



Greensboro Children's Museum

gma TRENDS

WHERE BUSINESS AND RESOURCES JOIN TOGETHER

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Savvy organizations enhance the workplace with art

Arts in Business Award recognizes transformative power of art

Gathered around a piano, the bright voices of the Greensboro Symphony Women's Chorus belt out "I Can't Say No," from the Rodgers and Hammerstein musical, "Oklahoma!" Some of the listeners in the lobby of Moses Cone Regional Cancer Center move closer to the music, faces beaming.

A couple with a baby bundled against the chill walk past a downtown Greensboro law office. A cold, forlorn figure standing just off the sidewalk catches the man's eye. "Honey, did you see that?" They pause for a moment and study the bronze statue, one of several sculptures outside Hatfield & Hatfield at the corner of West Washington and Federal Place.

Guests find the Proximity Hotel, internationally known for its energy-efficient design, memorable for many reasons. One is that each sleeping room has an original work by artist Chip Holton.

Moses Cone Health System and Quaintance-Weaver Restaurants & Hotels understand how art transforms the workplace. Employees, clients, guests and patients all benefit from the beauty, inspiration and diversion offered by a song, a painting, a sculpture.

As for lawyer Jack Hatfield, he just enjoys sculpture at his office. The entire community also gets to enjoy it.

GMA, in conjunction with the United Arts Council and



A seaside scene at Moses Cone Regional Cancer Center offers respite for patients as well as staff.

the Greensboro Chamber of Commerce, presents an annual Arts in Business Award. Previous winners include Moses Cone Health System (2009) and Quaintance-Weaver (2008). The 2010 award will be presented in May.

Art, says hotelier Dennis Quaintance, enhances experiences for people by creating an emotional response. It's that deep connection that makes things memorable and positive – which is part of the formula for repeat business.

"Even if I had no interest in art, and I do, we'd need to invest in art," Quaintance says. "It's better for our business."

Art changes attitudes and helps people tap into their own wells of strength and creativity, says Altina Lay-

man, interim president and CEO for the United Arts Council.

Most businesses, she says, find that art "has a positive impact for people." Examples range from Greensboro's Central Library to the lobby of the Community Foundation of Greater Greensboro to the Lincoln Financial Group tower.

The workplace benefits from art regardless of discipline, Layman says. It's sec-

Continued on page 3



Attorney Jack Hatfield has several sculptures outside his downtown Greensboro office.

104th Annual Dinner



Green Coat Club

James C. Lanick of Roberson, Hayworth & Reese; Maria Hicks-Few, president of N.C. Jaycees; Jennifer Salmon of Lorillard Tobacco; and Jim Fogleman of Snyder Paper. They and other members of the Green Coat Club – chairmen or honorary chairmen of the Wyndham Championship and its predecessor golf tournaments, and Greensboro Jaycees presidents – were out in force at GMA's 104th Annual Dinner. More photos, page 4.

Inside Trends

| | |
|------------------------------|---|
| 2010 Board of Directors..... | 2 |
| New Member Profile..... | 5 |
| Peace Officers Week..... | 5 |
| Member News..... | 6 |
| Networking events..... | 6 |
| Workplace Workshop..... | 7 |
| Participation = Success..... | 8 |

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The Guilford Merchants Association is a nonprofit organization founded
in 1906. The Association's goal is to assist its members and the business
community at large to grow and prosper.

Successful companies respond to challenges with agility

By Nicholas F. Horney, Ph.D

A successful company in the age of instant communication and immediate gratification, must be agile. That means, according to writer Gary Hamel in The Wall Street Journal, being “proactive in responding to customer needs.” Agility, Hamel writes, results “in higher levels of customer loyalty and better margins.”

Earlier this year, I witnessed on the local level a perfect example of a company practicing agility. The company is Rice Toyota, dealing with Toyota’s January 16 recall of 2.3 million vehicles.

The dealership had sold about 12,000 vehicles affected by the recall, said Mary Rice, granddaughter of the late Garson Rice, Sr., who started the business.

Shortly after the recall was announced, Rice Toyota sent e-mail to all of its sales customers informing them

of the recall and the remedy offered by Toyota.

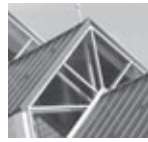
Moreover, Rice salespeople answered questions by telephone, informed walk-ins and spoke with customers whose vehicles were in for service.

Employees came in on their days off, skipped lunch and stayed late to address customer concerns. Daily staff education updates were provided to keep all employees informed as to the fixes for specific models. On February 7, Rice Toyota placed a full-page ad in the News & Record to ensure customers that safety was their primary concern. The ad also sought to build customer confidence in the Toyota brand.

Demonstrating agility by anticipating change and taking action to generate customer confidence, Rice Toyota saw a 1,500 percent increase in customer communications via its blog.

Fans of Rice Toyota’s Facebook page responded positively, bumping “Post Quality” to five out of five stars.

Post Quality is a Face-



BUSINESS SUCCESS

book measuring tool that measures how engaged Facebook users have been to posts over a rolling seven-day window.

Why is agility so relevant to a company? Carl Sewell, a leading Cadillac and Lexus dealer and author of “Customers for Life,” calculates that the amount of revenue an auto dealer can realize by keeping a customer for life is \$332,000.

Successful organizations demonstrate agility, not through random mutation, but through purposeful strategies and responsiveness to unpredictable marketplace demands.

Here are five key actions to becoming more agile.

Anticipate change

Read business information sources such as The Wall Street Journal, subscribe to Google daily updates on key areas important to your business, and ask yourself how trends in the business world may impact

your business.

Ask customers, suppliers and employees to share information about shifts they see in business trends.

Generate confidence

Share your strategy. Partner with employees, suppliers and customers to implement it.

Ensure that all employees understand your vision and how they can contribute to it through their day-to-day work.

Invest in training that will help employees contribute to achieving goals.

Initiate action

Build a business culture that values a sense of urgency in anticipating customer needs. Respond to customer requests, and introduce new products and services to the marketplace faster than your competition.

Don’t wait until a customer complains. Actively seek information from customers about the service they received, whether they will purchase from you again, and whether they will refer you to their friends and colleagues.

Liberate thinking

Create a climate for fresh solutions by empowering, encouraging and teaching employees to be innovative. This is especially important regarding shifts they observe in the marketplace.

Actively encourage and listen to all employees’ suggestions on how to improve the business. Implement some of the new ideas and recognize those who suggested them.

Evaluate results

Share your business scorecard frequently with employees. Let them know how their ability to anticipate and respond to marketplace conditions are reflected in business results. Coach your employees on what it will take to sustain success and continuously improve.

Remember: Become agile by being focused, fast and flexible.

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Horney

Art & business Continued from page 1

ond nature for many companies, small and large.

Public spaces benefit as well. Greensboro has enjoyed examples of public art for decades, but lately there’s been an explosion of public art. GMA in 2006 made a gift to the city to mark the organization’s 100th anniversary. The massive portrait of General Nathaniel Greene is affixed to the city parking deck on Davie Street and overlooks Center City Park.

More recently, the Coffee Cup Collaborative mounted eight sculptures to celebrate the city’s unique role in the Civil Rights movement. A walking tour through downtown takes in seven of the coffee cup sculptures; the eighth is at the Greensboro Coliseum Complex.

Whether in a public place, a business lobby or a hospital corridor, art provides intangible benefits that contribute to the bottom line, Quaintance says.

“Why build gardens? Why plant a tree? People respond to beauty,” he says. “It’s all about making your business stronger. The real turbocharge is that people respond favorably, and it gives you a competitive advantage.”



Conductor Liz Doebler leads the Greensboro Symphony Guild Women’s Chorus in a performance at Moses Cone Regional Cancer Center.



‘Cup of Freedom,’ by Charles Jenkins, sits outside the International Civil Rights Center & Museum.

Left: Gen. Greene on the Davie Street Parking Deck, a gift to the city from GMA.

104th Annual Dinner

Celebrating more than 70 years of golf heritage and the Wyndham Championship



Fred Starr, Wyndham Championship board of directors; Kelly Marks, Kelly Marks Realtor; Irwin Smallwood, retired News & Record sports editor and managing editor.



2010 Chairman Worth Holleman of Carruthers & Roth with 2009 Chairman Cantey Alexander of BB&T.



Susan and Jim Melvin, president of the Joseph M. Bryan Foundation, review tournament memorabilia.



Guest speaker Dottie Pepper, golf commentator for The Golf Channel and NBC, and a former LPGA competitor.



Freddy H. Robinson of Bernard Robinson & Co. L.L.P.; Milton Kern of Kern Construction; Susan Robinson; Ann Gainey-Pinto, 1998 tournament general chairman.



Val Stokes, International Civil Rights Center & Museum; LeRoy Stokes, Guilford Technical Community College.



GMA President & CEO Michael F. Bumpass and Roseanne Bumpass; Kevin von der Lippe of Capital Associated Industries; Judy Revels, 2003 tournament general chairman.

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5K run, awards dinner highlight National Peace Officers Week, May 8-14

Downtown Greensboro will be full of runners on May 8, when the annual Law Enforcement Memorial 5K Run takes place in the center city. Expect to see runners of all ages and skill levels in this fundraising event for the Special Olympics.

The run is the kick-off event for the annual observance of National Peace Officers Week, which is sponsored by GMA's Council on Crime Prevention and Public Safety. The council's mission is to strengthen the partnership between the business community and local law enforcement, with special focus on the issues of business crime and public safety.

The annual Police & Citizens Appreciation Dinner takes place May 13 at Embassy Suites Hotel. The evening includes the presentation of awards to police officers, including recognition for heroic deeds and distinguished service.

Tickets to the dinner are \$15 each. Make reservations by calling GMA at 378-6350.



Greensboro police officers and a Special Olympian at the 2009 Memorial 5K Run.



City manager visits GMA

City Manager Rashad Young made a presentation on trends in Greensboro to GMA's Council on Center City at its February meeting. Also on hand was Andy Scott, assistant city manager for economic development (seated).



Lee Crockett, a business development manager for T-Mobile, joined the Key Professionals Group.

Cellular phone rep chose GMA to build his business-to-business networking opportunities

Things move fast in the telecommunications industry. Over the past decade, cellular phone companies have merged, consolidated and rebranded themselves at a pace that almost matches the introduction of new phones with new features.

So when Lee Crockett, a business development manager for T-Mobile, made the switch to his current employer, he made some strategic marketing decisions. Fewer cold calls by phone, for instance.

"In 2010, picking up the phone 100 times a day just doesn't have the same effect as it did six or seven years ago," he says. "It's important to meet people and develop some trust in order to do business with them."

His new company is a longtime major player in the cellular industry, but until recently had not entered this market.

T-Mobile purchased Sun-Com's business in the Carolinas and added 600 more cellular towers, he says.

"T-Mobile is one of the Big Four nationally," Crockett explains, "but their business presence is fairly new to the Carolinas. I thought it was



a great opportunity, to start developing the market for T-Mobile."

That's what led Crockett, a resident of the Charlotte area, to GMA. His territory includes the Piedmont Triad. In familiarizing himself with the Triad business community, he discovered a copy of GMA *Trends*, which is distributed with The Business Journal.

Trends gave him some insight into the community and revealed lots of opportunities for formal and informal networking.

"I thought it would be worth trying and starting to build relationships," Crockett says.

Crockett's official title is "business development manager." He concentrates on business-to-business sales to companies with anywhere from 50 to 2,000 employees.

"Every company these days needs some sort of wireless communications," he says. For most operations, that can include smart phones (such as a BlackBerry) and wireless Internet access for laptops.

T-Mobile also provides backup data communications services that, in the event of a wired broadband outage, allow wireless Internet access.

Crockett joined GMA's Key Professional Group (KPG), a networking group that meets each Wednesday. He had been in a networking group elsewhere,

with unsatisfactory results.

In the previous group, he says, "It was more like 'gimme, gimme, gimme.' I can already tell a difference with KPG. Everybody was very receptive and a lot more friendly. I'm scheduling one-on-ones to get to know them a bit better."

Lee Crockett
(704) 421-5643
lee.crockett@t-mobile.com

It's important to meet people and develop some trust in order to do business with them.

— Lee Crockett

Turner honored by War Memorial Commission

Dr. Harrison Turner has been made a lifetime honorary member of the War Memorial Commission, which serves as the voluntary advisory board to the Greensboro Coliseum Complex. Greensboro City Council honored Turner with the appointment in January, making him only the third individual to receive the honor.

Turner served on the War Memorial Commission from 2002 to 2008, and was chairman in 2008. He has long been active with the Tournament Host Committee for the ACC Men's and Women's Basketball Tournaments. Turner served as president of the Greensboro Sports Council and chaired the Little Four Basketball Tournament in 1988.

Commute challenge

The fourth annual Triad Commute Challenge will be held April 10 through July 10. Commuters are urged to try alternatives to driving to work at least once. The benefits include saving money and improving air quality.

The event begins with the April 10 Commuter Dash, a three-mile race-walk event at Triad Park in Kernersville. Prizes will be awarded for costumes promoting clean air and alternative transportation.

Last year, more than 2,500 people pledged to carpool, bike, walk, telecommute or take a bus during the Commute Challenge.



MEMBER NEWS

They saved \$140,000 in fuel expenses and reduced vehicle travel by more than 1.2 million miles.

The Commute Challenge is sponsored by Piedmont Authority for Regional Transportation (PART). For more information, visit www.partnc.org/challenge.html.

Group supports Victory Junction Gang Camp

A group of Piedmont Triad commercial real estate organizations recently presented \$8,515 in proceeds from a fund-raising event to Victory Junction Gang Camp.

Donors include the Realtor Commercial Alliance of Greensboro, Piedmont Triad Commercial Real Estate Women, Carolinas Chapter of the Society of Industrial Office Realtors, and N.C. Certified Commercial Investment Member.

Victory Junction Gang Camp is a summer camp for youngsters with chronic medical conditions and serious illness. The camp offers fall, winter and spring weekends for families with children who are ill.

Coalition has new name

Greensboro CARES is the new name for a coalition representing the developmental disabilities, mental health and substance abuse communities. The group formerly was known as the Guilford County Substance Abuse Coalition.

The organization's mailing address is 1105-D East Wendover Avenue, Greensboro, N.C. 27405.

Honors, promotions & other personnel news

Greensboro attorney Janet Ward Black, former president of the N.C. Bar Association, has received that organization's Distinguished Service Award.

•••

Capt. Graham "Jim" Robinson, a 15-year veteran of the Greensboro Fire Department, has been promoted to be Battalion Chief/Emergency Management Coordinator.

Capt. Bob Toler has been promoted to Battalion Chief/Assistant Fire Marshal over Investigations and Education. He has been with the fire department more than 25 years.

Capt. Daniel Lazslo has been promoted to Battalion Chief/Battalion III, C-Shift. He has been with the Greensboro Fire Department since 1995.

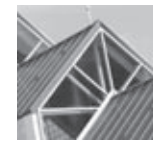
•••

Jill Oakley has joined Yost & Little Realty.

•••

Graphic Visual Solutions has received certification as a G7™ Master Printer from the International Digital Enterprise Alliance. GVS is one of the first printers in the state to receive this recognition, which certifies use of the most modern technology, techniques, process controls and standards. Only 370 companies worldwide have earned the certification.

GMA member companies are invited to submit items of general interest for consideration. Send submissions to Michelle Bolick at mbolick@mygma.org. Please include your name and phone number.



NEW MEMBERS

The following new members have been approved since the last issue of *Trends*.

223 South Elm
Apex Personnel Services
Recruited by Kathy Haines of Fairview Realty

Carolina Hyundai and Kia of High Point
Cedar Hill Physical Therapy
Creative One Services
Dover Mortgage Company
Home Video Studio Archdale
IES Commercial
March of Dimes
Recruited by Lavonne Pickens of Craft Insurance

Peters Auto Mall
RYMAC Incorporated dba Advicoach skirt!
Spiller Consulting
Terminix - Commercial
T-Mobile USA
Triad Residential Solutions
Recruited by Arminda Lindsay of Crestcom

Worldventures
Recruited by Kathy Haines of Fairview Realty

Xpress Image Promotional Products



GMA CALENDAR

MARCH

23 High Point Road Business Alliance

APRIL

6 After Work Network
8 Top 10 to Win in 2010 Seminar
13 Center City AM Briefing
27 New Member Orientation
27 High Point Road Business Alliance

MAY

8 Law Enforcement Memorial 5K Run
11 Noontime Network
13 Police and Citizens Appreciation Dinner
18 Top 10 to Win in 2010 Seminar
20 Retailer of the Year Awards presentation at Piedmont Triad Business Showcase
25 High Point Road Business Alliance
27 Workplace Workshop

Caught networking

Dan Bowman of ECPI College of Technology (left) and David Ray of Western Associates were among GMA members attending a recent Noontime Network event. These GMA-sponsored gatherings alternate with After Work Network events, creating casual networking opportunities each month for GMA members. The next Noontime Network begins at 11:30 a.m. May 11 at 23 Oak Branch Drive, home of the Greensboro Regional Realtors Association.



Strive to be super-competent and create more time for yourself, family

More competence isn't good enough. A person in business today needs to be super-competent and excel at productivity.

That, says author and business consultant Laura Stack, is the only way to be truly successful and have a personal life. To make time for yourself and your family, you've got to be super-productive on the job.



Stack, who breezed through high school and college ahead of her peers and who earned an MBA at age 21, knows a bit about making the most of time and resources. She brings her insights to GMA for the May 27 Workplace Workshop.

Based in Denver, Stack is the author of three books on productivity. Her fourth, "SuperCompetent," will be published in August.

Stack practices what she preaches to maintain a balance between her professional demands and those of her family. Her schedule usually has around 100 speaking engagements annually, in addition to her writing, training and consulting duties. She's also the mother of a teenage daughter and two pre-teen boys.

"My goal," she says, "is to help people get their work done in fewer hours, with the mission to get out of the office and have a life. Just like the people that I speak in front of, I try to have a good balance of work and life."

A public speaker for 20 years, Stack concentrates her efforts on time management and productivity. Her first book, published in 2004, is "Leave the Office Early." Her next, "Find More Time," came out in 2006, followed two years later by "The Exhaustion Cure."

Retailer of the Year to be announced at May 20 event


The Small Business Retailer of the Year will be named at the Business Awards Luncheon May 20 at the Greensboro Coliseum Special Events Center.

GMA presents the award, now in its 12th year, in conjunction with the Greensboro Chamber of Commerce.

Deep Roots Market won the award in 2009.

To be eligible, a business must be at least three years old, have fewer than 100 employees, show growth in employees or sales volume, and be involved in community service.

Luncheon details: 378-6350.



**"SuperCompetent™" –
The Six Key Ways
to Perform At Your
Productive Best™
with Laura Stack**

Thursday, May 27
Embassy Suites Hotel
204 Centreport Drive
7:30 a.m. refreshments
8–10:30 a.m. seminar

Free for all employees of
GMA member companies!

Registration deadline: May 25
Call 378-6350
or register online at
www.mygma.org

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services for employees with disabilities.



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Stack's goal, she says, is to help people adopt a mind-set that allows them to achieve their maximum potential.

Make time in your schedule to hear from this productivity pro. Workplace Workshops are a free member benefit. All employees of GMA member companies are welcome to attend, but reservations are required. Details are in the box above.



Greensboro Greeters

GMA hosted the Greensboro Greeters luncheon March 1 at the Greensboro Coliseum Complex. The hospitality campaign event is the community kick-off for ACC Basketball Tournament activities. Among those addressing the crowd was GMA President & CEO Michael F. Bumpass (left).

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Greensboro

Networking connects fitness club with plant health expert

Johnny Robertson knows his dieffenbachia and schefflera coming and going. He knows the environments they prefer, knows when they need a drink, and knows when they need a little something extra to make them look their best.

Robertson, owner of Unique Plant Care, has a degree in horticulture, but his passion drives his business. He performs indoor plant care and also maintains perennial and annual gardens.

He joined GMA last September on the advice of Renea Myers Marketing. “She suggested it as one thing I needed to get involved with,” Robertson recalls.

One of the first GMA events Robertson attended was a Noontime Network gathering. There he met Gina Deese of ACT by Deese, a Greensboro fitness training facility. The two immediately hit it off and Deese, whose semi-private club has several lobby plants, took an interest in Robertson’s services.

“She said, ‘Yes, I’m interested in



**PARTICIPATION
= SUCCESS**

having you do a consultation,” Robertson recalls. “We met, we talked, and it was a home run.”

Robertson typically visits clients once a week to care for their plants. ACT has indoor tropicals, such as sago palm and corn plants, in addition to schefflera and dieffenbachia.

“She repeatedly tells me how much she loves her plants,” he says about Deese, who owns the fitness center with her husband, Prince, the head trainer.

“I love plants,” Deese says. “But as business gets busier, I’ve neglected my babies.”

Now she doesn’t have to worry about her plants getting proper care.

As for Robertson, he’s sold on the advice of his marketing firm and how a GMA membership turned into instant business.

“Networking definitely does work,” he says. “It’s awesome.”



Gina Deese of ACT by Deese chats with Johnny Robertson of Unique Plant Care.

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