



Greensboro Cultural Center

# Greensboro's premier family business celebrates 125 years

## Schiffman's hometown success story stretches from coast to coast

Jewelers are all about special occasions. So it's no surprise that Schiffman's Jewelers is doing something extra special for its 125<sup>th</sup> anniversary.

The family-owned and operated company was founded in 1893 in Greensboro, where Schiffman's has been an anchor in the business community ever since. Fifth-generation family members are now involved in an enterprise with retail operations that span the nation.

"Family is at the heart of everything we do," says Lane Schiffman, who can often be found at the Friendly Center store. The South Elm Street location, not far from where Simon Schiffman purchased an existing jewelry store in 1893, is considered the company's headquarters.

"Every generation has made a unique contribution to our success," he



Three generations can be found working at the family business on any given day. From left: Vance, Madeline, Kiley, and Lane Schiffman. Photographed at the South Elm Street store.

says. "Our great-grandparents set the foundation for our business, our grandfather grew it and established our state-wide reputation, our dad expanded it beyond the state borders, and today my brothers and I strive to continue to build upon their legacy."

Schiffman's is the oldest retail jeweler in the region and one of the state's oldest family-run companies. The



203 Yumlington Place.

Schiffman's occasionally offers shoppers a

glass of wine to enjoy. The anniversary pour may be a special vintage from Shelton Vineyards in Dobson or perhaps a limited-edition beer from Foothills Brewing in Winston-Salem.

The special beverages will be served only at Schiffman's and will not be for sale.

The hospitality of serving

a beverage is part of Schiffman's tradition. "It's all about our friends coming to our house," Lane Schiffman says. "We're just very hospitable in that way."

Schiffman's celebration will offer special showings from longtime partners Mikimoto, known for cultured pearls, and Wellendorff, a family-owned German jewelry firm also observing its 125<sup>th</sup> anniversary.

Members of the Schiffman family always have been involved in GMA.

The jewelry firm was already well established when the Greensboro Merchants Association was founded in 1906.

Arnold A. Schiffman, Sr., son of the founder, was GMA chairman in 1924. His son, Arnold A. Schiffman, Jr., was GMA chairman in 1974. Lane Schiffman was GMA chairman in 2006, GMA's centennial year.

Schiffman's is making a special gift to the community to mark the anniversary.

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Trends is a publication of the Guilford Merchants Association.



### Early morning briefing

G. Mark Prince, GMA president and CEO, shares a word with those gathered for an AM Center City Briefing at GMA headquarters. News affecting downtown often breaks first at these briefings, which are open to all GMA members. The next event, with Greensboro Coliseum Managing Director Matt Brown, is October 2.



## Use social media to turn up your brand's volume

Everyone has access to social media. Many people dabble in social media channels such as Facebook, Twitter and Instagram. But do you really understand how to make social media work for your business?

David Blair of the Greensboro marketing firm Emisare will offer some tips on how to use social media to raise brand awareness at GMA's next Digital Marketing Institute. It happens at 11:30 a.m. October 10 at GMA headquarters, 225 Commerce Place in downtown Greensboro.

These free sessions are open to all GMA members. Registration begins at 11:15 a.m., and lunch is provided.

If you consider your social media skills at an intermediate level or better, this session is for you.

Blair will offer "five not-so-easy" steps on how to build a buzz-worthy brand, turn customers into fans, and turn your fans into social media influencers.

### Calling all new members: Come to orientation on October 3

What's the best way to get up to speed with a new GMA membership? Attend an orientation session specifically for new members.

The next New Member Orientation is October 3. The 90-minute gathering starts at 11:30 a.m. and is over at 1 p.m. Lunch is provided.

New members will have a chance to hear from veteran GMA volunteers who will share why membership has been good for them and their businesses.

Those attending will hear from GMA Vice President Michelle Bolick and President & CEO G. Mark Prince. They will outline the many networking events and continuing education programs offered by GMA, all included in the price of membership.

Please RSVP to be a part of this fast-paced, interactive program. The number is 336-378-6350.



President & CEO	G. Mark Prince
Vice President of Operations	Michelle Bolick
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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.



Schiffman's is giving a street clock to the Greensboro Rotary Carousel project, to be constructed at the Greensboro Science Center.

## Schiffman's celebrates 125 years of business in Greensboro

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The company is donating a street clock that will be placed near the carousel to be installed at the Greensboro Science Center. The carousel is a public-private project initiated by the Rotary Club of Greensboro to celebrate its 100th anniversary.

The clock will be in "honor of Rotary and Mr. Arnold A. Schiffman, Sr. He was kind of Mr. Rotary as well," says his grandson, Lane Schiffman.

Lane and his brothers Vance and Arnold lead the family business today. Members of the fifth generation already are working for or are involved in the company.

They include Lane's daughter, Kiley, a digital marketing consultant and photographer who has had a hand in many of the anniversary preparations.

"We have eight kids in the fifth generation," Lane Schiffman says. "We don't expect them all to come into

the business. We want them to come only if they are passionate and interested and want to dedicate their lives to it, as we have."

The business was created when 20-year-old Simon Schiffman, a German watchmaker by training, arrived with the intention of starting a business in the centrally located town. When he first walked up Elm Street, he found a jewelry store for sale. The opportunity sped up his plans.

After he and the seller arrived at a price, his first move was to place on the sidewalk all the merchandise he considered to be second-rate.

An accompanying sign read "Take it at your own



Schiffman's anniversary celebration includes a special brew from Foothills Brewing.



price."

Schiffman's grew beyond North Carolina's borders under the leadership of Arnold A. Schiffman, Jr. The company grew by purchasing other longtime jewelers of a similar nature.

Today Schiffman's operates Shreve & Co. (established 1852) in San Francisco and Palo Alto, California; Schwarzschild Jewelers (established 1897) with locations in Richmond and two other Virginia cities; Schwarzschild Keller & George (established 1873) in Charlottesville, Virginia; and Sylvan's Jewelers (established 1897) in Columbia, South Carolina.



A 1946 photo of Schiffman's on South Elm Street overlays a current image of the storefront.

# Try these three easy ways to develop world-class talent

BY ABBY DONNELLY

**W**orld class talent. A strong team of top performers. Exceptional managers. That all sounds great, right!? But doing it – whew! That always seems to fall to the bottom of your priority list.

*I get it. We're all busy.*

We think it will take a lot of time to create a training program. We worry about employee hours spent training vs. actually getting the work done, and we are concerned about the cost.



Donnelly

These methods deliver a big ROI – and you'll actually get real work done:

1. Assign cross-experiences (experience another's job through their eyes), whether for a day, week or more. Cross-experiences build bench strength, expand capacity, break down silos, improve relationships and broaden perspective. Leading a cross-experience forces you to look at your role differently, deepen your knowledge base and figure out how to communicate what you do, and why, more effectively. You can also cross-experience with key vendors, suppliers or even a competitor in a different region.

2. Strategically 'assign'



learning opportunities. Managing a new project team, presenting at a key industry conference, serving on the board of an important nonprofit partner, will add value to the business and provide tangible growth for your managers.

3. Form SWAT teams to solve vexing business problems. Assign diverse teams to invest two hours a week. Challenge them to define the issue, get to root cause and develop and implement solutions. This will build skills, broaden experience,

solve real problems and can change your culture.

4. Bonus: Have your business join GMA. In addition to access to terrific training through Workplace Workshops, Teach Me Tuesdays and more, employees can take on leadership roles in volunteer-led groups or connect with prospects at an After Work Network, etc.

Be strategic about their GMA experience and your membership investment will pay huge dividends.

Which intentional development experiences will you use this quarter to position your company for greater growth and profitability?

For more ways to develop your leaders, get this free

download: "30 Things You Can Do to Develop Your Leaders For Succession." Visit [www.LeadershipLegacyGroup.com](http://www.LeadershipLegacyGroup.com), then click resources, downloads.

Sign up for our Leadership Tips newsletter. Email [Abby@LeadershipLegacyGroup.com](mailto:Abby@LeadershipLegacyGroup.com) with "newsletter" in the subject line.

*Abby Donnelly, founder of The Leadership and Legacy Group, specializes in helping business owners navigate the leadership challenges and next chapter transitions associated with succession planning and exit.*

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**Name:** Ryan Taylor  
**Age:** 30  
**Hometown:** Greensboro  
**Residence:** Greensboro  
**Education:** B.A., hospitality management; American Public University  
**Business:** DoubleTree by Hilton, Greensboro  
**Position:** Sales and marketing manager  
**Duties:** I work with group and corporate sales, as well as the sports-military-education-religion and fraternal market. I also help with the marketing of our in-house restaurant, Gate City Sports Grille. Hospitality is a 24-hour, 365-day career. But I love it, and if you love it, you never work a day in your life.  
**On Risers:** The social aspect of Risers is a big part of



**On GMA:**

why we do it. It's nice to meet mentors of your own age, to be able to grow with people and learn from people in the same mindframe and the same generation. Plus, it's great for networking. I've got 4,000 square feet of meeting space, and I've got to fill it.  
 I've been with GMA about a year now, since I've been with DoubleTree by Hilton. It was the association

**Personal:**

of my choice. As we looked for an association to join, GMA looked like the most beneficial for what I do.  
 When I'm not working, I have two pretty large dogs at home, Samson and Raelynn. They keep me young and keep me moving. My dad and I have an old car we're working on, a '77 Caprice Aero Coupe.



Joann Zollo is general manager of Greensboro's conservative weekly newspaper.

## Rhino Times exec: Volunteering is an opportunity to be 'a walking billboard'

Joann Zollo refers to her time in South Florida as her "past life," a period in which she was an active volunteer in a local business association. She eventually moved into a leadership role as chairman, helping to steer the group and better serve its members and the community.

When she and her late husband moved to Greensboro a few years ago, she looked around for a business group with a similar mission. To her mind, it was the best way "to get embedded in the community." She found what she was looking for, she says, in GMA.

"GMA is a very welcoming group, very easy to work with. They have fun events," she says, "and you get a lot out of them."

Zollo is general manager at the Rhino Times, a weekly newspaper that serves up news and opinion with an admittedly conservative point of view. The newspaper is the successor to The Rhinoceros Times, which was published from 1991 through May 2013, when it went out of business. Greensboro businessman Roy Carroll revived the publication in October 2013.

"I am the walking bill-

### VOLUNTEER SPOTLIGHT

board for the Rhino Times," Zollo says with a chuckle. "I try to keep us out in the public eye as best I can. I sell advertising. I create programs. I handle our website. I do everything."

The Rhino Times was a GMA member before Zollo joined the staff, but it was a passive membership. "They weren't involved," she says.

Zollo hadn't been on the job long when GMA Vice President Michelle Bolick and Sharon Smith, who leads membership development efforts, paid a call. The visitors brought a small gift, discussed ways that Zollo might become involved, and emphasized the benefits of GMA membership.

"That was my 'wow' moment with GMA," Zollo says. "Then I just started getting involved. They hooked me up."

The Rhino Times soon became a sponsor of the Beach Music Remix, which benefits the Children's Home Society of North Carolina, and Zollo became a volunteer at GMA networking events.

"If I have a question about

the community, I know who to call. Just call GMA," she says. "They know everybody."

The time she spends volunteering "is just fun," Zollo says. "It keeps us out there, keeps our name out there. And you just never know who you're going to talk to when you're out there gripin' and grinnin'. And if you don't put yourself out there, you're not going to get anywhere."

Zollo has been a "flasher," wearing a necklace of blinking lights and passing out stickers for GMA's get-acquainted game at networking events.

She's helped register members at events and served as a table host at orientations for new members.

More recently she became a member of GMA's Racers, the membership development committee.

Individuals who look at volunteering as a burden, she says, "are not using the membership to the best of its ability." At the orientation events, she says she reminds new members that "if you put the time and effort into networking your business, it will pay for itself ten-fold."

Rhino Times  
(336) 273-0885

## Corporate perspective helpful for consultant targeting small business

Flemming Johnson's career includes stints in the U.S. Navy's submarine fleets, working in the nuclear power generation industry, and serving as a human resources executive in corporate America.

It's a perfect resumé, he says, for this next phase of his business life. Johnson is a FocalPoint business coach specializing in the small business market.

Johnson sees his role as very much like that of an athletic coach. Both, he says, seek to help another person achieve his or her maximum potential.

In sports or in business, he says, a coach seeks to encourage areas of strength, focus on things that move the understudy toward his or her goals, and identify and disregard distractions.

As a human resources professional, Johnson helped steer a major Greensboro-based firm through two changes of ownership.

"I've developed a skill set and expertise in working with companies in transition," he says. He believes periods of transition present challenging, exciting opportunities.

A growing, expanding small business, he says, can be in a constant state of transition, presenting new challenges to its owners on a

**PARTICIPATION  
= SUCCESS**

regular basis.

That's where a business coach can be an invaluable advisor, Johnson says. The coach can help the business owner acquire "the just-in-time skills needed to get wherever they're going."

A business coach, Johnson says, can provide targeted expertise in "what you need to know to get to the next level."

Johnson joined GMA only a few months ago. Already, he says, contacts and referrals have brought him clients.

"In relatively short order," Johnson says, "I've had business opportunities through interactions with GMA."

GMA also provides opportunities to get to know the entire Triad. That's important for Johnson. Though he's lived in the area for more than a decade, he spent most of his time focused on a national and international business. GMA is helping him appreciate all that the Triad has to offer in the way of small business.

"It's amazing how vibrant this market is," he says.

Flemming Johnson

336-485-6478

FocalPointCoaching.com



Flemming Johnson is a FocalPoint business coach.



Kim Blanchard, Alzheimer's Association; Judith Cherry and Joy Neal, First Citizens Bank.



**First Citizens Bank**  
July 10, 2018



David McLean, King's English; Pam McClenny, First Citizens Bank.



Susan Lowe and Kenneth Harris, First Citizens Bank.



Alexander Smingler, Northwestern Mutual; Bethany Steinhaus, Robert Half.



Christine and Joe Nazario, DPS Card Services.



Betina Moffitt, M&F Bank; Karen Williams, Main Street Staffing.



Jeremy Simpson, SL Companies; Melanie Phillips, First Citizens Bank.



Charlie Washington, Assisting You Services; Trish Southard, SpringHill Suites; Latoya Neal, Crime Stoppers.



Denise Conyers, Job Hook; Yvonne Little, Inteltravel; William Conley, All Over Media; Catherine Trumpler, First Citizens Bank.



Gene Dolan, Culinary Visions Catering; Mark Moser, The Davidson Group; Michele Carrera Anderson, Stearns Financial Group; Dan Tucker, BMP.



**Last splash of summer**

The interactive fountain at LeBauer Park in downtown Greensboro was busy on Labor Day weekend as Greensboro residents took the opportunity to enjoy one of the city's most popular public spaces.



**Aquatic Center expansion**

Construction is under way to add a fourth pool to the Greensboro Aquatic Center. High demand led to the \$7 million expansion, which is being funded by hotel tax revenues.

# Evolving workplace demands new performance feedback methods

BY MARK MOSER

Much of what is written about how Millennials are different from Baby Boomers and Gen Xers is a bunch of hokey.

It is the workplace that is evolving, not the people.

Plus, I don't like stereotypes of any kind, including stereotypes based on the year someone was born.



Moser

Not every Millennial conforms to those stereotypes any more than any individual meets the stereotypes associated with his or her race, color, gender, and so forth.

But we have learned some things from Millennials and Gen Xers that we can apply in the workplace. Take video games, for example.

When I ask my college students why they enjoy gaming, the answers are pretty obvious. Today's games engage multiple senses; they are challenging, and they provide immediate



feedback about performance.

And when players meet the objectives of one level, they move up to the next level.

Hmmm.

What if we could make work more like that – challenging with immediate feedback?

Compare that to the cultures at many older, established companies, where management's message is, "If you don't hear from me, as-

sume you're doing a good job."

Organizations that have held on to those types of cultures are not going to appeal to Millennials (or Boomers or Gen Xers, for that matter) in the future.

Workers of all ages are no longer going to tolerate organizations that provide lukewarm feedback, delivered at best once per year.

The organizations that will succeed in the coming years are those that will find ways to provide immediate, or at least more frequent, relevant performance feedback.

Organizations that will excel also will have more clearly defined road maps for how employees can achieve their career objectives.

As Gen Xers know, that's rather like the most popular video games.

Today's workplace is evolving. It's best that business managers evolve with it.

Mark Moser is a human resources professional and senior consultant with The Davidson Group Inc. [www.davidsongroup.com](http://www.davidsongroup.com)

## GMA Firefighter Appreciation

September 11, 2018

GMA each year commemorates the events of September 11, 2001, by visiting fire stations in Greensboro and High Point and serving a meal to firefighters.

This year firefighters at High Point Station 12, serving the Deep River area, were treated to breakfast by Culinary Visions Catering. Greensboro firefighters at Station 2 were served lunch.



Firefighters of High Point Station 12.



Breakfast in High Point included omelettes made to order.



Firefighters at Greensboro's Station 2 line up for lunch.



### Welcome, new members

New members attending August's orientation session included (left to right) Shana Ayscue, Meridian Conference Center; Brian Watkins, Digital Restoration Services; Bill Ladd, Picnic with Style; Melissa Masten and David Atkinson, Unified AV Systems; Gregg Schlaudecker, Society of Financial Service Professionals; Matthew McNeese, Sydnicus, Inc.; Barbara Patterson, Nurse Care; Suzanne Andia, Print Plus!; Walt Yates, MassMutual Carolinas; Valerie Edson, HR Playbook; John Eanes, Eanes Heating and Air; Marc Yost, MassMutual Carolinas; Teri Young, T. McKenna Real Estate Advisors; Meaghan Richardson, Eanes Heating and Air; Dan McGugin, Affirming Truth Companies; Evelyn Yalung and Tina VonCannon, Options for Senior America.

## There's still time to join in the Race & Seek fun

You've probably heard from GMA friends and colleagues about all the fun they had participating in a previous Race & Seek. This year's Race & Seek is September 28, so get busy if you want to be a part of it.

Race & Seek pits teams of four against one another in a timed scavenger hunt that sends participants to GMA member businesses all around the community.

Here's the catch: You'll find the destinations a lot more quickly if you know something about our community, its history, and other GMA members.

Teams are encouraged to pick a team theme,

decorate their vehicles and dress accordingly. Extra points are awarded for the best theme.

Team registration is \$100. Individuals pay \$25 and will be teamed with other GMA members.

To register, visit [secure.mygma.org/payments](http://secure.mygma.org/payments).

Teams will gather at 2 p.m. September 28 (location to be announced) for the pre-event briefing. Teams depart at 3 p.m. and must arrive at the finish line by 5 p.m. for a networking social.

Once all the scorecards are tallied, prizes will be awarded.

Previous participants have found Race & Seek to be a great team-building exercise.

Call 336-378-6350 for more information.

# October 11 Workplace Workshop



**Colette Carlson**  
on  
*Communication*

**'Many Communicate.  
Learn to Connect!'**

with  
**Colette Carlson**

Thursday, October 11  
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: October 9

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

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



## Scenes from the August Workplace Workshop



Professional speaker Rob Bell shared his insights about customer service.



Workplace Workshops are held at Embassy Suites, just off I-40 at N.C. 68 and easily accessible to High Point, Winston-Salem and Greensboro. Workplace Workshops are open to all employees of GMA member companies, and they are free.



**Hampton Inn & Suites  
Greensboro Coliseum**

August 10, 2018



GMA member volunteer Tom Pullara (left) passes a sticker to Roger Casey of Casey Creative.



Ivey Shankle, Goforth Pest Control; Lenny Newsome, Spirit Communications.



Demetrius Morgan, Goodwill; Lisa Cooper, Simmons Office Interiors.



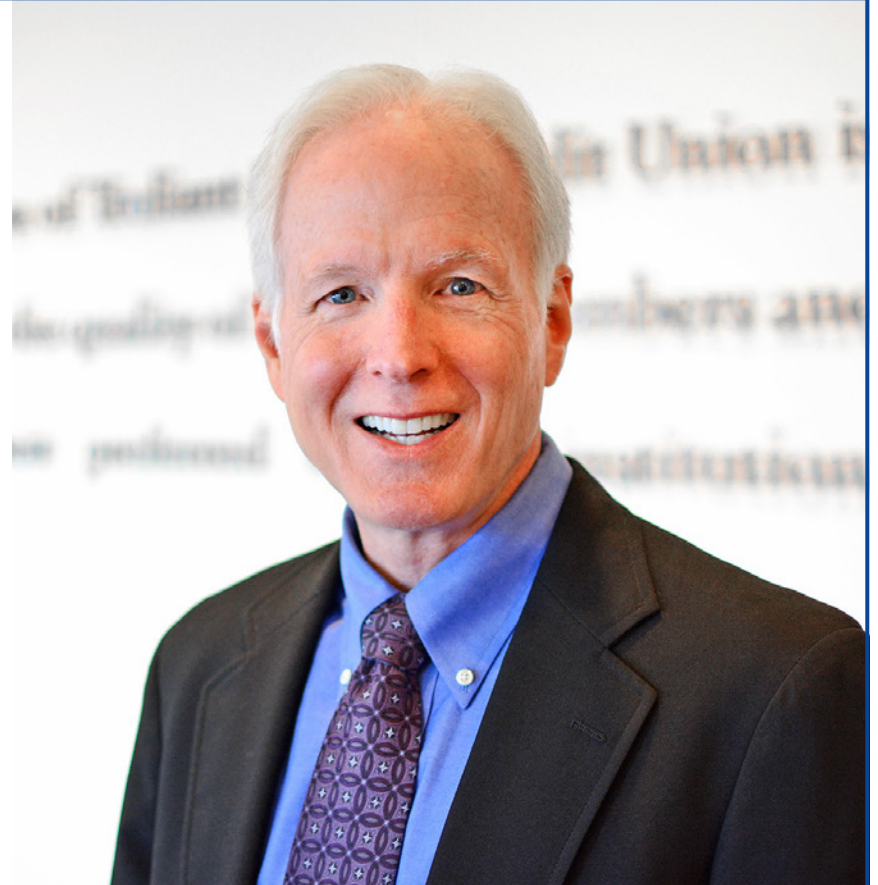
There's more to Noontime Network events than just networking. Lunch also is provided.

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Atlantic Webworks has been vital to our company's growth online and beyond."

**Anne Christian Johns**  
Vice President, Marketing & Business Development  
Johns Plumbing, Heating & Air



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