Archie Manning: From the quarterback’s point of view

Annual Dinner speaker is patriarch in a family of football legends

One of the most celebrated quarterbacks in American football history will be guest speaker at GMA’s 111th Annual Dinner on February 23.

Elisha Archibald “Archie” Manning, who played 10 full seasons for the New Orleans Saints, will highlight the evening appropriately themed a “Bourbon Street Bash.”

GMAs Annual Dinner is the organization’s biggest social and networking event of the year. The incoming chair for 2017 (Rhonda Joyce, see page 5) will be formally installed, marking the transition from outgoing GMA Chairman Tim Templeton.

The event, which brings together hundreds of business executives, civic leaders and independent business owners, frequently is the forum for announcing major GMA initiatives. The GMA/FirstPoint Foundation Fund, an economic development fund with an initial investment of more than $1 million, was announced at last year’s Annual Dinner.

Manning will not deliver a prepared speech, although he is an accomplished speaker who at one time spoke at more than 40 engagements annually.

In Greensboro, he says, he will engage in a more casual conversation for the audience. Brian Formica, sports anchor and reporter for WXII-TV, will moderate a question-and-answer session with Manning.

Archie Manning’s name appeared in national sports pages from the mid-1960s, when he played for Ole Miss, through the end of his pro football career in the mid-1980s.

Manning, a native of Drew, Mississippi, caught the eye of baseball scouts while in high school. He was drafted by major league teams four times but chose instead to attend the University of Mississippi.

He was nominated for the Heisman Trophy twice and his No. 18 jersey was retired.

The speed limit on the Ole Miss campus remains 18 miles per hour in honor of Manning’s legacy.

Members, make your Annual Dinner reservations now!

Tables for 10 may be reserved for $900 (includes two drink tickets per person). Individual tickets are $80 (includes two drink tickets). Make reservations or join GMA at www.mygma.org.

Continues on page 2
Trends – Published for members of the Guilford Merchants Association

**Trends begins its fourth decade serving members**

A new publication for GMA members debuted in December 1988. The first issue of Trends, four letter-size pages, was in some ways not so different from this publication.

A front-page story announced the 83rd Annual Dinner. Members of the board of directors were listed; then, as now, GMAs board included influential business leaders.

There were photos of GMA-sponsored public events and a story on shoplifting prevention. The back page contained graphs charting retail sales data from the N.C. Department of Revenue.

**Trends** was a project of GMAs new president, Michael F Bumpass, who also headed the Credit Bureau of Greensboro.

Bumpass had returned to his native North Carolina after leading a business organization in Florida. He came to Greensboro with a strong vision for the business community and for GMA.

**Trends** has evolved over the years, reflecting changes in GMA and the Piedmont Triad economy.

GMA in those days was the Greater Greensboro Merchants Association, and retailers large and small comprised a substantial number of members, in addition to major corporations.

Today the majority of GMA members are service providers, either business-to-business or business-to-consumer. The organization is more regional in scope and, now known as the Guilford Merchants Association, has helped unify the High Point and Greensboro business communities.

**Trends**, like GMA, now is more member-focused. Most content of the newspaper is for and about members.

This issue, like the first, features the upcoming Annual Dinner, the 111th.

Mike Bumpass was new to Greensboro when he decided that GMA needed a newspaper for members, so he asked colleagues for suggestions on someone to work with GMA staff and make it happen.

Bumpass selected Tom Lassiter, of Lassiter & Co., to launch the publication. Lassiter named it **Trends**, reflecting a focus on current business directions and changes. Three decades later, GMA is stronger than ever and **Trends** continues to serve members with news and information. This issue, and each issue since the first, was produced by Tom Lassiter, working closely with GMA staff.

**Manning**

Continued from page 1

Manning was the second overall pick in the 1971 NFL draft and stayed with the Saints until mid-way through the 1982 season. He retired from the Denver Broncos after beating the Colts to a win over the Chicago Bears in Super Bowl 41 in 2007.

He retired from the Denver Broncos after beating the New York Giants, which he led to Super Bowl wins in 2008 and 2012, both times beating the New England Patriots.

Carolina Panthers in Super Bowl 50 last year.

Eli Manning is starting quarterback for the New York Giants.

In a telephone conversation with **Trends**, Manning said his experiences in sports helped prepare him for life after retirement from professional football.

Adversity is inevitable, he said, adding, “You learn valuable lessons in sports about picking yourself up.”

Much of success depends on one’s mindset, he said. “When you get beat, don’t let it linger. You’ve got to turn around and play the next play.”

Manning calls it a mental reset. “Get back to zero,” he said. “Get back to even and start over again.”

Above all, he said, success in life depends on being “a good teammate. If other people say you’re a good teammate, that’s a pretty good compliment.”

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**GMA TRENDS**

President & CEO  G. Mark Prince
Vice President of Operations  Michelle Bolick
Vice President of Sales  Susan Russell
Operations/Special Events Coordinator  Holly Smart
Operations/Special Events Coordinator  Lisa Daas
Membership Development  Sharon Smith

**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.

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**Bright and early**

Kenny Roberts, director of marketing, and Kathryn Hubert, executive assistant for Fresh. Local.Good. food group, spoke to GMA members and city leaders at December’s Center City AM Briefing at GMA headquarters. They shared details about their company’s new restaurant complex at Morehead Foundry, 433-107 Spring Garden Street.
Building on relationships keeps Alert Construction thriving

It’s been more than 20 years since Ed Regensburg joined GMA. He was interested in joining a leads group, and GMAs Competitive Advantage Networking (CAN) group was just getting started.

Regensburg was running Alert National Fleet Service, offering mobile, on-site vehicle maintenance. On the side, he started buying houses, doing the repair work himself, and putting the homes on the rental market.

“Realtors found out I could do all kinds of home repairs,” Regensburg recalls. He became a one-stop shop to make repairs listed on pre-sale inspection reports.

It wasn’t long before opportunities in real estate told him where to concentrate.

Regensburg expanded his scope to offer some specialized services. “I started a heat and air business, a roofing division. We sold sunrooms and awnings. We were a Dr. Energy Saver deal- er, certified for energy audits. We did mold remediation.

“We can still do all of that, but we focus our mar- ket on existing customers, referrals, and the realtor business in the Triad.”

His business, now called Alert Construction, once built new homes and entire subdivisions, but no more.

“There’s more money in repairs than there is in new construction,” Regensburg says. “Plus, you’re not tying your money up for three, six or nine months. It’s a better way to go.”

Alert Construction employs a staff of about 12. Regensburg shares his office with Noodle, an energetic white poodle that he calls the CEO. “He is not the mascot,” Regensburg says. “He’s the boss.”

Alert manages rental properties for Regensburg and other property owners. He says his “true trade” is being a real estate investor. “I’m always buying and flipp- ing houses,” he says.

Regensburg still attends leads group meetings. “I look forward to the CAN group meeting ev- ery Friday,” he says, “not because I need leads, but be- cause that’s where my friends are. It’s not just about the business. It’s about the relationships you build within GMA.”


Felicia Brown is something of a serial entrepreneur. She’s launched three successful businesses over the last two decades, all in the health-wellness-spa sector.

There’s one other common factor about her businesses: Each has been a GMA member.

Membership, she says, “is an amazing value. There are so many things you get as a benefit.”

Brown’s current business, launched in 2014, is A to Zen Massage. Massage therapy is the foundation of the enterprise, which also offers yoga, tai chi, reflexol- ogy, an infrared salt sauna, and other services designed to put the mind at ease and set the body on a path to wellness.

A to Zen is located in a rambling complex of therapy rooms and relaxing common spaces at 523 State Street in Greensboro.

More than 20 practitio- ners are affiliated with A to Zen, Brown says. A to Zen saw its business double in each of the last two years.

“I’m looking to repeat that again in 2017,” Brown says, “and that takes people.”

Brown trained to become a massage therapist and became a business owner when she realized she was “too hard-headed to work with other people.”

Brown started Balance Day Spa in 1996. She sold that business in 2005 and, three years later, launched Inspire Skin & Body. After selling that business, she started the enterprise now known as A to Zen about three years ago.

Brown coordinates a team of specialists with wide- ranging talents and skills.

“I feel like my primary role is that of a coach and a mentor,” she says, guiding her associates “to be leaders and decision-makers. I try very hard not to be a boss.”

Brown says GMA membership provides opportunities to interact with a diverse cross-section of the business community and build A to Zen’s brand. These sometimes lead to unique marketing partnerships.

For example, WineStyles, a wine shop at the Shops at Friendly Center, once had massage therapists attend a Winestyles event to offer chair massages to the wine shop’s customers.

Brown says GMAs economic development mission complements her own. “I’m all about helping people succeed,” she says. “Health and wellness is a big part of success.”

A to Zen Massage 523 State Street Greensboro 336-334-0044 www.atozennmassage.com

Felicia Brown, massage therapist and owner of A to Zen, gives Teleza Genwright a massage.

Nurturing success, business after business

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Brown’s interest in holistic health developed when she was in her early 20s. “I had some pain issues, and didn’t find any resolution for them through traditional Western medicine. On a dare,” she says, “I started going to acupuncture, but it actually helped my problem.”

The acupuncturist, she says, introduced her to the concept of holistic healing, “and soon I began to see myself in that field, somehow.”

Brown trained to become a massage therapist and became a business owner when she realized she was “too hard-headed to work with other people.”

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‘I feel like my primary job is that of a coach and a mentor. I try very hard not to be a boss.’

– Felicia Brown

Ed Regensburg, owner of Alert Construction, with Noodle.
Names: J.C. Arroyo
Age: 37
Hometown: Guerrero, Mexico
Residence: Thomasville
Education: GTCC
Business: Robinson Construction Services Corp.
Position: Co-owner
Duties: Prospecting, sales, and estimating. I’m on a project from beginning to end, from the first meeting with the customer to the closing of the job.

On GMA: GMA is a very good way to connect with people, on the business side. On a personal level, you learn so much from people, even if you aren’t seeking their business. GMA has a unique way of bringing people together.

Goals: To keep growing and continuing to enjoy what I’m doing. In business, to become No. 1 in the services that I offer.

Personal: I’m a sports guy. I like to watch and I like to participate. I used to coach youth soccer and enjoyed it very much. My wife and I have four kids, ages 6 to 15.

Pro tips for LinkedIn
Joel Kaczmarek of Sandler Training recently led a session on how to best use LinkedIn to market one’s business. The seminar, held in GMA’s Community Room, was part of the Digital Marketing Institute series. Programs are free and open to all employees of GMA member companies. Look for news about upcoming programs at mygma.org.

Roaring ’20s party will benefit Creative Aging Network
Sugarloaf Country Club is the setting for a February 4 event that will transport party-goers back to the Roaring ’20s. “Winter Wonderland in the Roaring ’20s” is being produced by Abbottswood at Irving Park and Heritage Greens. Both are Kisco Senior Living communities. All proceeds will benefit Creative Aging Network of North Carolina. The organization promotes the well-being of older adults through creative arts programs, education and training.

Guests are encouraged to wear appropriate 1920s-style dress for the Great Gatsby-themed party.

The evening’s fare includes cocktails, hors d’oeuvres, dinner, live music and dancing. Vendors with services of interest to older adults also will be on hand.

Tickets are $40 and available by calling Abbottswood at Irving Park (336-298-8601) or Heritage Greens (336-560-7067).

Best practices in HR
Alex Maultsby, an attorney with Smith Moore Law, briefs GMA members on the legal aspects and pitfalls of social media as it relates to human resources management. Maultsby’s presentation, “Social Media and HR: What You Need to Know,” was part of GMA’s Teach Me Tuesday series of educational seminars. All are free for employees of GMA member companies.
New leadership
Banker Rhonda Joyce will chair GMA in 2017

Rhonda Joyce, GMA’s incoming board chair for 2017, calls herself “a true native.” She was born and raised in Guilford County and is a graduate of Northeast Guilford High School. She and her husband, Rick, still reside in the eastern part of the county, in the Stoney Creek community.

“I’ve been here all my life and I like to think I know everybody,” she says. But the reality is that there’s always someone new to meet.

“Networking is key,” she says, “and organizations like GMA provide major networking opportunities.”

Joyce is an executive vice president with American National Bank & Trust Co., headquartered in Danville, Virginia.

She’s also regional president for the bank, which has two branches in Greensboro, as well as locations in Alamance and Caswell counties. A branch in Forsyth County will open soon.

“I was born and raised here,” Joyce says from her offices on Green Valley Road in Greensboro.

“I never left Greensboro except to go to college. I’m a true native.”

Joyce’s first job experience in banking came while she was a student at UNC-Chapel Hill. She got a summer job as a floater, a teller who moves from branch to branch, filling in for people on vacation. That first taste of the industry, at First Citizens Bank & Trust, set her on a career path.

After graduation from UNC, she took a teller job with Triad Bank. She soon moved into commercial lending, offering services that allow “seeing people’s dreams come to life,” she says. “Being a part of seeing something positive happen – that thrills me to no end.

“I love helping people,” she says, “and I feel like I’m helping people with what I do every day here at the bank.”

Joyce’s career took her to BB&T and then MidCarolina Bank, which later merged with American National. She is proud that the 107-year-old bank remained on a solid footing during the Great Recession and has never failed to pay stockholders a dividend.

Joyce says she has “big shoes to fill” as she follows Tim Templeton, president and CEO of Senn Dunn Insurance, as GMA’s chair.

She sees parallels between her role as a community-focused banker and that of GMA and its economic development mission. “It’s a great fit with what I do here, to go right into working with GMA,” she says. “It’s the very same feel.”

Joyce begins her day with a 5:30 a.m. workout at the YMCA. She’s an avid golfer, usually with her husband, and enjoys reading and relaxing at the beach.

Joyce and her husband have two daughters and four grandchildren, whom she calls “the light of my life. They are just the best ever.”

GMA welcomes new members

GMA periodically holds an orientation session for new members. Participants get to meet GMA executives and staff. They also hear from veteran GMA members, who offer tips on how to get the most from membership.

Pictured above (from left to right) are Debbie Brown, Creative Containers; Alicia Irvin, Little Dreamers BIG Dreams; Erica Pinnix, Nanny by Design; Mark Prince, GMA president & CEO; Susan Beard, Old North State Trust; Caitlin Braxton, Storr Office; Don Paulson, Alarm Service Company of America; Allison Huber, Sprint; Ken Kinka, Starmount Country Club; Cecil Mills, CNi; Shanae Lewis, Nanny by Design; Scott Graham, AXA Advisors; LeAnna Rothwell, Nanny by Design; Kim Lilly, Regional Land Surveyors; Jennifer Eller, K2 Productions; Cassie Ettefagh, High Point Library; former GMA Chairman Tim Templeton, Senn Dunn; and Kelly Graves, Kelkin Foundation. All members are urged to display their GMA membership plaque at their place of business.
FirstPoint: Three top-performing divisions recognized

As president and CEO of GMA/FirstPoint, Inc., I have the privilege of leading two organizations that over the years have earned an impeccable reputation locally as well as nationally.

All three of FirstPoint’s operating divisions have earned distinctive accreditations in their respective industries.

FirstPoint Collection Resources has earned the American Collectors Association International’s Professional Practices Management System’s accreditation. FirstPoint Collection Resources is only one of 54 agencies worldwide to earn that distinction.

The National Association of Professional Background Screeners recently announced that FirstPoint Background Screening Resources successfully demonstrated continued compliance and is BSAC-accredited.

FirstPoint Management Resources, our association management division in Raleigh, has recently earned accreditation from the Association Management Company Institute.

FirstPoint’s operating divisions continuously assess their services and performance. They consistently demonstrate ethical business practices that exceed industry requirements. These efforts contribute to a thriving, robust company with more than 200 employees, most of whom work in Center City Greensboro.

At FirstPoint and GMA, we are proud of our role in building up the local economy.

Dede Roberts, MI-BOX Triad, Inc; Alan Davidson, Coffee News; Pat Fehlig, College Funding Innovations; Frank Zhong, Fitness Together.

Logan Nogales, Triad Business Journal; Tim Westfall, State Farm Insurance.

J. M. Spoon, Terminix-Triad; Susan Parker, N.C. Zoo Society.

Scott Graham, AXA Advisors; Bill Cegles, Ray Moving & Storage; Bill Porter, Street-Level Media; Tom Pullara, Dream Vacations.

Brian Parsley shared his insights about building customer relationships at GMA’s December Workplace Workshop.

Logan Nogales, Triad Business Journal; Tim Westfall, State Farm Insurance.

J. M. Spoon, Terminix-Triad; Susan Parker, N.C. Zoo Society.

Check out the speakers and schedule for 2017’s Workplace Workshops, page 7.
2017 lineup: Six speakers offer first-class business information

Most people have opportunities to hear motivational speakers and business consultants from time to time, but usually at a price. Sometimes these opportunities are part of a day-long event, packed with several speakers in a huge auditorium or arena. The price of admission may be $100 or more. An even bigger consideration is that attending probably means missing most of a full workday.

That’s why most people, whether self-employed or as members of a large workforce team, can’t take advantage of such opportunities. But GMA members have another option, six times a year.

GMA’s Workplace Workshops programs bring nationally known speakers to entertain and share their insights six times a year.

There is no charge to attend, whether your business sends one person or an entire department. Free admission to Workplace Workshops is a member benefit, included in membership dues.

Seminars get an early start and last only two hours, allowing employees to return to the workplace, share their experiences with colleagues, and put in a productive workday.

Workplace Workshops are held at Embassy Suites, near the intersection of I-40 and N.C. 68. Networking and a continental breakfast begin at 7:30 a.m. The program begins at 8 a.m. and concludes at 10 a.m.

The 2017 lineup of Workplace Workshop speakers will address important themes that challenge managers and associates in every workplace. These include customer service, communication, sales, and leadership.

Here are the speakers, dates, and topics for the coming year. Plan now to make the most of this GMA member benefit.

February 2
Kristen Brown on Stress Management

Kristen Brown calls her approach to stress management “The Happy Hour Effect,” but not for reasons you might think. Her philosophy can be summarized on a cocktail napkin: “Balance is a myth! There is no way to fit everything in all at once. You have to decide every moment what to prioritize – and that means you’ll have to make hard decisions sometimes.”

Brown says companies that follow her tips boost engagement, productivity and morale, with direct impact on the bottom line. She will guide attendees through fun exercises that transform stress into success.

April 20
Laurie Guest on Customer Service

Laurie Guest honed her management and customer service skills in the healthcare industry. Later, she built a career as a public speaker around her ability to connect with others through humor.

Guest urges taking a “Red Carpet” approach to customer service. It’s show time, and a business that wants to create customer loyalty should treat its guests like celebrities – and then deliver.

She’ll offer tips on identifying and eliminating “silent signals” that turn off customers, name eight taboo words to drop from your vocabulary, and suggest how to create a show time culture.

August 3
Meridith Elliott Powell on Sales

No matter your field, competition is stronger. Customers demand more. Cutting through and connecting with your prospect is more difficult than ever. What’s a sales pro to do? Meridith Elliott Powell, one of the most high-energy professional speakers, says we are all salespeople – and we have to connect with our inner salesperson. She will share strategies to build sales and increase returns, empowering you to be the envy of your competitors.

October 12
Chip Lutz on Leadership

Leadership skills are second nature to Chip Lutz, who spent 27 years in the U.S. Navy and retired as a lieutenant commander. He’s boiled that knowledge down to three core, essential elements. His strategies include tips on how to communicate with team members, empower them to make a difference, and – perhaps most importantly – have fun while they work toward their goals.

December 7
Matt Booth on Motivation

Attitude, says Matt Booth, is the starting point for everything. Attitude determines one’s thoughts and, eventually, actions. If you think you can, you probably will. If you think you can’t, you definitely won’t. Booth’s program focuses on being positive as often as possible, which sets you on a course to success in whatever you do. He offers a number of practical tips on developing a positive mental attitude, and the motivation to put them into practice.

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Thank You for 70 Years

As we celebrate our 70th anniversary in 2017, we want to thank our valued clients and others in the Guilford area for helping make that possible through the years. We look forward to continuing to provide our clients with services of the utmost quality, as well as continuing to serve in our Guilford community.

– Wade Pack, Managing Partner

www.brccpa.com