



If it's fun, motivational, inspirational, educational and free, it's got to be GMA's Workplace Workshop

GMA members who regularly attend Workplace Workshops soon recognize that they are in good company. Lots of members make it a point to be present at Embassy Suites six times a year when GMA brings in national speakers for the Workplace Workshop series.

John Payne, a donor relations officer for the N.C. Zoo Society, speaks for many when he specifies what he likes about the program.

"The workshops are an incredible value for members," Payne says, "especially since a GMA member company can send as many employees as they want."

There is no fee to attend a GMA Workplace Workshop. The training series is a benefit available to all employees of a GMA member business, whether it has two employees or 2,000.

Workshop topics include sales, communication, lead-



GMA members react to a 2017 Workplace Workshop speaker at Embassy Suites.

ership, motivation, stress management, and customer service. Payne serves on the committee that helps select workshop speakers who "blend timely topics and present in a captivating way," he says.

The information can be used by anyone, from customer service personnel to technicians to top-level managers. That's why Workplace Workshop fans range from entrepreneurs to executives at some of the Piedmont Triad's largest employers.

With company budgets

under pressure, Workplace Workshops offer an unparalleled value, Payne says. "Training of this caliber would cost hundreds of dollars, if not thousands," he says.

Tammy Gamble, a business development manager with Touch Point Staffing, depends on Workplace Workshops to keep her focused and motivated.

"I'm always excited to go, and I know I'm going to learn something. There



Meridith Elliott Powell spoke in 2017.

are always new ideas," she says. "And I'm going to have fun."

Michelle Johnson, a

financial analyst with Canopy Partners, says her company makes time for employees to attend the seminars. "It's a priority," she says. "Teamwork and motivational speakers are good for everybody."

Canopy Partners, Johnson says, places a high value on continuing education for its employees. Workplace Workshops are a cost-effective way to deliver on that commitment.

Some companies, such as VF Corporation, regularly rotate the opportunity to attend through the various departments.

GMA draws for cash door prizes at each event, which is an additional incentive to attend.

The next Workplace Workshop, featuring speaker Nick Arnette on teamwork, is April 12. Just let GMA know how many seats to reserve; visit mygma.org or call 336-378-6350.

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Trends is a publication of the Guilford Merchants Association.



After dinner conversation

Baseball legend Cal Ripken, Jr., fielded questions from WXII's Kenny Beck (right) at GMA's 2018 Annual Dinner on February 27. More photos from the gala are on page 4.

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Nominate an art-savvy small business for the 2018 Arts in Business Award

Do you know of a Greensboro small business with an exceptional commitment to the arts? Nominations are open for the 2018 Arts in Business Award. The award recognizes a business with 100 or fewer employees that demonstrates leadership and commitment to the arts and impact on the arts. These factors are measured by activities, projects and/or events in support of any aspect of

the arts.

The Arts in Business Award, presented by Arts-Greensboro, is sponsored by GMA, the Greensboro Chamber of Commerce, and the N.C. Entrepreneurship Center at UNCG.

Scuppernong Books was recognized with the award in 2017. The bookstore on South Elm Street emphasizes literary arts, poetry and visual arts in

its many activities and events. Nomination forms are available at artsgreensboro.org. The deadline to receive completed forms is 5 p.m. March 29.

The recipient of this year's award will be recognized at the Greensboro Chamber of Commerce Small Business Awards Luncheon on April 26.

More information is available from Pauline Vail at ArtsGreensboro, 336-279-7088.



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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.



ACC action returns

Mark Prince, GMA president & CEO, spoke at the ACC Tip-Off Luncheon prior to the 2018 ACC Women's Basketball Tournament at the Greensboro Coliseum Complex. GMA is a longtime supporter of collegiate sports activities in Greensboro.

Increase business sales with a travel incentive package

BY JAN McDIARMID

Managers and business owners often struggle with creative ways to motivate employees to reach sales targets. Travel incentives have proven to be effective motivational tools.

People love to travel, and earning a trip is something that employees can visualize and work toward. Research has shown that travel incentives encourage employees to perform better and stay with their companies longer. Travel incentives generally bring in extra business and are quite affordable.

It can seem overwhelming for a business owner or man-

ager to plan a travel incentive. However, a travel agent can work with you to understand your business objectives and handle all the details.

Together, you can create an incentive trip based on the specific level of achievement you envision.

A travel incentive can fit any budget. An incentive trip can range from an unforgettable trip to an exotic location to a smaller reward, such as a resort package for a long weekend or a three- or

four-night night cruise.

The cost for a smaller trip will vary depending on when travel is scheduled and the category chosen, but is usually in the range of just \$1,000 to \$1,500 per person. That's a small investment for what often is a big return!

Discounts and amenities for group bookings are available for land travel as well as for cruise packages.

If multiple individuals travel together, cruise lines will provide meeting space and equipment at no additional cost. Arrangements can be made for group cocktail parties aboard ship. Resorts and cruise lines will



McDiarmid

BUSINESS SUCCESS

allow space for group dinners. Depending on the size of the group, hotels may provide a free room, or a cruise line may provide a free cabin for the group organizer.

A travel incentive is a proven team builder, as those who have earned the trip will enjoy relaxing with their co-workers. Relationships are created as they meet and talk about their experiences.

Travel incentives can be rewards for internal as well as external sales teams. Incentive events can provide a

rare opportunity for widely scattered top performers to network and build relationships. Businesses often find that incentive trips are so successful in reaching sales goals that the next year's trip is announced while the winners are enjoying the current trip. This gets everyone enthusiastic and continues the momentum to achieve a high performance again the following year.

Jan McDiarmid

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Web firm keeps looking forward

The World Wide Web was still a fuzzy concept to most people in 1997. A web browser? What's that?

But Marty Heim had seen enough of the web to know she wanted to catch the wave early. She left a corporate position as graphic designer and marketing expert to become self-employed. Marty Designs, a website development and marketing company, was born.

"I can't remember not being an entrepreneur, even when I was working in corporate America," she says.

One of her first moves was to have her company join GMA. She knew the organization well because her previous employers had been members, and she already had experienced the benefits of



Marty Heim, owner of the web company Marty Designs.

LOYAL MEMBER

membership.

"I wanted to build a circle of people to know and trust," she says from her office in Pleasant Garden. "I was laying the groundwork for me to have a more successful tomorrow."

More than two decades later, Marty Designs serves more than 500 active clients around the nation. Among them are Piedmont Triad companies that trusted her to build their first websites. She's kept them up to date and web-savvy ever since.

She's also maintained her GMA membership as well as membership in the C.A.N. networking group, which meets every Friday morning. It was through C.A.N. group networking that she connected with a CPA for her new company.

Heim says the associations developed through GMA and the C.A.N. group have brought her business over the years. But more importantly, she has found advice and counsel and early insights into breaking business trends.

"The C.A.N. group, to this day, is significant in helping me achieve whatever I am seeking," Heim says.

As the web has matured, so have the services offered by Marty Designs. Heim's clients look to her to develop not just websites but web applications. Marty Designs provides servers and web hosting through its own data center. Social marketing, unknown when Heim launched the company, is another area of expertise.

If it's happening now on the web, or if it's somewhere out on the horizon, Marty Heim knows the score.

"My clients pay me for knowledge," she says.

Heim plans to keep nurturing her GMA relationships. A vibrant local economy with strong small businesses is the foundation for overall economic health, she says.

"Small business brings brilliance," she says. "That's what GMA is all about."

Marty Heim
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Free seminar takes mystery out of Google's AdWords program

Every business owner is aware of Google AdWords, but do you really understand how to use them?

Sean Browne of SEO Rocket does, and he will share his knowledge at the April 25 Digital Marketing Institute seminar at GMA headquarters at 225 Commerce Place in Greensboro.

His presentation includes lunch, begins at 11:30 a.m. and concludes at 1 p.m. Digital Marketing Institute seminars are free to all employees of GMA member companies.

In Google AdWords, advertisers pay to display to web users brief advertising copy, product listings, and video content within the Google ad network. It's sometimes called "pay per click."

Attendees at Browne's presentation will learn the fundamentals of Google's AdWords program, including the benefits and pitfalls. Budgeting also will be covered.



Cal Ripken, Jr., Annual Dinner speaker, replies to a question.

112TH GMA ANNUAL DINNER

February 27, 2018
Koury Convention Center



Lisa Fields, o graphicstudio; Stephanie Ward, Print Plus, Inc.



Mark Podolle, Wireless Ventures; Katie Duke-shire, Country Inn & Suites.



Donald Moore, Greensboro Grass-hoppers.



Bart Lassiter, 2018 chairman of the board, presents a plaque of appreciation to outgoing chair Rhonda Joyce.



Provost Beryl McEwen and Dr. Thaddeus McEwen, N.C. A&T State University.



Steven Stein and Scotty Trogdon, Wells Fargo.



Cal Ripken, Jr., with GMA Chairman Bart Lassiter and his wife, Barbara.



Joyce Mobley and Ronnie Mobley, Carpet Super Mart; John Mullen, Carpet Super Mart, and his wife, Laura.



Joe Varipapa, Radisson; Erika Turner; Victor Jones, Royal Limousine.



Large screens with close-ups of the speaker meant that every seat at Koury Convention Center was a good seat.



Sasha Sullivan, Kimberly Patrick and Chris Murray, Truliant Federal Credit Union.

Leaders of GMA’s young professionals group give an update on Risers

Jose Sandoval, with American National Bank, chairs Risers. Josh Jackson, with Leeper, Kean & Rumley, L.L.P, is vice chair. Sydney Lee, with Robert Half International, is social chair.



events held, and where?

Lee: Our goal is to have one social event each quarter, and we have some new activities in mind.

One will be at Boxcar, the arcade bar in downtown Greensboro. We will have a social event at a Grasshoppers game, and we will have a bowling event.

We’re also going to

try out the Pig Pounder Brewery. These events are very casual, though people may do some networking.

How do you publicize events?

What’s the purpose of Risers?

Sandoval: To get young folks together in a relaxed atmosphere, to socialize, and to get to know GMA. We’re really building a young professionals base for GMA.

What’s attendance like at Risers events?

Jackson: We average about 20 attendees at our monthly meetups. Attendance at social events ranges from 20 to 40.

How often are social

Jackson: We try to have something mentioned at every GMA event, just to have people be aware of Risers. We also created an outreach committee.

Jose and I are trying to get to more GMA events ourselves, to meet business owners and make them aware of the opportunities for their younger employees. Risers is included in GMA membership; they’ve already paid for it.

Sandoval: We shoot out emails on a consistent basis about upcoming events. We’re big on social media, and all our events are on Facebook. The catch is that you have to request to join the Risers Facebook group.

We have to verify that a person requesting to join works for a GMA member business.

Risers recently raised the age limit for membership. What is it now?

Sandoval: Risers is for any young professional under 40. Previously the age limit was 37. It just made sense for us to raise it. We felt like we were missing out on some opportunities to increase our membership with the lower age limit. These folks 40 and under are young professionals. Why not include them as well?

Are there any educational events for Risers?

Jackson: Four times a year we do a Lunch & Learn event at GMA. There’s a presenter on a topic of importance to people in the Risers age range.

What happens at lunch meetups?

Sandoval: At every lunch, there’s a new group of folks getting together. It’s very casual, very laid back. We usually meet at Café Pasta or Logan’s Roadhouse. We go Dutch; everyone buys his or her own lunch.

What’s the atmosphere like at a Risers event?

Lee: At my very first meeting, everyone was so welcoming. There’s a really good sense of professionalism. Risers is a really good way to get involved in the community and make some friends along the way.

Has being in Risers produced business results?

Sandoval: Personally, I’ve gotten some good business out of it.

Lee: I’ve made so many new contacts at companies I’m interested in working with.



Sandoval



Jackson



Lee



Name: Betsy Seaton
Age: 34
Hometown: Winston-Salem
Residence: Greensboro
Education: B.A., Music Business, Western Carolina University
Business: Children’s Home Society
Position: Director, Community Engagement; Philanthropy Team Member
Duties: I work with corporate partners, like GMA, educating them about what CHS does, how they help children and help families. I do event management as well. We have a statewide fund-raising series called “A Place to Call Home,” that’s in four cities. I’m responsible for each of those. Then we go straight into Beach Music (the summer concert series).
On Risers: I was invited to a Risers meetup, and it was so awesome. There were 30 young professionals there, and it was so fun.



Betsy Seaton displays her rubber duck collection in her office at the Children’s Home Society.

On GMA: I love the Center City AM Briefing. It is so informative to get everybody together just to learn what’s going on in the community.
Goals: To get to know Greensboro even better. Your community is only as strong as you make it. I’m working on being a better fund-raiser and growing as a team member.
Personal: Family is No. 1. That’s what drew me to CHS. My whole immediate family is all over the Triad. We spend a lot of time with family. My husband and I just bought a house; that takes up a lot of time, learning the ins and outs of home ownership. And we love dinner parties. Any time you can look somebody in the face and get to know them better is time well spent.



Guests line up for dinner and a church service under the South Eugene Street bridge over Spring Garden Street.

Saturday evenings at Church Under the Bridge

Barbecued chicken is on the menu this particular Saturday evening, prepared on site by a group of volunteers who call themselves Debbie's Daisies.

Other volunteers set up serving tables, while yet another group of volunteers arrives with hygiene kits to distribute to the guests. A combo blares Christian-flavored music through over-cranked speakers, but the sound escapes easily. The Church Under the Bridge has no walls.

Mike Murray, wearing a long-sleeve, black T-shirt and a black ball cap, attempts to work his way through the gathering crowd of guests and volunteers. He only makes a few steps before someone stops him with a handshake, a question, or to share information about an unexpected donation to 16 Cents Ministry.

Murray is a longtime GMA member, an active GMA volunteer, and owner of New Leaf Graphics.

He leads the group that has served a hot meal every Saturday night since September 2012. More than 200 homeless individuals came that first night, gathering under the South Eugene Street bridge over Greensboro's Spring Garden Street. It's not unusual to serve twice that

IN OUR COMMUNITY

number or more nowadays. Everyone is welcome. No one is turned away.

It's a balmy Saturday evening in late February. Guests queue up, waiting to be served. Murray works his way down line, offering every individual a handshake, a hug, or a fist bump. Most accept. He knows most by name, and they know him.



Murray borrows a mic from the band, offers a welcome and a blessing, and the serving line opens. Church, which includes breaking bread in a communal meal, has begun.

This effort by 16 Cents Ministry, which has begun the process to become a non-profit organization, has been supplemented by volunteers from churches, schools, corporations and other groups throughout the Piedmont Triad and beyond. In early March, only a half-dozen dates remained without food volunteers for the

rest of the year.

"Four weeks ago, I was sweating it," Murray said. "There were a lot of open holes. Then, all of a sudden, they started pouring in."

16 Cents Ministry serves the homeless in other ways, too. There's a food pantry. A team of volunteers follows up with individuals who have been placed in housing, helping them make the transition. One individual focuses on homeless veterans, helping them navigate the red tape for benefits.

Church Under the Bridge and 16 Cents Ministry came about after Murray and others tried to start an early contemporary service at their church. "The people we were trying to attract didn't know there is an 8:30 on Sunday morning," Murray quipped.

The group held planning sessions on Saturday evenings. "Like good Christians, we have to eat when we come together," Murray says. They often had food left over. They decided to donate it to the homeless, taking it to the streets and camps scattered throughout the city.

"That first night, we went out with six or seven meals," Murray recalls. "We ran into an older lady. She was amazed that someone



Mike Murray, center, briefs servers and other volunteers before the serving line opens.



Geniro Fillman, with Debbie's Daisies, tends to the chicken that will be served.



Mike Murray leads the team from 16 Cents Ministry. Serving the homeless is a major focus of his personal life.

would take the time to prepare a meal for her, so she insisted on paying us. She gave us everything she had, which was 16 cents."

Word spread through the homeless community, Murray says, and Church Under the Bridge has been growing

ever since.

"Our focus was on the homeless," he says, "but it's become a church for all."

Mike Murray
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The strength of our Piedmont Triad is all of us, working together

The 112th GMA Annual Dinner recently was held at Koury Convention Center. Looking around at a ballroom filled with more than 700 members, I felt fortunate to be at the helm of this organization.



Prince

I saw prominent business and community leaders networking, meeting new people, and reconnecting with old friends. I embraced the decades of community history. And I saw a future that will continue to be healthy and relevant in tomorrow's business world.

I am indebted to the volunteer members of the Board of Directors, as well as the many volunteers that

lead our committees and activities. They work hand in hand with a seasoned professional staff to produce outstanding content and programs for our members.

At the dinner, our 2018 chairman of the board, Bart Lassiter of City Transfer and Storage, reiterated the importance of Triadism, the strength of "one market, all of us working together."

I sincerely support his message and believe this will propel us into a leading economic environment in the future.

G. Mark Prince
President & CEO



Billy Mott, Old North State Trust; Gary DeVillers, Bravo Signs; Alison Schwartz, All Pets Considered; John Thomas, IDeACOM of Central N.C.



Jamie Wiley and Ron Wiley, RJW Services.



Hilton Garden Inn
Greensboro Airport
January 16, 2018



Jane Jenkins Herlong led the February 1 Workplace Workshop on motivation.



Tori Baker, Allegacy Federal Credit Union; Roger Casey, Casey Creative Powered by Proforma.



Melanie Tatarin, Hampton Inn & Suites Greensboro Coliseum; Rod Randolph, NTG Cloud Tech.



April 12 Workplace Workshop



Nick Arnette
on
Teamwork

**'Me, We, and Glee,
You Need All Three'**
with
Nick Arnette

Thursday, April 12
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: April 10

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

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Hampton Inn & Suites
Greensboro Coliseum
February 9, 2018



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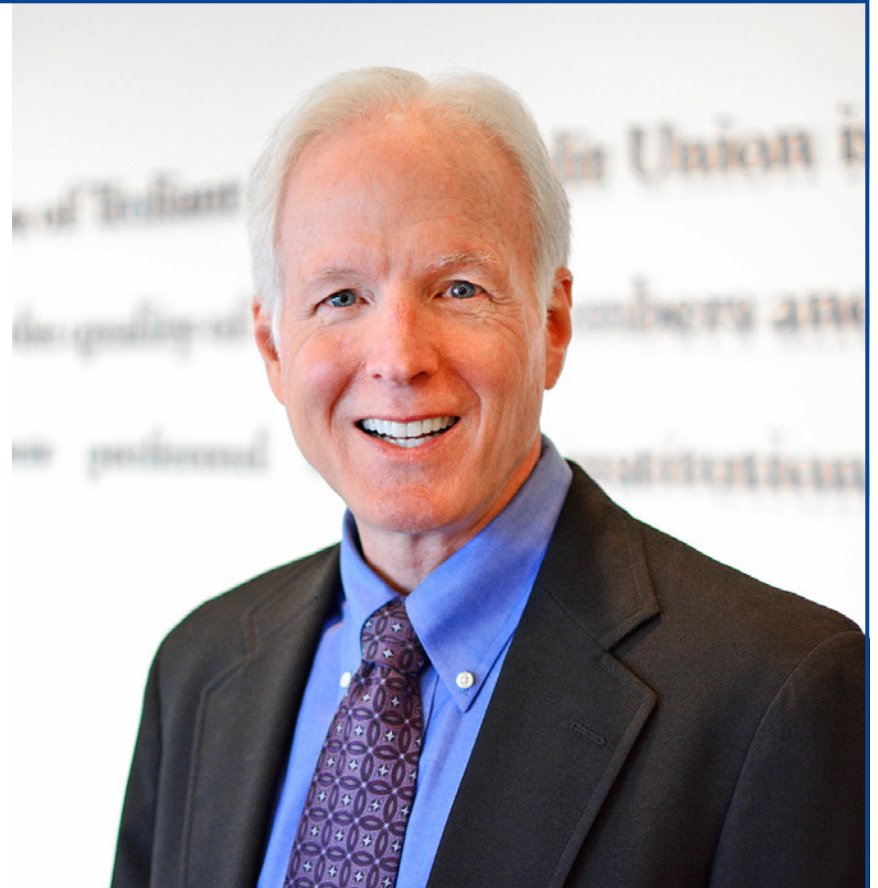
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