



eBay invites Greensboro businesses to join Retail Revival

Selling to the world is about to get a little easier for certain businesses in Greensboro and the surrounding area.

eBay has named Greensboro as the third U.S. city to become a partner in its Retail Revival program. Retail Revival is designed to help small and medium-sized businesses hook into the power of ecommerce and global trade.

Lansing, Michigan and Akron, Ohio were the first two cities in the Retail Revival program. Businesses selected to participate in

the yearlong program receive coaching in online marketing and ecommerce techniques to make the most of selling through eBay.

Other cities in the program are Halifax, Nova Scotia, Canada and Wolverhampton, a city in the West Midlands of England.

The Retail Revival program is 100 percent free to participating businesses. Nor is there any cost to the city. Greensboro was selected, according to an eBay press release, after reviewing “the nature and potential of (the) local retail community.”

In North Carolina, eBay said, “Greensboro in particular was appealing because of the strength, creativity and diversity of its small business



Perfecta Visuals photo

At the February launch were Michael Wilson, an owner of Greensboro-based Wilson Brothers Jewelry on eBay; Brian Bieron, executive director, Global Public Policy, eBay; Lou Anne Flanders-Stec, executive vice president of entrepreneurship, Greensboro Chamber of Commerce.

community. We were also impressed by the City of Greensboro’s commitment to small business and its vision for local economic growth.”

eBay also noted the city’s “rich manufacturing history and pivotal role in the Civil Rights movement” as posi-

tive factors that help provide “the perfect backdrop for a new narrative about opportunity, inclusion and prosperity.”

The program was announced in early February, and the deadline to apply to participate was March 8. Applicants were to

receive notification of their acceptance status on March 13. The official launch of Retail Revival Greensboro is set for March 27 with a gathering of participating business owners at Revolution Mill.

With more than a week remaining before the application dead-

line, eBay had received more than 100 applications, said Chris Librie, who leads the Retail Revival program.

eBay’s CEO announced last year that the 23-year-old company is making changes to thrive in a “very competitive environment” by attracting more young shoppers and women. CEO Devin Wenig wants to recruit 500 million customers to eBay, up from the current 175 million. Retail Revival appears to be part of the strategy.

Greensboro Mayor Nancy Vaughan noted that “small local businesses are the backbone of our local economy” when the Retail Revival program was announced at the International Civil Rights Center & Museum.

Suzy Deering, eBay’s chief marketing officer

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Akron’s Jim Meyers with the Merge Cube, which he sells on eBay.

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Trends is a publication of the Guilford Merchants Association.



An evening with Henry Winkler

Henry Winkler – actor, producer, director, fly-fisherman, best-selling author and advocate for those with learning

disabilities – was guest speaker for GMA’s 113th Annual Dinner. Please see page 5 for more Annual Dinner photos.



Marker commemorates City Transfer's historic role

A new marker in downtown High Point recognizes the role of City Transfer & Storage, founded in 1908, in High Point's growth and development. The company was started by I.M. Lassiter, and it is owned and operated by his descendents today. Present for the February 14 dedication were (from left) Scott Lassiter, Bart Lassiter, Guilford County Commissioner Carlvina Foster, High Point Mayor Jay Wagoner, Councilwoman Monica Peters, and Ron Lassiter. The company is the state's oldest family-owned, continuously operating moving company. Bart Lassiter, City Transfer's vice president and co-owner, served as chairman of GMA and FirstPoint in 2018.

Take a deep dive into networking with Abby Donnelly

Greensboro's Abby Donnelly, who literally wrote the book on how to make the most of networking, in April will lead a new class in NetworkingWorks!

Donnelly, a longtime GMA member, will personally lead the class.



It will meet at GMA headquarters from 8:30 to 11:30 a.m. on Wednesdays in April. The first class is April 3.

Participants will:

- Learn how to build strong professional relationships and enhance their professional network.

- Gain fresh insights into how to get more qualified referrals.

- Establish additional contacts to help grow their business.

- Create a plan to get to decision-makers they want to know.

Donnelly offers a reduced fee of \$299 for GMA members. Preregistration is re-

quired. Donnelly's book, "Networking Works! Building Relationships. Building Business," is available on Amazon.

Kelly Millington, director of strategic partnerships for Junior Achievement of the Triad, calls NetworkingWorks! "the most beneficial professional development course that I have ever participated in."

Donnelly is founder of The Leadership and Legacy Group, based in Greensboro.

Retail Revival Continued from page 1

cer, said North Carolina has more than 200,000 active sellers on eBay. She appeared on stage with Vaughan and others at the announcement.

Participating businesses in Akron have sold to shoppers in nearly 70 nations outside the United States, according to eBay. Experienced sellers on eBay have increased their year-over-year sales by a collective average of 20 percent.

Akron resident Bill Mey-

ers and his wife, Grace, own a company that specializes in virtual and augmented reality products and services. New Territory, LLC was invited to participate in Retail Revival Akron.

"We sold a significantly large amount of product through the program," he said. "We have been able to sell our products to the global marketplace, as promised, and we got world-class support."



Perfecta Visuals photo

Greensboro Mayor Nancy Vaughan and Suzy Deering, eBay's chief marketing officer, cross South Elm Street.

Boost your business with video

Video can be a powerful component of your marketing and branding strategy – if you know how to use it.

"How to Start Making Video for Your Business" is the subject of the March 20 Digital Marketing In-

stitute. Kristen Daukas of Atlantic Webworks will lead the seminar from 11:30 a.m. to 1 p.m. at GMA headquarters.

The seminar is free and open to all employees of GMA member companies. Register at mygma.org.

President & CEO	G. Mark Prince
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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.



Celebrating new members

New GMA members are always invited to an orientation to learn about the organization's many services and benefits. Those attending the February orientation session included (seated, from left) Susan Weimer and Paulette Elway, Greensboro Senior Artists Guild; Vanessa O'Keeffe, The Village Lofts; Julianne Rowe, Pink Spotlight; Grace Anderson, Aflac; Kristen Barnett, Vaco; Scotti Early, Pepper Moon Catering; Catena Bergevin, ArtsGreensboro. Standing (from left) are Deborah York, Primerica; Mark Prince, GMA/FirstPoint; Carol McGimpsey, Breakout Games; John Barker, Carter Bank and Trust; Nicholas Luard, Realty Consultants Property Management; John Wing, PathGoal Employer Services; Krish Parlikad, Allstate; Jonathan Autry, BB&T; Brian Sullivan, Vaco; Ira Ross, Spartan Planning; Trent Abel, Little Guys Movers; Jason Turner, Aflac.

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Smith likes working with members, enjoys variety provided by GMA

Like all GMA staff members, Holly Smith juggles many responsibilities as an operations and special events coordinator. Smith, a native of Spindale, shepherds GMA's BIZLinks networking group every Thursday morning.



Smith

She's the staff connection for the committee of volunteers who develop the Workplace Workshop programs and stuff goody bags for each

GMA STAFF PROFILE

event. Smith coordinates programs for Center City AM Briefings, which take place six times a year. Noontime

Network events and Teach Me Tuesday continuing education programs also are part of her purview. So are meetings of the Guilford County Hotel Association, which GMA manages.

"I like working at GMA," says Smith, a graduate of

UNC Chapel Hill. "There's always something different going on."

Tammy Gamble of Touch Point Staffing has known Smith for a decade. "Holly is always striving to make GMA better," she says.



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He preserves analog memories for the digital age

Color home movies were high-tech in the late 1930s. GIs in Vietnam in the 1960s recorded letters to their loved ones back home using portable reel-to-reel tape recorders. Playback devices that were once high tech now are aging relics of bygone eras, and the media itself has become fragile over time.

How does one preserve those treasured films and recordings for the next generation? Brian Watkins knows how.

Watkins owns Digital Restoration Services. He takes old home movies, audio recordings, and consumer videotapes and transfers the information to the latest media, such as CDs, DVDs and flash drives. But



Watkins works with all sorts of old recording media, film as well as audio.

first he uses his knowledge and equipment to make images look like new and to make audio sound better than ever. Home movies look clean and bright, and the rumble and hiss often heard in old audiotapes are gone forever.

It's possible to send old home movies and videotapes to far-away companies and get the material back in digital format. Watkins, however, stresses that he goes the extra mile.

"There's really nothing out there that services you the way I try to," he says.

When he gets aging yellow boxes containing reels of Kodak movie film, he makes a photo of the box and includes it in the finished digital file. Processed film often was mailed to the customer's home. The box may crumble away, but the digital photo lives on.

Decorating the walls of his studio are 8-track cassettes, strands of recording tape, and even an episode of "MASH" in 16mm film. Before videotape, episodes of television shows in syndication were duplicated on

NETWORKING SUCCESS



Magnetic recording tape, film projectors, cameras, and media decorate Brian Watkins' studio.

movie film and mailed to local stations to air.

One customer brought Watkins a reel-to-reel tape of his mother's voice. She had died when he was 4, and he had no memory of her voice. Watkins processed the tape, transferred the recording to new media, and played it for his customer.

"He was a big, burly guy, and he was bawling," Wat-

kins recalls. "He couldn't believe he was hearing his mother's voice. I had to pass him the tissues.

"That kind of thing," Watkins says, "makes my job worth it."

Watkins looked into GMA on the suggestion of member Tom Pullara of CruiseOne. The two had met at an unrelated event.

Now Watkins is active in GMA and a member of the

Networking Gurus.

"I hadn't tried networking before," Watkins says, "and I realized what a mistake it was.

"My business has multiplied in the last six months. There's no question that the organization has helped me."

Digital Restoration Services
digitalrestorationservices.com

GMA helps launch basketball tournament season at Greensboro Coliseum

Sports boosters and business leaders with a shared passion for college basketball attended a luncheon on March 4 at the Greensboro Coliseum. The ACC Tip-Off Luncheon marks the official start of the college basketball tournament season in the Gate City. GMA sponsored the luncheon.

The ACC Women's Basketball Tournament was played March 6-10.

It will be followed by the NCAA Women's Basketball Regional March 30-April 1.

Greensboro has hosted the ACC Women's Basketball Tournament for 19 of the past 20 years.

GMA President and CEO Mark Prince welcomed the crowd and noted the importance of the support of the business community.

Other speakers included ACC Commissioner John Swofford and Greensboro native Annemarie Treadway Dloniak. Now with BB&T, she played for N.C. State and is a member of the Guilford County Sports Hall of Fame.



Mark Prince of GMA.



Annemarie Treadway Dloniak.



John Swofford of the ACC.



Richard Beard of the Greensboro Sports Foundation speaks to the crowd in The Terrace at the coliseum.



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Who wants a selfie with Henry Winkler? Just about everybody, and it seemed like just about everybody got one.



Cyndi Tew, RSVP Communications; Anita Bachmann, United HealthCare; George Bachmann, Bachmann Advisory Group; Judy Miller, RSVP Communications.



Mark and Muktha Jost, N.C. A&T State University.



Michael Phillips, ASJ Wilson Construction; Stephanie Rivers, Greensboro Chamber.



Michelle Shanks, Summit Credit Union; Natalie Nelson, Greensboro Swarm; Mary DeFriest and Todd Olson, Greensboro Grasshoppers.



Mahogany Mohammed, Merrill Lynch; Lane Schiffman and Karolyn Fulp, Schiffman's.



Bart and Barbra Lassiter, City Transfer & Storage.



James 'Smitty' Smith, McDonald's; Betty Cone.



JJ Joubran, Joubran Commercial Properties; Kate Raftery; Kristin Gafford, Juice Plus; Eddie Gafford, Matthews Mobile Media.



An expressive Henry Winkler delivers his monologue.



Emcee and entertainer Jeff Civillico recruited Tim Vangel of the Greensboro Grasshoppers to juggle with him.



Passing out stickers, generating smiles, brings people together

When Amanda Barron joined her sister Peggy to launch Office Evolution in Greensboro, they knew one of their primary challenges was to build name recognition for the innovative, full-service, coworking facility.

Membership in GMA turned out to be a crucial channel to build brand awareness and spread the word about the benefits of the Office Evolution concept.

Several dozen businesses have located in the spacious Office Evolution facility on Green Valley Road in Greensboro.

Peggy Barron's franchise agreement authorizes two more locations in the Piedmont Triad.

As business center manager, Amanda Barron juggles

many responsibilities.

"I do sales. Marketing. I'm an administrative assistant to about 50 businesses," she says. "I'm the face and ambassador of the business, in addition to Peggy. There's never a dull moment."

The sisters regularly attend GMA networking events. Amanda, who finds it difficult to get away from the office in mid-day, chooses to attend After Work Network functions, where she's a frequent volunteer.

The flashing LEDs around her neck cause GMA members to flock to her, where she passes out stickers for the game that makes networking easy and fun.

"I love being a flasher at those events," she says. "I'm not a wallflower.

"I feel like I get to talk to

VOLUNTEER SPOTLIGHT



Amanda Barron, business manager, in a rare quiet moment at Office Evolution in Greensboro.

so many more people and that I put a smile on lots of people's faces.

"I walk around and look for matching stickers and bring people together. That's a lot of what we do in this business, is bring small businesses together."

Amanda Barron previously owned a bakery in Knoxville. The business was successful, but she was considering making a change when her sister invited her to join in launching Office Evolution in the

Triad. Amanda sold her business and hasn't looked back.

Her GMA activities include serving on the volunteer panel that plans the Digital Marketing Institute, an annual series of high-tech marketing seminars.

"I love the GMA family," she says. "It's truly a wonderful group of people."



Barron places a sticker on Bill Entwistle's lapel at a recent After Work Network event.

Office Evolution
806 Green Valley Road
Greensboro
336-660-6444
officeevolution.com/greensboro



Natalie Mitchell, 1st Aide Restoration; Carmen Falcone, Remarkable – A Speaker's Bureau; Teddy Burriss, Burriss Consulting.



Centennial Station
High Point
February 12, 2019



Millie Herring and Tori Baker, Allegacy Federal Credit Union.



Chuck and Lisa Windham, Corporate Cleaning Group; Tamara Vander Lugt, Protégé Mechanical Labor Solutions; Thomas Jones, Print Logic.



Whitley Shannon and Darius Christian, ACC Championships.



Name: Seth Burleson
Age: 26
Hometown: Clayton, N.C.
Residence: Greensboro
Education: B.A., Music
 High Point University
Business: Metro Public
 Adjustment Inc.
Role: Senior Claims
 Representative

Services:

When somebody has damage to their home or business property, we represent them to their insurance company to make sure they are actually paid properly. In North Carolina, we get an average of about 400 percent more money for people over what the insurance company (proposes to pay on a claim). In Florida, there was a study that showed that people who didn't use a public adjuster got an average of about \$1,000 on their claim. People who did use a public adjuster got about \$9,000. We can step in at any point in the process. We charge a fee for that service, because it's a business. But if we are getting you 400 percent more, everybody comes out on top.



On Risers:

JC Arroyo reached out to me and said, 'You should be involved with Risers.' It wasn't really a question of 'Will this be good for my business?' It was very clear from my first encounter. Getting involved with contractors has been excellent.

On GMA:

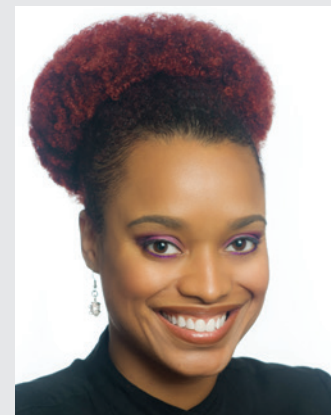
Someone invited me to a Noontime Networking event, and I think I collected 50 business cards. It was a huge boost to my business. That told me, this is what I need to be doing.

Personal:

I have a wife and two dogs that I like spending time with. I'm also an avid gamer.



**May 8
 Workplace Workshop**



**'Technology Master Class:
 Boost Efficiency & Sales'
 with
 Crystal Washington**

Wednesday, May 8
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Steve Gilliland offered tips on how to navigate life's journey with enthusiasm at the January Workplace Workshop, the first held at the Sheraton Greensboro Hotel.



GMA members filled the hall for the speaker.



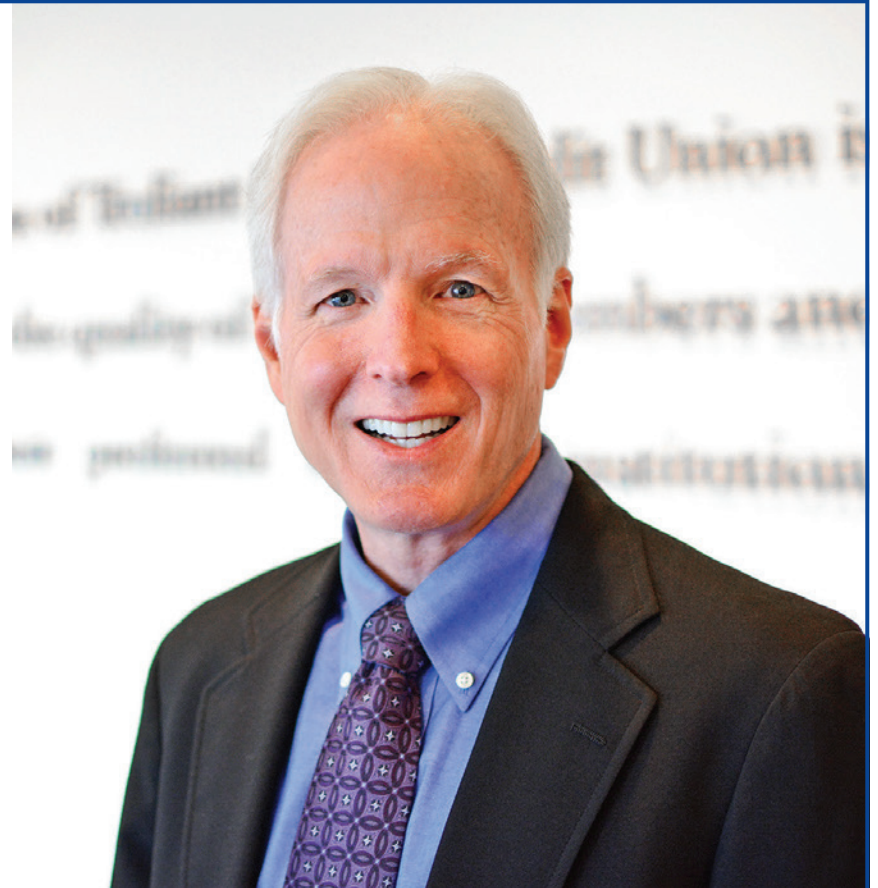
Merikay Hunt, of Coach MKay Companies, won a door prize.

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