



GMA's new chairman: We are a Piedmont Triad market

The man who will serve as GMA's chairman for 2018 helps lead a business with High Point roots that go back to 1908.

Bart Lassiter is a vice president at City Transfer & Storage, which was founded by his grandfather. It's a heritage that gives him and other family members a deep sense of pride.

His passion for High Point and moving that city forward is matched only by his enthusiasm for building up the Piedmont Triad and taking a regional approach to business development.

"I want to expand GMA's membership throughout the Triad," Lassiter says, "because we are a Triad market."

"If we just focus on the markets we are physically in – such as Greensboro or Burlington or Kernersville – we are leaving a lot of opportunity on the table."

Lassiter long has been a proponent of looking at the Piedmont Triad as a single market and creating relationships that bridge real and perceived boundaries



Bart Lassiter, a vice president at City Transfer & Storage, is GMA and FirstPoint chairman for 2018.

between the various communities in the Piedmont Triad.

Lassiter was active in the High Point Merchants Association and helped make for a smooth transition when that organization merged with GMA in 2008.

"The merger was a good thing for us and High Point, and I think it was a good thing for GMA," he says.

Lassiter is the second High Point businessman to serve as chairman of the board of GMA and FirstPoint. Tim

Ilderton, of Ilderton Dodge Chrysler Jeep Ram, was the first.

Lassiter emphasizes that his interest in increasing GMA's Triad-wide footprint simply is continuing on a path set by his predecessors and GMA leadership.

"The wheel I'm about to take over is not broken," he says. "Mark Prince and his team have taken the ball and run with it."

Lassiter, who is more comfortable in shirtsleeves than a

coat and tie, likes to maintain a collegial atmosphere in the workplace.

"I'm a team builder," he says. "I like to get involved with everybody. I want to be

peak season in the moving business.

"We are a very diversified company," says Lassiter, who went to work full-time with the company upon graduat-

'I'm a team builder. I like to get involved with everybody.'

– Bart Lassiter

a part of the team at GMA, too."

Lassiter's grandfather used a team of mules and a wagon when he launched City Transfer & Storage 110 years ago. Today the company depends on a fleet of trucks, is an affiliate of Atlas Van Lines, and has offices in Winston-Salem as well as High Point.

"You call, we haul," is the company's long-standing motto.

Over the decades, the company has expanded to provide a range of specialized moving and storage solutions for household clients as well as business customers. The company maintains about 75 employees year-round.

That number may rise to 100 during the summer, which is

ing from Appalachian State University in 1975. "We do commercial distribution, warehousing, office moving, custom packing and storage, and records storage."

City Transfer is "a total relocation company that serves the Triad and the whole world," he says.

City Transfer also provides crane and rigging services. Its mobile cranes are able to lift extremely heavy loads, such as air conditioning equipment, and set them in place on office tower rooftops.

Lassiter is positive about the coming year in terms of the economy and business throughout the Piedmont Triad.

"I think 2018 will be good," he says.

INSIDE TRENDS

Derrick Brady..... 2
Risers..... 4



Jack Clemens 5
Workplace Workshops 6
Networking 7

Trends is a publication of the Guilford Merchants Association.



Details, Page 2

Details, Page 2

Guarantee Your All-Star Status
– Reserve Your Seats Now!

Do you have your ticket for Cal Ripken, Jr. and the Annual Dinner?

Alison Huber is one of those GMA members who considers the Annual Dinner the highlight of her social and business year. She's excited about hearing what baseball legend Cal Ripken, Jr., guest speaker for the 2018 Annual Dinner, has to say.

"I've heard he's a phenomenal speaker," says Huber, a sales representative for Sprint and a member of GMA's board of directors.



Ripken

John Thomas, president of Ideacom of Central

North Carolina, is another fan of the Annual Dinner. He's attended every year since joining GMA in 2003.

"The dinners fire me up," he says. "It's a motivational-type thing." The Annual Dinner, he says, presents a good opportunity to socialize and network with a huge cross-section of the Piedmont Triad business community. The event is held at the Sheraton Greensboro / Koury Convention Center.

"It's just a good gathering of people," Thomas

says. "I enjoy it."

Huber agrees. "Where else do you get to see 700 or 800 of your friends?" she asks.



Tickets to the February 27 event are \$80 for GMA members (includes two drink tickets for the cocktail reception, beginning at 5:30 p.m.).

A corporate table for GMA members, with seating for 10, is \$900.

Annual Dinner tickets may be ordered online at secure.mygma.org/payments, or contact Michelle Bolick at 336-378-6350.

Center City A.M. Briefing



Coleman Team of Linville Team Partners discusses the planned \$24 million office tower that will overlook First National Bank Field, home of the Greensboro Grasshoppers. The 112,000-square-foot building will be constructed at the corner of Eugene and Bellmeade Streets. The building is a joint venture with GEMCAPS Development of Winston-Salem. Owners of the Grasshoppers will have a stake in the development in exchange for the property, which is now a plaza.



Linville Team Partners

Photographer learned his craft while working on both sides of the camera

Derrick Brady may be the only GMA member who belongs to the Screen Actors Guild.

The professional photographer, who began working in front of the camera before he was a first-grader, doesn't encounter many acting gigs these days. But, he says, it's good to be ready when opportunity comes along.

And, he notes, it's always good to have one's eyes open for new opportunities.

His curiosity about the art and craft of film and television production

helped him expand his skills and marketability as a young

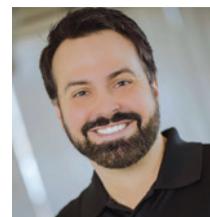
adult actor working in New York and later in California.

"I was always the annoying kid on set, talking to the director, the lighting guys, and the grips," says Brady, whose screen name is Brady Cook. "All of my knowledge comes from being thrown into the middle of it all. There's nothing I won't do or can't do."

Brady, a Greensboro native and graduate of Southern Guilford High School, owns B. Cook Media, a full-service photography studio. He and his wife, a California native, relocated to Greensboro in 2016.

Soon after joining GMA last year, he was able to join the C.A.N. networking

group as its only photographer. The C.A.N. group, he says, "has opened up an



Brady's self-portrait.

entirely new network that I would never have been a part of otherwise. "It's been amazing," Brady says.

Brady enjoyed making photos as a youngster. When he moved to New York to pursue an acting career, he offered to make headshots for his roommate, who was

PARTICIPATION = SUCCESS

trying to get signed at a modeling agency.

The photos must have been good. The roommate signed with the agency, and Brady soon was making portraits of other aspiring talent.

"My pro career took off from there," he says.

Brady moved to California to break into the West Coast entertainment industry. "I

just took a leap of faith," he says. "I didn't know one person."

Unlike most who aspire to Hollywood careers, Brady says he never had to wait tables or seek other work to make ends meet. "It took me about two weeks before I landed my first gig," he says.

It was a stunt role in "After the Sunset," an action comedy starring Pierce Brosnan, Salma Hayek, and Woody Harrelson. His one speaking line, of course, was cut.

Brady used his time on movie sets to further his photography and video skills by "being open to whatever was needed. It definitely wasn't easy, but I was being paid to go to the best school in the world."

"For the last 20 years," he says, "I've made my sole income based on photography and entertainment."

Derrick Brady
323-377-0576

www.bcookmedia.com



Brady photographs a model on a Los Angeles rooftop.



President & CEO	G. Mark Prince
Vice President of Operations	Michelle Bolick
Vice President of Sales	Susan Russell
Operations/Special Events Coordinator	Holly Smith
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.

Carolina Cobras

Arena football returns to Greensboro Coliseum

Think of blending the atmosphere of a rock concert with the action and athleticism of football in a climate-controlled environment. That's what Brian Cassidy, president of the Carolina Cobras, is shooting for at home games for Greensboro's new arena football team.

"It's fun, affordable, family entertainment," he says in his office at the Greensboro Coliseum.

The Cobras will play eight home games, each on a Saturday. Cassidy aims to make every game a sellout, filling all of the 8,600 available seats.

The opening game is April 7 against the Jacksonville Sharks.

Cassidy brings 17 years of experience in sports man-

agement, including stints in minor league baseball, hockey and arena football. The addition of four teams to the two-year-old National Arena League (including the Cobras) created the opportunity for him to return to arena football. "I just love the sport so much," he says.

The Cobras belong to an ownership group based in Atlanta. "They thought Greensboro would be a



Coach Billy Back.



Brian Cassidy, president of the Carolina Cobras.

good market for them," Cassidy says.

The Cobras will have a 24-player roster, with 21 dressing out to play. Tryouts have been held to recruit local talent to the team, which will have some high-level NCAA Division I players, down through Division III. "Most of the guys will be fresh out of college," Cassidy says.

Charles McCullum, the Indoor Football League's 2016 MVP, will quarterback the Cobras.

Greensboro previously has

had two arena football teams. The Prowlers were active from 2000 through 2003, playing in the Arenafootball2 league. The Greensboro Revolution played in the National Indoor Football League in 2006-07.

The playing field, 85 by 200 feet, is the same size as an NHL hockey arena.

Cassidy says fans can expect lots of interaction with the players, who will be available to mingle after each game. "You're going to get to know these guys," he says.

Billy Back, who has eight

years of experience coaching arena football teams, will coach the Cobras. He coached the team in Wichita Falls, Texas, last season.

Back knows the Greensboro Coliseum; he played there for the Cincinnati Marshalls against the Greensboro Revolution in 2006.

Arena football is an extremely fast-paced sport. "If you go to the facilities," Cassidy jokes, "you're going to miss two or three touchdowns."

"We're hitting the ground running, meeting as many people as we can," Cassidy says. "We want the community to reach out to us as well. I want to hear from people."

"These players are going to be available to help in the community however they can. We want them to be great role models in the Triad."

Brian Cassidy
bcassidy@carcobras.com
www.carcobras.com

Join us at Wet'n Wild Emerald Pointe for the 2018 Triad Chill benefitting Special Olympics North Carolina!



Feb. 24, 2018



The Triad Chill is a perfect employee engagement opportunity for local businesses to have fun all while supporting Special Olympics!

The Triad Chill is a Polar Plunge fundraising event to support Special Olympics North Carolina.

www.triadchill.com

Wet'n Wild
EMERALD POINTE



Risers, photographed at BoxCar Bar & Arcade, Greensboro

Risers is GMA's group for Young Professionals.

Are you rising in your career? Call 336-378-6350 for information about joining.



Name: Latoya Neal

Age: 29

Hometown: Greensboro

Residence: Greensboro

Education: B.A., Political Science and Public Administration, Winston-Salem State University

Pursuing a degree in information technology at N.C. A&T State University

Business: Crime Stoppers

Position: Assistant Coordinator

Duties: Infamous marketing. That is, we publicize information about crimes in Greensboro and ask the public to provide anonymous tips so that criminals can be identified and arrested. Part of my job is fund-raising. The reward funds that Crime Stoppers offers come from donations from individuals, businesses, and organizations, like GMA.

On GMA: Michelle Bolick is one of our board members. Because she was on our board, I started to pay more attention to GMA. I



Latoya Neal, assistant coordinator, Crime Stoppers.

started going to networking events, learned about Risers, and made some good friends. With networking, I've met a lot of people.

Goals: My most immediate goal is to buy a house this year. And to finish up at A&T then get an MBA. I'm debating between getting an MBA-JD, or just a plain MBA.

Personal: I'm a member of GRAWL, the Greensboro Arm Wrestle League. We arm wrestle for local charities. I really like it, because I didn't realize I like to dress up in costumes and play different characters. Each event, we're a different character, depending on the theme. At the last event, just before the election, I was Babe Lincoln.

Reach your target market through Trends

Trends reaches thousands of readers throughout the Piedmont Triad, including readers of The Business Journal. An ad in Trends is seen by decision-makers at hundreds of companies, large and small.

To advertise in Trends, contact Michelle Bolick at 336-378-6350.



In the parade

GMA President & CEO Mark Prince and 2017 GMA Chair Rhonda Joyce took part in the 2017 High Point Holiday Festival Parade. The parade, always held on the Sunday before Thanksgiving in downtown High Point, kicks off the holiday season with dozens of units including floats, marching bands, and other crowd pleasers. GMA produces the High Point Holiday Festival Parade.

New member orientation



GMA recently welcomed new members with a lunchtime orientation session at GMA headquarters. Standing, from left: AnnDrea Pollard, Piedmont Authority for Regional Transportation; Mark Prince, GMA; Frank Verdi, H.M. Kern Corporation; Josh Morgan, Truliant Federal Credit Union; Robert Gray, HomeTrust Bank; Todd Rangel, First Bank; Chad Davis, HomeTrust Bank; Mia Spillane, Grandover Resort. Seated, from left: Terrie Webb, Alcovia Mortgage; Ashley Jones, Truliant Federal Credit Union; Laura Bailey, Bibey Machine; Jessica McDaniel, Tar Heel Basement Systems; Jordan Lacenski, BrandBoss Creative; Karae Foddrell, Foddrell Consulting.



Standing, from left: Mike Bonino, Raymond James Financial; Bo Crouch, Harris Crouch; Mark Prince, GMA.

Seated, from left: Jessika Olsen, Sonder Mind and Body; Karen Jefferies, YMCA of Greensboro; Kim McKone, YMCA of Greensboro; Michele Solomon Council, M&F Bank; Veronika Olsen, Sonder Mind and Body.



Jack Clemens owns Navigate Insurance Agency in Greensboro.

Insurance agent makes the most of GMA on his second time around

The network, says Jack Clemens, is what you make of it. For Clemens, an independent insurance agent, being a GMA volunteer is one way to amplify his networking time.

Clemens volunteers at GMA's social networking events, such as Noontime Network and After Work Network functions.

He wears a band of flashing LEDs around his neck and passes out colorful stickers to members.

Their challenge is to find someone wearing a matching sticker, exchange cards, and get to know a bit about one another.

Clemens became a GMA member – for the second time – in 2017. Years ago, when he operated a specialty advertising business, he had participated in GMA and been a member of one of GMA's formal networking groups.

He knew the drill when he re-joined. "I'm sure I volunteered for the first After Work Network that was available," he says.

As a volunteer greeter and facilitator, Clemens has extra reason to interact with anyone in the room. "In the insurance business," he says, "everybody is a potential client."

Networking, he explains, only begins with introductions. Follow-

ups, and reaching out to others to lend assistance, are necessary steps to build relationships. Eventually, payback comes.

"Reciprocity, I think the law is called. You're making a contribution. You get a return on your investment," he explains.

People who expect immediate returns set themselves up for disappointment. Networking rarely

brings overnight success. Rather, he says, it's a smart, long-term strategy.

"The fruit tree is a good metaphor," he says. "You feed it, and it will bear fruit for many years."

Clemens says he's impressed with how GMA expresses its appreciation for volunteers. He attended a special holiday reception just for volunteers.

"GMA does a great job when you volunteer," he says. "They do reciprocate."

He especially likes how the organization represents "a marriage of commerce and community. It's about community first, and commerce second. I've been super-impressed with the way GMA is run."

Navigate Insurance Agency
(336) 553-1109
www.findwayhome.com

VOLUNTEER SPOTLIGHT

officeevolution®
Work Empowered™

Office Evolution Greensboro is now open!



Office Evolution is built on a culture of ownership and responsibility. We succeed in supporting local business growth because we've been there ourselves. Our team of spirited entrepreneurs take care of the daily grind, while you focus on your business goals.

OUR PROFESSIONAL SERVICES INCLUDE:

- Private furnished offices
- Dedicated desks
- Shared open workspaces
- Conference rooms
- Address and mail services
- Personalized phone answering
- Friendly staffed reception to greet you and your guests

Learn why we are more than just a workspace provider. Take the first step in removing hassle from your professional life and contact us today.

We are located at 806 Green Valley Road, Suite 200, Greensboro, NC 27408.

Give us a call at 336-660-6444

www.OfficeEvolution.com/Greensboro
Greensboro.NC@OfficeEvolution.com

'You're making a contribution. You get a return on your investment.'

– Jack Clemens on volunteering

Workplace Workshops are opportunities to learn, laugh in 2018

A committee of your GMA peers has selected six world-class motivational speakers to present at Workplace Workshops in 2018. They will speak on topics ranging from teamwork to customer service to attitude, each one packing a two-hour presentation with information, insights and humor.

How much do employees of GMA-member companies pay to attend these high-powered events? Nothing. Attendance is free for all employees of GMA-member companies.

Workplace Workshops are a member benefit and just one of many opportunities for networking, education, and workforce improvement

offered by GMA.

Some GMA members make it a point to attend every Workplace Workshop. Larger companies sometimes send a team from a different department to each event. Those who attend take back what they learn to share with colleagues.

Embassy Suites Hotel, near the

intersection of N.C. 68 and I-40, is the site for Workplace Workshops. Workshops begin with refreshments and networking at 7:30 a.m. Seminars run from 8 until 10 a.m.

Advance registration is required so that arrangements can be made to accommodate all who attend. To register, call 336-378-6350.

February 1

Jane Jenkins Herlong on Motivation *Don't Throw Tomatoes at My Field of Dreams!*

When life gives you over-ripened tomatoes, make ketchup! In this presentation, full of enriching content and enlightening humor, you will hear business and life success strategies. Her storytelling focuses on personal accountability and life-balance, while promoting the highest standards of ethics for peak performance and productivity. Learn creative strategies to out-think the competition.



June 14

Vicki Hitzges on Productivity *Power Punch Your To-do List*

Do you need to get thinking, planning, and ready to go? Accomplishing goals leads to enhanced character, higher self-esteem, and increased opportunities. In this seminar, you will discover strategies to tackle goals, open doors, feel great, and watch your productivity skyrocket. Watch your productivity soar, your self-esteem increase, and your work quality improve.



October 11

Colette Carlson on Communication *Many Communicate. Learn to Connect!*

The common denominator of the most successful people is the ability to effectively communicate and connect. In a world filled with numerous communication channels and constant distractions, being heard has never been more challenging. Clear, concise communication is not enough; connection must be part of the equation. Learn how to connect and communicate on a deeper level.



April 12

Nick Arnette on Teamwork *Me, We, and Glee, You Need All Three*

This fun and interactive session is all about how to have a great attitude, work as a team and keep your sense of humor, and in turn, be better at your job!



In this session, you will learn:

- How to have a great attitude, even when things are going wrong.
- How to take charge of your thoughts.
- How not to let knuckleheads get to you.

August 2

Rob Bell on Customer Service *Ringin Endorsements: How to Wow Your Customers*

Every team member has the opportunity to enhance the company's reputation. When face-to-face with a customer, the key to making sure each interaction earns a ringing endorsement is to truly wow them. Remarkable customer service requires that everyone understands the FOCUS (Fundamentals of Consistent Unsurpassed Service).



December 6

Dave Caperton on Attitude *Adjusting the Lens of Perception*

If perception is reality, what might be possible if we could change our perceptions? How about experiencing more engagement, enjoyment, and motivation at work? Finding joy at work doesn't guarantee success, but when you enjoy what you do, you tend to be better at it. You'll learn how to make these conscious choices that create more joy, more engagement, and less stress.



2017 Board of Directors

The board of directors for GMA and FirstPoint assembled for an appreciation dinner as 2017 drew to a close. It was a time to thank board members for their service during the year, especially those rotating off. Pictured are, from left to right, Ford Bowers, BB&T; Alison Huber, Sprint; Tim Templeton, Marsh & McLennan Agency; Bart Lassiter, City Transfer & Storage; Ross Cox, ActionCOACH; Rhonda Joyce, American National Bank; Mark Prince, GMA; Chief Wayne Scott, Greensboro Police Department; Abby Donnelly, Leadership and Legacy Group; Tom Conley, High Point Market Authority; Darlene Leonard, Smith Leonard; Tom Berry, Berico Fuels; Jeff Montgomery, First National Bank.



Getting motivated

Speaker Matt Booth focused on cultivating a positive attitude when he spoke to GMA members at December's Workplace Workshop. Each Workplace Workshop begins with a drawing for a cash door prize, which always seems to have a positive effect on the crowd. Plan to join in the fun and inspiration for 2018.



Leigh Hardin, Employment Transitions; Charles Alston, Amedisys Home Health & Hospice; Monica Lee, Caring Hands Home Health.



John Payne, N.C. Zoo Society; Antonio Rocha and Abby Schmucker, Proximity & O. Henry Hotels.



Mary Owens, Better Business Bureau; Karae Foddrell, Foddrell Consulting.



Courtyard by Marriott
December 1, 2017



Jacqueline Heyward, Amedisys Home Health & Hospice; Karen Williams, Main Street Staff.



Mel Schlesinger, My Virtual MD 24/7; E-K Anna Kim, guest.



Kelly Ford, Legal Shield; Emily Faircloth, The Resource.



Spencer Warren, Connors Morgan; George Kroustalis, Russell and Cook Insurance; Sam Azzalina, MetLife.



Airport Marriott Hotel
November 14, 2017



Kimberly Driscoll, Cyn's Boutique; Donna Goodwin and Joann Zollo, Rhino Times.



Christi Mackey, ActionCOACH; Holly Hogsed, Harley Davidson of Greensboro.



Cheryl Bridges, ActionCOACH; Justin Thompson, One Love Productions.



Beth Lee, Dex Media; Frank Verdi, H.M. Kern Corp.



Alan Abrams, ActionCOACH; Tena Anton, First National Bank Mortgage; Tom Gaudio and Ammanda Byerly, First National Bank.



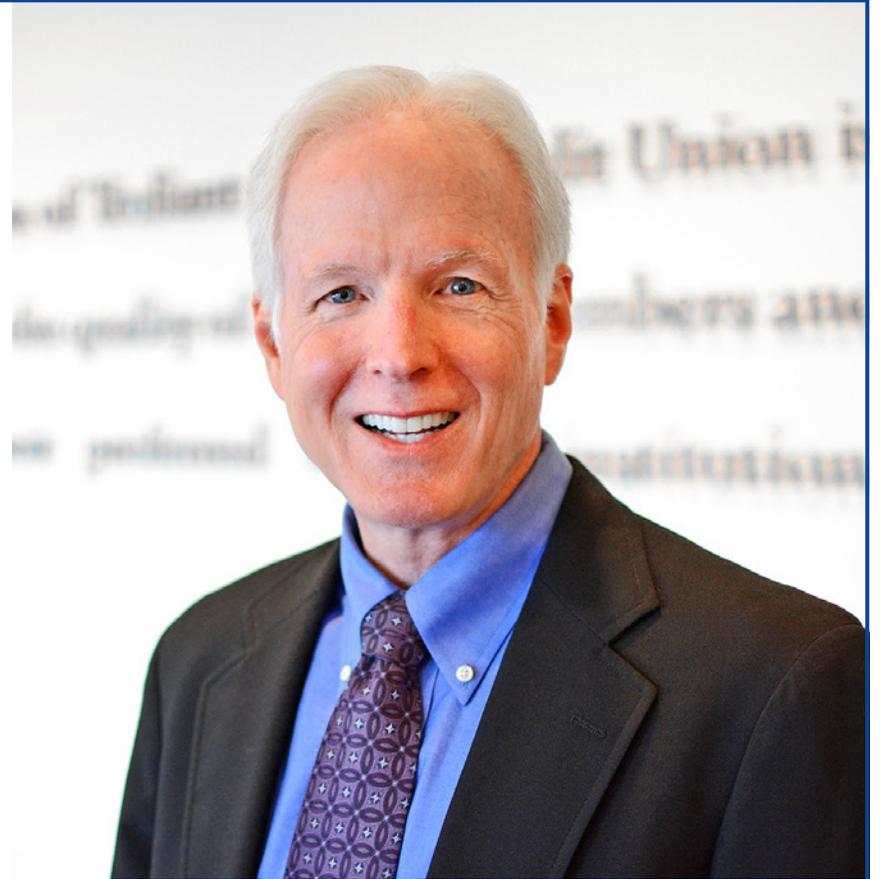
Melanie Troutman, Hamilton Group Funding; Anthony Albini, guest.

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.




Need Tax Help?

John T Kammerer
You can count on your cpa

(336)841-0710 • JOHNKCPA.COM

BUILD TEAM WITH US



You want a united, focused team. We and our local partner agencies need caring hands to move food to families and communities. Spend your next team meeting volunteering with us! You'll be feeding community in more ways than one, guaranteed.

Learn more at hungernwnc.org.
#feedingcommunity #feedingchange

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

