



LeBauer Park transforms downtown: 'This is one for Greensboro'

It's 9 a.m. on a late summer morning, already hot and muggy. Greensboro Parks and Recreation Department employees attend a United Way meeting on the quiet, secluded South Lawn.

Two games of table tennis are under way. An employee at Carolyn & Maurice LeBauer Park apologetically explains to a mom from Summerfield that the water features at VF Seasonal Plaza will come online a bit later. Her young son looks less disappointed than she does. There's a lot for a youngster – or a person of just about any age – to do at LeBauer Park.

The result of a \$10 million gift to the community from the estate of the late Carolyn LeBauer was two years in the making.

Though it opened just weeks ago, the park already has brought thousands of people downtown to enjoy its many features. It's also injected the community with a fresh dose of pride and optimism.

"These are the kinds of things that make us proud to

be from Greensboro," says Ziad Fleihan, general manager of Ghassan's. "To see the finished product is amazing, and to be a part of it is really special for us."

Ghassan's, a GMA member, is one of two restaurants within the park. Tables, chairs and umbrellas fill the space between the restaurants in the area known as Market Square, just off Davie Street. Beyond the restaurants is the great lawn at Price/Bryan Performance Place. Overhead is the park's signature art installation, an aerial sculpture called "Where We Met," created by Massachusetts artist Janet Echelman.

Bravo Signs, another GMA member, created the metal LeBauer Park signs that greet visitors at the main entrances and the signs that recognize other donors. There are 17 in all.

The park "is a game-changer," says Gary DeVillers, owner of Bravo Signs. His children and grandchild-

Continues on page 3



A fiber sculpture called "Where We Met," the park's signature element, hangs over Price/Bryan Performance Place. The lawn can accommodate up to 4,000 people for concerts and other events.



Gary DeVillers, owner of Bravo Signs, with one of the signs his company made for LeBauer Park.



Ziad Fleihan is general manager for Ghassan's restaurants.

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Trends is a publication of the Guilford Merchants Association.



Tips on team-building

Presenter David Moff of The JER HR Group (standing) listens as Derek Whitefield of Triad Job Search Network asks a question at a recent Teach Me Tuesday event. The topic was "The

Five Behaviors of a Cohesive Team." Attendance at Teach Me Tuesday events is free for all employees of GMA member companies. Visit mygma.org for more information.

Seminar focuses on how to make the most of networking

Networking Works!” – a program developed by GMA member Abby Donnelly – will again be offered starting October 5.

The fee for employees of GMA member companies is \$299. All others pay \$499.

Matt Burkett, owner of City Publications Piedmont, has experienced the training and recommends it. “It helped me to be a better communicator and understand how I can leverage contacts I already had,” he said.



Donnelly

Scott Elkins of M7 Technology Solutions is another enthusiastic graduate of the program.

“It’s the best money I spent last year,” he said. “I thought I knew how to network. But I thought wrong.”

Donnelly is founder of The Leadership & Legacy Group, which works with business owners and CEOs on succession planning and exit strategies. She developed “Networking Works!” while with Sandler Training. That company now distributes the training worldwide.

Training will take place on Wednesdays, October 5 through November 2, at GMA headquarters, 225 Commerce Place, in Greensboro. Pre-registration is required.

To register, call 336-378-6350.



Tanger Center insights

Walker Sanders, president of the Community Foundation of Greater Greensboro, briefs GMA members on the background of the Stephen Tanger Performing Arts Center, set to open in 2018. Sanders spoke at GMA’s August Center City AM Briefing. These events, which focus on happenings in and around downtown Greensboro, are open to all GMA members. The next Center City AM briefing is October 4.

Ferree to lead High Point Boys & Girls Clubs

Holly Ferree has been named as president/CEO of Boys & Girls Clubs of Greater High Point. She previously served as vice president of development for the organization.

Ferree assumed her new role on August 8, succeeding Thomas Falgout.

‘Spooktacular’ benefits animal groups

A pet costume contest, 30 or more vendors, and a bounce house are among the highlights at the fourth annual Spooktacular, noon to 4 p.m. October 9 at 507 Eastchester Drive in High Point. Rain date is October 16.

Spooktacular is staged by Northwood Animal Hospital.

All proceeds go to sup-



port Ruff Love Rescue and Davidson County Animal Alliance.

Admission is \$5 per person or free with donations of pet food and supplies. Children under 12 admitted free.

More information is available online at tinyurl.com/jgcavxj.

Michigan consultancy relocates to Triad

Superior Project Services, LLC, has relocated to the Piedmont Triad from Grand Rapids, Michigan. Jim Toth is the owner and principal.

Superior Project Services

focuses on providing small and medium-size companies advice on how to conceptualize, organize and implement projects that are critical to growth.

Donnelly heads Crescent Rotary

Abby Donnelly in August was installed as president of Crescent Rotary in Greensboro. It is her second term as president in the last eight years.

Donnelly is founder of The Leadership and Legacy Group.



Is it legal to say that?

Stephen Hartzell, an attorney with Brooks Pierce, shares information about “native advertising” with GMA members during a recent Digital Marketing Institute (DMI) session. Native advertising is a type of disguised advertising, usually online, that matches the form and function of the platform upon which it appears. Hartzell discussed how businesses need to be aware of the ramifications of native advertising through social media. DMI programs are a free member benefit available to all employees of GMA member companies.



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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.



New Member Orientation

GMA recently welcomed a number of new member companies to the organization with an orientation held in GMA’s Community Room. Pictured from left are: Ben Oldham, Fox8 WGHP; Bill Cauthren, Aliant Marketing; Vikki Aldridge, McCord Mason;

Leslie Rice, Social Triad Connect; Larsheneill Morrison, Amerilife; Alicia Brown, Apple Spice Junction; Kristie Staton, Creative Force; Natalie Woods, City of Greensboro; Susan Cauthren, Aliant Marketing; Omari Hunt, Amerilife; LaToya Neal, Greensboro-Guilford

CrimeStoppers; Demond Burnette, The Peterson Agency; Michole Miller, SirSpeedy; Mike Padjen, Window Genie; Paul Milam, Cowork 55; Sadie Jones, CoWork 55; Mark Prince, GMA/FirstPoint, Inc.; Tim Templeton, Senn Dunn.



Tori Baker of Allegacy Federal Credit Union.

Volunteering creates more opportunities to build relationships

Tori Baker is one of those people who looks at just about every situation as an opportunity to learn.

That's one reason she finds her experiences at GMA events so enjoyable.

"I love the Workplace Workshops," she says. "I find those very informative."

But Baker, who works in member development for Allegacy Federal Credit Union, doesn't just go to fill a seat in the auditorium at GMA's Workplace Workshops. She also helps other members as a volunteer.

"I greet people coming in, help them find their name tags and get to the right location," she says. Being a Workplace Workshop volunteer helps Baker make connections.

"It really comes down to relationships," she says. "The more you can build relationships, it helps you overall. Because people like to do business with people that they know and people that they trust. Volunteering helps. Because you're out there more and other members see you more."

Baker also volunteers at

Noontime Network events, where she often can be found wearing flashing LEDs around her neck as a coordinator for the ice-breaking sticker game.

Baker attends Center City AM Briefings whenever possible. "It's

good to come because you find out so much," she says.

GMA functions offer a variety of opportunities, she says, "to help me grow personally and professionally. There's so much information that's included in the membership."

Baker's focus in member development for the credit union focuses on companies with 50 or more employees. Because Allegacy Federal Credit Union is a member of GMA, any employee of a GMA member company is eligible to join the credit union.

"I've learned a lot by attending the Workplace Workshops and Center City Briefings," Baker says. "The variety of information provided by GMA.... Wow! It's impressive."

Allegacy Federal Credit Union

www.allegacyfcu.org

VOLUNTEER SPOTLIGHT



LeBauer Park has two restaurants with outdoor seating. Noma Food & Co. (left) serves Thai and Vietnamese-style dishes. Ghassan's (right) has been a Greensboro favorite for more than 40 years.

LeBauer Park

Continued from page 1

Children spent five hours at the park one weekend afternoon soon after it opened. "The kids didn't want to leave," he said. "That's a testament to the park and how it holds the attention of children and adults, for that matter."

Chad Oakley, CEO of the executive recruitment firm Charles Aris, says LeBauer Park will have broad impact on the city. "The park definitely makes this part of downtown more vibrant," he says. "Our team members have already commented on how much they enjoy walking in, getting a bite to eat, and sitting under the sculpture on a beautiful day."

Oakley says he expects the park to be an economic booster. "I can guarantee it will help with recruiting to our organization," he says, "without question." Charles Aris is a GMA member.

LeBauer Park, to be joined in 2018 by the



Terrell Alston concentrates during a game of table tennis.

Steven Tanger Center for the Performing Arts, will be part of a cultural and entertainment complex that stretches from Newbridge Bank Park on Eugene Street east to the Greensboro Children's Museum on Church Street.

Other elements in the big makeover include the Downtown Greenway and Carroll Village, the hotel-apartment complex near the ballpark.

Chad Oakley doesn't attempt to rein in his enthusiasm.

"We'll truly be the envy of any city

in the state," he says. "It's going to be awesome."

Ziad Fleihan, whose family started Ghassan's, agrees.

"This is us moving in the right direction," he says. "This is one for Greensboro."



Greensboro resident Randy Sansone (left) practices on LeBauer Park's putting green.

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Building relationships is key to long-term business viability

Staying in business nearly 30 years requires building relationships. That's one key to success practiced by Bill Simmons, owner of Simmons Office Interiors.

And that's why he's sold on the benefits of GMA membership.

"I believe our business has benefitted from GMA," he says. "We've made some relationships that have turned into business."

Simmons Office Interiors specializes in providing the furniture and equipment to outfit workspaces, both public and behind the scenes. Office seating is a

**PARTICIPATION
= SUCCESS**

major part of any workspace, as are desks, filing cabinets and, for many businesses, cubicle systems.

Simmons Office Interiors is a source for all. The company also specializes in providing laboratory equipment.

Simmons is a member of the Networking Gurus, a GMA-sponsored networking group that meets weekly. Being a part of the Gurus keeps Simmons in touch with a broader cross-section of the community



Bill Simmons, owner of Simmons Office Interiors.

and opens the door to more business opportunities.

That's a necessary strategy to ensure viability and long-term success.

"We've been in business since 1988," he says.

Simmons Office Interiors
(336) 292-8525
www.sitsmart.com

High Point Holiday Festival Parade is November 20

One of the region's largest holiday parades takes place in High Point, starting at 3 p.m. November 20.

It's the High Point Holiday Festival Parade, a tradition since 1925.

GMA manages the parade. Leading sponsors this year are Bank of North Carolina and High Point Regional UNC Health Care.

More than 150 units, including marching bands, floats and clowns are expected.

More information:
highpointparade.com.

Name: Patricia Scherger
Age: 28
Hometown: Charlotte
Residence: Reidsville
Education: UNCG
B.A., Hospitality Management
Business: Fairfield Inn
Greensboro Airport
Position: General manager
Duties: Everything! I have to play every role at the hotel. I'm the backup person. I like the networking aspect, to try to get businesses to come stay with me. Or



even local people if they have family coming into town. I love the revenue management part of it.

On GMA: I really love the sticker game! I'm pretty good at networking. I really like meeting different people; maybe later it can turn into business.

Goals: I try to do better than I did last year. That's always a goal, every day.

Personal: We just bought a house that we're renovating and we're not even in it. That's my personal goal – to get into that house.

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Coat donation campaign generates warm feelings all around

A Cleaner World, Salvation Army partner for 30 years

After 30 years, the Give A Kid A Coat campaign is as much a part of the Triad's fall calendar as the Aggie Homecoming, Halloween and Thanksgiving.

But this 30th anniversary brings a slight change to this well-known cooperative effort between A Cleaner World and the Salvation Army. Both are GMA members.

The 2017 Give A Kid A Coat campaign will begin later, on January 6. The collection goal will be 20,000 coats, said Chris Edwards, president of A Cleaner World.

**GMA
LINKS**

The High Point-based company has more than 30 locations in North Carolina and Virginia, with the highest concentration in the Piedmont Triad. All locations participate in the campaign.

Why the shift from fall until January?

Starting the multi-week campaign in October caused it to overlap with the Salvation Army's other well-known programs to collect cash and goods to assist the needy at Christmas and the onset of cold weather.

Accepting the thousands of donated garments and getting them out to the community in the final weeks of the year was an extra burden on Salvation Army staff, Edwards said.

The shift to January was influenced by another factor as well. Fall weather, Edwards said, is milder now than 30 years ago. Youngsters are less likely to need a heavier winter coat until after January 1, he said.

Many more fortunate children and adults may receive coats as Hanukkah or Christmas gifts, he noted. That means moms and dads may be clearing out surplus garments after the holidays. A



Major Don Vick, head of the Salvation Army in Greensboro, and Chris Edwards, president of A Cleaner World, with donated coats.

Cleaner World will be poised to accept those garments as donations for its campaign.

"Our average store will receive 1,200 coats over five weeks," Edwards said. "That's about 40 coats a day."

The stores accept coats of all sizes, for all ages. Each garment is inspected and snaps, buttons, and zippers are repaired if necessary. Each store cleans each day's donations before sending them to the Salvation Army.

"We make sure those coats are something we're proud to give to kids and senior citizens," Edwards says. "Homeless people can apply and get coats, too."

The campaign covers the entire Triad and involves several Salvation Army units, says Major Don Vick, who oversees the Greensboro unit.

"It's just incredible," Vick said of Give A Kid A Coat. Over the years, "hundreds of thousands of coats have been given."

"It's a real testament to the corporate citizenry of A Cleaner World," he said. "It's not like they don't have anything else to do."

Each time a coat finds its way to a deserving child, Vick said, "that's \$35 or \$50 that a parent can use for something else in the family budget. It's very rewarding to see families come and get a coat for the kids."

Give A Kid A Coat was started by Chris Edwards' father, Ray, and modeled on a similar program in Minnesota. The first year saw 19,506 coats donated.

"We could not believe the response," Edwards said. "We were thrilled."

In 1988, when WGHP (Fox 8) and WKZL-FM became partners, the campaign brought in more than 42,000 coats. Even more were donated the next year, which saw Hurricane Floyd devastate much of eastern North Carolina. Donations exceeded the need in the Triad, so many coats were sent east. "That was a way for Triad residents to help," Edwards said.

The current annual need in the Triad is around 25,000 coats. Annual donations have fallen to

between 17,000 and 18,000 in recent years, Edwards said. He expects the campaign's shift to January's cooler temperatures will reenergize donations.

"We're big fans of the Salvation Army, because they do so much in the community with so little resources," Edwards said.

Give A Kid A Coat began in hopes that it would become a signature, community service event for A Cleaner World.

"We never dreamed it would last this long," Edwards said. "We're thrilled that it did."



Shared interests, community priorities keep AT&T committed to GMA

AT&T has been a GMA member for more than 40 years, and one reason is that the two share common interests.

"The reason we are aligned with GMA all these years is that it supports business interests, which is what we do, too," says Kathleen Evans, regional director for external affairs.

She noted that

**LOYAL
MEMBER**

Chuck Greene, who previously held her same post in external affairs, once served on GMA's board of directors. She said that AT&T – like GMA – supports charitable causes throughout the community.

"We will continue to partner going forward," she said.

While the relationship between AT&T and GMA has been constant for more than four decades, the technologies and services offered by the telecommunications giant have changed dramatically.

Telephony largely depended on a network of copper wire in the 1970s, and AT&T was the national long-distance provider. (Younger readers may need to ask a friend over 50 to define the term "long



Kathleen Evans

distance.")

Today AT&T is a leader in

wireless communications. Its fiber optic network, which provides 1 gigabyte per second symmetrical service (upload and download) to residential customers, is available in a growing number of Triad neighborhoods. AT&T also provides DirecTV services.

The company employs about

7,000 persons in the state, she says.

Last year, the company had more than 100 employees volunteer at the National Folk Festival. This year, she said, the company hoped to double that number.

"We live here, we work here," Evans said. "We want to see the area prosper."

www.att.com

Member suggestions help fine-tune GMA programming

GMA has experienced a 50-percent increase in attendance at our popular Noontime Networks since moving the event from Wednesdays to Fridays last year.

Switching to Fridays was an idea suggested by members.

GMA staff members are always seeking new and creative ideas from our membership. We are a member-driven organization, as we have been since 1906.

We are proud of our legacy of providing meaningful, relevant, and timely programming to help you and your business succeed.



Prince



GMA volunteer Alison Huber of Sprint (right) makes announcements at the August Noontime Network event.

Each fall, the GMA staff begins analyzing and reviewing next year's schedule of events and activities. Member focus groups, mini-surveys, program evaluations, committees and direct member feedback are ways you can help shape the

programming that will most help you and your business in 2017.

I encourage you to be involved and to share your thoughts, ideas, and feedback with me or any member of the GMA staff. We continuously strive to increase the value of

your GMA membership, and your input will make a positive difference as we move forward.

G. Mark Prince
President & CEO

Leah Askew, Lifespan; Tori Baker, Allegacy Federal Credit Union; Erin Williams, Zoës Kitchen; Robert E. Lee, Mumford Restoration.



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Corliss McGinty, Soft Solutions; Joel Kaczmarek, Sandler Training; Karen Anderson, USHEALTH Advisors.



Ferris Coleman, Mutual of Omaha; William Conley, AllOver Media.



Frank Zhong, Fitness Together; Jason Speer, CPI Security; Franklin Stowe, Mutual of Omaha.



Mel Schlesinger, Virtual MD 24-7; Nicolos Gomez, Northwestern Mutual; Bill Cegles, Ray Moving & Storage.



Alison Huber, Sprint; Ericka Beason, Carolina Cleanouts, LLC; Blaise Beason, Carolina Cleanouts, LLC.



Chelsea Lowe, Mutual of Omaha; Jeremy Simpson, SL Staffing; Heidi Merrill, WFMY News2.

**Mark your calendars
now!**
**The next
Noontime Network
is
October 14.**

Hilton Garden Inn
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Why I love Workplace Workshops

Gina Fisher

'The speakers are always so different, yet knowledgeable and informative.'

'Even when I think nobody could outdo the last speaker, I'm always pleasantly surprised.'



Gina Fisher is catering sales manager, Greensboro Airport Marriott.

'I always think, I can take this information back and use it in my day-to-day world.'

October 13 Workplace Workshop



Susanne Gaddis
on
Conflict Resolution



'Ego Boosters vs. Ego Busters' with Susanne Gaddis

Thursday, October 13
Embassy Suites Hotel
204 Centrepoint Drive
7:30 a.m. refreshments
8–10 a.m. seminar

Free for all employees of GMA member companies!

Registration deadline: October 11

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

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



Karel Murray spoke to GMA members about business ethics.

Scenes from August's Workplace Workshop



Deana Daniels, Premier Federal Credit Union; Calvin O. Foster, City of Greensboro; Elizabeth French, Premier Federal Credit Union.



Gary Jacques, Triad Job Search Network; Bill Cegles, Ray Moving & Storage; Mike Brock, Triad Job Search Network; Bill Cauthren, Aliant Marketing.



Penny Williams, Kenia Henriquez, Angela Halbrook, Andrea Petrarca, all with Canopy Partners.



Nate Elkins (left) won the \$50 door prize. Scott Elkins reacts. Both are with M7 Technology Solutions.

Dillard's gets a makeover at Four Seasons

Dillard's at Four Seasons Town Centre will soon take over the remodeled space formerly occupied by Belk. A grand opening is set for October 27.

"We're adding a whole new high-end level to Greensboro," said Zeb Duzan, an assistant district manager for Dillard's. "It will be a brand new Dillard's store."

The grand opening coincides with homecoming at N.C. A&T State University.



Dillard's will move into the space formerly occupied by Belk.

A VIP gala will be staged October 26, and a portion of sale proceeds will be donated to the Greensboro Symphony Guild, Duzan said.

The revamped store will feature a number of brands new to Greensboro. Duzan described them as just a step below couture, or high

fashion. They include Eileen Fisher, Bryn Walker, Ming Wang, and Katherine Kelly.

As Dillard's planned the new store, Duzan said he met with business leaders who recommended joining GMA.

"We think it's going to be a good partnership," he said.

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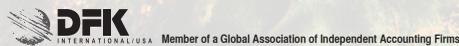
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Thursday, October 27, 2016
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RALEIGH

Thursday, November 3, 2016
8am-5pm - North Ridge Country Club

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