



Carolina Field of Honor, Triad Park

New distribution center helps Second Harvest better fulfill mission

Officially, the Second Harvest Food Bank's new facility is known as the Greensboro Satellite. More importantly, Second Harvest CEO Eric Aft calls it "a game changer. We are incredibly excited."

That's how important the food distribution and education facility in northeast Greensboro is to Second Harvest's mission.

The facility, the site of a former supermarket off Phillips Avenue, improves Second Harvest's ability to serve its partner agencies in Guilford, Alamance, and Rockingham counties.

Second Harvest renovated the building to include classroom space and 2,200 square feet of cold storage.

The GMA/FirstPoint Foundation contributed \$25,000 to the nearly \$2.2 million project.

"Our goal," Aft explains, "is to get as much healthy food as possible out to our neighbors in need. This just enhances our ability to reach more people, more quickly, with more fresh items."

Going to the Greensboro Satellite rather than Second Harvest's Winston-Salem headquarters can shave an hour or more off the trip for partner agencies in the agency's eastern counties, he notes.

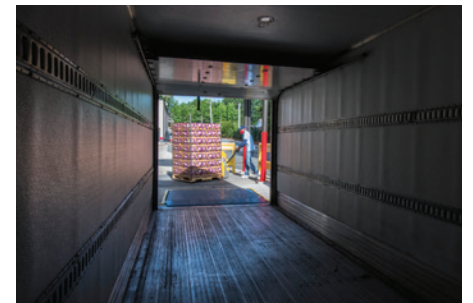


Pallets of donated food and some of the 2,200 square feet of cold storage.

Second Harvest serves 18 counties from the northwestern corner of North Carolina to Alamance County. Ninety-six of its more than 430 partner agencies, such as Greensboro Urban Ministry and Backpack Beginnings, are in Guilford County.

The need is great, Aft says. More than 20 percent of children live in poverty, and one in four regularly experiences hunger.

The pandemic increased demand for Second Harvest's services. The agency distributed an average of 58



Peabody Griffin unloads a donation at the Greensboro Satellite.

space in the Greensboro Satellite allow Second Harvest to carry out other critical parts of its mission, nutrition education and career training.

Some 800 persons have graduated from Second Harvest's Providence Culinary Training, prepared to become everything from line cooks to executive chefs to food entrepreneurs.

"This is not about job training," Aft says. "This is career training."

"We're in the food business. What better way to address the root cause of hunger than put people on a path to where they don't need a food pantry or food assistance?"

Ultimately, he says, good nutrition is about learning how to prepare and enjoy fresh foods and reduce consumption of less-nutritious processed foods.



Doorway leads to classroom.

tons of food per day during the most recent quarter of the fiscal year, up from 38 tons a day a year ago.

A classroom and large flexible

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Trends is a publication of the Guilford Merchants Association.



Photo by Lynn Donovan

Live in September: N.C. Folk Festival

Ricardo Lemvo and Makina Loca perform at TowneBank Stage at LeBauer Park during the 2019 festival. The festival returns to downtown Greensboro September 10-12. More information on performers and how to be a volunteer is on page 5.

Networking experience led her to GMA, new opportunities

Terri L. Moore quickly found her way to GMA after moving from Indianapolis to Guilford County. She had once led a networking group in Indiana and knew the importance of connecting with people who share an appreciation for the power of networking.

“I knew what I was looking for, and GMA just stood out,” she says. A phone conversation with GMA’s Sharon Smith, who handles membership development, confirmed that her leadings were accurate.

Moore, a certified empowerment breakthrough and vision coach, soon joined GMA and became a member of the Networking Gurus, one of the organization’s sponsored networking groups.

Members of GMA’s sponsored groups benefit from no direct business competition from other group members. In other words, a group can have only one person from a certain profession. There can’t be

two real estate agents or two human resources professionals or two chiropractors in the same group.

Soon Moore was given the floor to speak to the group about herself and her life story, “what’s made me the person I am today. I wanted them to get to know me.”

The response was positive and the referrals were quick. Moore was invited to share her story with a Rotary club, which led to other speaking engagements.

She also got a referral to take part in a podcast. “I like to be a guest on podcasts, just to get my story out there,” she says.

Her GMA involvement also led to contacts that will help with daily life, she says, including a real estate agent, a mortgage broker, and a digital marketing professional.

“I’m a Baby Boomer,” Moore laughs, “and technology stuff just drives me crazy.”

In addition to public speaking, Moore provides coaching to individ-

**PARTICIPATION
= SUCCESS**



Terri L. Moore is a recent transplant to Guilford County from Indiana.

uals as well as businesses. Despite her admitted aversion to technology, she’s comfortable using it and provides personal coaching via Zoom.

Moore also does a regular Zoom presentation called “Stories of Unstoppable Women Entrepreneurs,” which takes place on the third Tuesday of each month. Contact Moore by email (address below) for more information and to register to take part.

Before launching her public speaking and coaching career, Moore was founder and executive

director of a domestic violence and sexual assault crisis center for a number of years.

Recommendations from friends and personal leadings convinced Moore and her husband to pull up roots and move to Guilford County.

“I knew this was where we were supposed to go,” she says.

Terri L. Moore
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317-201-8389

Second Harvest Continued from page 1

The community served by the Greensboro Satellite will help determine the types of educational activities that Second Harvest ultimately will provide there.

“We listen to individuals facing food insecurity” to learn their priorities, he says. “It’s the individuals who live in the neighborhood who know best what they want for their kids.”

Aft is optimistic about the opportunities provided by the Greensboro Satellite.

“We could not have chosen a better location,” he says.

Greensboro Satellite
Second Harvest Food Bank
2517 Phillips Avenue
Greensboro
336-784-5770



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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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Carolina Cookie Co. starts new chapter with new location and owner

The recipe for its unique business model remains the same

Things are pretty quiet right now at Carolina Cookie Co., which is normal for this time of year.

But come fall, this 34-year-old business will jump into high gear. Orders will pour in, the number of employees will soar more than 10-fold, production will run in two shifts, and aromas of freshly baked goodies will fill the sprawling facility on High Point's Baker Road.

That's right ... Carolina Cookie Co. is on Baker Road. Sweet, right?

This is Carolina Cookie's fourth holiday season under the company's new owner, Byrnes & Kiefer Company, a specialty-baking firm based in Pennsylvania.

The century-old, family-owned business provides baked goods to grocers, bakeries and food service operators. The addition of Carolina



Chris Belton, vice president and general manager, and Colleen Biedny, corporate sales manager.

Cookie to its family of products now gives the company direct access to consumers, says Chris Belton, vice president and general manager.

Belton, who started as a seasonal

NEW MEMBER PROFILE

employee 15 years ago, oversaw the company's move from Arnold Street in east Greensboro to High Point.

The new owners looked at facilities throughout the Piedmont Triad for a flexible building that offered the right combination of office space, warehousing, loading docks, parking, and room for installing commercial kitchen facilities and refrigeration.

The building on Baker Road, once home to a paint company and later a fitness center, fit the bill. "It's worked

out really well," Belton says.

Membership in business organizations lapsed during the ownership transition, says Colleen Biedny, corporate sales manager. Her first GMA event was a recent Free Day Friday.

"It was like a giant corporate bear hug," Biedny says. "I just felt so welcome."

Corporate clients often buy Carolina Cookie's products to give to their customers in appreciation for their business. The holidays are a natural time to send a package of treats or a gift basket selected

from Carolina Cookie's online catalog.

The program, Biedny says, "takes a customer's gift from being a Carolina Cookie gift to being their own specially branded gift."

The advantages of the Baker Road location and High Point, with its concentration of international firms as prospective clients, have Biedny and Belton excited about Carolina Cookie's future.

"The fact that we landed in High Point has been a really good thing," Biedny says. "It's going to be very good for us," Belton adds.

Carolina Cookie Co.

www.carolinacookie.com

336-814-4415



Cookie tins, given by corporate clients as customer-appreciation gifts throughout the year or during the holidays.

Be sure your digital marketing partner has B2B expertise

BY KEIR DAVIS

On our website, we proclaim that Xtern Software is "Built for Business." What exactly does that mean? And why does that matter?

Built for Business means that we have decades of experience working in the business-to-business (B2B) space. We don't shoehorn our B2B customers into business-to-consumer (B2C) products. We have the breadth and depth of experience to know the key differ-



Davis

BUSINESS SUCCESS

ences between B2B and B2C.

This matters because utilizing a B2C playbook can be costly and ineffective for B2B businesses.

Here are some key things to consider if you are a B2B business looking at revamping your marketing efforts.

1. A win is a referral to a dealer. A win is not a shopping cart checkout.

For this reason, it's vital to have a robust dealer locator that is treated

like a Google search, not an afterthought. A customer to the website needs to be able to easily locate a retailer who sells the products.

2. SEO is still important.

Even if an individual customer can't buy from your business, it is still imperative that your business can be found on the web. Search engine optimization remains a priority.

3. Though user experience matters, it needs to be utilitarian.

B2B buyers are not browsers. They are at your website with a very specific purchase in mind. Search and filter options need to be powerful so that a user can find exactly what they need.

It is unlikely that they are interested in a "suggested" product, so it's important to cut to the chase and serve up whatever they are searching for.

B2B marketing can be a very complex endeavor because you are marketing to customers and customers of customers.

At Xtern, we are happy to guide our customers through the key differences and create technology that works seamlessly in the B2B space.

Keir Davis is president of Xtern Software. 407 Parkway Street, Suite F Greensboro, N.C. 27401 (336) 542-1274 keird@xternsoftware.com

Carolina Field of Honor

The Carolina Field of Honor, a memorial honoring veterans of the five branches of the nation's armed forces, opened in 2014 at Triad Park.

The Field of Honor took the all-volunteer War Memorial Foundation six years to raise funds and build, says Bill Knight, secretary of the organization.

The memorial occupies eight acres in the meticulously maintained 414-acre park, which is managed by Forsyth County Parks and Recreation.

The park, a joint project of Guilford and Forsyth counties, straddles the county line off West Market Street near Kernersville.



The Air Force memorial. Memorials for the Army, Navy, Marine Corps, and Coast Guard are similar.

PIEDMONT TRIAD PLACES

Carolina Field of Honor at Triad Park

9652 W. Market St.
Kernersville, N.C.

Built of Mount Airy granite, the memorial includes a steel beam salvaged from the World Trade Center in the aftermath of Sept. 11, 2001.

The memorial is said to be one of the nation's largest.

The War Memorial Foundation holds two events each year to honor veterans. Prior to the pandemic, upwards of 3,000 people attended these events on Memorial Day and Veterans Day.

The Field of Honor includes some

4,000 engraved granite pavers that memorialize individual veterans. Additional pavers are added annually, Knight says.

To purchase a paver to honor a veteran, contact Knight at 336-402-0701.



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Food is just one ingredient in this chef's recipe for success

Justin Kennon fell in love with cooking at age 5, when his grandmother put a spatula in his hand and taught him how to flip eggs in her kitchen.

"As I got older, I just fell more in love with it," he says.

Fast forward to 2021, and the Reidsville native is still passionate what he does.

GMA members may recognize him as the man with the rolling kitchen with Slick's Bar-B-Q painted on the side.

Kennon will soon expand the single food truck concept to become Slick's Catering Kitchen. It will encompass a second vehicle serving Cajun cuisine and expanded, full-service catering.

But don't pigeonhole Kennon by saying he's simply in the catering business.

"I'm not in the barbecue business. I'm not in the catering or food truck business," he says. "I'm in the people business."

"What we do with food is



Justin Kennon is the chef/entrepreneur behind Slick's Bar-B-Q.

just a vehicle for that. We're part of somebody's life, either for a dinner or a graduation or wedding celebration – being part of somebody's day that they're going to remember for the rest of their life."

If concept has a magical lilt to it, it's because the graduate of the highly respected culinary program at Guilford Technical Com-

munity College went from there to steep himself in the equivalent of hospitality graduate school at Walt Disney World in Orlando.

A stint at the world's largest Marriott (also in Orlando) followed, where he looked after room service orders as well as banquets seating thousands.

Kennon returned to the

Piedmont Triad, where he padded his resumé with a variety of culinary experiences, from Printworks Bistro to Chick-fil-A to food service at Elon and Winston-Salem State universities.

Last fall he launched Slick's Bar-B-Q, named in honor of the friend and mentor he met at age 17, Louisiana-native Steve Bucote.

"We just started calling

each other Slick," Kennon recalls. "I don't know why."

Bucote taught him how to cook pork and chicken and ribs, Louisiana style. Crawfish, too. Expect crawfish boils in the spring, Kennon says, when mudbugs are in season.

Kennon began volunteering with GMA soon after being introduced to the organization by Alison Huber of Dynamic Quest.

"I call her Miss GMA," Kennon jokes.

"I'm an extrovert," he says. "So I started going and building relationships, and I really enjoyed it."

Doing business is based on relationships, he says, and in GMA, "You're able to create those relationships."

"I love to volunteer anytime I can," Kennon says. "It's a way for me to give back."

Slick's Bar-B-Q
www.slicksbarbq.com
(336) 552-5389

VOLUNTEER SPOTLIGHT

N.C. Folk Festival returns with live music

The pandemic cancelled a lot of events in 2020, but not the North Carolina Folk Festival. The three-day festival, which turns downtown Greensboro into the state's largest live music venue, had to pivot and become a virtual event – but the show went on.

The Folk Festival returns September 10-12. "We absolutely loved the virtual program that we put together last year," says Amy Grossmann, president and CEO, "but there's nothing that makes up for a live event."

Grossmann and her team worked on 2021 festival programming through the spring, not knowing for sure if live outdoor concerts would be possible or if crowd sizes would be lim-

ited. Those worries ended in May, when Gov. Cooper lifted pandemic restrictions on social distancing and relaxed requirements for face coverings in most situations.

With that announcement, she says, "We were able to hit the gas and go full steam ahead to produce the festival onsite, and in a manner that it's been produced in the past."

The only items that fell by the wayside were indoor events. "We're doing everything outside this year," Grossmann says.

Artists lined up for the Folk Festival include a number of North Carolina-based entertainers as well as performers from other regions. Javier Montano, a rising star who performs in the style



New Orleans trumpet player Shamarr Allen.

known as norteño, which originated in Northern Mexico and areas on both sides of the U.S. border, is a North Carolina native. Coming from Texas is The Hot Club of Cowtown, whose repertoire ranges from jazz to Texas swing.

The full festival lineup was not available at press time.

Grossmann noted, however, that one innovation this year will be programs that bring together several



Left: Javier Montano, a native of Walstonburg, N.C., is a norteño musician, performing in the style of northern Mexico and U.S. border areas.



Below left: Bluegrass artists Dewey and Leslie Brown are from Burlington.

Wrangler Stage, which will relocate to Market Street, across from the former News & Record building; and the TowneBank Stage at LeBauer Park.

The festival, which is free to attend, depends on as many as 1,000 volunteers each year. To volunteer, go to ncfolkfestival.com/volunteer.

A mobile app, invaluable for planning a day at the festival, again will be available prior to the event, Grossmann says.

N.C. Folk Festival
ncfolkfestival.com

Summit Credit Union serves individuals, business partners across the state

One of the unexpected benefits of the pandemic was that online events sometimes allowed greater access to programs and events.

Summit Credit Union found that to be true with GMA member programming.

“With everybody going virtual, we’ve had a lot more employees able to attend, that otherwise would not have been able to,” says James Grenon, vice president of administration.

Summit employees, whether working in the credit union’s eight locations or remotely from home, could participate in GMA programming open to employees of all member companies.

Lindy Fuller, who works in business development and marketing, is one of Summit’s



most active GMA members. “I attend as many GMA activities as my schedule allows, because I see the value in it,” she says. “I’ve done everything.”

Summit, with headquarters on Greensboro’s West Market Street, has locations that stretch from Raleigh in the east to Hickory in the west.

The credit union employs more than 100 persons, says Sam Whitehurst, president and CEO.

Summit Credit Union traces its roots to 1935, when Tri-City Telco Credit Union was chartered by Southern Bell employees in



Sam Whitehurst, president and CEO, and James Grenon, vice president of administration.

Greensboro, Burlington, and Reidsville. Tri-City merged with Winston-Salem’s Twin City Telco Credit Union in 1976, and the name changed to Summit in 1991.

Summit has been a GMA member for more than 20 years.

Mergers with a number of other credit unions followed, including those serving Wake Forest and Baptist Hospital, Rex Hospital in Raleigh, the Guilford County Credit

Union and Forsyth County Employees’ Credit Union.

As a result, Whitehurst says, the number of employees has doubled since Summit Credit Union joined GMA.

The credit union creates close working relationships with its business partners, Grenon says, which allows Summit to extend services and free benefits, such as financial education workshops, to partner company

employees.

Summit has placed more than 35 ATMs among its business partner’s facilities, Whitehurst says. “We’re glad to do that,” he says. “It helps their employees.”

The credit union has more than 300 business partner firms, he says, with the majority in the Piedmont Triad.

Summit Credit Union
summitcu.org
336-662-6200

MEMBERS SHARE

If you could snap your fingers and become an expert in something, what would it be and why?

Answers from members of the RACERS, GMA membership development volunteers.



‘I’d be an expert in financial psychology, because what makes people spend or save their money the way they do fascinates me. I’m honing my expertise.’

Lindy Fuller
Summit Credit Union



‘It would be IT. After many years in the mobile industry, I am now in the technology field, providing very technical solutions for clients. I am eager to learn and master the lingo, but it would be so much easier to snap my fingers!’

Alison Huber
Dynamic Quest



‘I would like to be an expert computer troubleshooter. I started using Macs in the ‘80s. Now the technology changes minute-to-minute, and it’s frustrating to continually try to solve new problems that get in the way of being productive.’

Stephanie Ward
Print Plus, Inc.

Former naval officer to share leadership tips at Workplace Workshop

Mary Kelly, PhD., honed her leadership skills during 25 years on active duty in the U.S. Navy.

An intelligence officer specializing in Asia and Russia, she has also served as a human resources director and taught at the U.S. Naval Academy.



Kelly will share her insights on leadership at GMA’s August 18 Workplace Workshop Webinar. It begins at 8:30 a.m.

Workplace Workshops are a free member benefit open to all employees of GMA member companies.

To register, visit bit.ly/3hVCC15 or www.mygma.org.



Grandover Resort

June 22, 2021



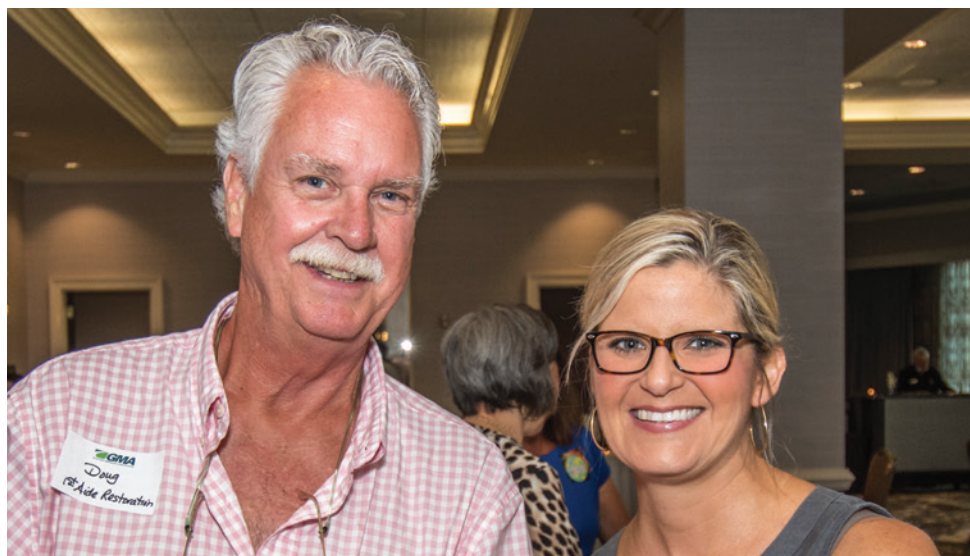
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Doug Watkins and Natalie Mitchell, 1st Aide Restoration.



Christian Heimall, High Point Rockers; Joan Rogers, Compass Insurance Services; Rebecca Cochran, Triad Networks.



Richard Fuqua, Office Pride Commercial Cleaning; Nikki Corbett, Precise Creative Marketing.



Catena Bergevin, ArtsGreensboro; Sarah Healy, Downtown Greensboro, Inc.; Donielle Eakin, Work-Life Solutions Concierge.

Center City AM Briefing returns as live event

First National Bank Field, home of the Greensboro Grasshoppers, was the venue for GMA's first live, in-person Center City AM Briefing in more than a year.

Featured speaker was Grasshoppers President Donald Moore, who offered an overview of the return of professional baseball and the changes brought by the pandemic.

David Parrish, still in his role as city manager, again served as emcee. As usual, he shared funny, insightful stories about his family and got a big round of applause.



Greensboro City Manager David Parrish, who retired June 30, served as emcee for the Center City AM Briefing.

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Call 336.744.3456 or visit ProvidenceWS.org

Providence is a non-profit social enterprise of Second Harvest Food Bank of Northwest North Carolina. For more information about Second Harvest, please visit SecondHarvestNWNC.org.