

## 2016 chairman has firsthand knowledge of how to grow a business

**T**im Templeton benefits from an unusual perspective for his year as GMA/FirstPoint board chairman for 2016. He's intimately familiar with many types of businesses, large and small.

Templeton is president and COO of Senn Dunn Insurance, which serves clients ranging from small businesses run by sole entrepreneurs to corporations with hundreds of personnel.

His career also encompasses experience with small and large enterprises. He once worked for one of the nation's largest insurance firms before opting to join Senn Dunn

in 1992. The insurance firm had a single office in Greensboro and 16 employees.

"We were small but proud," Templeton said. "It was a nice agency." And for him, at that stage of his career, "It was a chance to have some leadership."

Templeton's gambit paid off. Senn Dunn today has five offices across the state and more than 150 associates. Most are in Guilford County, where Senn Dunn has offices in Greensboro and High Point.

In 2014, Senn Dunn merged with Marsh & McLennan Agency LLC, which Templeton describes as "the largest insurance broker in the world." The relationship allows Senn



Tim Templeton, president of Senn Dunn Insurance.

Dunn to retain local control while giving the agency access to "tools and capabilities we never had."

"It's been a fast transition," Templeton said. "It's been entrepreneurial. It's been satisfying to see the business grow."

"With Marsh, we can access specialists all over the country" in specific industries, he said. For example, when an automaker locates a factory in North Carolina, Senn Dunn

can approach that prospect and draw upon the expertise of insurance specialists in the Marsh network who are familiar with the needs of auto manufacturers.

Templeton, the father of three college-age children, is optimistic about the regional economy. He said many projects, some years in the making, are coming to fruition and will create a foundation for future growth. Templeton

named as examples HondaJet, the Urban Loop around Greensboro, the Tanger Performing Arts Center under construction, and the Union Square campus in downtown Greensboro.

"They're going to come online and make our community better than ever," he said. "It's an exciting time."

Templeton said

Continues on page 2

## Johnny Bench to highlight Annual Dinner

**T**he man ESPN called "the greatest catcher in baseball history" – Hall of Famer Johnny Bench – will be guest speaker at GMA's 110th Annual Dinner on February 18.

Bench was drafted by the Cincinnati Reds as a teenager. He spent a couple of seasons as a minor leaguer before being called up to join the Reds in August 1967. His last season before his retirement at age 35 was in 1983.

Many athletes develop a public

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Johnny Bench

## INSIDE TRENDS



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*Trends is a publication of the Guilford Merchants Association.*



Networking in a meeting room at Charles Aris Inc. before December's Center City AM Briefing.

## AM Briefings keep a finger on Greensboro's pulse

**B**efore news about upcoming events and economic indicators appears in print, it's often shared at a Center City AM Briefing.

GMA sponsors these information-sharing get-

togethers six times a year. All are free and open to all employees of GMA member companies.

December's AM Briefing was held at the new offices of Charles Aris, Inc., on

Greene Street. Once renovations are complete at GMA headquarters, AM Briefings will return to the Community Room. See mygma.org for details on the February 2 AM Briefing.

# Annual Dinner

Continued from page 1

speaking career after their retirement from professional sports. But Bench, a native of Binger, Oklahoma, learned to be comfortable with a microphone at about the same time he learned how to play behind home plate.

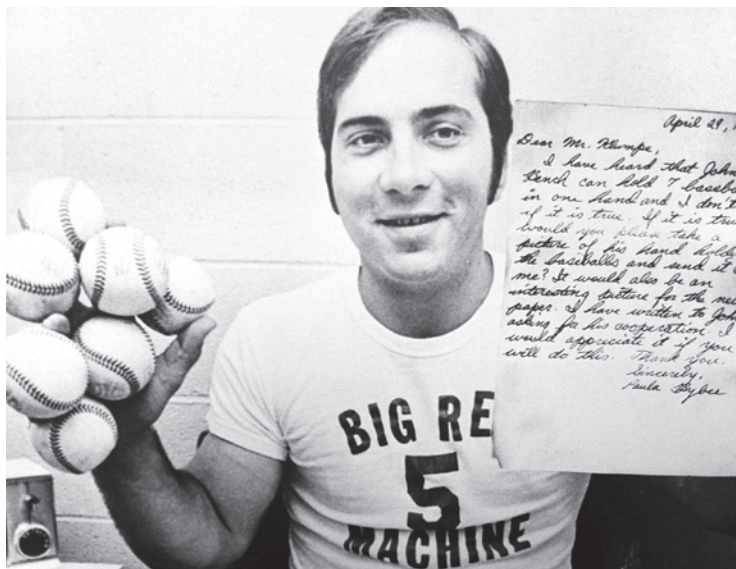
“I’ve been speaking since I was in the eighth grade,” he said in a telephone interview. As a high school student active in 4-H, he attended national conventions where he spoke to thousands.

Later he toured the world as a member of Bob Hope’s troupe, taking a bit of home to U.S. troops serving at bases around the world. “I wasn’t afraid to go out in front of a crowd,” he said. “I guess I’m a bit of a ham.”

Bench’s father, whose “dream was to be a major league baseball catcher,” told him that the fastest route to become a major leaguer was to be a catcher. That proved to be true for Bench, who is one-eighth Choctaw.

He has the physique of a catcher. He could grasp seven baseballs in his right hand.

Bench was elected to the Baseball Hall of Fame in 1989, but he says it was his father who got the honor. “When I went into the Hall



In response to a letter from a fan, a young Johnny Bench demonstrates his ability to hold seven baseballs at once.

**February 18**  
Koury Convention Center  
Greensboro  
5:30 p.m. Cocktail Reception  
7 p.m. Dinner & Program

of Fame, he went into the Hall of Fame.”

A career spent on the baseball diamond provided Bench with many lessons applicable to business. For instance: “If you have a business, you better have the best person at each position.”

The catcher is now a pitcher when he isn’t entertaining audiences on the public speaking circuit. He’s involved with a company that makes self-chilling beverage containers. (Forgot the ice? No problem!)

And he’s affiliated with a software development company that develops mobile applications for businesses.

“I love technology,” said the man who helped the Reds win two National League pennants and two World Series championships. “I have surrounded myself with people and partners who know the business, and I’m a great sales guy. Everywhere I go, I can say to somebody, “Do you have an app?”

Bench, by the way, has his own. The Johnny Bench Official App is free at Apple’s iOS App Store and, for Android devices, at play.google.com.

Members may make reservations for the Annual Dinner by visiting mygma.org. Or call GMA at 336-378-6350.

# Learn how to use video in social media marketing

March 23 seminar begins 2016 Digital Marketing Institute

Ever wish you knew how to do a better job with video in your social media marketing? Here’s your chance to learn how.

Creating video for social media is the subject of GMA’s March 23 Digital Marketing Institute. Jessica Byerly, marketing director for PIP Triad, will lead this free session for GMA members. Lunch and networking begins at 11:15 a.m., and the seminar lasts until 1 p.m.

Digital Marketing Institute programs will continue on May 25, July 27, August 3, September 28, and November 16.

Watch for additional information at mygma.org and in Trends.



Jessica Byerly, marketing director for PIP Triad.

# Templeton

Continued from page 1

GMA is poised to “do more in the community than it ever has” by continuing to nurture an environment supportive of business.

That includes maintaining GMA’s traditional networking and business education programs as well as “the other things that GMA does behind the scenes.” He named, for example, the GMA-sponsored High Point Holiday Festival Parade and other events that

make this “a community and not just a place.”

Templeton is the second Senn Dunn executive to lead GMA’s board. Gray McCaskill, Senn Dunn’s CEO, served as chairman in 2008.

Templeton predicts 2016 is going to be a good year for GMA and the Piedmont Triad economy.

“I’m bullish,” he said. “I think we’re in a great spot, as good if not better than many places in the country.”

## GMA TRENDS

- |                                       |                 |
|---------------------------------------|-----------------|
| 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    |

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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’s goal is to assist its members and the business community at large to grow and prosper.



### President’s reception

GMA President & CEO G. Mark Prince (photo at right) hosted a holiday reception for some of GMA’s most active members and volunteers. Above are Jim Keen of New Garden Landscaping and Nursery, Tammy Gamble of Touch Point Staffing, and Ken Melton of Practical HR Solutions.



## Two join staff at Carruthers & Roth

Attorney Christopher Genheimer and paralegal Polly Pousson have joined the law firm of Carruthers & Roth, P.A.



Genheimer

Genheimer will be part of the firm's business, tax, and estate planning practice, with an emphasis on new startups and healthcare practices.

Before earning a law degree from Elon University,



Pousson

Genheimer worked in the biotech industry performing research, product development and project management. He is co-inventor of two U.S. patents.

Pousson is an experienced paralegal who will support the firm's litigators defending medical professionals and healthcare organizations against medical malprac-

tice claims. She is a graduate of Wake Forest University.

Carruthers & Roth, established in 1937, has offices at 235 North Edgeworth St., Greensboro.

## Trent joins Huffman Paint

Christina Trent has joined the staff of Huffman Paint and Wallpaper Co., where her duties will include sales, marketing, and inventory control. Trent previously worked for nearly 20 years at Guilford Builders Supply.

Huffman Paint and Wallpaper Co. is located at 762 N. Main St., High Point.



## Fitness for new mothers

Blair A. Meadows, manager of Fitness Together, has earned certification in the design and implementation of exercise programming for pre- and post-natal women.

The certification focuses on the knowledge of exercise as it relates to expectant and new mothers' anatomy and physiology.

Fitness Together is located at 305-C Pisgah Church Road, Greensboro.

## GMA networking groups may have an opening for you

GMA sponsors three organized networking groups that meet weekly for members to share information, leads, and business insights.

Membership in each group is restricted to one business representing a specific industry or type of business.

For instance, a group may have only one member representing banking, insurance, commercial photography, or auto mechanics. When the person representing that type of business leaves the group, that position becomes open to new applicants.

If you'd like to consider joining a GMA networking group, contact Michelle Bolick at 336-378-6350 to see if there's an opening available.

GMA's networking groups and their regular meeting times are:

### Networking Gurus

11:45 a.m. to 1 p.m. on Monday  
www.networking-gurus.com

### Biz-Links

7:45 to 9 a.m. on Thursday  
www.bizlinksgma.com

### Competitive Advantage Networking (CAN)

7:45 a.m. to 9 a.m. on Friday  
www.thecangroup.com

The Guilford Merchants Association would like to invite you to dinner!

# 110TH GMA ANNUAL DINNER



...Featuring ...  
"Baseball's Greatest Catcher"

## Johnny Bench

Thursday, February 18th, 2016

5:30pm - Cocktail Reception / 7:00pm - Dinner & Entertainment

Sheraton Four Seasons / Koury Convention Center

Get your tickets online at:  
mygma.org



Johnny Bench's career highlights include:

- 14-Time All-Star
- 10 Gold Gloves
- World Series MVP in 1976
- Elected to Hall of Fame in 1989
- Named starting catcher for the All-Century Team
- Co-Author of *Catch Every Ball: How to Handle Life's Pitches*
- CBS Radio Broadcaster

Presenting Sponsor:



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Cocktail Party Sponsor:



Don't Miss This Great Opportunity to Mix & Mingle with Hundreds of Your Fellow GMA Members!



GMA volunteer Alison Huber of Sprint drew names of door prize winners. Right: India Imes of Allegacy Federal Credit Union claims her prize.



**Hilton Garden Inn  
Greensboro**

December 4, 2015



Stacey Papier, Young Living Essential Oils; Nathan Clubb, GCB Staffing.



Barbara Chandler and Dan Westervelt, Triad Rewards.



Carla Bluitt, Apple Rock Displays; Johnnie Morris, Lawrence Companies.



Gail Hornaday, Baskets by Lyn; Benjamin Wansley, Modis.



Azalea Yow, Emerge Skin Therapy; Steve Czumaj, Triad Rewards.

Tyrone Smith and Luther Falls, Jr., The Watchful Network; Ron Davis, Ron Davis Accounting & Tax Services.



Larry Diana owns Express Employment Professionals, a Greensboro-based staffing company.

## Though times and businesses change, GMA is a constant for Larry Diana

Larry Diana joined GMA 25 years ago, soon after he started VoiceTel. In the days before digital answering machines, VoiceTel provided professional telephone answering and messaging solutions for businesses.

Technology eventually disrupted that business model and Diana purchased a staffing agency franchise, Express Employment Professionals. The company already was a GMA member when Diana

purchased it in February 2000, and he has maintained the membership ever since.

Express Employment Professionals

employs 11 people.

They take turns attending GMA's Workplace Workshop programs. "The topics are so helpful," Diana says.

Diana attends GMA events as well. He's looking forward to the 2016 Annual Dinner.

"The Annual Dinner

is a fantastic event," he says, calling it "one of the great networking events of the year. You have about 1,000 people around you who you can network with, make contacts and then follow-up."

GMA membership, he says, makes sense for Express Employment Professionals. "GMA is one of the great values available to small business owners," Diana says.

**LOYAL MEMBER**

## MEMBERS SHARE

## What's the best advice you've ever received?

"Don't be afraid of 'No.' Regroup and keep trying."

Christy Ross  
Manpower



"Get the 'people' part right and the strategy part will take care of itself."

Mark Moser  
The Davidson Group, Inc.



"Inspect what your customers expect! Under promise and over serve!"

Robert E. Lee  
Two Men And A Truck



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# Helping at GMA events helps her meet her goals for LifeSpan



**Name:** Blaire David McClanahan  
**Age:** 27  
**Residence:** Greensboro  
**Education:** N.C. State University  
 Elon Law School  
**Business:** Law Offices of Cheryl David



**Position:** Attorney  
**Duties:** I do estate planning – wills, trusts, powers of attorney. One of my focus areas is guardianships for incompetence. We go through court and we name a guardian for elderly clients so health or financial decisions can be made.

**On RISERS:** It is GMA's young professionals group. Anyone under the age of 38, who is a member of GMA, can be a member of the RISERS.

**Goals:** One day I would like to own my own firm, be a managing partner of a law firm. I would like to specialize in estate planning, maybe even guardianship.

**Personal:** I love to travel, and I like to spend a lot of time with my husband, George, and our two dogs.

Law Offices of Cheryl David  
 528 College Road  
 Greensboro, N.C. 27410  
 (336) 547-9999  
 www.cheryldavid.com

Leah Askew is on a mission to spread the word about LifeSpan, the non-profit that serves individuals with developmental disabilities.

Askew is development specialist at LifeSpan in Greensboro, where she serves as coordinator for volunteers and public relations, plus other duties including fund-raising.

Being active in GMA, she says, is an excellent way to spread the word about LifeSpan and its role in the community. The organization, founded in 1973 in Charlotte, now has 20 program locations between Alamance County in the east and Haywood County in the west.

Services offered through the Greensboro facility at 908 McClellan Place range from music therapy and horticulture programs to job and vocational support. LifeSpan also offers support and respite services to primary caregivers as well as programs for individuals who have experienced traumatic brain injury.

“To me, LifeSpan is important,” says Askew, a Pennsylvania native who has lived in Guilford County for 20 years. “I want LifeSpan to become a well-known non-profit. That’s what drives me.”

And that’s why she’s a frequent GMA volunteer.

## VOLUNTEER SPOTLIGHT

She wears “the blinky lights” like a necklace at networking events. These tell other GMA members and guests that she is the go-to person in the ice-breaking sticker game.

She passes out stickers to

ings because “the crowd is so eclectic. There’s a little bit of everybody in there.”

A typical networking event may have CEOs from major employers as well as self-employed entrepreneurs representing businesses from throughout the Piedmont Triad.

“I listen to what everybody says,” she said, “be-



Leah Askew, development specialist for LifeSpan.

each attendee. The goal is for that person to find another individual with a matching sticker and exchange introductions and business cards.

Askew likes volunteering because it enables her to meet so many people at each event.

“I usually hand out about 75 (business) cards,” she says.

Askew likes GMA gather-

cause there’s something that everybody could bring to LifeSpan. Volunteering with GMA is just easy.”

And about her role with LifeSpan? “It’s the greatest job I’ve ever had,” she says. “I’m really blessed.”

*LifeSpan*  
 908 McClellan Place  
 Greensboro, N.C. 27409  
 (336) 852-1495

## Display your GMA plaque, proclaim your membership

Have you hung your 2016 GMA membership plaque for all to see?

Be sure to display your new plaque prominently. It tells customers that your business belongs to the Piedmont Triad’s most vibrant organization for businesses of all types and sizes.

Visit mygma.org for details on all member benefits.

# Q&A

with

## GMA's President

**Q** What are you most looking forward to in 2016?

**A** I am truly looking forward to many exciting events in 2016. Our incoming chairman of the board, Tim Templeton of Senn Dunn, will bring his unique professional leadership expertise to our organization.



Prince

GMA has put together a pro-

gram of work for the year that is outstanding, including some new and different benefits for the membership.

But one of the most prominent developments will be the unveiling of our building renovations in early 2016.

The renovated part of our downtown building was built in 1992-93 and includes our Board Room, Community Room, and reception area, as well as upstairs and downstairs lobbies.

We are near the end of the project with just a few items to finish.

The new space is designed to enhance our facility with the membership in mind.

We look forward to hosting the March 8 After Work Network at our newly renovated offices.

See you then.

G. Mark Prince  
President & CEO



Elizabeth French, Premier Federal Credit Union; Bryant Barr, Two Men And A Truck; Pat Defeo, Premier Federal Credit Union.

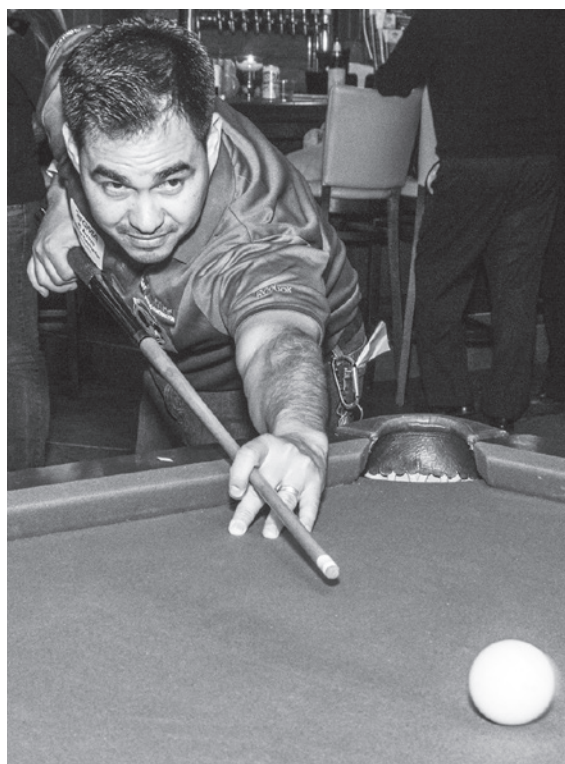


Basim Mateen, Hampton Inn & Suites / Greensboro Coliseum; David Cooil, Strategic Partners.



Spare Time

November 10, 2015



J.C. Arroyo, Robinson Construction.



David Wright, Irving Park Mortgage; G. Mark Prince, GMA.



Clarence Taylor, Harley Davidson of Greensboro; Elaine Clark, Junction 311 Endurance Sports.



Melissa Hawes and Denise Heiskell, Colonial Life.



Christy Ross, Manpower; Dawn Mitchell, G4G Interactive.



Steve Rayburn, Sandler Training; Karen Heist, The Clubs of Greensboro.



Rebecca Bilello, Avanti Salon and Spa; Michael Planning, Stifel Inc.; Melinda Coker, Avanti Salon and Spa.

# Maximize your GMA membership: Never miss a Workplace Workshop

You've seen the ads for those day-long professional development seminars that come through town every so often.

Speakers, one after the other, take to the stage on a range of professional development topics.

Attendees leave energized and enthused about returning to the workplace. But there's one catch – admission can be expensive, perhaps several hundred dollars.

Furthermore, it's likely to be a long time before your schedule and budget allow you to attend another.

Now compare that type of event with GMA's Workplace Workshops.

The Workshops bring nationally known speakers to present their expertise six times a year. Each workshop



is open to all employees of GMA member companies, and attendees leave energized and enthused. Many share what they have learned with their co-workers.

And the cost? Nothing. Attendance at Workplace Workshops is a benefit of GMA membership.

Workplace Workshops are absolutely free, whether your company sends one employee or 100.

Employees who attend actually miss little of the workday, and the insights they gain add value to their resumes. The knowledge

gained at Workplace Workshops helps associates perform better in their personal as well as their professional lives.

Attendees also get to laugh a lot, because GMA's speakers often are entertainers as well as teachers.

The 2016 Workplace Workshop series will see a couple of popular presenters return and introduce some new faces to GMA members.

All sessions take place at Embassy Suites, near the intersection of I-40 and N.C. 68. Doors open at 7:30 for refreshments; programs begin at 8 a.m. and are over by 10 a.m.

Mark your calendars now and plan to attend with your co-workers. Get the most from your membership in GMA.

## 2016 Speakers and Schedule



**February 11**  
**Collette Carlson**  
*on Stress and Productivity*

**Stress Less: YOU Management vs. Time Management!**



**April 14**  
**Nancy Friedman,**  
**The Telephone Doctor**  
*on Customer Service*

**Common Sense Customer Service is NOT Really So Common!**



**June 9**  
**Terry Watson**  
*on Professional Development*

**Why Be Normal?**



**August 4**  
**Karel Murray**  
*on Business Ethics*

**Character Counts ...Doesn't It?**

**October 13**  
**Susanne Gaddis,**  
**The Communication Doctor**  
*on Conflict Resolution*

**Ego Boosters vs. Ego Busters: How to Create a Culture of Communication Excellence**



**December 8**  
**Brian Parsley**  
*on Communication*

**The Power of Influence**



## Scenes from December's Workplace Workshop



Presenter Kelly Swanson



Embassy Suites is the venue for all Workplace Workshops.



Carolyn Walters of Business & Technology Management with Ed Cobbler of ELC Investigative Services.

**'GMA does a very good job of mixing up the topics and keeping things interesting. Each and every speaker they have seems to bring something to the table that I haven't heard before.'**

**– Robert E. Lee**  
*Two Men And A Truck*



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– Wade Pack, Managing Partner



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Vice President, Fleet Plummer  FLEET-PLUMMER  
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**TOGETHER WE CAN SOLVE HUNGER**

PARTNERING WITH LOCAL PROGRAMS TO FEED OUR COMMUNITY.



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