

# TRENDS

VOL. 34, NO. 2, APRIL 2021



## Local baseball prepares to welcome fans in May



Donald Moore, president and general manager, Greensboro Grasshoppers.

### Grasshoppers organization flexes to meet schedule, travel, and safety changes

The eternal optimism of baseball fans was put to the test in 2020 like never before. An initial delay to the season's start turned into no season at all.

"We never played the first game," recalls Donald Moore, president and general manager of the Greensboro Grasshoppers. "Our last appreciable revenue was in August of 2019."

This year, however, the game's fortunes thankfully look quite different.

"Our first game is May 4, and we're playing a 120-game schedule," Moore says. That's 20 fewer games than usual. And while the season

will begin a bit later this year, it will run almost three weeks longer. The Hoppers' last game of the regular season is September 19.

At press time, attendance will be limited to 30 percent of capacity, according to the governor's Covid-19 directives. Moore says that means the Hoppers can accommodate about 3,000 fans, socially distanced, at First National Bank field.

Major League Baseball altered schedules and travel routines for minor league affiliates this season to trim travel days as one way to reduce the risk of exposure to Co-

Continued on page 3

### *Rockers maintained community focus, kept stadium active despite hardship in '20*

Despite the fact that the High Point Rockers did not play at Truist Point stadium last season, the baseball park was anything but shuttered and quiet.

Throughout what would have been the regular baseball season and into the fall, Rockers management sought out amateur sports activities and other events that kept the community interested and involved.

And that, says Rockers General Manager Christian Heimall, kept the organization and the facility focused on its mission.

"We were founded as a nonprofit

with the purpose of helping revitalize High Point," he says. "Our entire motivation changed from playing baseball to helping this community."

2020 and Covid-19 set up conditions that proved to the Rockers that Truist Point could host "anything and everything" while maintaining social distancing.

Football and soccer were played on the stadium's artificial turf. Santa Claus greeted children in a United Way fund-raiser. A charity softball game between High Point Police

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Christian Heimall, general manager of the High Point Rockers.

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*Trends* is a publication of the  
Guilford Merchants Association.



### Facelift at Friendly Center

Schiffman's Jewelers is remodeling and expanding its store at Friendly Center. The expansion into space formerly occupied by another retailer will become a Rolex watch gallery. Meanwhile, the retailer is in temporary quarters at the former Pier 1 location.

# Thinking inside and outside the box lunch serves caterer well

Much about business has changed the last quarter-century. But at least two things have remained constant: People have to eat, and GMA “is everyone’s ‘go-to’ for breaking into the market, building a business, and helping sustain it over time.

That's according to Emily Terranova, corporate events manager for Pepper Moon Catering. The company has been a member of GMA since it opened in 1996.

Pepper Moon's facilities are located on Boulder Road in southwest Greensboro. High Point and the semi-annual High Point Market, a critical component of the Piedmont Triad's catering industry, are just minutes away. So is Jamestown and

Sedgefield Country Club, home of the PGA's Wyndham Championship. Pepper Moon is the golf tournament's official catering concessionaire.

Another venue that relies on Pepper Moon exclusively for its catering needs is Greensboro's Revolution Mill.

Pepper Moon's successful trajectory includes a change in ownership in 2017 when founders Meredith Williams and Bill Schneider sold the company to Lee Staehly, the current CEO.

Catering is an event-driven business, making the last year particularly challenging as events ranging from wedding banquets to the High

**'We are in the business of happiness. We celebrate good things happening throughout people's lives.'**  
—Emily Terranova  
Corporate Events Manager

**LOYAL MEMBER**



Emily Terranova in Pepper Moon Catering's commercial kitchen.

Point Market were drastically scaled back or cancelled.

A catering solution that's been a feature of Pepper Moon's services since Day One proved to be critical to sustaining the business during Covid-19, Terranova says. That menu staple is the box lunch.

"We've had to think inside the box and out of the box to keep the business going," she says. "We've become master boxers."

Boxes can deliver upscale meals to a social distanced group in a no-touch environment. A boxed meal can be as simple as a snack or something quite elaborate.

"We have reinvented a buffet so it can be boxed," she says. "We've had

to think all different ways. We've figured out different ways to help existing clients work through their food service challenges."

Though it's been a challenging year, Terranova says, one feature of the catering business remains unchanged.

"We are in the business of happiness," she says. "We celebrate good things happening throughout people's lives. That's one of the great things about working in the catering field. Most often, we're celebrating good things."

*Pepper Moon Catering  
peppermooncatering.com  
336-218-8858*

## Smile! Laugh and Learn returns April 28

A little humor goes a long way in the workplace these days. See for yourself by joining speaker Kelly Swanson at GMA's next Laugh and Learn at 9 a.m. on April 28.



Swanson

It will be a return Laugh and Learn visit by High Point-based Swanson, who's a pro at combining motivation, stress relief, and humor.

GMA's programs are free to all employees of member companies. Simply register in advance at mygma.org.



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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.

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# Tips on how to talk with employees about performance issues

BY SHAWN STRAUB

**O**ne task that many managers must tackle is helping employees correct poor performance.

Some managers deliver clear communications to help the employee understand his or her shortcomings and how to improve.

Some managers are not interested in helping their employees at all. They have no patience for imperfection and are only interested in terminating poor performers, some-

times at the first sign of weakness.

The biggest difference between these managers is that one is talking *with* the employee to try and improve the situation, and one is talking *at* the employee to try and end the situation.

While both are valid managerial techniques, only one will yield positive results.

be used to sanitize seats and all public areas between games.

The Hoppers will be ready in every way possible, Moore says.

"I think people are ready to get out," he explains. "I think there's a pent-up demand to get outside."

"There's going to be a demand for tickets, and we'll have the best crowds we can handle. We're excited about that."

*Greensboro Grasshoppers*  
[www.mlb.com/greensboro](http://www.mlb.com/greensboro)  
 336-268-2255



## Hoppers

Continued from page 1

vid-19. Home stands will run six days, and the Hoppers will play each opponent for a six-game series. No games will be played on Mondays, Moore says.

Two buses will be used to keep team members socially distanced traveling. Normally just one bus is required. Major League Baseball is also mandating additional hotel rooms for players.

Other steps to ensure fan safety include touchless soap and paper towel dispensers in restrooms and the purchase of devices that will

## Rockers

Continued from page 1

officers and High Point Fire Department firefighters raised more than \$5,000.

Comedian Rob Schneider, a veteran of "Saturday Night Live," presented his standup comedy routine on the field with 300 guests (again, socially distanced). Schneider's appearance was co-sponsored by The Comedy Zone.

"Nobody thought of that prior to the pandemic," Heimall says. "But guess what ... it happened."

Heimall credits Rockers President Pete Fisch for energizing the organization to work across the community and host non-baseball events.

"While it was very difficult and strange not having Rockers baseball, it allowed us to tap back into the true heartbeat of what we're here for, and that is this High Point community."



The Rockers' season begins with an away game May 28; the first home game is June 1. Half of the season's 120 games will be played at home, where attendance currently is limited to 30 percent of Truist

Point's capacity, or about 1,800 fans.

"We're going to make this environment as safe as possible and ensure that we can have the best fan experience," Heimall says.

The Rockers have a new in-state rival this season, the Gastonia Honey Hunters.

"We can't wait to host them for the first time on June 4," Heimall says.

*High Point Rockers*  
[highpointrockers.com](http://highpointrockers.com)  
 336-888-1000

## BUSINESS SUCCESS

Some simple steps can help you move from talking *at* your employees to talking *with* your employees.

First, do not go into the conversation with the intent to eventually terminate the person's employment, but rather to help the person be a better employee. Always be sure to understand the employee's side of the story.

Ask questions to get to the root of the problem.

Was it a misunderstanding of expectations? Did they not know the rules? Are they not trained in how to handle the situation properly?

Next, take the time to explain

### Consider joining a GMA networking group

**G**MA manages three weekly networking groups. Members of these category-exclusive groups share information and exchange sales leads and referrals. The groups encourage strong relationships, and members

what you expect moving forward.

Talk to the person about your expectations. Discuss their future at the company.

Finally, get their agreement to change. Always end the conversation with a mutual agreement to move forward based on the conversation you had.

The next time you find yourself in a frustrating situation that requires disciplinary action, take the time to talk to the person who is frustrating you.

Using simple techniques to talk *with* the person, instead of *at* the person, will make *all* the difference in the outcome.

*Shawn Straub, M.A., is the founder and CEO of ALT HR Partners.*

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## Learn how to apply humor and reap benefits

**C**hanging your perception through applied humor can boost your resilience and resourcefulness both at work and in your personal life.

April's Workplace Workshop webinar will teach you a rejuvenating and immediately applicable method to

increase morale while enhancing productivity.

Tim Gard's unique yet practical ideas will help you diffuse routine or extreme stress by insulating yourself against negativity.

He'll show you how to refresh and renew yourself daily by using and sharing

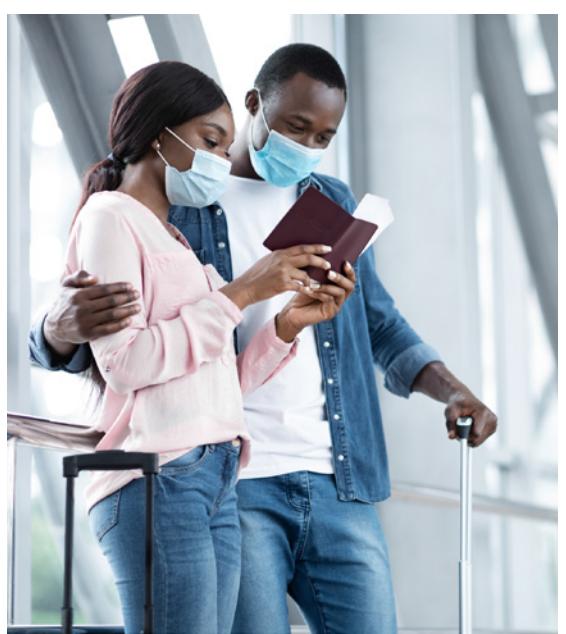
his techniques. Gard's terrifically funny stories and extraordinary visual props make this program one you don't want to miss. You'll learn how to use humor not to make light of serious situations, but rather to change your perspective to reveal unseen possibilities.

## Stress Happens: Your Perception Controls Your Reaction

**Presented by Tim Gard**  
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# **Childhood lessons provided foundation for dynamic career**

Elma Hairston practices what she preaches. She dresses for success. When she sets a goal, she writes it down. That, she says, is the first step in making a goal become reality. And she knows that anything worth pursuing will take time and effort to achieve.

A lot of our young people, she says, "just think things are supposed to happen" quickly, as if "we live in a microwave society."

Not so, says Hairston, a Jamestown native whose sales and marketing career saw her rise to a top regional post in Denver with Johnson & Johnson, the healthcare products company that ranks among the Fortune 50.

"You've got to put in the time," Hairston says. "Anything that's worth having, you must put in the time to achieve it."

That, of course, is not new advice. But it is a valid

## **NEW MEMBER PROFILE**

message that Hairston believes must be shared with young people.

She cites herself as proof, with an office wall full of awards, commendations and diplomas to back it up. One recent addition is her gradu-

ate diploma in integrated marketing communications.

"I knew exactly what I wanted at this point in my life," she says. "I found it at Marist College" in Poughkeepsie, N.Y. "I graduated with a 3.85 GPA."

Hairston went after that degree after completing her corporate career and putting her entrepreneurial skills to work for herself. Her company, Dynamic Images International, LLC, focuses on customer service and leadership development training grounded in a company's ethics and values.

Customer service, she preaches, "is reflected from the inside out." When sales

professionals feel valued and that their "companies have invested in them, they begin to pay that forward."

Marketing research backs her up, she says.

Hairston began working with disadvantaged youth and sharing the importance of building an image while in Denver. That effort became the basis for a chapter in her book, "Becoming Dynamic: 7 Compelling Strategies for Success."

Community service, she says, can be "a springboard for defining the career you really want.

"You can build your brand, your professional image, by serving your community," she says.

Hairston moved back to North Carolina in 2015 and

began networking to establish this new phase of her career.

She lives not far from Ragsdale High School, her alma mater, and from GTCC, where she took her first college-level classes.

She grew up in Jamestown, where her mother worked as a domestic on weekends, often helping serve dinner parties at well-to-do homes throughout Guilford County.

Hairston sometimes accompanied her mother. She helped, and she observed.

"I used to see the ladies walking in with their gloves and their hats and purses. I remember saying, 'I want to be like that.'"

Every home had a Sears catalog, and Hairston's

mother used it to show her how women dressed for business.

The stage was being set. Hairston saw value in etiquette. Image. Style. Substance.

Now she's dedicated herself to sharing that message and the value of hard work. If a student says she can't afford college, Hairston counters with "Yes, you can."

She tells how she completed her undergraduate degree while working full-time and taking a full course load. "Don't tell me it can't be done," she says.

*Dynamic Image International, LLC  
dynamicimages4you.com  
336-991-5859*



## **Latest GMA member benefit: Free, expert HR consultation**

GMA's Professional Advice Hour is a benefit of membership that connects members to the professional services they need.

Participants will receive a free one-hour consultation with a human resources expert on the issues of most importance to them.

Focusing on the member's specific needs, consultations are de-

signed to be private, collaborative, and productive.

GMA members in good standing are entitled to one Professional Advice Hour session per year.

"With all of the employee and human resource issues that came up in 2020 with work at home, illness, layoffs – as well as general human resource questions that come up every day – we wanted to find a way to help our members get ac-

cess to experts," said Michelle Bolick, GMA vice president.

"We have partnered with longtime member and Teach Me Tuesday speaker Mark Moser of The Davidson Group to provide services this year."

To sign up, just go to GMA's website at [www.mygma.org](http://www.mygma.org) or give the staff a call at 336-378-6350.



# Architecture firm builds up its practice with expertise of marketing professional

**S**teph Stierle's route to a position with Lindsey Architecture is a casebook example of the power of networking.

Stierle was relatively new to the Piedmont Triad, a New York native who arrived by way of Iowa when her fiance took a management position with the High Point Rockers.

She had previously worked in sports marketing and other industries but thought it time to step outside her comfort zone and apply her college degree in a new area.

Truist Point, the Rockers' home field, was still under construction when Stierle began her job hunt. Her fiancé, Christian Heimall, was in daily contact at the ball park with people in the construction industry.

If you hear of anyone looking to hire a marketing

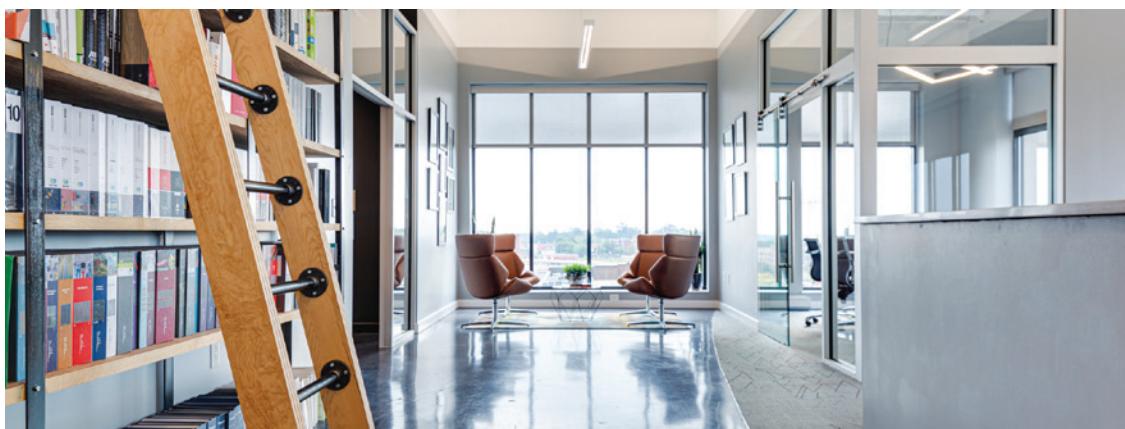
## GMA PEOPLE

pro, he told them, let me know.

The response was quick, Stierle says. "Lindsey Architecture is looking for a marketing coordinator," a contact told Heimall. The person knew exactly whom to contact at the Greensboro architecture firm.

"And I ended up getting the position, obviously!" Stierle says with a laugh.

She earned her marketing degree from the business school at the State University of New York at New Paltz in 2014. Though just a few years ago, she says it seems like an eon in cyber-marketing years. While she needs to be digitally savvy, her focus is more on para-



Lindsey Architecture's offices are at 324 South Elm Street in Greensboro.



Steph Stierle

graphs than pixels.

"A lot of my workload with Lindsey Architecture is creating proposals for projects that we're going after," she says.

As a writer, her task is to convey to the prospective client how the firm's expertise and experience will benefit the prospect in

designing their project.

"There's a lot of words in there," Stierle says. She notes that her marketing experience, in sports as well as with a Girl Scout Council in Iowa, was solid preparation for her current position.

She joined Lindsey Architecture, which has offices in downtown Greensboro, in August 2019. Rod Lindsey, A.I.A., founded the firm in 2008.

The firm's clients include the Greensboro Science Center, Piedmont Triad International Airport, the city of Greensboro, and Elizabeth City State University, to name just a few.

The firm frequently partners with other creative

professionals, such as engineering firms and interior designers, on major projects, Stierle says. Having a communications pro on the team helps add value to Lindsey Architecture's contribution.

"When it comes to creating proposals and writing about your organization and your achievements," she says, "that's our strong suit."

Participating in GMA, she says, has been a boon professionally as well as personally.

"As someone new to the community," she says, "GMA has been really great to meet other professionals and learn about what makes the Triad the Triad."

*Lindsey Architecture  
lindseyarchitecture.com  
336-617-4402*

## MEMBERS SHARE

**What is your best advice to someone just starting out in your industry?**

Answers from members of Biz-Links, one of GMA's membership networking groups.



**'Select a company that provides good training support, and find a successful mentor in the organization.'**

*Jay Brower  
Allen Tate Real Estate, LLC*



**'Always focus on the positive impact that our advice and expertise can have on the lives of our prospects and clients. The rewards for keeping that perspective at the forefront can be amazing.'**

*Scott A. Graham  
Alpha Omega Financial, LLC*



**'Never pass on an opportunity to meet with someone. You never know what established connections they may have. It never hurts to have another informed advocate or resource for your business.'**

*John Payne  
N.C. Zoo Society*



**'Ask questions of your team members. Research what other companies are doing. Listen to what clients and potential clients are looking for. Glean as much as you can!'**

*Chris Villa  
Carolina Digital Phone*



Art and Martha Nading, owners of The Extra Ingredient.



Alison Schwartz, manager of All Pets Considered, with Merida and Aurora Rose.

## MEMBER SALUTE

GMA members are comprised of businesses of all types and sizes. Here's a glimpse of some members in the places where they do what they do.



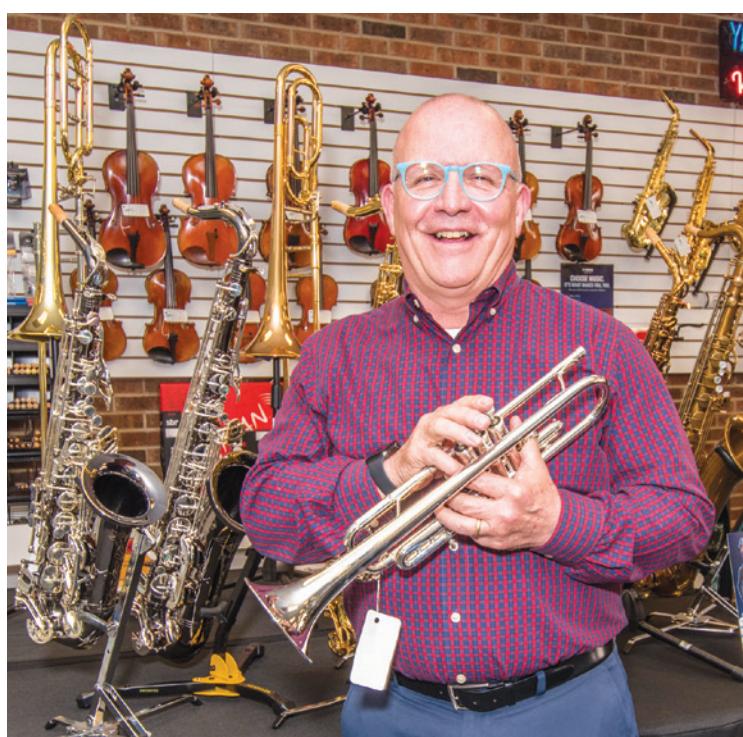
Lane Schiffman, vice president of Schiffman's Jewelers, in temporary quarters at Friendly Shopping Center during renovations.



Andy McAfee, owner of The Art Shop, with works by currently featured artists.



Mark Wheelihan, owner of Riding High Harley-Davidson, charges a LiveWire, the manufacturer's first electric motorcycle.



Al Stephens, owner of Moore Music Co. holds a trumpet but really plays the oboe.

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