

the BUSINESS Partner



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Greenville and Pitt County Live Healthy

Friday marked the finish of the 2011 Live Healthy Greenville-Pitt 100-Day Challenge presented by the Chamber, Live Healthy America, Physicians East, BlueCross and Blue Shield of NC and University Health Systems of Eastern Carolina. More than 1,200 participants lost 5,748 pounds, and logged about 70,517 hours of activity from January 21 to April 29.



Chamber staff stand with a representative of Team People Committed More to Health

“Part of our mission is to enhance the quality of life in our community,” said Chamber President Susanne Sartelle. “After seeing our community lose more than 5,700 pounds, I think the participants became conscious of the importance of maintaining a healthy lifestyle.”

More than 60 of the Live Healthy Greenville-Pitt participants culminated this year’s 100-day challenge by participating in the Live Healthy Greenville-Pitt 5K Run/Walk, presented by Attends Healthcare, on Sunday at the Town Common.

After the race, Team Inquiring Minds was recognized as the team with the most weight loss (8.79 percent) during the 100-day challenge. In addition, Team People Committed More to Health (PCMH) was recognized for logging the most average activity hours (213 hrs).

LHG is a 100-day, team-based weight loss and physical activity program that helps participants make positive changes that lead to a healthier lifestyle through increased physical activity and improved nutrition. Co-workers form teams that track weight-loss and/or minutes of activity during the challenge, by reporting their progress on a weekly basis at www.livehealthygreenville-pitt.org. Teams consisted of 2-10 people with a team captain and a team name.

Jenni Kolczynski Honored as 2010 Small Business Leader of the Year



Jenni Kolczynski (L) of Jenni K. Jewelry, winner of the 2010 Small Business Leader of the Year Award stands with Stan Armstrong and Bryant Kittrell of Kittrell & Armstrong, LLC, winners of the 2009 Small Business Leaders of the Year Award. More on page two.



GPYP Golf Classic

Presented by First Citizens Bank

Thursday, May 26, 1 p.m. Shotgun Start

Open to Golfers of All Ages

Cost is Team and Hole Sponsorship: \$450, Team Only: \$340, and Hole Sponsorship Only: \$125

2011 GPYP Sponsors: State Farm Insurance - Polly Piland Agency, BB&T, CenturyLink, Confidential Records Management, Inc. mixer, Suddenlink and Ward and Smith, P.A.

Sign up for your team today! Contact David Cribb, david@greenvillenc.org, or Lamarr Gore, lamarr@greenvillenc.org. For more information, visit www.greenvillenc.org/gpyp

President's Message



Susanne Sartelle

May is Small Business Month, and Small Business is celebrated and lauded at the federal level and all over the country during this month. We celebrated and honored small business owners at the annual Small Business Awards Breakfast presented by the Chamber and First Citizens last week.

Congratulations to the 2010 Small Business Leader Award recipient — Jenni Kolczynski, better known to all of us as Jenni K. Congratulations also to Lee, Fussell and Humphreys, the First Citizens Customer Service Award recipient.

The United States Small Business Administration defines small business as a firm that employs less than 500 workers, but we think the rules are a little different here in Eastern North Carolina. Small business in our community is better defined as a business employing less than 25 people. And there are a lot of those in Pitt County and more to come we hope. As the economy strengthens, we look forward to a rise in job creation through small business. We are already seeing some progress!

One of the biggest fallacies about small business lies in the belief that if you own your own business, you have deep pockets, automatic wealth. In contrast, small business owners are some of the hardest working people I've ever seen. If profits are nil, guess who doesn't get a paycheck? Right. The owner. Small business owners also must change with the times. As customer demands change, so must the business or failure is a given.

Even though the SBA calls it small, in Pitt County, we think 500 employees makes for a pretty big business. What's important to note here is that big business is important because it spawns small businesses. Industries and corporations are some of small businesses' biggest supporters. They create need for small businesses and their innovative products, which, in turn, creates more jobs in the small business sector.

There's another important thing to note about "big" business. It wasn't always big. Many, many big business owners got their start in a very small way.

Thank you, small business owners, for your hard work, for the jobs you create, for the "sweat equity," for doing everything you can to grow your business — and hence our community. We celebrate you.

Susanne D. Sartelle, CCE
President

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Kolczynski Honored

Lee, Fussell & Humphreys receive First Citizens Bank Customer Service Award

Like many others who have won the award, this year's recipient not only demonstrated successful operation of their business, but has also made significant contribution to the community.

Jenni Kolczynski of Jenni K. Jewelry was recognized as the 2010 Small Business Leader of the Year at the Chamber's annual Small Business Awards Breakfast, presented by First Citizens Bank on May 3.

Each year three finalists are recognized at the breakfast. Other finalists recognized were Lydia Morgan of Morgan Printers and Bert Powell of Powell Financial.

Also, highlighting the breakfast was the presentation of the First Citizens Bank Customer Service Award to Lee, Fussell and Humphrey's.

The Greenville-Pitt County Chamber of Commerce extends a warm congratulations to all finalists and the winner of the 2010 Small Business Leader of the Year Award, Jenni Kolczynski.



Gordon Jethro, (L) of First Citizens Bank, presents Dr. William Lee and Dr. Herbert Humphreys of Lee, Fussell and Humphreys the 2011 First Citizens Bank Customer Service Award.

The Greenville-Pitt County Chamber of Commerce Community Safety Committee invite you to be a sponsor

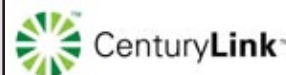
Appreciation Dinner honoring Law Enforcement & Greenville Fire Rescue Departments



Tuesday June 7, 2011
6:30 p.m. • Hilton Greenville

Help us thank the law enforcement officers and Greenville Fire/Rescue professionals in our community for their commitment and dedication to make Greenville and Pitt County a safe place to live and do business. We will honor the Pitt County Law Enforcement Officer of the Year and the Greenville Fire/Rescue Employee of the Year.

Presenting Sponsor



More SPONSORS ARE NEEDED

Gold - \$500
Silver - \$350
Bronze - \$250
Table - \$200

(Table sponsor will sponsor 8 honorees)

Register your sponsorship commitment online at
www.greenvillenc.org/events or contact Frances Faust –
frances@greenvillenc.org or (252) 752-4101 Ext. 224.

Focus on Business ... Spotlights, Ribbon Cuttings and News!

◆ **Isabelle's Skin Care Center**, located at 503-D. Bowman Gray Drive celebrated the opening of its office with a Ribbon Cutting on May 13. Isabelle's Skin Care Center is an elegant day spa located in Greenville, North Carolina. Isabelle's offers a variety of services and opportunities to rejuvenate and help "recapture the skin you were born with." For more information, visit www.isabelleskincarecenter.com or call (252) 364-2987.



◆ **M&K Record Researchers, Inc.** recently relocated to a new office, located at 3219 Landmark St. Bldg. 2 and celebrated with a ribbon cutting. M&K Record Researchers have brought advanced technology to the area by being the only company in Pitt County to have escreen drug testing and one of the few non-law enforcement companies in the state with Electronic Live Scan Fingerprints. For more information, visit mkresearchers.com or call (252) 215-9184.



◆ **Magnolia Arts Center** will accept scripts for the Sixth Annual Ten Minute Play Contest beginning May 1, 2011. Entries must be no longer than 10 minutes when read or performed. A panel of judges will pick the top five entries which will receive a staged reading for the public in November. A prize of \$50 will be awarded to the winner as chosen by the audience. Entries will be accepted until August 31, 2011. Playwrights may submit original, non-published work to Magnolia Arts Center, 1117 Bryson Drive, Greenville, NC, 27834, or on line at www.magnoliaartscenter.com. For a complete list of rules, go to www.magnoliaartscenter.com.

◆ **The Uptown Umbrella Market** returns weekly on Wednesdays, 5-8 PM starting in June and continues until September 28, 2011. This open-air market features offers a variety of locally-produced foods, hand-made, local arts, craft brew from Duck Rabbit and live music. June 1st will feature the opening of the Five Points Plaza with a ribbon-cutting ceremony at 5:30 PM. Plan to attend the opening of the Five Points Plaza with a special ribbon cutting ceremony at 5:30 PM on June 1. The Uptown Umbrella Market is currently seeking produce, unique hand-made arts by local artisans and antique vendors for the market. Visit www.uptowngreenville.com, or call the Market Manager at (252) 327-1892 for more information.

◆ **Joe Pecheles Volkswagen** partnered with South Greenville Elementary School to provide "Shoes That Fit" for local students. Shoes That Fit is a nonprofit, community-run volunteer organization that seeks to provide children in need with new shoes enabling them to attend school in comfort and with dignity. Shoes that Fit receives no government funding; instead, 100% of community donations go directly to school children through local chapters. The Pecheles Automotive Group employs 150 automotive professionals and consists of three major locations including Joe Pecheles Volkswagen, Audi, Hyundai and Mitsubishi in Greenville, Pecheles Ford, Toyota and Scion in Washington and Pecheles Honda in New Bern. For more information, call (252) 756-1135.



Brian Pecheles with shoes collected for "Shoes That Fit."

◆ **The NCBA Board of Governors**, meeting April 15-16 in Winston-Salem, confirmed two major awards will be presented at the 2011 Annual Meeting at the Grove Park Inn in Asheville. Phillip R. Dixon of Greenville will receive, one of these awards, the Dr. I. Beverly Lake Public Service Award.



Phillip R. Dixon

◆ **Magnolia Arts** will present the musical *Crowns* by Regina Taylor — June 10-12 and June 16-18 at the Music Academy of Eastern Carolina, 1400 Red Banks Road, Greenville, NC. All shows are at 7:30 p.m. except Sunday, June 12th at 2 p.m. Tickets are \$12 in advance and \$15 at the door. For tickets or more information call 1-888-MAC-EVNT or visit www.magnoliaartscenter.com

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Congratulations to the Leadership Class of 2011



The Chamber's 28th Annual Leadership Class graduated from Leadership Institute on April 27, 2011. Leadership Institute is a 9-month program designed to develop and refine future leaders in the Greenville-Pitt County Area. Congratulations to the Leadership Class of 2011. For more information on Leadership Institute, visit www.greenvillenc.org/leadership.

Renewing Members

The following businesses have recently renewed their Chamber membership for another year. Remember to do business with fellow Chamber members.

- A. Daniel Warren, DDS, P.A.
- AAMCO Transmissions, Inc.
- Affordable Suites of America
- Albemarle Bank & Trust
- Bruegger's Bagels Bakery - East Coast Bagels & Cafe
- Carolina Benefit Specialists, Inc.
- Clark - Branch Realtors, Inc.
- Clegg's Termite & Pest Control, Inc.
- Coldwell Bank Commercial CoastalMark
- D. G. Nichols Agency, Inc.
- DNJ Mortgage
- East Carolina University
- Facilico, Inc.
- Fairway Outdoor Advertising Co.
- Finelli's Cafe
- First Flight Federal Credit Union
- First South Leasing, LLC
- GDS, Inc.
- GK Cafe and Catering
- Gold's Gym
- Greenville Contractors, Inc.
- H. Edwin Gray, CPA, PA
- Helen's Grooming & Pet Motel
- Home Builders Supply Company
- JC Penney Company
- Jos. A. Bank Clothiers
- Local Book Publishing Inc.
- M & K Record Researchers, Inc.
- Microtel Inn Suites - University Medical Park North
- Midas Auto Service Experts
- Morgan Printers, Inc.
- Regional Storage & Transport, Inc.
- ReStart Inc.
- ServiceMaster By Beasley
- Signsmith, Inc.
- Taft, Taft & Haigler Attorneys, P. A.
- The Pointe at Wimbledon
- TRC
- University Book Exchange, Inc.
- University PC Care, Inc
- Unnatural Resources Institute

New Members

The following businesses have recently joined the Greenville-Pitt County Chamber of Commerce. We welcome them and encourage you to do business with them.

- Dunn & Dalton Architects, P.A.
- Etiquette and Protocol Services
- Quality Inn
- Staples
- T.D. Goodwin Construction
- The Arc of Pitt County
- PAK-R Disposal

Third Tuesday Power '11 Luncheon

Tuesday, May 17, 2011
12 noon
Brook Valley Country Club

Guest speaker:

Dr. James R. Hupp
Dean and Professor of
Oral-Maxillofacial Surgery
East Carolina University
School of Dental Medicine

Topic:

ECU School of Dental Medicine:
May 2011 Update

Presented by:



Sponsors:

- BB&T/BB&T Insurance
- Confidential Records Management
- Daughtridge Oil Company
- The East Carolina Bank
- Faulkner & Associates
- Pitt Community College
- Southern Insurance
- Suddenlink

Register online at www.greenvillenc.org/events.

2011 Chamber Champions

Taking Your Business to a Whole New Level

PLATINUM

- The Daily Reflector
- Suddenlink Communications

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.

GOLD

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

BRONZE

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