



## RACERs make sure members make the most of GMA

If you've ever attended a GMA function, you can be fairly certain that you've run into one of the ambassadors known as RACERs.

A RACER may have greeted you as you entered a networking event. If you're new to GMA, a RACER might have introduced you to other members or gone into detail about all the benefits that are built into GMA membership.

The RACERs are enthusiastic GMA members who assist GMA staff by helping make sure that other members – newcomers and old-timers alike – are informed, engaged, and positioned to make the most of membership in GMA.

RACERs is an acronym that stands for Recruit, Activate, Connect, Encourage and Retain.

GMA Vice President Michelle Bolick calls the RACERs "my go-to group." Previously known as the Council on Membership, RACERs help staff with planning, strategy, and execution of programs for members.

One recent member activity that sprang directly from a RACERs brainstorming session is Race & Seek. Inspired by "The Amazing Race" television show, Race & Seek pits teams of members against one another in a timed competition that



GMA's RACERs include Mark Podolle, Kathy Cates, Ken Melton, Lindy Fuller, Stephanie Ward, Alison Huber, Joann Zollo, and Ron Wiley.

involves solving questions, meeting challenges, and navigating to waypoints at GMA member businesses.

The fourth Race & Seek, which has proved to be highly popular, will take place in September.

Other well-known GMA activities that arose out of membership council activities include After Work Networks (and the famous "sticker game") and Noontime Networks.

RACERs attend New Member Orientations, with one GMA veteran seated at each table of newcomers. "Each RACER talks about a differ-

ent event or volunteer opportunity," says RACER Jan McDiarmid of Cruise Planners. "I love it and find it very gratifying," she says.

Stephanie Ward of Print Plus helped Bolick create RACERs several years ago to replace the Council on Membership.

To accompany its more exciting name, the RACERs have a mascot, a cheetah named Racer.

Why a cheetah? "It's the fastest land animal," Ward says.

"All of us RACERs have such an appreciation for what GMA does,"

she says. "We just want people to know it's the best deal in town."

Alison Huber, a business account manager with Sprint, says that GMA testimonials given by RACERs volunteers help new members better understand GMA.

"It means a ton to hear from other companies," she says. "I'm simply a volunteer. For me to take time to do that speaks highly of GMA."

And she enjoys being a RACER. "We are a fun, close-knit group that loves GMA."

### INSIDE TRENDS

- Retailer of the Year .....** 2
- Beach Music returns .....** 2



- Office Evolution .....** 3
- Volunteer Bob Cain .....** 4
- Networking .....** 6

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



### Keeping up with GMA's Risers

Members of Risers, GMA's group for young professionals, recently attended a social at Greensboro's Pig Pounder Brewery, where they also got a behind-the-scenes tour of the brewing operation (above). Risers Lunch & Learn programs (left) are held at GMA headquarters and focus on business and professional tips for up-and-coming pros.



# It's time to shag at LeBauer Park with Beach Music Remix

One of downtown Greensboro's favorite summertime traditions, the Bill Black Chevrolet Beach Music Remix, is back for the 15th year.

The series of five concerts begins May 31 with Sleeping Booty performing at LeBauer Park.

As always, proceeds from the Beach Music Remix benefit the Children's Home Society of North Carolina (CHS).

Betsy Seaton, CHS director of community engagement, calls this year's entertainment lineup "our best yet."

Admission to each concert is \$10 per person. Tickets may be purchased at the gate or online at [www.chsnc.org](http://www.chsnc.org).

The mission of the Children's Home Society is to

## Upcoming Concerts

May 31

Sleeping Booty

June 7

The Tams

June 14

The Embers

June 21

Band of Oz

promote the right of every child to have a permanent, safe, and loving family.

Last year CHS placed 195 children with their forever families through adoption. CHS also offers parent and teen education programs and professional training through its 10 offices throughout the state. CHS serves more than 20,000 clients annually.

GMA is a longtime sponsor of the Beach Music Remix.



Shaggers at a 2016 Beach Music Remix concert, held that year on Commerce Place while LeBauer Park was under construction.



## Riding high as Small Business Retailer of the Year

Riding High Harley-Davidson of High Point was named Small Business Retailer of the Year at the annual small business awards luncheon sponsored by GMA and the Greensboro Chamber of Commerce. Company President Mark Wheelihan (above) has owned the business since 1998. The motorcycle dealership was founded in 1937 and in March moved to a new location on N.C. 68 in northern High Point.



## Learning about SEO

Sean Browne of SEO Rocket shared the latest tips of search engine optimization with GMA members at an April Digital Marketing Institute. These free seminars on high-tech topics, held at GMA headquarters in downtown Greensboro, are free to GMA member companies. For information on upcoming Digital Marketing Institute seminars, visit [www.mygma.org](http://www.mygma.org).

## Add GMA to your calendar

**G**MA offers a range of networking events, educational seminars, and presentations about goings on in downtown Greensboro.

All are free for employees of GMA member companies.

Visit [mygma.org](http://www.mygma.org) often to stay abreast of upcoming events. You'll find what you need to know to get the most from membership.

## Audrey McFann joins GMA staff

**A**udrey McFann is GMA's new operations/event coordinator.

McFann will be in charge of all the Risers Young Professionals programming, coordinating GMA's social media, and handling special events.

Before coming to GMA, McFann worked in the retail, banking, and photography industries.

She is a graduate of The University of North Caro-



lina at Greensboro with a degree in Entrepreneurship.

# Evolving career propels corporate veteran into the role of office space franchise owner

Peggy Barron-Antolin started reaping the benefits of participating in GMA before she opened the doors of her new business.

She joined GMA in February 2017, some 10 months before she was ready to open her Office Evolution franchise on Greensboro's Green Valley Road. She was also able to join the CAN (Competitive Advantage Networking) Group, one of GMA's formal business leads groups.

"I started interacting with GMA even before I knew what my location was going to be," she says. "GMA was one of the first business networking opportunities that I took advantage of."

Office Evolution provides temporary, flexible, full-service office space to entrepreneurs, self-employed individuals, and companies that need short-term quarters. The business also offers virtual office services. Leasing is month to month, with discounts offered for six- and 12-month contracts.

The Greensboro location has 22 offices, plus two con-

## PARTICIPATION = SUCCESS

ference rooms. The larger conference room has held up to 40 persons. WiFi, printers, and other office necessities are provided, including coffee.

Plans range from mailbox services to full office suites. "We provide people, place and technology," Barron-Antolin explains. The conference rooms also may be rented by anyone needing meeting space. Billing is by the quarter-hour.

Amanda Barron, the owner's sister, is the business center manager.

In the months leading up to opening, just before last Christmas, Barron-Antolin says she used many of the services provided by other members of the CAN group, including a photographer and a printer.

Once Office Evolution was open, fellow CAN group members came to the grand opening, she says. They were

favorably impressed.

"Because I had been talking about it for so long, they had an impression in their mind. But when they actually saw it, they said, 'Wow! This is even better than I imagined.'

What sorts of businesses have taken advantage of Office Evolution so far?

- An established financial group needing additional space.
- A staffing company.
- A lawyer.
- An air cargo company.
- A geographic information service (GIS) mapping company.
- A musical production company.
- A business coach.
- An HVAC contractor and others.

One company moved its entire operation into the flexible space after frozen pipes burst during last winter's cold snap and flooded its offices.

The company leased space, moved its computers in along with a staff of six, and was back in business



Business center manager Amanda Barron (left) and Office Evolution franchise owner Peggy Barron-Antolin.

the same day, says Barron-Antolin. The company stayed two months while its previous office space was refurbished.

Office Evolution is Antolin-Barron's first venture as a business owner. However, she says, she's able to apply her years of experience in manufacturing operations management and her background in engineering.

She was actually looking for another job in that arena when the opportunity to become a business owner presented itself. Once she made her decision and joined GMA, all she had to pitch to her fellow CAN group mem-

bers for several months was her vision of what her business would be.

"They were all very supportive," she says. She's been returning the favor by providing referrals to those in the CAN group and making introductions to other networking groups.

Barron-Antolin recalls introducing herself to the CAN group by saying, "I'm going to be a referral for many of you." And it turned out that I was."

*Office Evolution  
officeevolution.com/locations/  
greensboro  
336-660-6444*

## IDeACOM of Central N.C. specializes in high-tech phone and IT solutions

DeACOM of Central North Carolina, Inc. is a business telephone and information technology company based in Kernersville.

Over the last five years, the franchise has been ranked No. 1 out of 130 nationwide.

John Thomas, a graduate of the University of Notre Dame, is president of IDeACOM. He has spent more than 35 years in the telecommunications industry, working for companies such as Xerox, IBM, Executone, and Intermedia.

Brad Ader, with more than 25 years of technical experience in telecommunications, is vice president. He started his career with Bell

South and previously was vice president of operations for CBI Telecom.

One of the first things that Thomas did after establish-



Thomas

ing IDeACOM in 2003 was to join GMA. Since then, he says, IDeACOM has realized tremendous benefits from that decision.

GMA, he says, provides a substantial return on the membership investment. Thomas especially appreciates that membership is made up of professionals who are committed to helping local businesses succeed.

Caring employees,

business needs. The telecommunications professionals then explain the available options that best suit those needs.

IDeACOM stays abreast of advances in the industry by attending annual corporate conferences where suppliers debut new equipment. More than 85 telecommunications technology manufacturers are represented at these shows, demonstrating new telephone systems and hosting products, Thomas says.

"The annual IDeACOM conferences are how we stay ahead of the technology curve and offer the latest technologies available," he says.

IDeACOM emphasizes flexibility when helping

customers choose telecom equipment that meets their technical needs while paying attention to budgets.

IDeACOM's array of products and services include voice and call center servers and hosted voice, IT server managed contracts, voice and data cabling, fiber cabling, security cameras, and more.

A new product is a system that sends an instant voice message, text message, or other alert to every phone in the operation's database. The types of alerts sent may be combined to ensure maximum effectiveness.

*IDeACOM of Central North Carolina  
ideacomnc.com  
336-854-4455*

Thomas said, get the credit for consistently making the local IDeACOM office the top franchise in the nation. Satisfied customers, who frequently provide referrals to new business, also are essential to IDeACOM's success.

"We get phone calls and emails every week stating that someone referred us," Ader says. "We are finding out that customers are simply unaware of the type of phone system that they should purchase for their particular needs."

IDeACOM serves customers first by listening to their



<b>Name:</b>	Sydney Lee
<b>Age:</b>	29
<b>Hometown:</b>	Greensboro
<b>Residence:</b>	Greensboro
<b>Education:</b>	B.S., Sport Management N.C. State University
<b>Business:</b>	Robert Half Accountemps
<b>Position:</b>	Staffing Manager
<b>Duties:</b>	I recruit qualified accounting and finance professionals looking for new opportunities. I also work with companies with current or future needs in accounting and finance.
<b>On Risers:</b>	I went to a Risers event and made some really good connections. I've really enjoyed being a part of it. They're super-welcoming. Now I'm on the board, as social chair.
<b>Goals:</b>	I see myself staying with Robert Half. The goal for me is to grow with the organization. I'm starting to make a lot of connections in the community, and GMA is really good for that.
<b>Personal:</b>	I'm a competitive dance teacher in the evenings – jazz, tap, contemporary, ballet, acrobatics. I teach kids ages 3 to 18. I grew up as a competitive dancer. I love to travel, and I stay busy.

## *Being a volunteer has long been part of his way of doing business*

**V**olunteering, says Bob Cain, “is a cool opportunity to build community.”

Cain, vice president of marketing for Piedmont HomeHealth, was hooked on volunteering long before the Winston-Salem based company joined GMA.

For years he has maintained a list of “everything and everybody I can find related to senior health and housing in two counties. It takes up my whole private life, in addition to much of my worklife.”

Cain updates the information monthly and makes it available to professionals working in senior health and housing for seniors in Guilford and Forsyth counties.

The database resides on a password-protected website. About 2,000 people currently have access.

“It’s my gift to the community,” he says.

Piedmont HomeHealth, Inc. is a 48-year-old, family-owned business that provides assistance services to seniors and Alzheimer’s patients “wherever home happens to be,” Cain says.

**‘Only the best things get done through face-to-face conversations and trusted relationships.’**

*– Bob Cain*

All the company’s caregivers are CNAs (certified nursing assistants).

“We sell peace of mind,” Cain says, to family members who want to ensure that an older loved one gets whatever level of care is required, from light housekeeping and running errands to aiding a bedridden person.

Volunteering with GMA soon after Piedmont HomeHealth joined was natural for Cain. Meeting and greeting members and guests at GMA functions provides Cain with opportunities to get to know new people and build new relationships.

He says he holds to the philosophy that “only the best things get done through face-to-face conversations and trusted relationships. That’s why I volunteered early.”

Starting a conversation with a stranger is a skill that Cain mastered in his youth.

“I grew up an Army brat,” he says, “so I learned how to walk into a cold room and say, ‘Hi. Here’s who I am. Who are you?’”

When Piedmont HomeHealth decided to expand into Guilford County, Cain researched business organizations and their member services. He determined that GMA was the best fit for his company.

“It’s astonishing how intentional GMA is about helping members,” he says. “It’s nice to see.”



Bob Cain is vice president, marketing, for Piedmont HomeHealth, Inc.



Jessica McDaniel is senior brand ambassador for Tar Heel Basement Systems.

## 'Giving back' to their communities is foundational at Tar Heel Basement Systems

**M**any companies undertake an annual project to "give back" to the community.

For instance, a company might encourage its employees to take part in a blood drive or work on a Habitat for Humanity house.

Tar Heel Basement Systems, however, takes that concept nine or ten steps further. The Winston-Salem-based company is involved in some sort of project almost every month.

"It's just part of our company's culture," says Jessica McDaniel, senior brand ambassador. "We all want to give back. We truly want to help people."

### IN OUR COMMUNITY

Tar Heel Basement Systems was founded in Boone in 2003. The company relocated to Winston-Salem in 2013.

Its service area extends from the Piedmont Triad to the High Country of northwest North Carolina, Southwestern Virginia, and beyond. An office is scheduled to open in Raleigh later this year.

Tar Heel Basement Systems repairs foundations, fixes leaky basements, and repairs crawl spaces.

Employees suggest community projects that they believe are worthy of support and help with the selection process.

Recent projects supported by Tar Heel Basement Systems include:

- Ronald McDonald House of Winston-Salem.
- A blood drive.
- American Heart Association Heart & Stroke Walk.
- Cleaning a roadway.
- Project Angel Tree.

McDaniel says the firm's employees are proud to take part in the community-related activities.

"We try to do something every month if we can," she says.



### Getting theatrical at Center City AM Briefing

Jody Cauthen, executive director of the Community Theatre of Greensboro, was one of the presenters at GMA's April Center City AM Briefing. These breakfast gatherings, held six times yearly, are often the venue for breaking news about upcoming arts events, activities, major real estate developments, and other news concerning downtown Greensboro. Attendance is free for all GMA members.

## Join your GMA friends at the ballpark on June 12

**W**hat could be better than hamburgers with all the fixin's, followed by not one but two baseball games?

That's what GMA members will enjoy on the evening of June 12, GMA Night at the Grasshoppers.

This annual event is open to all GMA member companies, their employees, friends and families. Admission to both is \$12 per person. Parking is available along Commerce Place and in many lots downtown.

Culinary Visions Catering does all the cooking, and the picnic is served in the front parking lot of GMA headquarters on Commerce Place. From there, it's a quick walk to First National Bank Field.

The pre-game picnic will be served from 5:30 to 6:30 p.m. The first game of a double-header with the Hickory Crawdads begins at 5:30 p.m.

Group tickets must be ordered by June 8. Children under 4 do not require a ticket, but will not receive a seat at the game. To purchase tickets online, visit [secure.mygma.org/payments](http://secure.mygma.org/payments).

More information is available from Lisa Daas at 336-378-6350.



GMA members enjoy the 2016 picnic prior to a Hoppers ballgame (above).

Grasshoppers President and General Manager Donald Moore (left) and GMA President & CEO Mark Prince, who threw the first pitch in 2016.

## Carrow inducted into N.C. Swimming Hall of Fame

**H**ill Carrow, CEO of Sports & Properties, Inc. and a GMA member, has been inducted into the North Carolina Swimming Hall of Fame.



Carrow

The Swimming Hall of Fame recognizes major achievements in, and contributions to, aquatic sports in North Carolina.

Carrow swam as an undergraduate at UNC and later founded and coached a Masters swim team in Raleigh. He directs the annual U.S. Masters Swimming High Performance Camp and has organized numerous premier aquatics competitions.



John Rierson, Rock 92; Alasha Jones and Karen Williams, Main Street Staffing.



Emily Frazier and Sarah Burns, Starmount Forest Country Club.



Courtyard by Marriott  
Greensboro

April 6, 2018



Karen Anderson, US Health Advisors; Greg Fischer, Rock 92.



Abby Schmucker, Quaintance-Weaver Restaurants and Hotels; AnnDrea Pollard, PART.



Demeterius Morgan, Goodwill; Kate White, CT Wilson Construction.



Mark Podolle, Wireless Ventures; Jan McDiarmid, Cruise Planners; Kathy Entwistle, FirstPoint.



Ron Davis, Ron Davis Accounting; Hilary Goldberg, HQ Greensboro; Forrest Howard, Proximity and O. Henry Hotels; John Payne, NC Zoo Society.



Beth Lee, Wyndham Mills International; Dick O'Donnell, Man in Green, Inc.



Courtyard by Marriott  
Greensboro

March 14, 2018



Kate White, CT Wilson Construction; Alison Huber, Sprint; Ron Wiley, RJW Services; Tori Baker, Allegacy Federal Credit Union.



Jeff Lissenden, Alpha Health Center; John Vernon, 911 Restoration of the Piedmont.



Stuart Hall, General Sales of Virginia; Michael Curtis, WFMY 2.



Janice Keith and Delores Harp, First Citizens Bank.

## June 14 Workplace Workshop



**Vicki Hitzges**  
on  
Productivity

### 'Power Punch Your To-Do List' with Vicki Hitzges

Thursday, June 14

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: June 12*

Call 378-6350  
or register online at  
[www.mygma.org](http://www.mygma.org)

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



### Scenes from the April 12 Workplace Workshop



Joan Johnson, Lynette Kinney and Sarah Pearson,  
Pilot Benefits.



Brittany Justice and Laura Bonino,  
Northwestern Mutual.



Bill Porter, Streetlevel Media; Sue Falcone, Remarkable! A Speakers Bureau.



Cody Finnel and Aliah Jandog, Grandover Resort.



Bill Howard, FirstPoint; Loretta Horne,  
Piedmont Natural Gas.



Mia Gray and Tanya Slater, Summit  
Credit Union.



Wendy Johnson, S&ME; Lyn McCoy,  
Baskets by Lyn.



GMA RACER ambassador Kathy Cates  
of PIP Printing; Michael Digh, Clark,  
Patterson, Lee.



Denyse Scott and Angie Pace, Pinnacle  
Financial Solutions.



### New member orientation

New GMA members attending a recent orientation session included (front row, from left, seated) Kate White, CT Wilson Construction; Robbie Hurdle, Truliant; Spring Robinson, Majestic Floor Covering; Taylor Butler, CT Wilson Construction; Hilary Goldberg, HQ Greensboro; Kaitlin Smith, HQ Greensboro; Claire Tippens, Habitat for Humanity; Zitty Nxumalo, Northwestern Mutual. Second row, from left, seated: Sue Falcone, Remarkable! A Speaker's Bureau; Robin Durham, Triad Adult and Pediatric Medicine; JJ Greeson, Guilford County Government; John Whisnant, Paul J. Ciener Botanical Garden; Todd Cheek, Todd's Health Zone; Boyd Wilson, Signarama; Web Grubb, Kyle and Will Automotive; Danielle Cole, Triad Adult and Pediatric Medicine. Standing, from left: Richard Fuqua, Office Pride Commercial Cleaning Services; Demeterius Morgan, Triad Goodwill; Dave Johnson, Majestic Floor Covering; Darryl Howard, Old Mill Outfitters; Zach Barnes, Zach Barnes State Farm; Johnathan Craven, Caudill's Electric; Kevin Tedder, Caudill's Electric; John Rierson, Dick Broadcasting; James Jackson, Dick Broadcasting; Michelle Lewis, Triad Adult and Pediatric Medicine; Mark Prince, GMA/FirstPoint, Inc.

### Need a B2B boost? Advertise in Trends

Does your business provide goods or services to other businesses, large or small? Do you need to build recognition for your company with decisionmakers throughout the Piedmont Triad?

If you've answered yes, consider advertising in *Trends*. GMA's newspaper, published six times annually, goes to all member companies and is circulated to thousands of other readers by Triad Business Journal.

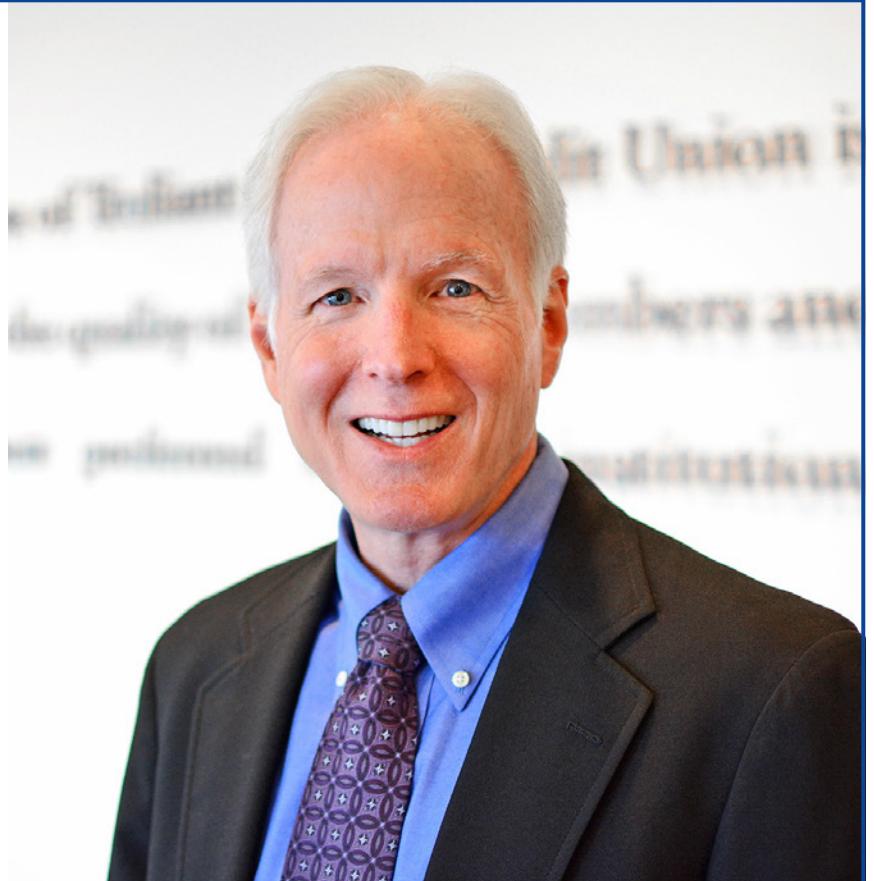
To learn more about advertising opportunities, contact GMA Vice President Michelle Bolick at 336-378-6350.

# 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](mailto: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](http://www.dtiibs.com)



(336) 855-8572 • [ATLANTICWEBWORKS.COM](http://ATLANTICWEBWORKS.COM)

## Kids Should Hunger for Adventure



Tara told us she wants to be a superhero "for the forests." Dad wants her to be everything she imagines and more.

We think all kids should hunger for adventure. We know every child needs healthy meals, every day to grow strong and dream big.

This summer, the Second Harvest Food Bank network will be working to get healthy meals to children who need them most.

### You can help!

Act today and your generosity will be matched \$1-for-\$1 and do even more thanks to our circle of champions for kids.

**TOGETHER**  
WE CAN SOLVE HUNGER



DONATE. VOLUNTEER. ADVOCATE  
SECOND HARVEST FOOD BANK OF NORTHWEST NC  
3655 Reed Street, Winston-Salem, NC 27107 • (336) 784-5770  
[hungerwnc.org](http://hungerwnc.org)

Learn more at  
[www.hunger4adventure.org](http://www.hunger4adventure.org)