



Greensboro's Center City Park / July 3, 2019

For some members, GMA truly is a family affair

The Essa Family



Carl Essa (left) with siblings Cindy and Ray. Each owns a GMA member business.

As family members running different businesses, “We all work together, but the team of GMA people helps us grow into other avenues,” says Ray Essa, owner of Café Pasta.

Brother Carl picks up the thought. “We’re all about integrity. Performance. Results. Honesty. Transparency. And taking care of people.

“That is the fundamental bedrock that GMA is founded on,” says Carl, who owns Essa Commercial Real Estate.

Cindy, owner of Pastabilities, notes that in GMA and business “it’s all about relationships.” She says the Essa siblings share a business philosophy.

“Service is always first, for all of us. We try to be honest, treat people well, and pray that they keep coming back. To be successful, we try to do the same thing.”

She explains: “Take care of people first. Your guests. Your employees. Take care of all of them. That takes care of business.”

The Melton Brothers



The Melton brothers: Ken, Marshall, and Steve.

The Melton brothers – Ken, Marshall, and Steve – kid one another as only family members can.

“Ken signed me up. That’s how I got to be a member,” Marshall quips. “I think he got a gift out of the deal.”

Steve chimes in at this point. “Actually, you guys dropped out, and I got you back in!”

All that was in the early 2000s. The brothers’ memberships have

been consistent ever since.

Ken, with Practical HR Solutions, rarely misses an event. He says he learned how to network, thanks to GMA.

Marshall travels extensively with his business, Integrated Consulting and Management, LLC; he attends GMA events whenever possible. The same is true for Steve, who is with the same company.

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Trends is a publication of the Guilford Merchants Association.



Baseball, hot dogs and GMA

Young fans take part in pre-game ceremonies at the June 20 Greensboro Grasshoppers game. It was GMA Night, with a picnic for GMA members before the game. More photos, page 6.

Jobs may change, but benefits of GMA membership remain constant

Over a nearly 30-year career that has included retail merchandising, staffing companies, United Way, magazine publishing, and now marketing, printing and signage, GMA has been an almost constant presence for Kathy Cates.

A native of Clarkton in Bladen County, Cates has lived in the Greensboro area since the early 1990s.

“I can’t remember not knowing about GMA,” she says. “It’s like your best friend that you grew up with.”

Cates is a business growth strategist with PIP



Triad.

During her stint with United Way, Cates was responsible for the annual campaign with FirstPoint employees. It was during that time, she says, when she got to know about FirstPoint and its relationship with GMA. The organizations share leadership and a board of directors.

GMA is integral to her business life, Cates says.

“I feel like the staff is

genuinely interested in helping small- to mid-size family businesses grow, and get exposure, and have opportunities they might not have if they tried to do all of this on their own,” she explains.

“I love the people, I love what it’s done for my business and my exposure.”

Cates shares her enthusiasm for GMA by serving as a RACER. These volunteers help recruit new members for the organization.

Networking opportunities first attracted Cates to GMA. But as time went on, she says, the educational benefits became just as important.



Kathy Cates, business growth strategist at PIP Triad.

No matter the topic of a program, she says, “If I can get one nugget, whether it’s personal self-help or for business, it’s worth it.”

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GMA members never stop learning

Lunch & Learn for Risers

Kimberly Patrick (right) of Truliant Federal Credit Union recently led a Lunch & Learn on budgeting for GMA’s Risers. These young professionals enjoy social events as well as professional development programs. For more information on Risers, call 336-378-6350.



Teach Me Tuesday

Ethan Farlow of COMTECH leads a May Teach Me Tuesday program on getting the most from Microsoft Office 365. All GMA continuing education programs are free for employees of GMA member companies.



Digital Marketing Institute

Attendees at a Digital Marketing Institute program learned about Google Ads in a session provided by SEO Rocket.



Angela McAfee of SEO Rocket (left) chats with Latoya Neal of Crimestoppers.



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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.

Generation Z is entering the workforce – here’s how to engage America’s newest talent pool

BY SHAWN STRAUB

If you have hired a member of Generation Z, congratulations! Under all those Snapchat filters and Instagram stories is a really hard worker.

Members of Generation Z (born 1995 and after) are actually incredibly concerned about their future. The Center for Generational Kinetics, a Texas consulting firm, found that Generation Z is looking for a steady job and a way to save for retirement.



Straub

Their two greatest aspirations after college are to find a dream job and be financially stable. They understand that a career is going to be hard work and that a promotion is not going to be handed to them.

Seventy-seven percent of those in Generation Z believe they will need to work harder than the generation before them.

However, in that same study, 80 percent of those surveyed admitted to being addicted to their phones, and 30 percent feel uncomfortable when they are separated from their phone for more than 30 minutes.

Generation Z is interested in finding the right job, long

BUSINESS SUCCESS

term, so they are not going to settle easily. Their idea of a career is not myopic.

Gen Z individuals are interested in learning the entire business. Three-quarters of those surveyed want to have multiple roles in an organization.

They may be in accounting, but they also want to see what is happening in marketing and production.

This generation knows hard work takes time, but they also want to know ex-

teams where they are helping with projects that are outside of their regular job description.

Give feedback. Gen Z expects to be in contact with their manager every day, and to receive performance feedback –multiple times a month.

Take the extra time to go over projects and provide feedback, positive as well as negative, on their performance. They will take it to heart and perform better for you in the long run.

If you provide the workplace environment and challenges that Gen Z hungers for, you will find you have

Gen Z individuals are interested in learning the entire business. They understand that a career is going to be hard work.

actly how much time it is going to take and exactly how they are doing along the way.

Here are 3 (relatively) easy ways to engage Gen Z workers:

Lay out a five-to-10-year career plan. Gen Z wants an employer who will invest in them. A long-term plan is an excellent way to show investment.

Put them on teams. Gen Z is looking for variety. Put them on cross-functional

an incredibly loyal and dedicated employee who will grow beyond his or her current role in your organization.

(You may also want to provide some extra breaks so your Gen Z associates can check their phones during the day.)

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GMA is a family affair

Continued from page 1



Mark Wheelihan and Tara Burgio

Mark Wheelihan owns Riding High Harley Davidson. Tara Burgio, his wife, is president of ATI Decorative Laminates. She also serves on GMA’s board of directors. ATI produced the graphics and many interior architectural features in the motorcycle dealership.

Both companies send employees to Workplace Workshops and other GMA events. Burgio says GMA’s “continuous improvement” educational benefits also “filter into family. It’s all about relationships, how you communicate and how you process conflict resolution.”

Wheelihan has also served on GMA’s board. “I’ve had the opportunity to see, up close, what they do for the community. It’s an amazing organization.”

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Keeping members happy motivates Lisa Daas

There's only one GMA staffer who was born on Staten Island, N.Y., and has a pit bull named for an Italian sports car designer.

The New York native with a dog named Enzo is Lisa Daas, one of three operations/special events coordinators at GMA. She joined the staff in 2011.

Her role as a multi-tasker who can work behind the scenes or at events surrounded by scores of members is a good fit, she says.

"I'm one of those people who likes to stay busy," she says.

The demands of her position ensure that she has few idle moments.

Daas' portfolio of responsibilities includes coordinating GMA's After Work Network gatherings. Soon she'll begin planning the six events for 2020. An initial step will be calling GMA member companies that have expressed an interest in hosting an After Work Network.

Daas also manages GMA's Digital Marketing Institute, a series of seminars focused on making the most of social media, websites, and all types of online media that connect businesses to other businesses as well as to customers.

A committee of GMA members assists Daas in selecting presenters and topics from a roster of member companies that have expressed interest in sharing their expertise.

GMA holds regular orientation sessions for new members. These events, which Daas coordinates, introduce newcomers to GMA staff and leader-

GMA STAFF PROFILE

ship. GMA members also volunteer to share tips on how to maximize an investment in the organization.

Daas has responsibility for making sure GMA's website is always up to date. Luckily, she says, "We have the benefit of hav-

ing FirstPoint as a sister company and their information technology department. Greg Robertson, our vice president of IT, has been great about teaching me to do things."

Daas begins each day before dawn, when Enzo takes her for a long walk. She says she named the dog when it belonged to her brother, who has a thing for Italian cars. Famed car designer Enzo Ferrari inspired the pet's name. And then Enzo eventually came to live with her.

"He's my baby," Daas says.

In her off hours, Daas usually can be found reading fiction (she's a fan of Edgar Allan Poe, Anne Rice and Stephen King) or visiting with family members. A career opportunity for her mother led the family to move from New Jersey to North Carolina in 2005.

Daas says she loves her job, because every day brings different opportunities and challenges.

"And I love working with our members," she says. "If it weren't for them, I wouldn't have my job. So whatever they ask of me, I'm more than willing to do."



Daas



Name: AnnDrea Pollard
Age: 24
Hometown: Patterson, N.J.
Residence: High Point
Education: Attended High Point University, studying communications and entrepreneurship
Business: Piedmont Authority for Regional Transportation (PART)
Role: Transportation Demand Management, Business Outreach Coordinator

Responsibilities:

I go into the business community to promote our partnership program. It's an employer services program to see how we can create transportation programs and work with employers whose employees are having a hard time getting to work. Our van pool program currently has more than 54 van pools operating in our 10-county region. I also promote our car pool program and our partnership employer services program.

On Risers:

I found out about Risers through attending our regular GMA events. I love that it's a subgroup within the larger GMA. I love our Lunch & Learns. The topics really speak to



young professionals; a lot of them are really specific to the things that we go through as Millennials. And everyone is so personable. I also love the Meetups, which are more casual and we can talk to people one-on-one. It's been really great.

On GMA:

I started coming to the Workplace Workshops; that was my introduction to GMA. It's great that PART allows us to take part in professional development. And you've got to love Noontime Networks and After Work Networks. The "sticker game" really helps people break out of their shell.

GMA is absolutely amazing; it caters to so many different industries. The staff make you feel welcome every time. They have awesome volunteer opportunities, too. It's been invaluable. I talk about GMA all the time.

Personal:

I am very much into health and wellness. I've lost 95 pounds in the past 2.5 years. I'm very passionate about plant-based nutrition and exercise and being a resource for people. I'm also into performing arts; I used to be a theater kid. I love singing and going to hear live music.

Mark Brazil is tournament director for the Wyndham Championship. The tournament is the successor to the Greater Greensboro Open, which was first played in 1938 at Sedgefield Country Club.

A native of Asheville, Brazil played basketball at T.C. Roberson High School, which some years earlier also produced Roy Williams.

Q. What was your career path to becoming tournament director for the Wyndham Championship?

A. My first job in golf was with the American Junior Golf Association (AJGA) when I was 26 years old. I started in Tournament Administration in the fall of 1993. In 1996, I moved into the Development Department as the Director of Sponsor Development for two years. And my last job at the AJGA was senior vice president of development. I absolutely loved my eight years at the AJGA. I learned so much during my time there. I serve on the AJGA's Foundation Board of Directors, and we are involved heavily with two of their major invitationals.

Q. Where did you attend college?

A. Baylor University. I graduated in 1990.

Q. What was your major?

A. Political science.

Q. You've been tournament director since 2001. How does the 2019 tournament compare to your first year in Greensboro?

A. This is my 18th year here as tournament director, and just about everything has changed dramatically.

Like any good business, we have made major and minor improvements every year, starting around 2005.



Wyndham Championship Director Mark Brazil at Sedgefield Country Club, home of the Wyndham Championship, one of the oldest events on the PGA TOUR.

Mark Brazil Wyndham Championship

EXECUTIVE INSIGHT

The most pronounced improvements or “game changers” have been:

1. Creating a new and influential governing board with Bobby Long as chair.
2. Securing a new title sponsor and wonderful partner in Wyndham.
3. Our big move to Sedgefield.
4. McConnell Golf purchasing Sedgefield.
5. BB&T stepping up big as our Presenting Sponsor.
6. The PGA TOUR's change to the Fed Ex Cup and their playoffs.
7. And this year the PGA TOUR's introduction of a regular season \$10 million bonus – the Wyndham Rewards Top 10 – which will be paid out after the Wyndham Championship.

Q. What do you enjoy most about your job, and why?

A. I love creating new concepts and then selling a company on that concept. I love working with Bobby Long and learning from him. (Long is chairman of the Piedmont Triad Charitable Foundation, which presents the tournament.) I really enjoy working with my team, which I consider the best

staff on TOUR. I enjoy working with the agents and pros. But I would have to say that Wyndham Week each year is my favorite part of the job – even though it can be a bit of a blur. I love watching it all come together in the final weeks and presenting a fun-filled event for our fans, sponsors, the pro golfers, and their families.

Q. Volunteers have always been important to this tournament. How many volunteers are involved in 2019?

A. Last time I checked, it was 1,700 volunteers. They are a vital part of the Wyndham Championship. We couldn't do it without them, that's for sure. It's amazing to me the number of volunteers who come back year after year. We have some volunteers who have been with us for 40 to 50 years.

Q. How often do you play golf, and where?

A. I figure I play 25-

30 times a year on average. Most of my golf is played at Sedgefield, which I think is one of the Top 3 designs in the state. But I'm also lucky to be able to play some of the other top courses in North Carolina and around the country.

Q. How did your love affair with golf begin?

A. Well, I may have skipped a couple classes with a few buddies while at Baylor. I played quite a bit down there and was hooked. I grew up in Asheville in a golf family, but I truly fell



John Gillooly/Wyndham Championship

The 2018 champion

The gallery watches as Brandt Snedeker, winner of the 2018 Wyndham Championship, strikes a casual pose with his putter. This year's tournament is July 30–August 4 at Sedgefield Country Club. Tickets may be purchased online at www.wyndhamchampionship.com; special ticket prices are available at Harris Teeter stores throughout the Piedmont Triad. Interested in volunteering? Visit the Wyndham Championship website.

in love with golf on Cottonwood, a public course in Waco, Texas. Green fees for students were \$6 to walk 18 holes.

Q. What's the last book you read?

A. “Sea Stories” by Admiral William H. McRaven (who also authored “Make Your Bed”).

Q. What makes this book memorable?

A. Admiral McRaven shared principles for success he learned during his more than 30 years as a Navy SEAL. Many of his stories highlight true teamwork and building “unbreakable bonds.” Amazing read!

Q. Finish this sentence: People might be surprised to learn that I ...

A. Lived in Oxford, England for a couple years after graduating from Baylor.

Q. If you weren't a PGA tournament director, what might you be doing?

A. Not sure. May have followed my oldest brother into law or figured out how to be a sports talent agent. I'm fairly certain I would have landed in the sports business world, though.

GMA Night at the Grasshoppers



GMA members and their families enjoyed hot dogs, hamburgers and all the trimmings at the pre-game picnic. Culinary Visions Catering served the meal outside GMA headquarters on June 20.



Culinary Visions chef Eric Huffman manned the grill.



Danielle Perez of Hampton Inn & Suites and Casandra Gonzales of CN Hotels. Rain failed to dampen spirits at the picnic, and the weather cleared for the baseball game.



Josh Rubio, president of the Guilford County Hotel Association and general manager at Embassy Suites, sized up the situation before throwing the ceremonial first pitch.



One of the younger fans at the game.

Volunteering: An easy way to build your personal network

VOLUNTEER SPOTLIGHT

Volunteering with GMA is a no-brainer for Tori Baker, a senior business development specialist with Allegacy Federal Credit Union.

“Being seen keeps you top-of-mind,” says Baker, who regularly assists GMA staff at networking and other events.

“It’s a great way to network, to build relationships,” she says. “When you volunteer, you get to know more.”

Baker got to know GMA several years ago when working for another organization. When she joined Allegacy about four years ago, she was thrilled to re-establish her ties to GMA.

“I like to volunteer. I like to go to as many events as I can,” she says.

“I go to Center City AM Briefings, Noontime Networks, After Work Networks. Whenever I can, I go to the Workplace Workshops and New Member Orientation.

“Volunteering is just a great way to meet more people and let them know what GMA has to offer.”

Baker is a RACER, a team of GMA volunteers that

focuses on member recruitment.

She’s also a member of the Networking Gurus, one of GMA’s formal networking groups. She’s currently serving as Gurus president.

GMA’s many continuing education programs, in addition to being free for all employees of member companies, present other opportunities “to grow your network,” she says.

“I want to give back and let people know the opportunities that are available for them with this organization,” she says. “Volunteering is a great way to spread the word. It’s helped me in my network.”

Relationships that lead to doing business often begin with volunteering at GMA.

“If you think about it, you want to do business with people you know, like, and trust.”

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Tori Baker, photographed at Allegacy’s Spartan Village office on Gate City Boulevard in Greensboro.



Orienting new GMA members

GMA regularly holds orientation sessions for new members. Attending the June orientation were (seated, from left) Louise Courts, Guilford Education Alliance; Tahjma VanBuren, Guilford Education Alliance; Bo Nahstoll, Wake Forest Athletics; Anise Hage, Marble Granite World; Felicia Gaffney, Thank Goodness It’s Felicia!; Darla Stookey, Ruth’s Chris Steak House. Standing, from left: Ross Jakubsen, Breakout Games; Joël Hage, Marble Granite World; Ira Williams Jr., Truliant; Aaron Baker, Truliant; Molly Thomas, Breakout Games; Antoinette McMillan, XDIN; Mark Prince, GMA/FirstPoint.



Hilton Garden Inn
Greensboro Airport
May 3, 2019



Anthony Murry and Barbara Richardson, both with Woodforest National Bank.



Deborah Nicolas, Hilton Garden Inn / Greensboro Airport; Denise McBride, Triad Job Search Network.



Jodi Kolada, WellSpring Solutions; Lisa Windham, Corporate Cleaning Group.



Katie Setliff, Greensboro Marriott Downtown; Abby Bice, StitchFX; Bill Entwistle, Video Machine Productions; Cheryl Bice, StitchFX.



Mike Stipanov, Edward Jones; Andy Zimmerman, AZ Development.



Linda Cepek, Triad Job Search Network; Christy Oakes, Workforce Unlimited.



Colorworks / Revolution Mill
June 11, 2019



Camie Hall, Pepper Moon; Jaime Gilliam, Revolution Mill / Pepper Moon Catering; Lee Staley, Pepper Moon Catering.



Ryan Huggins, Morgan Stanley; Bo Nahstoll, Wake Forest Athletics.



September 4 Workplace Workshop



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Calvin Stovall
on Customer Service

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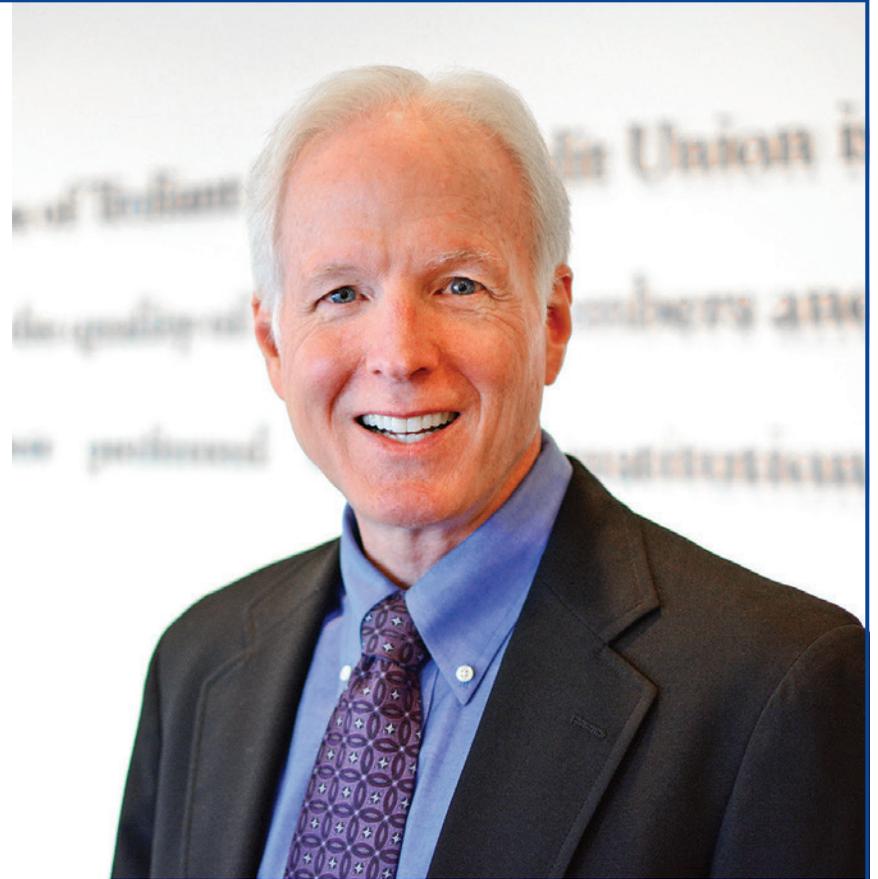
Speaker Crystal Washington presented a "technology masterclass" at the May 8 Workplace Workshop.

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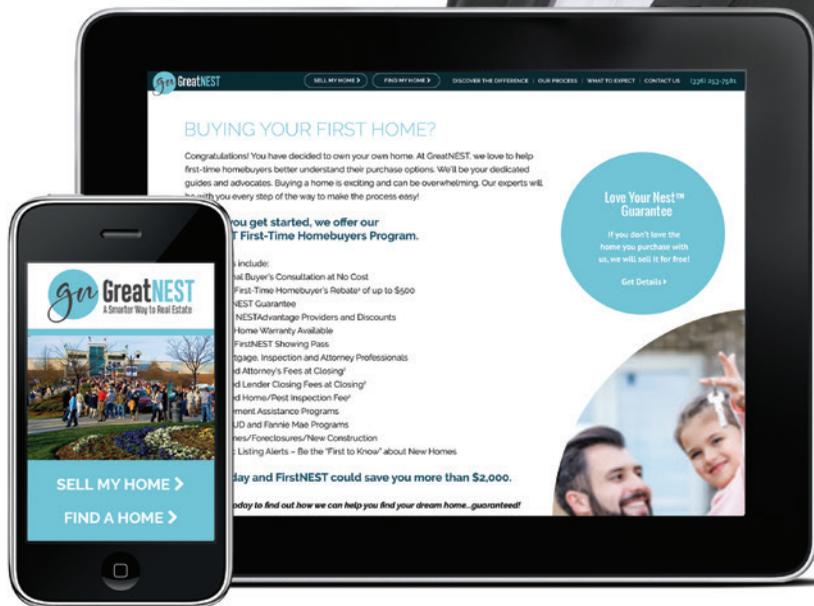


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