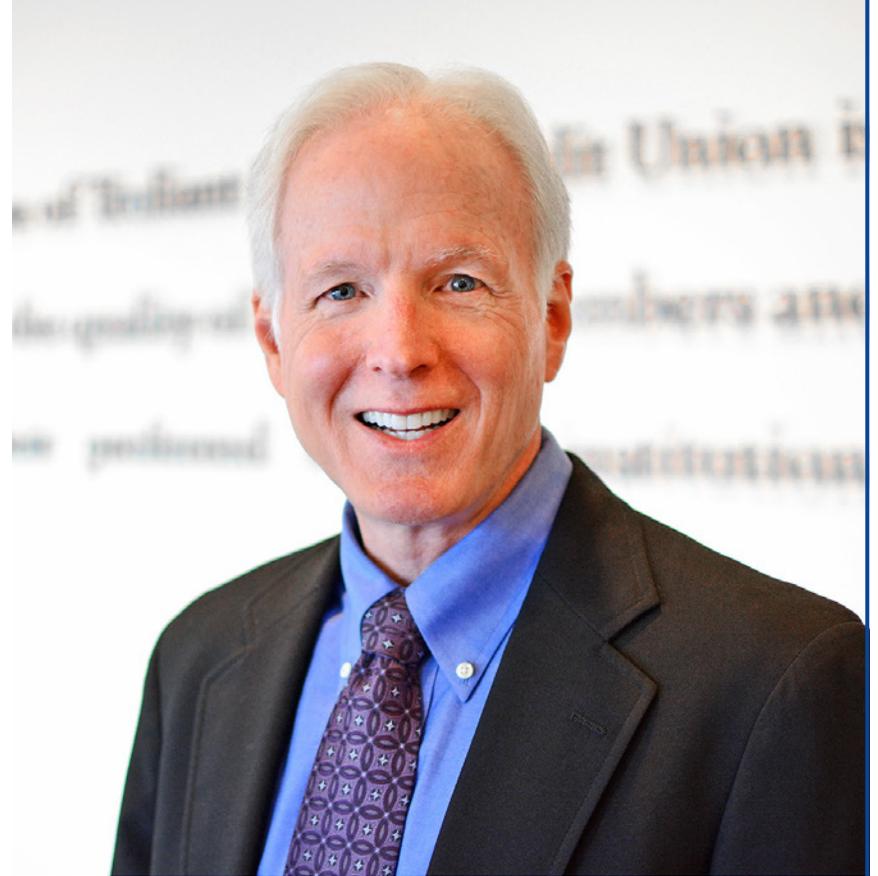
The site is expected to be near First National Bank Park and Carroll at Bellemeade, which includes the Hyatt Place hotel. Negotiations between the developer and city for the new parking deck and hotel complex are ongoing.

There's no business like your business.

And your business is our top priority.

- Commercial Real Estate Lending
- Operating Lines and Equipment Purchases
- Debt Refinancing
- SBA 7a/USDA Loans
- Business Acquisition and Expansion

Truly different.



Hugh Black, Business Services Officer | hugh.black@truliantfcu.org

Truliant commercial lending officers are easily accessible, and offer fast approvals and solutions to help your business grow. Email **Hugh Black** in Greensboro to discuss your lending needs.

Federally insured by NCUA. Equal Housing Lender. Loans subject to credit approval.



Integrated Sales and Marketing

"Atlantic Webworks has helped us integrate our sales and marketing efforts onto a unified platform. They have enabled us to effectively use automation for customer communications with greater insights, tracking and visibility."

We're targeting new markets and more effectively nurturing our existing client relationships with Atlantic Webworks."

Ryan White
President, DTI
www.dtiibs.com



(336) 855-8572 • ATLANTICWEBWORKS.COM



BE THE REASON

A FAMILY CAN SHARE A HOLIDAY MEAL TOGETHER.



#givethanks
#sharingtheabundance
#feedingcommunity

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

From Boone to Burlington, Second Harvest brings food and hope to neighbors in need.