



HIGH POINT UNIVERSITY

gma TRENDS

WHERE BUSINESS AND RESOURCES JOIN TOGETHER

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Chief Miller discusses role of public safety in economic development

Greensboro's new chief of police, on the job for just over six months, says public safety is more than just a law-and-order and quality of life issue. Chief Ken Miller sees public safety as critical to the city's economic development.

In the post-tobacco and textiles economy, public safety is crucial, Miller says. The community, he explains, "is trying to attract new businesses and redefine Greensboro" in the new global economy. "We've got the educational institutions here, and we've got a great public education system. If we're going to be competitive, we've got to be perceived as a safe community."

The city was making strong progress toward reducing crime long before Miller came from Charlotte, where he was deputy chief, to lead Greensboro's police

department. Over the past two years, he says, Greensboro's crime rate dropped about 19 percent. With crime down nationally, Greensboro's crime rate now is at or below that of other cities of similar size.

"We've made great strides," Miller says. "Hopefully, we are in a position where we are much more competitive from a crime standpoint."

Among the initiatives Miller has undertaken, two are designed to engage and serve the business community. These initiatives are improved communication and interaction with individuals, and partnering with businesses and property owners to create environments that reduce the likelihood of crime.

Violent crimes make headlines, Miller points out, but they comprise less than



Chief Ken Miller of the Greensboro Police Department.

10 percent of all measurable crimes. Violent crimes at nightclubs have rightfully garnered attention lately, and police are working with club managers on strategies to manage unruly customers and prevent violence.

"One violent crime is too many," Miller says, "but what defines us as less safe than our peers is property crime, burglaries and larcenies. These account for the majority of crimes."

During the holiday shopping season, Miller placed Segway patrols at the city's major shopping centers. Officers on Segways are more visible, Miller says, and the highly mobile vehicles are well suited to crowded parking lots.

"The Segways allow us to interact more with people," Miller says. "To me, that's an important ingredient for police strategy."

Miller says the department has put renewed concentration on property crimes since his arrival, and the numbers are falling. One program that should help drive down property crime numbers is Crime Prevention Through Environmental Design (CPTED). Miller introduced the concept to the Greensboro department, and more than 20 officers

Continues on page 2

Leadership transition

Tim H. Ilderton (left) takes over as 2011 GMA chairman of the board from outgoing chairman L. Worth Holleman, Jr. at GMA's Annual Dinner. Nearly 800 members and guests attended the February 24 event at Koury Convention Center, where Terry Bradshaw was guest speaker. Ilderton is general manager of Ilderton Chrysler Dodge Jeep Ram in High Point; Holleman is a partner in the law firm of Carruthers & Roth. More Annual Dinner photos, page 5.



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Lincoln Financial Group grant helps Shakespeare tour Guilford schools

The N.C. Shakespeare Festival has received a grant of \$10,000 to support its 2011 touring educational program called Shakespeare To Go.

The grant from Lincoln Financial Group allows the High Point-based festival to stage performances at schools and senior centers in Guilford County.

This year's touring performance is an hour-long version of "Romeo and Juliet." With seven professional actors and simple sets and costumes, the program can be produced in virtually any location.

Shakespeare To Go tours through May 1. For booking information, contact Natalie Mills at 336-841-2273 or by e-mail at sales@ncshakes.org.

Gray joins NewBridge Bank

Robert D. Gray has joined NewBridge Bank as vice president and commercial relationship manager. He is based at the bank's headquarters on Highwoods Boulevard in Greensboro.

A Greensboro native, Gray has worked in banking for nearly a decade. He is a graduate of the N.C. Bankers Association School of



MEMBER NEWS

Banking and a graduate of Lenoir-Rhyne College.

Member hosts HPU intern

Abbey Roarke, senior class president at High Point University, is serving an internship with Matthews Mobile Media in Greensboro. Roarke is completing a degree in human resources with a minor in graphic design.

Matthews Mobile Media produces vinyl vehicle wraps and other vinyl graphic media in a state-of-the-art facility on Swing Road. The firm's Website is matthewsmobile.com.

Attorney honored

Greensboro attorney Janet Ward Black has been named an "Enterprising Woman of the Year," as part of a global competition sponsored by Enterprising Women magazine, Office Depot and the Women's Business Enterprise National Council.

The award was presented earlier this month in Boca Raton, Fla.

Award recipients were nominated by their peers and reviewed by the Enterprising Women Advisory Board.

Successful candidates manage fast-growth businesses, mentor or actively support other women and girls involved in entrepreneurship and stand out as leaders in their communities.

Ward is a former president of the N.C. Bar Association.

Vehicle repair business receives award

Baker's Automotive has won a Sandler Quality Training Award, which is presented for "exceptional service." It is the first time the award, presented only five times locally, has been given to an entire company, says Josh Seibert, president of Sandler Training Piedmont.

Baker's Automotive, 2903 Patterson Street in

Greensboro, services all types of vehicles, including fleet service for medium- and heavy-duty trucks. Baker's Website address is bandtruckrepair.com; phone 336-852-2541.

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

Miller on public safety and economic development

Continued from page 1

have been trained in the CPTED concept.

The overall idea, Miller says, is to work with business and property owners to create an environment that reduces opportunities for criminal activity and which makes citizens feel safer.

Examples are providing adequate nighttime lighting for parking lots and walkways, and trimming shrubbery and foliage so lines of sight are good and hiding places are minimized.

CPTED also considers building features such as door and window placement, with regard to street access and traffic patterns. In the wrong setting, an unprotected showroom window or glass door looks like an invitation to burglars.

With CPTED concepts in hand, Miller says, he wants to work with businesses "that have a concern, or when we see a pattern developing, so that we're able to help thwart those crimes from continuing or prevent them altogether."

Miller cited the department's cooperation with the Randleman Road Business Association as an example of how partnering can foster progress. "Randleman Road

Kenneth C. Miller

Education

Master of Public Administration, UNC Charlotte

Bachelor of Science, Criminal Justice and Political Science, East Tennessee State University

Career

Named Greensboro Police Chief, 2010

Charlotte-Mecklenburg Police Department, Deputy Chief, 2006-2010

Served in Charlotte as a patrol officer, 1989-1994

Greene County (Tenn.) Sheriff's Dept., Auxiliary Sheriff, 1987-1989

US Air Force Security Police Sergeant, 1981-1985

they know what our needs are, and we have a responsive, productive relationship where we are able to collaboratively work to solve problems."

The continuing soft economy and tight budgets mean the department will have to stretch resources, Miller says. The department has volunteer opportunities for individuals who want to contribute their expertise and assist police. Miller cited the example of a UNCG retiree who has volunteered in several capacities, including fingerprinting.

"With budget cuts coming, volunteers can help free staff for critical missions," Miller says.

The chief says he welcomes all opportunities for community members to interact with the police department. "To engage the community more, and to be engaged by the community more, opens this organization up in a way that enables the community to trust us better," Miller says.

Interested in volunteering with the Greensboro Police Department? Call Officer Hope Newkirk at 373-3689 or Anne Gregory at 373-2636.

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Membership Development	Sharon Smith
Administrative Assistant	Elaine Porter

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Publication Coordinator – Michelle Bolick
Phone (336) 378-6350 Fax (336) 378-6272

225 Commerce Place, Greensboro, N.C. 27401
www.mygma.org

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.

Persistent execution of proven techniques and behaviors delivers desired outcomes

By Josh Seibert

Charles Dickens begins "A Tale of Two Cities" with these well-known lines: "It was the best of times, it was the worst of times; ... we had everything before us, we had nothing before us ..."

It sounds a little like selling. There are those "best of times" when you have everything before you – unlimited opportunities, responsive prospects, repeat customers, and numerous referrals. Life couldn't be any better.

Then there are those "worst of times," when it feels like you have nothing before you. Prospects won't take your calls. Clients cut back. The supply of leads from your marketing efforts dries up. In Dickens' words, your "spring of hope" turns to your "winter of despair."

During the "worst of times," you can give up, sit on the sidelines, and wait for things to get better. Or, you can knuckle down and do what needs to be done to search out and identify, qualify, and develop viable



BUSINESS SUCCESS

opportunities.

Is it harder to develop business opportunities when prospects aren't lining up at the door? Certainly it is. Is it impossible? No. It just takes the appropriate mind set, dedication, and discipline to do the necessary behaviors.

If you make prospecting calls, you'll find prospects. If you ask prospects to make commitments and buying decisions, you'll obtain commitments and buying decisions. If your behaviors are correct and consistent, the results will follow.

It is often during the "best of times" that salespeople let their behaviors slip. When prospects are plentiful and demand for products or services is high, salespeople don't feel compelled to maintain the same prospecting routines.

When there are plenty of opportunities in the pipeline and many presentations scheduled, salespeople are more likely to let a prospect slide on a commitment and accept a "think it over" rather than be firm about obtaining a decision.

They allow the relation-

ships that got them through the worst of times to become stale or disappear. They transition from proactive behaviors to reactive behaviors.

During the best of times, they can become sloppy and still do quite well. Eventually, however, the tide will turn. And, the behaviors that would have prevented productivity from plummeting are absent.

Do the behaviors!

Do the behaviors!

Do the behaviors!

If you are in the sales profession for any length of time, you will enjoy the best of times and you will face the worst of times. Performing the appropriate behaviors consistently is the key to maximizing your success during the best of times and maintaining a consistently high level of performance even during the worst of times.

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Council on Crime Prevention

Information is an important weapon in fighting crime against businesses

Preventing crime requires constant vigilance and staying abreast of the latest information on thwarting crime and catching those who



Johnson

engage in it. That's the motivation for GMA's Council on Crime Prevention. It's a forum for education and sharing information related to all aspects of crime related to business.

Recent speakers have included Greensboro Police Chief Ken Miller, Guilford County Sheriff BJ Barnes, and a detective with expertise in counterfeit currency and credit card fraud.

"We try to gain as much knowledge as possible from law enforcement

agencies so we can better serve GMA members," says council Chairman Victor K. Johnson. He is public safety director at Four Seasons Town Centre, where security is managed by Valor Security Services.

Before coming to Four Seasons Town Centre three years ago, Johnson held similar positions at Hanes Mall, Oak Hollow Mall and a major shopping center in Northern Virginia. He has also served with the Davidson County Sheriff's Office.

GMA's Council on Crime Prevention meets at 9 a.m. on the third Wednesday of each month. Meetings are open to all GMA members.

For additional information, call GMA at 378-6350.

Reach your target market via Trends

Trends is a great vehicle for business-to-business advertising. Opportunities include traditional paid ads as well as appearing as a guest expert in the "Business Success" column.

For information contact Michelle Bolick at 378-6350.

Cold calls shouldn't make you sweat.

Sandler Training utilizes continual reinforcement through ongoing training and individual coaching sessions not only to help you learn but also to ensure your success. With over 200 training centers worldwide to provide support, you won't fail... because we won't let you.



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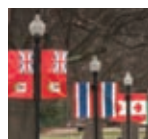
Details, details, details: Everything matters with a brand this famous

Mercedes-Benz of Greensboro is getting a makeover. Though the showroom is only 10 years old, it has a fresh façade and new architectural details inside. Showroom customers will find new leather furniture, carpeting and wall coverings.

Changes also are in store for areas rarely seen by customers. These include new, matching toolboxes for the technicians in the service department. At Mercedes, no detail is too small.

The changes, says General Manager Randy Pearsall, are part of a nationwide Mercedes-Benz program to refresh and standardize dealerships. Though the brand is one of the oldest in the industry, Mercedes-Benz stays on the cutting edge in automotive engineering and styling.

The Greensboro dealership belongs to Winston-Salem-



NEW MEMBER PROFILE

based Bob Neill, Inc., Pearsall says, and employs about 45 people.

Among the awards on display is a “Best of the Best” certificate, presented by Mercedes-Benz and recognizing the dealership as a leader in the region stretching from Virginia to Texas. The commendation, Pearsall says, considers all aspects of the business, from sales to service to parts.

Prominently displayed in the showroom and surrounded by other items bearing the famous three-pointed star is the dealership’s GMA membership plaque. It’s a noteworthy pairing. At 106 years, GMA has been around almost as long as Mercedes-Benz, trademarked in 1902.



Randy Pearsall, general manager.



Ryan McCartney, technician.



Salesman Joe Herman.



Robin Adams, receptionist, with customer Ellen Boyer of Jamestown.



Coliseum Managing Director Matt Brown addresses the crowd at the grand opening and ribbon cutting on March 2.

ACC Hall of Champions: Yet another reason to visit Tournament Town

The ACC Hall of Champions was 16 years in the making, but Coliseum Managing Director Matt Brown’s vision became reality on March 2. Brown, ACC Commissioner John Swofford and N.C. Lt. Gov. Walter Dalton were among the speakers at the opening ceremonies.

“It’s extremely fitting that this tribute to our league is not only in Greensboro, where our conference was founded, but also a part of the Coliseum Complex where so much of our basketball history and tradition has

taken place,” Swofford said.

The Hall of Champions, Brown said, will be a regional tourist attraction and “act as an economic engine to bring visitors to Greensboro and spearhead the revitalization efforts for High Point Road.”

GMA was a major player in the lengthy community effort to garner state funding and see the first phase of the Hall of Champions through to completion.

Tournament Town is the Greensboro Coliseum marketing slogan for college basketball events.



Guests explore the Hall of Champions on opening day.

2011 Annual Dinner



Guest speaker Terry Bradshaw.

One super evening

There may have been a few people at GMA's 105th Annual Dinner who are not football fans, but before the evening was over, everyone was a fan of Terry Bradshaw.

The four-time Super Bowl quarterback and lively sports commentator talked, sang, shouted, laughed, jumped into positions like he was still on a football field and literally sweated through his sport coat in a performance that lasted more than an hour.

In the end, he concluded, "It's about the people."

And the sold-out crowd filling Koury Convention Center's banquet hall cheered in agreement.



From left: Kerry Graves, Pam McMillian, Sarah Ford, Meng Vang, Dan Bowman, Victor White, Angie Harris, Kevin Boger, Melanie Swaim, Vickie Hulin, all of ECPI.



Terri and Clint Jackson of The Clinton Press.



Jeff Chandler, Bill Hudson, Tamika Thompson, Candi Carter, all of NewBridge Bank.



George Clopton of Polo Ralph Lauren, and Sharon Clopton; Terry Jones, Wyndham Championship.



Marc Isaacson of Isaacson Isaacson Sheridan & Fountain, LLP; Kim Strable, Greensboro Sports Commission; Greg Jackson, Greensboro Parks & Recreation Dept.



Betty Cone of Grassroots Productions Ltd. and Vera Baecker.



Janna Grant of Ashley Furniture; Milton Kern of Milton Kern & Co.



Senator Kay Hagan, her husband Chip Hagan (left) of Hagan Davis, and GMA President & CEO Michael F. Bumpass.



Slade Lewis and Lyn Bowen, Craft Insurance Center; Melody Pierce and James J. Gooch, N.C. A&T State University.



Luther Falls Jr., Mass Mutual Financial Group; Pamela Thomas, NY Life; Steve Branch, GMA vice president.



Erika Rucker and Julie Latimer of Chakra's Spa & Salon.



Tracey McDaniel, American Partners Federal Credit Union; Gerri Watkins, CEO of AdZoo.



After Work Network
February 1
@ Marriott Greensboro Downtown

Left: Renita Williams, Marriott Downtown; Amanda Cox, Big Brothers Big Sisters of Greensboro.



Rose White, with the office of Dr. Pamela Salvitti, D.C.; Anca Nicolaescu, Allied Mortgage Group.



Ammanda Byerly, Al Garvey and Matt Blake, all of Community One Bank.



Kathy Haines of Keller Williams Realty, with Sharon Black and David Schurk of Pepper Moon Catering, a sponsor of the event.



NEW MEMBERS

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

- | | |
|---|--|
| Allied Mortgage Group | Homecoast Capital |
| Braincore Therapy | Mercedes-Benz of Greensboro |
| Excel Moving & Storage, Inc. | MetLife |
| Forever Young Home Care, LLC | Pre-Paid Legal, Inc. - Jacqueline King |
| <i>Referred by Lisa Strickland of The David Associates</i> | Tech Machine |
| Ghassan's Restaurant | <i>Referred by George Wilkes of Fairway Outdoors</i> |
| High Point Market Authority | WR Starkey Mortgage |
| Ginkgo Residential | US Marshals |
| <i>Recruited by Nikki Kober of Express Employment Professionals</i> | |

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Owners give the best service, so why not help every employee perform like an owner?

When Al Walker comes to Greensboro May 12, he's likely to tell his GMA audience about an experience he once had with a dry cleaning establishment.

That particular experience resulted in his taking his business elsewhere, but not for reasons you might guess.

The unexpected explanation no doubt will set the audience to laughing. But more importantly, Walker's listeners will remember a valuable lesson about customer service.

"We try to keep it

fun," Walker says, and after three decades of entertaining and educating audiences from coast to coast, he does.

Walker is making a repeat visit as a GMA Workplace Workshop presenter. His newest book is "The Sheep Thief," an allegorical story about leadership.

And what does leadership have to do with customer service? Everything, according to Walker. The example set at the top will trickle down and influence every aspect of one's business.

"I'm convinced the

people are a product of the climate they work in," Walker says. "Our employees are never



Walker

going to treat customers any better than we treat them."

The challenge, then, is to empower employees to take an attitude of ownership, regardless of their position in the organization. Because when a person performs as an owner should perform, the customer always comes first, and that approach

ensures that the business will continue forward.

"The concept of having an attitude of ownership is critical," Walker says.

That's always true, even when your job is laundering a big man's shirts.

Workplace Workshops are free for employees of GMA member companies. Just register in advance to reserve space for your firm's group.

Call 336-378-6350, or register online at www.mygma.org.



Cheryl Searles, Dana Wilmouth and Kelli Hill, all with NewBridge Bank, attended January's Workplace Workshop with James Lloyd (right).



Center City AM Briefings: Insights and information to go

Members willing to start the day early are welcome to attend GMA's Center City AM Briefings. In addition to regular reports from city agencies, a special guest offers a short program.

February's speaker was Larry Owens of The Budd Group, which contracts to keep downtown and Center City Park spic 'n' span.



Larry Owens of The Budd Group.

FirstPoint screening division earns industry accreditation

FirstPoint Background Screening Resources has been accredited by the Background Screening Agency Accreditation Program (BSAAP).

The BSAAP is the industry's primary vehicle for quality assurance, self-regulation and public accountability.

FirstPoint Background Screening Resources offers national customized background screenings for employment applicants, residential tenants, students and volunteers.

"We are pleased that

the BSAAP has recognized FirstPoint for our commitment to ethical standards and adherence to Fair Credit Report Act regulations," said M. Scott Hall, senior vice president and COO of FirstPoint Background Screening Resources.

To be accredited, a consumer reporting agency must pass a rigorous on-site audit of its policies and procedures regarding consumer protection, legal compliance, client education, product and service standards, and general business practices.



"Service That Sells" with Al Walker

Thursday, May 12
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 10

Call 378-6350
or register online at
www.mygma.org

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Chris Adams, CN Hotels; Tom Pullara, Cruise One.

Noontime Network

March 8
@ Comfort Inn



Dee Mittman, Clarion Hotel; Kristi Lindow of Mary Kay.



Matt Cole, AXA Advisors; Lee Whitaker, PIP Printing and Marketing Services (Burlington).

Fitness trainer follows GMA program to build up clientele

Fitness trainer Shawn Ijames calls it the “popcorn effect.” Soon after joining GMA’s C.A.N. group, a networking group that meets on Friday mornings, he got his first new client prospect.

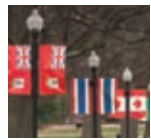
That was the initial pop.

It wasn’t long before one recommendation led to another, and then another. The calls, inquiries and recommendations started coming faster, like popcorn kernels exploding in rapid succession.

“The C.A.N. group has really helped me with true exposure, all over the city,” Ijames says. “The networking group has helped me be a better connector with people.”

Ijames, who has a degree from UNCG in exercise and sports science, has been with A.C.T. by Deese for about a year.

Though he could be mistaken for a recent college graduate, Ijames is a fitness and business veteran. He returned to the gym after a long stint in management in an unrelated industry.



**PARTICIPATION
= SUCCESS**

After being laid off when his former employer cut back on its U.S. operations, Ijames consulted a former fitness mentor. He was advised, “Go back to what you do best and love best.”

At A.C.T. by Deese, Ijames assists clients achieve their fitness goals.

“If you maintain a good workout at least twice a week,” he says, “your body will reward you.”

Applying networking principles on a regular basis, as Ijames has learned, can reward a business. Results come with repetition over time – not only additional business, but “good, trusting relationships.”

“Now I feel more comfortable connecting with anybody,” Ijames says. “And that’s all thanks to GMA.”

*A.C.T. by Deese
(336) 542-5412
5314 West Friendly Ave.
Greensboro*



Trainer Shawn Ijames works with a client at A.C.T. by Deese.

EXPERTISE YOU CAN RELY ON

“Atlantic Webworks really showed us that our website is about more than design – it’s about function, goals and measurable results. We’re very pleased and look forward to a long relationship.”

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