



White-throated Sparrow, Bicentennial Garden

Greensboro-Guilford hosts N.C. service for fallen officers

Sgt. Mike Overman, Distinguished Service Award winner, coordinated N.C. Peace Officers' Memorial Day

Representatives of law enforcement agencies from across the state gathered in Greensboro on May 2 for the statewide observance of North Carolina Peace Officers' Memorial Day. The annual observance honors all law enforcement officers who have died in the line of duty, with a particular focus on those who died during the previous year.

Nine North Carolina officers died while carrying out their duties in 2018, including Officer Jared W. Franks of the Greensboro Police Department.

The responsibility for making sure that the event would play out according to a well-established annual plan fell to Sgt. Mike Overman. A 22-year veteran, he serves in the Special Operations

Division Traffic Safety Unit and is in charge of the department's Honor Guard.

Coincidentally, Overman is the recipient of the GMA 2019 Distinguished Service Award.

More than 1,200 people filled the sanctuary at Calvary Church for the memorial service. The state's top law enforcement officer, Attorney General Josh Stein, delivered a welcome. Guilford County District Attorney Avery Crump addressed the gathering, which included family members and loved ones of the fallen.

Overman, with Honor Guard responsibilities, was an active participant in the ceremonies. That prevented him from joining the Statewide Law Enforcement Choir to perform

special music, which he would have loved doing. He's a singer and drummer in his church's praise band.

•••

The events of the day and innumerable details called for military precision. Overman recruited a caterer to provide breakfast for family members prior to the late-morning service. He coordinated with the Guilford County Sheriff's De-

Continues on page 2



Sgt. Mike Overman (above) of the Greensboro Police Department had the responsibility to coordinate the statewide Police Officers' Memorial Day on May 2.



Left: The N.C. Troopers Association Caission Unit led the procession at the close of the service at Calvary Church.

INSIDE TRENDS

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Trends is a publication of the Guilford Merchants Association.



Photo courtesy High Point University

Baseball comes to High Point

High Point leaders, including High Point University President Nido Qubein (left, with scissors) dedicated BB&T Point in the city's downtown on May 2 as the Rockers played their first home game. The Rockers beat the Sugar Land Skeeters 3-1. The stadium anchors an economic development project designed to pump new life into downtown High Point. (Additional photo, page 6).



Name: Morgan Moser-Hyatt
Age: 35
Hometown: Warrington, Pa.
Residence: High Point
Education: B.A., Psychology
M.S., Nutrition
M.S., Kinesiology
M.S., Gerontology
UNCG (all degrees)
Business: USHEALTH Advisors
Role: Field Training Agent
Services:



USHEALTH is the only private health insurance company in the nation that offers full coverage, like a Blue Cross. We operate in all 50 states. My job involves sales and networking, as well as training new agents to ensure that they become successful. I'm licensed in 32 states, so I do travel, but I do training basically in North Carolina in the Greensboro satellite office.

On Risers:

When I first started with USHEALTH, I had no idea what GMA or Risers was. I was the only one in the office under

40 and I had to figure it out. Now I love Risers. I have built a really good referral network, with partners in all kinds of different industries. It's really been a joy.

On GMA:

GMA is very welcoming. I got to go to this year's Annual Dinner, with Henry Winkler, for the first time. I love it.

Personal:

My husband is in IT; he's a professor at High Point University and GTCC. All of my theses were on non-pharmaceutical interventions for dementia.

We own a couple of businesses. One is called B.O.B.B.Y. – Building Our Bodies Beyond Years. We work with senior centers, retirement communities, gyms and provide a year-long program that focuses on muscles and brain fitness. High Point University is one of our biggest clients; they do a lot of research with it.

Award

Continued from page 1

partment, which provided officers who delivered a 21-gun salute. Accommodations had to be made for the N.C. Troopers Association Caisson Unit. Its mounted officers are hitched to a ceremonial caisson, which is followed by an officer leading a riderless horse, representing the fallen.

As the ceremony in the sanctuary drew to a close, the caisson unit moved into position at the entrance to the church.

Two bagpipers took the lead. Scores of officers saluted as the procession slowly moved forward, leading family members who streamed from inside, each group accompanied by an officer.

Later, still in his full dress uniform, Overman

took a breath and reflected on the day.

"Everything came together nicely," he said. "Nonetheless, I'm glad it's over."

...

A fellow officer nominated Overman for the GMA Distinguished Service Award, which is presented annually at the Police and Citizens Award Banquet. Overman received his award on May 16.

The nomination cited Overman's dedication in strengthening police relations in the community and his work to educate the public about the dangers of trespassing on railroads.

It mentioned his volunteer service to the McLeansville Fire Department, his years of fundraising for the Special Olympics and as leader of the police Grill Team, which cooks for community events, feeds citizens, and builds good will.

...

Overman doesn't do what he does for recognition. He simply tackles what needs to be done.

"If there's a problem, let's fix it," he says. "Let's fix it as quickly as we can. The best way that we can, too."

"I try to instill that in my daughter and everybody. I guess I was raised that way."



Photo courtesy Sgt. Mike Overman

Sgt. Overman leads the police department "grill unit," which cooks for community events.



Guilford Sheriff's Dept. officers fire a 21-gun salute.



N.C. Troopers Association Caisson Unit; the riderless horse follows (far left).



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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.

Leverage reviews, ratings to boost your business

BY ADRIENNE CREGAR JANDLER

Word of mouth has always been the strongest endorsement to encourage others to purchase goods and services.

Online media have given word-of-mouth recommendations a much broader platform through online ratings and reviews.

Good reviews build trust in your business and can help spotlight key benefits of working with you. Ratings and reviews have become central to our buying process.

According to Consumerist.com, as many as 70 percent of people rely on reviews before making a purchase.

Not selling a product? Reviews are even more important.

According to a 2018 survey by BrightLocal, 88 percent of people read reviews to determine the quality of local business services.

As the cost of a considered product or service goes up, reviews become even more important.

More than 90 percent of business-to-business (B2B) buyers are more likely to purchase after reading a trusted review, according to G2 Crowd and Heinz Marketing.



Jandler

BUSINESS SUCCESS

With statistics such as these, it would seem that all businesses would focus on garnering reviews. The reality is that many businesses do not include a strategy for developing reviews in their marketing plans.

Some fear receiving negative reviews, while ignoring the potential for more positive ones.

However, by responding to negative reviews, companies can mitigate the potential for a bad reputation.

While a small number of negative reviews may

occur, these reflect what we all know to be true: not every client will always be happy.

Furthermore, 40 percent of B2B buyers say negative reviews help build credibility for a product.

While positive reviews may occur organically – without prodding from the business – they will do so at a slower pace than if requested.

Positive reviews of products are more likely to be given without prompting than service reviews. The happiest customer does not

necessarily think to go online and post a review — although unhappy customers often do.

Developing reviews for your business is as easy as asking for them. Businesses with many reviews often have a process in place and use a service to assist their efforts to generate reviews.

A number of online reputation management services exist. Most of them enable you to survey your clients' satisfaction and request ratings or reviews.

This process often can be automated, sending out satisfaction surveys or review requests as you complete delivery of service to your client.

In addition, reputation

management software allows you to monitor a number of online review sites so that you are aware of new reviews as they appear, and allows you to respond to reviews received.

Are you actively soliciting reviews from satisfied customers? If not, now is the time to develop a reputation management strategy.

Adrienne Cregar Jandler is president of Atlantic Webworks.

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Now is the time to develop a reputation management strategy.

Sharon Smith draws upon a wealth of knowledge to help members maximize benefits

Sharon Smith, in charge of membership development for GMA, is a master of understatement.

“I know a few people,” she admits after some prodding.

The “few people” Smith knows include several decades' worth of High Point merchants, business executives, civic leaders, educators, and movers and shakers of all descriptions.

She is an invaluable font of information about many things.

Smith can, for instance, inform a prospective GMA member about the organization's many services and benefits without even a hint of sales pitch. Her approach is more like that of a neighbor sharing a tip about where to find the latest supermarket deal. Friendly. No pressure.

Current GMA members hear from her regularly.

In 2018, she made more than 500 member visits, checking in to make sure they were getting maximum benefit from their GMA investment.

“Everything revolves

GMA STAFF PROFILE



Smith

around members,” says Smith. “Is it good for the members? Is it what they want?”

A lifelong resident of High Point, Smith joined the GMA staff when the High Point Merchants Association merged with the Greensboro Merchants Association in 2008. She then was executive vice president for the High Point organization.

“I've been in this business since I was 18,” she says. Her initial job was to check consumer credit reports for merchants.

Her responsibilities grew over time. In 1981, she became manager of what is now the High Point Holiday Festival Parade.

“They call me the Parade Lady,” she says. As always, there's a smile in her voice.

At GMA, Smith is staff liaison for the Networking GURUS, who meet on Monday. They'll tell you her sausage balls are legendary.

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Hospitality team embraces program that helps feed the hungry in Guilford

Don Milholin will never forget the first time about 10 members of the housekeeping staff at Embassy Suites and Homewood Suites volunteered. They'd come to stuff backpacks with food for schoolchildren to take home to their families for the weekend. He'd never seen such efficiency.

"They could pack more bags than 50 regular volunteers in the same period of time," says Milholin, president of the Out of the Garden Project.

The Out of the Garden Project was founded by Milholin and his wife, Kristy, in 2009. The initial goal was to supply food for a handful of families suffering from food insecurity at Morehead Elementary School. The Milholins prepared the backpacks at their kitchen table.

From those simple beginnings the program has grown enormously. More than 800 volunteers helped distribute

IN OUR COMMUNITY

more than 3 million meals last year, serving almost half of Guilford County's 127 public schools.

Associates on the Make a Difference Committee at Embassy Suites and Homewood Suites selected the Out of the Garden Project as a community service project in 2011, says Josh Rubio. He's general manager at Embassy Suites and area general manager for the two hotel properties. They are Hilton brands and share a campus off N.C. 68 near I-40. The hotels are owned by Atrium Hospitality, a Georgia company with properties nationwide.

The hotels' Make a Difference Committee has chosen to continue working with the food program ever since but also supports other com-



Hotel executives Abderrahman Fares, Josh Rubio, and Peter Strafaci with Don Milholin, president of the Out of the Garden Project. Photographed at Embassy Suites.

munity service efforts, Rubio says.

The Out of the Garden Project has a food warehouse, including cold storage, at

'We also volunteer individually. We're always looking to do more!'

– Peter Strafaci
Sales Director

The Church on 68, which is near the hotel properties. The proximity makes it convenient for hotel staffers to regularly assist in preparing food backpacks. Each back-

pack contains enough food to serve a family of four two meals.

The team volunteers at the warehouse about once a month, says Abderrahman Fares, general manager at Homewood Suites. The sales team also regularly volunteers, says Peter Strafaci, area director of sales for the hotels.

"We also volunteer individually and go with our families," Strafaci says. "We're always looking to do more."

The Make a Difference

Committee helped secure a grant from Hilton to pay for a graphic wrap for the Out of the Garden Project van. Now, says Rubio, "As they deliver food, it shows who they are and what they do."

The Out of the Garden Project so far has served more than 11 million meals, Milholin says, thanks to broad community support and faithful volunteers like those from the hotels. "When everybody is working toward a common goal," he says, "miraculous things happen."



Save June 20 for the Hoppers

GMA President & CEO Mark Prince and 2018 Chairman Bart Lasiter of City Transfer, photographed at last year's GMA Night at the Grasshoppers. The June 20 game between the Greensboro Grasshoppers and the Delmarva Shorebirds is GMA Night at First National Bank Field in Greensboro. Employees of GMA member companies are invited to attend a pre-game picnic at GMA headquarters (prepared by Culinary Visions Catering) and then enjoy the game. Tickets are \$12 per person. Call 336-378-6350 or order online at secure.mygma.org/payments. Make it a group outing.

Reach Triad decision-makers with an ad in Trends

GMA Trends is an excellent way to place your message before corporate executives and other decision-makers throughout the

Piedmont Triad. Six times a year, Trends is mailed to all GMA member companies. The newspaper also is distributed as a supplement to

The Business Journal, reaching thousands of additional business-focused readers.

To advertise, call 336-378-6350.



New member orientation

GMA regularly holds orientation for employees of new member companies. At the March orientation were (front row, from left) Laura Melvin and Jackie McCaw, Careful With The China; Julie Boone-Grady, Summit Plastics; Kelly Smith, Main Street Staff; Nancy Le, Plybon. Center row: Michelle Bolick, GMA; Sarah Ingle, Careful With The China; Kelly Dubas, Plybon; Victoria Willis, Avanti Salon; Eddiana Redmon, Keller Williams. Back row: Lynn Clark, Guy M. Turner; Andrew McNeal, Modern Woodmen; Steve Guy, Bank of Oak Ridge; John Keever, WoodmenLife; Bob Ross, Highland Ross; Jesse Gill, Mass Mutual.

Derek Ellington

Bank of America

Derek Ellington is managing director, Triad Market president, for Bank of America, N.A.

A native of Enterprise, Alabama, he attended Troy University on a football scholarship. He majored in computer science and business administration.

EXECUTIVE INSIGHT

Triad market finished No. 3 in the company. The team really embraces the strategy and collaborates in a very powerful way to deliver for our clients.

I'm also excited about Bank of America's commitment to diversity and inclusion.

Q. What is your role as managing director, Triad Market president?

A. I am the local CEO for Bank of America on behalf of our CEO, Brian Moynihan. I'm responsible for delivering his strategy to all 1,650 employees locally.

Q. What's the best thing about your job?

A. It's a tremendous honor to have the opportunity to lead a dynamic team across eight lines of business. I'm also humbled. But it's all about the team, and trying to create pathways for the team to succeed and serve our customers.

We're one of 90 markets, with five here in North Carolina. We have a common scorecard that we're measured by. For 2018, the

Q. What led you to a career in banking?

A. Computer Science was a hot field at the time, but that wasn't what I wanted to do long-term. I really wanted to focus on my business major in banking.

Q. What was your favorite course in college?

A. Biology. Even today, my kids kid me all the time because I watch a lot of science shows. I've always been a science buff.

Q. What was the best decision that you made as you pursued this career?



Derek Ellington is Bank of America's chief executive in the Triad Market, overseeing 1,650 employees.

A. Being open to change, continuing to be nimble, and never stopping learning are three themes that have given me the opportunity to have some really good jobs within the bank. I decided to embrace change and look for the opportunity in the change.

Q. Where did you start your career?

A. I started my career in Birmingham, Alabama with Compass Bank, which today is BBVA Compass Bank. I spent four years in Birmingham, the headquarters. In 1997, I came to what was NationsBank at the time. I've been with Bank of America now for 22 years.

Q. What roles have mentors played in your life?

A. The greatest mentors came in the form of coaches early on and through college. Some great mentors helped shape how I approach things today.

I also have mentors today who instill in me the importance of me being a mentor to others.

Q. How do you start your day?

A. I start my day looking inwardly at self-motivation and focused on the objectives of the day. I read as much as I can in the morning, typically online. I watch some news on television and then I think about what we need to accomplish in the market for that day. I'm a very religious person, so I'm always thankful for the opportunity for another day.

Q. What else do you like to read?

A. I love books about dealing with sales, such as "Great By Choice." It's one in a series of books that our CEO has embraced.

Q. Tell us about your community involvement.

A. I have a passion for supporting no more than

two causes each year. Last year, I chaired the Juvenile Diabetes Research Foundation Walk in Greensboro. This year, I'm chairing the Heart and Stroke Walk. I've also started a Health Care Think Tank here in Guilford County, focused on health disparities among our citizens who are most at risk.

Q. How do you like to spend your personal time?

A. I'm a big outdoor person. Love all sorts of outdoor activities. Hunting, fishing, hiking. I love nature.

Q. Tell us about your family.

A. My wife, Sheila, and I have been married for over 20 years and have four sons. The youngest is graduating high school this year.

My wife is an interior designer and is a very active in the community. She leads a Bible study group of about 900 women that meets at Lawndale Baptist Church.

Q. Finish this sentence: It would surprise people to know that ...

A. Some people may be surprised to learn that a big athletic guy like me is interested in nature photography. I photograph birds a lot throughout the year.



The lowdown on video

Kristen Daukas of Atlantic Webworks (right) recently led a seminar on creating and using video for online marketing. The program, part of GMA's Digital Marketing Institute, was free and open to all employees of GMA member companies. Visit mygma.org to learn about all of GMA's upcoming member benefit programs.



Staffing executive looks to GMA for area-wide networking

When Freddine Crabtree started a new outside sales job with a staffing company in 2013, the executives asked her to suggest an organization that might help make contacts throughout the Triad business community.

Crabtree says she instantly knew which organization to recommend.

“GMA was the first thing I thought of,” says Crabtree, a senior business development officer with Workforce Unlimited.

Crabtree says she knew of GMA’s reputation, but she also had a personal connection. At one time she

had worked with the High Point Chamber of Commerce.

This was prior to the High Point Merchants Association’s 2008 merger with GMA, and she frequently served on committees and joint projects with Sharon Smith, who then was executive vice president for the High Point Merchants. Smith is now a membership development specialist with GMA. (See story, page 3.)

Crabtree says her recommendation for Workforce Unlimited continues to pay off.

“GMA does an absolute-ly awesome job of connect-

NETWORKING SUCCESS

ing the community,” she says, “and providing opportunities for networking with the business community.”



Workforce Unlimited’s Freddine Crabtree in her High Point office.

Crabtree is particularly complimentary of the GMA staff’s skill in orchestrating

events for members. “It takes a lot of behind-the-scenes work to make things come together, whether you are doing a Workplace Workshop, a networking event, or the An-

nual Dinner,” she says. “The whole team at GMA is super at what they do.”

Participating in GMA helped Crabtree’s office meet its corporate goals in 2018, she says. “Our partnerships with new clients grow each year,” she says. “That only happens with connections you make through networking and working the community.”

Crabtree is sold on GMA. “If you’re not getting anything out of GMA, you’re not putting anything into it,” she says.

*Freddine K. Crabtree
Senior Business
Development Officer
Workforce Unlimited
336-884-4448 x 3005*

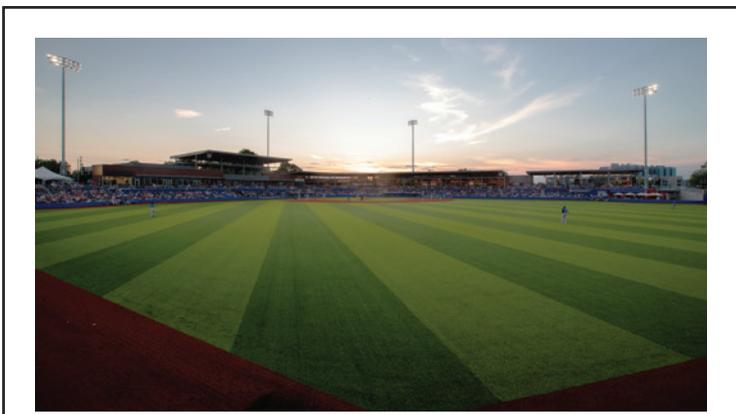


Photo by Brandon Cook, City of High Point

BB&T Point, home of the Rockers

This is the view from the outfield, looking toward home plate at BB&T Point, High Point’s new baseball stadium and home of the Rockers. The Rockers play in the Atlantic League of Professional Baseball, an independent league. BB&T Point stadium seats more than 4,000 fans. The stadium is located between North Elm Street and Lindsay Street, near Wake Forest Baptist Health High Point Medical Center.

Learning to network

Abby Donnelly (right), creator of NetworkingWorks!, recently conducted the training program at GMA. The course provides instruction on making the most of networking. Included are tips on business basics, including the preferred method of shaking hands (below).



JC Arroyo, Robinson Construction Service Corp.; Cheryl Brandberg, Junior Achievement.



**Truliant Federal Credit Union
Greensboro**
April 16, 2019



Ken Sigmon, Bluetick Inc.; Gerardo Rivera, RP Dynasty, LLC.



Benjamin Abitz, Morgan Stanley; Megan Abitz, Cone Health.



Katherine Ramage, Home Buyers Marketing; Joan Rogers, Compass Insurance Services.



Ingrid Cassetta and Keona Hunt, Allegacy Federal Credit Union.



Associates at Truliant Federal Credit Union’s new facility on New Garden Road in Greensboro posed for a group photo during GMA’s After Work Network on April 16.

Scenes from the March 6 Workplace Workshop



July 10 Workplace Workshop



'What Are We Busy About? Better Thinking vs. More Effort'

with
Eric Papp
on Productivity

Wednesday, July 10
Airport Marriott

7:30 a.m. refreshments
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deadline: July 8

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Attendees participating in an innovative game of "heads" or "tails" chose heads



...while Mark Podolle of Wireless Ventures chose the other option.



Lindy Fuller of Summit Credit Union and Sue Falcone of Remarkable! A Speakers Bureau solved a mind-bending geometric puzzle.



Vickie Williams, Christina Adt, and Taffi Lyle, all of ITG Brands.



Latoya McCandies of GTCC won a \$50 door prize.



Speaker Bob Davies' message was all about adopting the right attitude to achieve one's goals.



In the loop

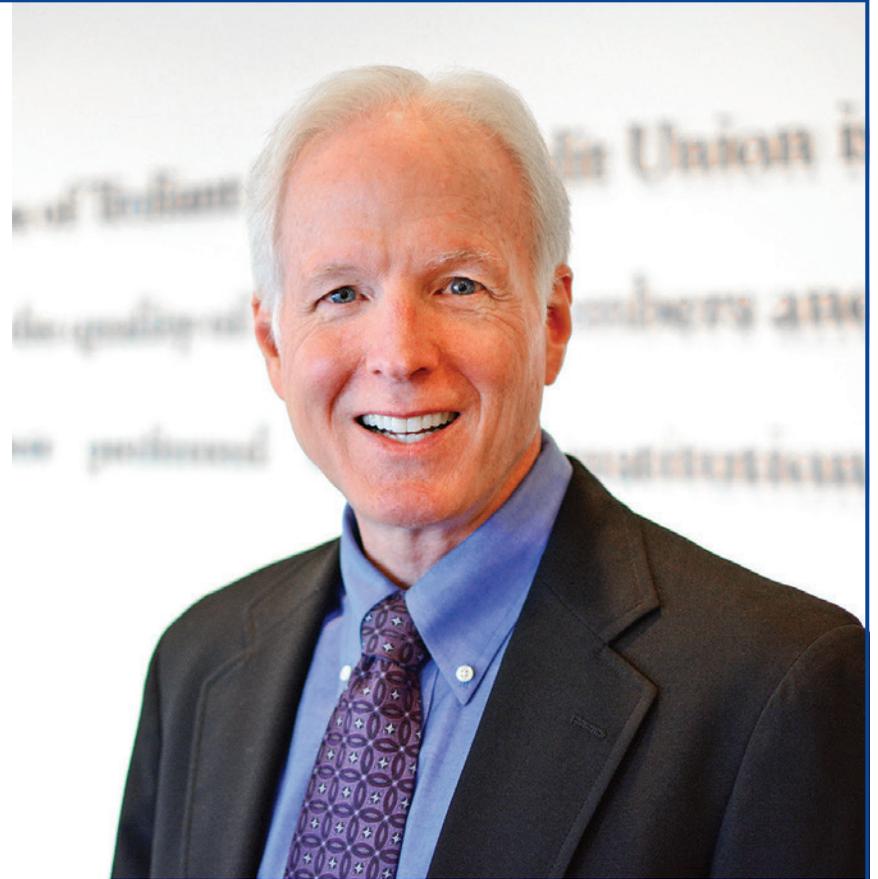
Zack Matheny, president & CEO of Downtown Greensboro, Inc., shared news about downtown development at a recent Center City AM Briefing at GMA headquarters. The briefings, held bi-monthly, are forums where officials from the city, non-profit groups, and private enterprise share news about initiatives affecting downtown Greensboro. AM Briefings are free; anyone may attend. The next Center City AM Briefing begins at 8 a.m. June 4 at GMA headquarters, 225 Commerce Place, in downtown Greensboro.

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