



**Greenville-Pitt County**  
*Chamber of Commerce*

**ANNUAL REPORT**  
**2011**  
**PROGRAM OF WORK**  
**2012**

The  
**Chamber's mission**  
is to build the **STRONGEST**  
**BUSINESS CLIMATE**  
in Eastern North Carolina.

## VISION

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The Greenville-Pitt County Chamber of Commerce is the recognized voice for business in Pitt County and beyond, a regional leader in business and workforce development, providing connectivity at the highest level for business, community and region.

## STAFF

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Worksite Wellness Coordinator  
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President & CEO  
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## CHAIRMAN'S MESSAGE

Dear Chamber Members:

It has truly been an honor and privilege to serve as the Chairman of your Board of Directors for 2011. We started the year with an aggressive program of work that had many components, but it focused on membership retention and growth, and on legislative issues. I would like to highlight a few of our initiatives in those areas first.

### Membership

- We gained 193 new members during the special Membership Event in February which took us back to our goal of over 1,000 members. Enthusiasm was high and more than 100 volunteers joined in that effort.
- We recruited additional new members throughout the year and without including the Membership Event, we exceeded our new member goal by 15%.
- We exceeded our goal for membership retention by 10%.

### Legislative Issues

- The Issues Committee was expanded and tackled tough issues like Re-Districting and Senate Bill 260.
- With the support of thousands of business people and parents, Senate Bill 260 was passed to reduce the size and length of terms of the Pitt County School Board. It now lies with the U. S. Department of Justice for final approval.
- The Issues Committee hosted a Bi-Partisan Roundtable discussion which brought together some of our community's top Democrat and Republican supporters. This group joined together to issue a letter to the Joint Select Committee on Deficit Reduction about our country's devastating debt and deficit. This group continues to work to hold Congress accountable for its actions/inactions regarding our country's financial problems.

In addition to the areas of membership and legislative issues, Live Healthy Greenville was expanded to a county-wide program, which included a name change to Live Healthy Greenville-Pitt and its participation nearly doubled. The Pitt County Business Expo sold out for the fourth consecutive year and traffic increased to about 3,000 people. The Chamber offered its first global understanding trip to China and hosted 53 people who traveled to the country. The Greater Greenville Sports Club grew in members and participation, and emphasized the importance of sports as an Economic Driver in our community.

It has been a year to remember and I look forward to great things to come from our Chamber of Commerce in 2012 and beyond. Thank you for your confidence and support as we went about our work of "Building our Chamber and Building our Community" together in 2011.



Dan Nichols  
2011 Chairman



## MARKETING & MEMBER SERVICES

### Division Vice Chair

Will Franklin, First Citizens Bank

### Chamber Ambassadors

Co-chairs: Don & Boots Mills

### Special Membership Event

General Chairman: Will Franklin

### Young Professionals

Co-Chair: Ashley Smith, Pitt Community College

Co-Chair: Merrill Brinson, Pitt County Memorial Hospital

With the help of approximately 150 volunteers, the Greenville-Pitt County Chamber of Commerce brought in 193 new Chamber members during its **2011 Membership Event**. The event, which was sponsored by University Health Systems of Eastern Carolina/Pitt County Memorial Hospital, was designed to promote membership in the Greenville-Pitt County Chamber of Commerce and to educate volunteers on the Chamber's role as a catalyst for a vibrant business community.

The Chamber staff, ambassadors and volunteers helped members maximize use of Chamber benefits through the **"Taking your business to a whole new level"** tiered membership program.

[www.greenvillenc.org](http://www.greenvillenc.org) was updated daily to provide visitors with pertinent information about the Chamber, its members, and Greenville and Pitt County. The site continued to provide members with exposure through the online business directory and access to a "members only" section that allowed members to update their business information, post Member-to-Member discounts, and post jobs in the job bank. The site allowed visitors and members to register for events, view community statistics, read about chamber news, and connect to other helpful community Web sites.

**Business Beat** provided members the opportunity to talk about their business on Cable 7. Each of the 25 shows aired over a two week period, giving members valuable time on television.

**the Business Partner** was published 10 times as an insert in *The Daily Reflector*. Aside from the Chamber's Web site, *the Business Partner* served as the primary medium to educate/market the Chamber to non members. *the Business Partner* also showcased Chamber member businesses in the "Focus on Business" section.

**The Greenville-Pitt County Young Professionals (GPYP)**, presented by State Farm Insurance – Polly Piland Agency, ended 2011 with 140 members. The group held events that focused on professional development, social networking, and community service. In addition, sub-committees continued to assist with community outreach, planning events, and increasing membership. The highlight of 2011 was the success of the GPYP Golf Classic. This event is the only GPYP event held to raise funds for the group. With the help of an amazing committee, this year's tournament was the most successful to date. The GPYP also partnered with WNCT and Beasley Broadcasting for their "Fan's With Cans" Food Drive, which raised more than 5,000 pounds of food and \$250 for the Food Bank of Central & Eastern NC.



*The GPYP collected more than 5,000 pounds of food during its 2nd annual food drive.*

The fifth annual **Pitt County Business Expo**, presented by Suddenlink, served as the Chamber's premier business-to-business/business-to-consumer trade exposition. The expo, which took place at the Greenville Convention Center, featured 129 local businesses and organizations. A Business Before Hours, which included a live edition of "Talk of the Town" with Henry Hinton, kicked-off the event to provide exhibitors with an opportunity to network with Chamber members. A record crowd of 3,000 people visited the convention center throughout the day.

## Marketing &amp; Member Services (continued)

**The Ambassador Program**, which featured 20 representatives from Chamber member business, visited new members, contacted existing members, and assisted with multiple Chamber events throughout the year. Based on activity, as many as two Ambassadors were highlighted on the Chamber Web site ([www.greenvillenc.org](http://www.greenvillenc.org)) each month. Brooke Banson, Vice President and Business Manager for semplesolutions, was awarded the 2011 Ambassador of the Year.



*Brooke Banson (middle) of semplesolutions, flanked by Ambassador Co-Chairs Don and Boots Mills, was awarded the 2011 Ambassador of the Year.*

**Ribbon Cuttings** continued to be a popular Chamber benefit for members. In 2011, 20 ribbon cuttings were held to unveil new or renovated Chamber member businesses.



*The Chamber coordinated 20 ribbon cuttings in 2011.*

**The Business Leadership Council (BLC)**, sponsored by the City Hotel & Bistro, provided a forum for its 50 members to network and share best practices with other business leaders in the community. In addition, it offered opportunities for enhancing business skills such as marketing and provided a look at various aspects of our community including Uptown and the Pitt-Greenville Airport. A tour of Metrics was a highlight during the year.

**The Annual Membership Celebration**, presented by Suddenlink, attracted more than 250 Chamber members to the Rock Springs Center to celebrate the Chamber's 2010 accomplishments. Highlights of the event included presentation of the Citizen of the Year award to Dan le Roux of East Carolina Vocational Center and the Legends Award to Janice Faulkner.



*Daneel le Roux of ECVC was named the 2010 Citizen of the Year at the Chamber's Annual Membership Celebration.*

The second annual Eastern North Carolina **Women in Business Conference** was held in March, in conjunction with the PCC Small Business Center and presented by WNCT-TV and Pitt Community College. More than 100 women attended to hear motivational speakers and join in networking opportunities.



*Author Celia Rivenbark (L) and Jenni Kolczynski, owner of Jenni K. Handcrafted Jewelry, at the 2nd Annual Eastern North Carolina Women in Business Conference.*

Marketing & Member Services (continued)

**The December Special Awards Luncheon**, held in conjunction with the Board of Directors' last meeting of 2011, recognized leaders and volunteers for outstanding service to the Chamber. Highlights included presentation of the 2011 Ambassador of the Year Award to Brooke Banson and the Chairman's Award to Beth Nichols.

**Business After Hours**, sponsored by TrustAtlantic Bank, was the Chamber's premier networking event in 2011. Eleven were held to showcase member businesses and encourage networking among Chamber members. The 2011 hosts were Hilton Greenville, Hooter's Greenville, Pitt Community College, Rep Express, Bailey's Fine Jewelry, Hampton Inn, CenturyLink, First Citizens Bank, Confidential Records Management, Taff Office, Appogee, Brook Valley Country Club, Rock Springs and TrustAtlantic Bank.



*The Chamber's premier networking event, Business After Hours, was held 11 times in 2011.*

**The Small Business Awards Breakfast**, sponsored by First Citizens Bank and co-hosted by the Pitt Community College Small Business Center, celebrated small business in Greenville and Pitt County. The event was held in conjunction with national Small Business week in May. Jenni Kolczynski of Jenni K. Handcrafted Jewelry was honored as the 2010 Small Business Leader of the Year. The Dental Practice of Lee, Fussell and Humphreys, PA was the recipient of the 2010 First Citizens Bank Customer Service award.



*Jenni Kolczynski of Jenni K. Handcrafted Jewelry was honored as the 2010 Small Business Leader of the Year.*



*Lee, Fussell and Humphreys, PA was the recipient of the 2010 First Citizens Bank Customer Service award.*

The annual **East Carolina University Merchants Fair** provided more than 55 local businesses the opportunity to market their products and services to ECU students.

The Chamber continued to use Facebook and YouTube to maximize exposure for Greenville and Pitt County, the Chamber and Chamber members. The Facebook page was updated daily to promote Chamber events, updates to the Chamber's Web site and interaction amongst the "friends" of the Chamber. Video footage of ribbon cuttings were uploaded to YouTube and linked to the Chamber's Web site ([www.greenvillenc.org](http://www.greenvillenc.org)).



*The annual East Carolina University Merchants Fair provided more than 40 Chamber member businesses the opportunity to market their products and services to ECU students.*

**The Chamber Champions** program helped members market their businesses by providing packaged advertising and sponsorship opportunities for Chamber events and programs throughout the year.

**Newcomer Packages** were chock full of valuable information needed by those considering a move to Greenville and those who were new residents. The package included a Glimpse magazine, The Daily Reflector Fact Book, school information, a real estate magazine, an apartment finder and rental guide, area stats, Greenville-Pitt County Visitor's Guide and a city/county map. Along with the standard information, the Chamber included other information the newcomers requested. Additionally, the Chamber put together the newcomer packages for businesses to use for incoming employees.

## PUBLIC POLICY & WORKFORCE

### Division Vice Chair

Michelle Brooks, University Health Systems of Eastern Carolina

### Issues Committee

Chair: Tony Cannon

### The Education Cabinet

Chair: Randy Collier

### Teen Leadership Committee

Chair: Tarrick Cox, East Carolina University

The year began with the expansion of the Chamber's **Issues Committee** and several meetings to work on legislative issues, including re-districting. The Issues Committee continued to build relationships with elected officials, both locally and regionally. The Issues Committee prioritized several education issues, including adequate funding at the state level and the reduction of the size of the Pitt County Board of Education, which included a reduction in the length of terms. Senate Bill 260 was introduced by Senator Louis Pate and supported by the Chamber to reduce the school board to 7 members and the terms to four years. The bill passed in June and awaits approval from the U.S. Department of Justice.

The **Chamber's Legislative Agenda** included support for recurring funds for the ECU School of Dentistry, which was approved by the North Carolina General Assembly. The Chamber supported recurring funds for enrollment growth at Pitt Community College and economic development issues such as, reducing the regulatory burden on small business and ensuring that North Carolina remains a right-to-work state. Locally, the Chamber expressed its support for maintaining an at-large position on the Greenville City Council, which was kept in place during the 2011 elections.

The Chamber, in partnership with Live Health America, Physicians East, BlueCross BlueShield of NC and University Health Systems/Pitt County Memorial Hospital, presented the **Live Healthy Greenville-Pitt (LHGP) 100-Day Challenge**. The 2011 challenge, which was expanded to encompass all of Pitt County, was a team-based weight loss and physical activity program that helped participants make positive changes that lead to a healthier lifestyle through increased physical activity and improved nutrition. In 2011, more than 1,200 participants lost more than 5,500 pounds, and logged more than 70,000 activity hours.



*Participants of the Live Healthy Greenville-Pitt 100-Day Challenge at the Live Healthy Greenville-Pitt 5K Run/Walk.*

The 2011 LHGP 100-Day Challenge concluded with the second, annual Live Healthy Greenville-Pitt 5K, presented by Attends Healthcare. More than 60 LHGP participants ran/walked in the 5K.

The Chamber hosted monthly **Power Lunches**, presented by Ward and Smith, P.A., which provided Chamber members and guests the opportunity to remain up-to-date with current information on issues affecting our community, region, and state. The 2011 Power Luncheon series allowed attendees to establish a connection with influential leaders at the local and state levels. Featured speakers included: Walter Dalton, North Carolina Lt. Governor; Mark Phillips, Executive Director of the NC Biotechnology Eastern Regional Office; Bill Daughtridge, Senior Policy Advisor for NC Speaker of the House Thom Tillis; Phil Smith, National Political Director/Southern Regional Director for The Concord Coalition; David Walker, Former U.S. Comptroller General; Chief William Anderson, Greenville Police Department; the Honorable Beverly Perdue, Governor of N.C.; Mayoral candidates for the City of Greenville – Pat Dunn, Allen Thomas, and Robert O'Neal; Michael Dowdy, ECU Vice Chancellor for University Advancement; and Clint Bailey, ECU Asst. Vice Chancellor of University Marketing and Publications.



*Governor Bev Perdue spoke at one of the Power'11 Luncheons.*

## Public Policy &amp; Workforce (continued)

The Governmental Affairs section of the Chamber Web site ([www.greenvillenc.org/ga](http://www.greenvillenc.org/ga)) provided visitors with up-to-date information on legislative issues and contact information for local elected officials, Pitt County delegation members, and state representatives. The Governmental Affairs Web site served as a valuable resource for Chamber members to locate information and receive explanation as to the reasoning behind a particular position taken by the Chamber. There was a link to monthly Advocacy Articles, which provided further information on legislative issues such as, dental school funding, redistricting, and the nation's debt crisis.

A small delegation traveled to Washington D.C. in September for the annual **Washington Perspectives** and met with high-level Washington insiders including, Congressman Walter Jones. Chamber officials expressed concerns over the financial state of the United States and suggested that lawmakers use the Simpson-Bowles Report, The Comeback America Initiative's Fiscal Framework, Public Engagement on Ramifications if Action is Not Taken, and Election Reform. In addition, Chamber representatives had the opportunity to hear from legislators from across North Carolina during a panel discussion in the Congressional Auditorium and were given the chance to ask questions related to small business issues.

The Chamber hosted a **Legislative Breakfast** in September, welcoming the N.C. General Assembly members representing Pitt County. Local delegates in attendance were: Senator Clark Jenkins, District 3; Senator Louis Pate, District 5; Representative Marian McLawhorn, District 9; Representative Edith Warren, District 8. The Legislative Breakfast allowed attendees to hear the views of and ask questions to delegation members.

The Chamber provided regional leadership through active participation and collaboration with **North Carolina's Eastern Region (NCER)**, the economic development agency for a 13-county region (Carteret, Craven, Duplin, Edgecombe, Green, Jones, Lenoir, Nash, Onslow, Pamlico, Pitt, Wayne, and Wilson). Monthly meetings were conducted at the N.C. Global TransPark in Kinston as representatives formulated a regional legislative agenda and provided insight on economic expansion. The NCER held a regional meeting at Lenoir Community College with state representatives on hand to discuss (regional) legislative agenda items which included funding for: North Carolina's Community College system, More at Four and Smart Start programs, and Highway 70 and 17 upgrade projects.

The **OASIS Program**, sponsored by ASMO, continued to be strong, engaging the business community in education and providing opportunities for local business and industry to offer support to schools.



*OASIS partners were recognized at the annual OASIS Celebration.*

The Chamber coordinated the annual **Teen Leadership Institute Program**, which provided opportunities for growth in leadership and community awareness for 35 high school students. Program participation included all six Pitt County High Schools and The Oakwood School. Students were given the opportunity to meet with representatives from East Carolina University and Pitt Community College, Pitt County Memorial Hospital, and local government officials. Each of the seven-hour sessions dealt with leadership development, professional etiquette, and college preparation. Students also took part in a community service project, which resulted in fundraising efforts (held at their respective schools) for the Greenville Community Shelter.



*33 teens graduated from the Chamber's annual Teen Leadership Institute.*

## Public Policy &amp; Workforce (continued)

**The Safety Awards Banquet**, in conjunction with the North Carolina Department of Labor, promoted excellence in safety in local industries. The following Chamber members were Million-Hour Award winners: DSM, Greenville Utilities, PCS Phosphate, and NACCO Materials Handling Group. A total of 84 awards were presented.



*The Safety Awards Banquet, in conjunction with the North Carolina Department of Labor, promoted our community's excellence in safety in our industries.*

The Chamber hosted the annual reception for **Teacher Executive Institute** participants on at the Chamber office. This event was in support of the Pitt County Educational Foundation's program to provide teachers with a first-hand look at local business.

## COMMUNITY SUPPORT & LEADERSHIP

### Division Vice Chair

Chris Mossman, WITN-TV

### Community Unity Committee

Chair: Rhonda Jordan, Pitt County Memorial Hospital

### Community Safety Committee

Chair: Ginger Little, CenturyLink

### Leadership Advisory Council

(by appointment following governance structure)

Chair: Leo Corbin, Attends Healthcare Products

### Greater Greenville Sports Club

Chair: Phil Dixon, Dixon Law Group

The Chamber continued to expand its role in Economic Development through active participation and membership in the Pitt County Committee of 100 (C100). The Chamber provided administrative services (financial records and membership files) for the C100 and issued support, as needed, to assist with economic growth in Pitt County. Chamber members were made aware of the significant need to become involved with the C100 and given detailed information regarding the organization's mission.

A new **Strategic Plan**, covering 2012 through 2015, was approved by the Board of Directors in December. The plan was created to guide the Chamber in the coming years based on feedback from members. Priorities of Chamber members included Economic Development, Education and Workforce Development. Issues such as Crime and Public Safety, Government structure & efficiency, Tax structure and financial stability and Keeping N.C. Union free were top priorities of members.

In March, 53 participants joined the Chamber on its first **Community Trip to China**. The trip was a cost effective opportunity for members of the Greenville-Pitt County community to learn about China's rapidly changing economy and its expanding role in the global marketplace. Participants became familiar with the customs, history and economics of Beijing, Shanghai, Suzhou and Hangzhou.



*Thomas Long (L), retired ECU professor; Scott Senatore, Chamber; and Mayor Patt Dunn (R) were among the 53 participants that went on the Chamber's community trip to China.*

## CHAIRMAN'S CABINET MEMBERS

BB&T

East Carolina University

First Citizens Bank

NACCO Materials Handling Group

University Health Systems of

Eastern Carolina/Pitt County Memorial Hospital

## Community Support &amp; Leadership (continued)

The Chamber continued its tradition of starting off the year with the **Economic Outlook Luncheon**, sponsored by Dixon Hughes Goodman LLP. Dr. Rick Niswander, Vice Chancellor for Finance and Administration at East Carolina University, was the featured speaker and shared insights on the coming year's economic climate.



*Dr. Rick Niswander speaks at the annual Economic Outlook Luncheon.*

The **Greater Greenville Sports Club (GGSC)** completed its first full year in May. With a membership base of 100-plus, the GGSC provided the greater Greenville community the opportunity to hear from renowned athletic figures. During each of the hour-long meetings, speakers delivered an influential message and interesting insight into their respective profession. The GGSC kicked off its fall season in August inside Harvey Hall at the ECU Murphy Center and featured ECU head football coach Ruffin McNeill. The fall season also included eight meetings that featured the following speakers: Woody Durham (former play-by-play voice of the Tar Heels), Bethany Bradsher (local sports author) and Lou Pucillo (former NC State All-American), the Pitt County High School head football coaches, Henry Trevathan (former ECU and NC State Assistant Football Coach), Terry Holland (Director of Athletics at ECU) and Sammy Batten (Sports Columnist for the Fayetteville Observer).

Developed a corps of emerging leaders dedicated to community betterment for the future through the **Leadership Institute** – sponsored by Attends Healthcare Products. The Leadership Institute focused on the importance of community leadership through informative sessions and discussion, while advocating the need for local professionals to actively participate in community events and serve non-profit organizations as needed. Twenty-four individuals from diverse backgrounds and professions participated in the eight-month program, which also included a community service project at the Eastern North Carolina Ronald McDonald House.

The **Community Unity Breakfast**, sponsored by Suddenlink, continued to promote inclusiveness and support the Chamber's initiative to support diversity. More than 250 people attended the event, which is held annually on Dr. Martin Luther King, Jr. day. Dr. James H. Johnson, Jr., professor at the UNC Keenan-Flagler Business School, was the guest speaker. Dr. Johnson's speech revolved around the event's theme of "Rising Tides Lifts All Boats."



*Dr. James H. Johnson, Jr. addresses the audience at the annual Community Unity Breakfast.*

The **Annual Law Enforcement and Fire/Rescue Appreciation Dinner**, presented by Suddenlink, honored the Greenville Law Enforcement and Fire/Rescue personnel for their hard work and dedication to Pitt County. In front of about 150 people, Lt. Alton Crandall of the Pitt County Sheriff's Department was awarded the Law Enforcement Officer of the Year. The Greenville Fire-Rescue award was presented to Lt. Greg Hardee. The Law Enforcement and Fire Rescue Appreciation Dinner is organized by the Chamber's Community Safety Committee.



*Lt. Alton Crandall of the Pitt County Sheriff's Department was awarded the Law Enforcement Officer of the Year.*

Community Support & Leadership (continued)



*The Greenville Fire-Rescue award was presented to Lt. Greg Hardee.*

**Glimpse Magazine** served as the official newcomer/quality of life magazine for the Greenville and Pitt County area. The Chamber, along with Glimpse advertisers, distributed 10,000 copies of Glimpse Magazine in 2011.



*Glimpse Magazine served as the area's official newcomer/quality life magazine.*

**The Gift Card Program – “Keep the GREEN in Greenville,”** continued to promote shopping local. More than 60 Chamber members businesses participated in the program, which ensures that money stays in Pitt County.

## 2011 CHAMBER CHAMPIONS

### PLATINUM

The Daily Reflector  
Suddenlink Communications

### GOLD

ASMO  
Attends Healthcare Products  
CenturyLink  
First Citizens Bank  
Pitt County Memorial Hospital/UHS  
of Eastern Carolina

### SILVER

BB&T/BB&T Insurance  
Blue Cross Blue Shield of North Carolina  
City Hotel & Bistro  
Physicians East  
Pitt Community College  
State Farm Insurance Company- Polly Piland  
TrustAtlantic Bank  
Ward and Smith, P.A.

### BRONZE

Confidential Records Management, Inc.  
The East Carolina Bank  
Faulkner & Associates Advertising  
NACCO  
Southern Insurance Agency

## 2011 BOARD OF DIRECTORS

### Executive Committee

#### Chairman of the Board

Dan Nichols  
*SCA Collections*

#### Chairman-Elect

Tony Cannon  
*Greenville Utilities*

#### Vice Chairman Finance

Phil Ahlschlager  
*Suddenlink*

#### Legal Counsel

Phil Dixon  
*Dixon Law Group, PA*

#### Vice Chairman

#### Community Support and Leadership

Chris Mossman  
*WITN-TV*

#### Vice Chairman

#### Public Policy and Workforce

Michelle Brookes  
*University Health Systems of Eastern Carolina*

#### Vice Chairman

#### Marketing and Member Services

Will Franklin  
*First Citizens Bank*

#### Immediate Past Chair of the Board

Stephanie Hinnant  
*Hilton Greenville*

#### President

Susanne Sartelle, CCE  
*Greenville-Pitt County Chamber of Commerce*

### Board of Directors

Michael Fagan  
*Attends Healthcare Products, Inc*

Jef Glenn  
*Jefferson's Florist*

Jenni Kolczynski  
*Jenni K. Handcrafted Jewelry*

Don Parrott  
*Dixon Hughes PLLC*

Tim Britton  
*The East Carolina Bank*

Brad Evans  
*Ward and Smith, P.A.*

Polly Piland  
*State Farm Insurance*

Don Wilkerson Jr.,  
*S.G. Wilkerson & Sons, Inc.*

Norman Bryant  
*Southern Insurance Agency*

Patti McGee  
*McGee Chiropractic*

Mike Bostic  
*M&K Record Researchers, Inc.*

Kitty Brann  
*Faulkner & Associates*

Owen Burney, President  
*Burney & Burney Construction Co., Inc.*

Eric Foushee  
*A New Horizon, Inc.*

Bennie Hardy  
*Page and Smith PA, CPA*

Kurt Kern  
*NACCO Materials Handling Group*

Dr. Rick Niswander  
*East Carolina University*

Chris Taylor  
*AXA Advisors*

Bobby Tripp  
*Daughtridge Oil Co. of Greenville*

Leigh Ann Odom  
*Meridian Park*

### Ex Officio Directors

Pat Dunn, Mayor  
*City of Greenville*

Wayne Bowers, City Manager  
*City of Greenville*

Mark Owens, Jr.  
*Chairman, Pitt County Commissioners*

D. Scott Elliott, County Manager  
*County of Pitt*

Dr. Steven C. Ballard, Chancellor  
*East Carolina University*

Dr. Marilyn Sheerer  
*East Carolina University*

Dr. G. Dennis Massey, President  
*Pitt Community College*

Steve Lawler, President  
*Pitt County Memorial Hospital*

Dr. Paul Cunningham, Dean  
*ECU Brody School of Medicine*

Dr. Beverly Reep, Superintendent  
*Pitt County Schools*

Ron Elks, General Manager  
*Greenville Utilities Commission*

Wanda Yuhás, Executive Director  
*Pitt County Development  
Commission*

Debbie Vargas, Executive Director  
*Greenville-Pitt County CVB*

Jerry Vickers, General Manager  
*Pitt-Greenville Airport Authority*

### Senior Council

Frankie Beeker  
*Executive Personnel Group*

J. Dorson White  
*First Bank*

Dr. Austin Bunch, Associate Provost  
*East Carolina University*

Richard W. Croskery, M.D.  
*Physicians East. P.A.*

## CHAIRMAN'S MESSAGE

Dear Chamber Members:

In our most recent membership survey you sent the message that your desire is for Greenville to be a shining city in Eastern North Carolina. To that end, the Chamber's Board of Directors restated its mission in a very clear statement: *The Chamber's mission is to build the strongest business climate in Eastern North Carolina.*

This past year brought many opportunities for us to represent the business needs of our community. Under Dan Nichols' strong leadership, we worked to strengthen your voice in many important areas. Even with the challenging economy, a very successful membership event boosted our total membership to over 1,000.

An opportunity came for us to work with our Legislative Delegation to address your concerns over the School Board's size and tenure. We worked collaboratively with several members of the Delegation and the School Board to help craft legislation addressing these important issues impacting education in our community. While this issue hasn't been completely resolved, we continue to work for your interests in this area.

Additionally, we convened a bi-partisan group to discuss the national debt issue. We crafted a letter to the Congressional Joint Select Committee on Deficit Reduction addressing the issues and that letter became a model for Chambers across the country. If you have not had an opportunity to read this letter, I encourage you to do so. More information on this initiative is available at [www.greenvillenc.org/ga](http://www.greenvillenc.org/ga).

We are excited about the opportunities that lie before us in 2012. During the recent membership survey, you were clear that the priorities for us to work on for the coming year are economic development, crime and public safety, and education and workforce development.

In his farewell address to the Nation on January 11, 1989, President Ronald Reagan shared his vision of the shining city that he spoke of most of his political career. He said it was a tall, proud city built on rocks stronger than oceans, windswept, God-blessed, and teeming with people of all kinds living in harmony and peace; a city that hummed with commerce and creativity. And if there had to be city walls, the walls had doors and the doors were open to anyone with the will and heart to get here.

It is my honor and privilege to serve as the Chairman of your Board of Directors for 2012. Together we will work to make Pitt County and Greenville the shining city of Eastern North Carolina.



Tony Cannon  
2012 Chairman



## Marketing & Member Services

### Division Vice Chair

Chris Mossman, WITN-TV

#### Opportunities to Serve

- Chamber Ambassadors
  - Co-chairs: Don & Boots Mills, Retired
  - Staff: Ava Henderson
- Greater Greenville Sports Club
  - Chair: Phil Dixon, Dixon Law Group
  - Staff: Ava Henderson/Trent McGee
- Greenville-Pitt Young Professionals
  - Chair: Ashley Smith, Pitt Community College
  - Staff: Amanda Nichols

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#### Create a new Member Retention program:

- Promote tiered membership value
- “Touch” plan for members
- Staff and volunteer involvement
- Ambassador leadership role

Provide opportunities for members to market their businesses through advertising and promotion, including; but not limited to:

- Business Beat
- Business Spotlights in *the Business Partner*
- Online Business Directory
- Glimpse Magazine
- www.greenvillenc.org
- Member-to-member discounts (Hot Deals)
- Chamber Champions
- Event sponsorships
- Gift Card program
- Facebook

Increase member participation in Member-to-Member Discounts through HOT DEALS program.

Plan and execute special events to support, connect and provide marketing opportunities, for members, including; but not limited to:

- Pitt County Business Expo
- Annual Membership Celebration
- Small Business Awards Breakfast
- Business After Hours
- Volunteer Awards Luncheon
- ECU Merchants Fair
- New Before Hours Event

Support and strengthen networks for members including the following opportunities:

- Greenville-Pitt Young Professionals (GPYP)
- Greater Greenville Sports Club (GGSC)
- Business Leadership Council (BLC)
- Minority Business Roundtable (MBR)
- Conference for Women in Business
- Social Media
- Ambassadors

Enhance the Chamber's Social Media presence.

Produce Glimpse Magazine and maximize the Chamber Web site as tools to promote a positive community image.

Promote local shopping and gift card sales.

Promote global understanding through the community trip to China.

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## Public Policy & Leadership

### Division Vice Chair

Michelle Brooks, Vidant Health

#### Opportunities to Serve

- Issues Committee
  - Chair: Michelle Brooks
  - Staff: Trent McGee
- Advocacy Trips
  - Staff: Trent McGee
- Teen Leadership Committee
  - Chair: Tarrick Cox, East Carolina University
  - Staff: Trent McGee
- Leadership Advisory Council
  - Chair: Stephanie Hinnant, Hilton Greenville
  - Staff: Trent McGee
- Community Unity Committee
  - Chair: Rhonda Jordan, Vidant Medical Center and Carl Rees, City of Greenville
  - Staff: Frances Faust/Ava Henderson

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Monitor state and federal issues as prioritized by Chamber members, including but not limited to:

- Government Structure and Efficiency
- Keeping North Carolina Union-free
- Tax structure and financial stability

Study local issues as prioritized by Chamber members and take positions on policy issues as appropriate, including but not limited to:

- Crime and Public Safety
- Transportation

Host monthly Power Lunches to provide current information on issues and connect members with influential leaders.

Host a legislative breakfast for connections with Pitt County's delegation and update on General Assembly.

Maintain current information on legislative issues to members via the Governmental Affairs Web site: [www.greenvillenc.org/ga](http://www.greenvillenc.org/ga).

Continue a strong presence in Raleigh and Washington D.C. by participation in legislative events and communication with elected officials.

Provide regional leadership through participation and collaboration with North Carolina's Eastern Region Chambers (CCNCER).

Sponsor the annual Teen leadership program to provide opportunities for growth in leadership and community awareness for high school students.

Host the Annual Community Unity Breakfast to embrace diversity and promote inclusiveness in the community.

Develop a corps of emerging leaders dedicated to community betterment for the future through the Leadership Institute.

Offer specific leadership training opportunities for members.

Increase the number of local businesses that have wellness policies.

Collaborate with Economic Development Partners to work toward WorkReady Community status.

Convene Economic Development Stakeholders for collaboration and visioning.

Collaborate with City of Greenville and other partners to investigate opportunities to encourage and assist entrepreneurial development.

Engage Education Cabinet to create awareness, increase participation and achieve goals for OASIS and WorkReady.

Support the Teacher Executive Institute program, encouraging teachers to engage with business.

Host events to inform members of trends affecting business climate and economic development

- Economic Outlook
- Education Outlook

Honor law enforcement and fire/rescue professionals for their service to the business community.

Recognize businesses with outstanding safety records at the Annual Safety Awards Banquet, in partnership with the N.C. Department of Labor.

## Economic & Workforce Development

### Division Vice Chair

Leo Corbin, Attends Healthcare Products

#### Opportunities to Serve

- Community Safety Committee
  - Chair: Susan Daughtry, ECVC
  - Staff: Frances Faust/Ava Henderson
- The Education Cabinet (by appointment)
  - Chair: TBA
  - Staff: Trent McGee
- Worksite Wellness Committee
  - Staff: Allison Swart

Significantly increase Live Healthy Greenville-Pitt participation in the continuous effort to improve health statistics.

Provide consultation to businesses on Worksite Wellness plans, policies and opportunities.

Create a wellness policy for the Chamber.

## CHAIRMAN'S CABINET MEMBERS

BB&T

East Carolina University

First Citizens Bank

NACCO Materials Handling Group

Vidant Health/Vidant Medical Center

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