CHAMBER STAFF

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Dear Chamber Members:

It was my honor to serve as the 2018 Chairman of the Greenville-Pitt County Chamber of Commerce Board of Directors. I am grateful for the support of our Board, the Executive Committee, our members, volunteers, and the outstanding Chamber staff. During 2018, we celebrated the opening of new businesses, launched a new initiative, and engaged in important dialog about the future of economic development in our community.

As Chairman, my goal was to launch a talent development and talent retention initiative. We are blessed to live, work, and play in a thriving community. However, for too many of our local residents, the great careers and educational pathways in our community remain hidden. The concept is now branded “Grow Local,” and after a successful pilot with the Pitt County chapters of the Boys & Girls Clubs of the Coastal Plain, we now have over 2,700 middle and high school students ready to partner with local businesses in March 2019. We cannot guarantee equal outcomes for these students, but I believe we have an obligation to provide them with equal opportunities. I am thankful we have so many business and community partners committed to this effort and it is my sincere hope that Grow Local becomes part of our annual work.

The Chamber organizes work around three commitments: business success, strategic economic growth, and community development. All three of these commitments align with the Board’s support of the concept to design a public-private economic development partnership in Pitt County. We must continue to explore opportunities to leverage our many assets in this competitive market and I am grateful for the many leaders committed to such a partnership.

The Chamber is well positioned for continued success and I am proud to have been a small part of our growth as a community in 2018. Let’s resolve to make 2019 even better!

All the best,

Dr. Christopher D. Locklear
2018 Chairman
The Chamber hosted eight Chamber 101 seminars. The seminars were designed to educate members about opportunities available to them through their Chamber memberships.

The eleventh 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 126 local businesses and organizations. This year was another big year for the Expo, as we continued to host the Business Expo Preview Party, presented by B&M Roofing, as well as the hire-local component for job seekers. The night before the Expo opened to the public, the Preview Party featuring the addition of the “Taste of Chamber,” acted as a Business After Hours for Chamber members, giving them a chance to enjoy a variety of food provided by local restaurants, visit booths and interact on a business to business level with other Chamber members and exhibitors. In conjunction with the Chamber’s GoLocal Campaign, a Hire Local component was offered at the Expo, with businesses welcoming job seekers to submit resumes, applications and discuss potential career opportunities. The Expo continued the Community Summit presented by IBX Media featuring key leaders in the community. This year’s grand prize drawing was an office makeover sponsored by Taff Office Equipment.

The Ambassador Program featured 23 Ambassadors who visited new members, contacted existing members, met monthly for updates about Chamber events, and assisted with multiple Chamber events throughout the year. Based on activity, an Ambassador was featured in the Chamber newsletter (the Business Partner) each month. April Hooton, Assistant Branch Manager, Sound Bank was awarded the 2017 Ambassador of the Year.
Ribbon Cuttings and Ground Breakings continued to be a popular Chamber member benefit for new member businesses, or member businesses that renovated or expanded. In 2018, 39 ceremonies were held to unveil new or renovated Chamber member businesses.

The Golden Gala attracted 351 Chamber members to the Hilton to celebrate the Chamber’s 2017 accomplishments and its members. Highlights of the event included a presentation of the Citizen of the Year award to Dr. Dennis Massey, presentation of the Chamber’s prestigious 2017 Legends award to Dr. Austin Bunch, the presentation of the Ambassador of the Year Award to April Hooton and the presentation of the Young Professional of the Year to Scott Allenspach. A review of the Chamber’s strategic plan was given, along with updates highlighting the accomplishments and progress from year one of the Chamber’s Program of Work. In addition, outgoing Chairman, Bennie Hardy and incoming Chairman Dr. Chris Locklear were recognized.

Business After Hours, sponsored by BB&T, was the Chamber’s premier networking event in 2018, with an average attendance of 165 people per event. 10 Business After Hours Events were held to showcase member businesses and encourage networking among Chamber members. The 2018 hosts were: Vidant SurgiCenter, O’Donahue Chiropractic and WCTI-Channel 12 News, Bailey’s Fine Jewelry, B & M Roofing Contractors, Garris Evans Lumber Co., Brook Valley Country Club, CopyPro, Hilton Greenville-VILLEDGE and Woodforest National Bank, Tiebreakers Sports Bar & Grill and Viva Med.

The Greenville-Pitt County Chamber of Commerce coordinates affordable International Trips for Chamber members, as well as the general public, to give the Pitt County community a look at the global economy. These once in a lifetime opportunities provide a unique educational and cultural experience for members of our community and guests. The Chamber has organized trips in 2018 to Costa Rica, Iceland, Canadian Rockies, and Danube River Cruise visiting five countries, as well as the planning and registrations for a 2019 trip to China.

The Small Business Awards Breakfast, sponsored by First Citizens Bank, celebrated small business in Greenville and Pitt County. Ashley-Nicole Russell, owner of “The Law Office of Ashley-Nicole Russell” was named the 2017 Small Business Leaders of the Year. First Citizens Bank recognized “Coastal Fog” as recipient of the 2017 Forever First Award.

The annual ECU “Get a Clue” Merchants Fair provided over 52 Chamber member businesses the opportunity to market their products and services to more than 4,000 ECU students and faculty. This year’s event took place on the ECU Mall on August 29th.
The Health Care Summit

The Chamber, in partnership with Vidant Health hosted the 2018 Health Care Summit, with presenting sponsors, Vidant Medical Center and First Citizens Bank, on November 15th, 2018 at the Hilton Greenville. The event focused on how employers, providers and consumers can effectively navigate upcoming changes in medical care and the impact on the healthcare and business community moving forward in Pitt County and North Carolina. The event featured a diverse panel of key industry leaders with Katie Mahoney, Vice President of Health Policy with the U.S. Chamber of Commerce, Roy Watson, Jr., Vice President of Local Group Segment with BCBSNC & Skip Woody, CEBS, Area Executive Vice President; Health & Welfare Consulting with Hill, Chesson & Woody, a division of Gallagher Benefit Services. The summit was interactive and featured panel presentations, a Q&A session and mini exhibit show with (12) vendors from the local Healthcare and business communities. Over 100 people attended the 2018 Health Care Summit.

The Chamber continued its GoLocal Greenville campaign in 2018. At the Pitt County Business Expo, job seekers came through the Greenville Convention Center to meet with dozens of local companies at the Expo who were participating in Hire Local. Additionally, the Chamber continued to encourage all who live and work in the Greenville-Pitt County community to shop, hire, collaborate, and innovate locally. A GoLoGreenville hashtag was used to promote local businesses while consumers were visiting establishments. The GoLocal Greenville Pop-up Shop was held at October’s Business After Hours. In 2018, 30 pop-up shop booths were purchased by Chamber members to participate in the event.

The Chamber Minute, a partnership with WITN, was initiated in October 2017 as a member benefit to help further market and Showcase Chamber member businesses. The Chamber Minute, which ran through the end of May, allowed participating members to tape a sixty second interview-style commercial that aired on the first Monday of each month during WITN’s “News at Sunrise” morning program. The commercial was edited and professionally produced by WITN’s creative services team.

The Business Partner was published 10 times, on the second Tuesday of the month, as an insert in The Daily Reflector. Aside from the Chamber’s website, the Business Partner served as the primary medium to educate/market the Chamber to non-members. Along with reminders regarding upcoming events, The Business Partner also showcased Chamber member businesses in the “Focus on Business” and “Member Spotlight” sections.

The Chamber created and distributed the 2018 edition of Glimpse Magazine, which 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 2018. Glimpse was also available in a digital format for further access which included dynamic linking that sent readers directly to advertiser's webpages upon clicking on their ads in Glimpse.

The Chamber created and distributed the 2018 issue of Glimpse magazine. The ChamberGram, the Chamber’s biweekly e-newsletter, was created and distributed to the membership 26 times in 2018. The ChamberGram provided information to members relative to upcoming Chamber events and programs. The ChamberGram was revised in 2017 in an effort to be a more efficient platform for communicating with Chamber members.
The Chamber unveiled a new interactive website in 2018, www.greenvillenc.org. The new site included an updated content management system (CMS) to help maintain site pages and meta data, along with larger typography for content. Sections of the website featured large and responsive hero images to create a strong visual experience. Event registration pages were updated with new form templates for users that made registering for a Chamber event much more efficient. The site was updated constantly to provide visitors with appropriate information about the Chamber and the Greenville-Pitt County community. The site remained up-to-date with key information regarding upcoming events and “What’s Hot” Chamber/Community news. 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, community discounts, jobs in the job bank, and keep track of referrals through the online business directory. The Chamber website included links to its social media pages, and allowed visitors to look back at events they attended through the online photo gallery.

The Chamber’s Social Media Platforms, including Facebook, Instagram, and Twitter remained active in 2018 promoting Chamber members, events, and relevant news. The Chamber saw monthly increases in followers and likes on each of its platforms.

Newcomer Packages were created for prospective citizens and those who were new residents. The package includes a Glimpse magazine, The Daily Reflector Fact Book, Greenville-Pitt County Visitor’s Guide, lap map and a city/county map when requested. 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.
The Chamber concluded its 35th year of leadership development through its renowned Leadership Institute, sponsored by Vidant Medical Center. The program provided a series of educational sessions and speaking engagements to help develop a corps of emerging leaders dedicated to community betterment for the future. The Leadership Institute offers participants the opportunity to learn and apply the competencies of highly effective leaders to drive business results within their own organizations. The program covered an eight-month period (September - May) and included activities focused on the importance of community and professional leadership. Following an overnight retreat in Pine Knoll Shores to kick-off the program, participants took part in a series of eight all-day sessions, as well as a 90 minute professional development lecture session with Dr. Andy Herdman, while also gathering the required number of points toward their Learn Where You Live Assignment, which further explores the Grenville-Pitt County area. Twenty-nine participants successfully fulfilled the requirements of the program and were honored with graduation certificates during a ceremony at Ironwood Country Club on May 9. The 2019 class welcomed 26 participants with a local retreat in Greenville, and an opening ceremony at The Loft by StillLife on August 29th.

The Chamber concluded its 35th year of leadership development through its renowned Leadership Institute, sponsored by Vidant Medical Center. The program provided a series of educational sessions and speaking engagements to help develop a corps of emerging leaders dedicated to community betterment for the future. The Leadership Institute offers participants the opportunity to learn and apply the competencies of highly effective leaders to drive business results within their own organizations. The program covered an eight-month period (September - May) and included activities focused on the importance of community and professional leadership. Following an overnight retreat in Pine Knoll Shores to kick-off the program, participants took part in a series of eight all-day sessions, as well as a 90 minute professional development lecture session with Dr. Andy Herdman, while also gathering the required number of points toward their Learn Where You Live Assignment, which further explores the Grenville-Pitt County area. Twenty-nine participants successfully fulfilled the requirements of the program and were honored with graduation certificates during a ceremony at Ironwood Country Club on May 9. The 2019 class welcomed 26 participants with a local retreat in Greenville, and an opening ceremony at The Loft by StillLife on August 29th.

This year marked the 30th year of the Chamber’s Teen Leadership Institute program, which provides opportunities for growth in leadership and community awareness for Pitt County high school students (sophomores and juniors). A record number of businesses, organizations and individuals provided a scholarship for students to participate at no cost. Participants took part in five sessions (one session per month) from December - April with each session focusing on a specific area of leadership growth and community awareness. Volunteers from ECU, Pitt Community College, Vidant Medical Center, the City of Greenville Police Department and other local government agencies assisted with the operation of each session. All 35 students successfully graduated the program during a ceremony at Pitt Community College in May.
The Young Professionals of Pitt County, presented by State Farm Insurance - Polly D. Piland Agency, closed the 2018 year with 64 members. The organization continued to promote and host a series of events that focused on professional development, community outreach, and business networking. The Young Professionals (YP) continued to host 3rd Thursday networking events as a part of its focus areas for the year. The YP’s also volunteered at Pirate Fest, Freeboot Friday, and hosted the second annual “Wiggin’ Out for Charity” event to benefit the Vidant Cancer Campaign. Over 140 members and guests attended the event, and successfully donated $12,164.07 to the Vidant Foundation. The fourth annual golf event was re-branded as “Birdies, Beer and BBQ” and held at Greenville Country Club. The event was another successful fundraiser for the organization, featuring Sam Jones BBQ and local beers. The YP’s added two new series events in 2018. Rise & SYP coffee events were held quarterly, bringing in guest speakers to discuss the local community and the importance of young professionals. Additionally, the group created “Sweatworking” events during the months of April through September to feature various workouts throughout the Town Common.

The Chamber, in partnership with the City of Greenville and ECU, continued to support and develop the Greenville SEED program, now the Greenville SEED @ ECU. The SEED Collaboration Space is an environment for entrepreneurs to start and grow businesses. Flexible space and support are provided on a fee basis to qualified entrepreneurs and start-up companies. Office space is designed to encourage collaboration and networking. The SEED Collaboration Space programs encourage and support business startup and rapid growth.

The Chamber continued its efforts to promote Economic Development through active participation and membership in the Pitt County Committee of 100 (C-100). The Chamber provided administrative services for the C-100 and delivered support, as needed, to assist with economic growth initiatives. Chamber members were made aware of the significant need to become involved with the organization and support its mission of enhancing existing economic development and increasing jobs.

The Chamber continued its tradition of starting off the year with the 13th Annual Economic Forecast Luncheon, presented by Carr, Riggs & Ingram and the Pitt County Development Commission. Dr. Rick Niswander, professor in the department of accounting at ECU, was the featured speaker and provided a detailed analysis of existing conditions (nationally, statewide and locally), future trends, and general patterns for 2018. The 2018 luncheon, held at the Holiday Inn Greenville, drew a record crowd of 220 attendees.

The Chamber organized an InterCity Visit, which included 28 local leaders, to Spartanburg and Greenville, South Carolina. The purpose of this visit was to take a delegation of leaders from the community for an intensive learning experience. The trip focused on the successes in economic and community development in Spartanburg and Greenville, as it related to Public/Private Partnerships and revitalization.

The Chamber created a new initiative around Chairman Dr. Christopher Locklear’s area of focus in workforce development and skills gap closure. The Grow Local initiative was launched in 2018, in partnership with the Pitt County Development Commission, chaired by Kathy Herring, and a committee of various organizations. A pilot program was held in July/August 2018, hosting 100 students from the Boys and Girls Club in five host businesses. Classes from middle and high schools in Pitt County were encouraged to sign up for the 2019 Grow Local week, through December 2018. Along with tours of a local business, students have the opportunity to experience a hands on activity, allowing them to learn more about the careers, education needed and opportunities for their future in a similar role. Chamber members were encouraged to sign up to host students in the 2019 Grow Local week, and have received the program very well. At year end, over 2600 students had signed up to participate in March 2019.
The Community Unity Breakfast, a partnership with the City of Greenville, continued to promote inclusiveness and support the Chamber’s initiative to support diversity. The 2018 keynote speaker was Michael Bonner, an innovative educator from South Greenville Elementary School. More than 500 people attended the event, presented by Vidant and Reimage Church, which is held annually on Dr. Martin Luther King, Jr. day.

The Chamber’s Issues Committee continued to focus its attention on legislative issues and concerns relevant to Greenville-Pitt County. The Issues Committee advocates on local, state and federal legislation critical to the continued improvement of Greenville-Pitt County, the eastern region and the state’s business climate. Meetings were held on the second Friday of each month throughout the year and members identified comprehensive business best-practice models that facilitate a healthy local and regional business environment.

In partnership with Parents for Public Schools of Pitt County (PPS-Pitt County) and Pitt County Schools, the Chamber hosted the fifth annual Education Network Luncheon. The event was well received, with more than 185 people from the education and business communities in attendance. The event celebrated Pitt County Public School teachers and focused on how fostering an environment of inspiration creates a long-lasting, positive impact on not only the student and teacher, but the community as well. The annual event was co-presented by the Pitt County Educational Foundation and Suddenlink by Altice. The program featured two guest speakers, Mrs. Billie Lennon, retired Pitt County educator and Mr. Chris Nunnally, local attorney and owner of West Side Strings and Nunnally Law Offices, PLLC.
The Chamber hosted **The Safety Awards Banquet**, in conjunction with the North Carolina Department of Labor, which promoted excellence in safety for local industries. The following Chamber members were Million-Hour Award winners: Greenville Utilities Commission, Nutrien, Patheon, Cypress Glenn Retirement Community Farrior and Sons, and The Roberts Company.

The Chamber’s 2018 **Legislative Agenda** was developed in cooperation with the NC East Alliance Chambers. This broad, unified agenda focused on **Educating Future Leaders** (Education), **Enhancing the Regional Landscape** (Infrastructure), and **Growing the Regional Economy** (Economic Development). Specifically, the 2018 Agenda requested that legislators expand Pre-K slots, increase pay for educators, and increase state investment in workforce training initiatives. Furthermore, the unified chambers requested that necessary infrastructure projects be funded, including future I-587 upgrades, expansion of broadband access in eastern North Carolina, and stormwater control mechanisms. Lastly, the group requested that the General Assembly continue to sustain the military friendly climate of North Carolina, examine healthcare reform, and improve the medical education needs of ECU.

The Governmental Affairs (GA) section of the Chamber website (www.greenvillenc.org/publicpolicy) provided members and visitors with up-to-date information on legislative issues, including the Chamber’s legislative agenda and regional legislative agenda, along with contact information for local elected officials and state representatives. In addition to this information, the 2018 site was updated to provide additional government-related information for **Starting a Business**, **Hiring and Training Resources**, **Finding New Markets**, and **Other Governmental Resources**. The Public Policy website continued to serve 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.

Chamber staff utilized multiple avenues of communication to establish both the policy topics and the legislative action items. Foremost, in-person listening sessions were held with key stakeholders to gather member needs and concerns. These initial conversations helped shape the first iteration of the Legislative Priorities, which was then sent to the Issues Committee for further refinements. After collecting more feedback from the Issues Committee via email and at the October meeting, feedback was then solicited from the Chamber Board via an online survey, which ranked both the policy statements and action items. Additionally, Board members were given the opportunity to recommend changes and additional policy topics. The Issues Committee, Executive Committee, and full Board approved the final version of the 2019 Legislative Priorities in December.

The Public Policy section of the Chamber website (www.greenvillenc.org/publicpolicy) provided members/visitors with up-to-date information on legislative issues, including the Chamber’s legislative agenda and regional legislative agenda, along with contact information for local elected officials and state representatives. The Public Policy website 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.

The Chamber provided regional leadership through active participation and collaboration with the **North Carolina East Alliance Chambers (NCEAC)**, representing Chambers of Commerce in Beaufort, Carteret, Craven, Duplin, Edgecombe, Greene, Jones, Lenoir, Onslow, Pamlico, Pitt, Wayne, and Wilson counties. With significant feedback from the Greenville-Pitt County Chamber, the NCEAC formulated a regional legislative agenda, approved by each of the participating Chamber’s Board of Directors. The 2019 legislative agenda included support for the following policy areas: **Community College Funding, Transportation Needs, Flood Control and Mitigation, Healthcare Reform, and Brody Medical Facility Needs**. The NCEAC also held a legislative breakfast in Raleigh to provide members the opportunity to discuss legislative priorities with local elected officials from across the eastern region.
The Chamber hosted its annual Legislative Breakfast, co-presented by MHAworks and Nutrien. The breakfast provided Chamber members and guests the opportunity to establish relationships with key decision makers and voice opinions on issues moving forward in Greenville-Pitt County. Delegates offered firsthand information on upcoming legislation and House and Senate committee activities, prompting great dialogue between legislators and Chamber members. Senator Don Davis, Representative Greg Murphy, and Representative Jean Farmer-Butterfield attended this year’s breakfast and fielded questions from numerous audience members.

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 Power ’18 Series included ten (10) total lunches and allowed attendees to establish a connection with high-ranking leaders at the local and state levels. Featured presentations/speakers in 2018 included: The Future of Health Care in Eastern North Carolina (Dr. Mark Stacy); The Political Dynamics of the 2018 Election Cycle (Jonathan Kappler); Advanced Cancer Care for Eastern North Carolina (Dr. Emmanuel Zervos); Meet the Candidates - Pitt County Sheriff’s Race (candidates running for Pitt County Sheriff); At the Helm (Joe Dooley); State Budget: Pros/Cons/Impacts (Gary Salamido); State of the University System (Margaret Spellings); Welcome PCC’s New Leader (Dr. Lawrence Rouse); Candidates Forum (candidates running for Pitt County Board of Commissioners); Developing Transportation Today to Address Pitt-Greenville Needs of Tomorrow (Ryan Purtle & Thomas Taft, Jr.).
2018 BOARD OF DIRECTORS

EXECUTIVE COMMITTEE
Chair of the Board
Dr. Christopher Locklear
Chair-Elect
Janet Mullaney
Legal Counsel
Phillip R. Dixon, Sr.
Treasurer
Eric Clark
Vice Chairman of Economic & Workforce Development
Dr. Emmett Floyd
Vice Chairman of Public Policy
Chris Padgett
Vice Chairman of Membership & Marketing
Scott Shook
Immediate Past Chairman of the Board
Bennie Hardy
President
Leo Corbin

BOARD OF DIRECTORS
Term Expires in 2018
Brian Churney
Two Men and A Truck
Chris Godley
State Farm Insurance
Chris Padgett
Greenville Utilities Commission
Wade Scales
Sound Partners

Term Expires in 2019
Sterling Edmonds
First Citizens Bank & Trust Company
Dr. David Edwards, PT, DPT, CCCE
Kinetic Physical Therapy
Mark Gentner
WITN
Ray McKeithan
Nutrien
Scott Shook
BB&T | Scott & Stringfellow

Term Expires in 2020
Scott Allenspach
Keller Williams Realty Points East
Jon Anderson
BB&T
Wayne Connor
The Graham, Nuckols, Connor, Law Firm
Kathy Herring
Parents for Public Schools of Pitt County
Chad Tucker
Vidant Medical Center

DIRECTORS AT LARGE
Term Expires DECEMBER 31, 2018
Heath Bowman
ECU Alumni Association
Dr. Kristin Braswell
Pitt Community College
Eric Clark
Select Bank & Trust
Taylor Duck
Vidant Health
Stephen Kouroupas
FASTSIGNS of Greenville
Janet Mullaney
Vidant Health
Bynum Satterwhite
Raymond James
Jonathan Taft
Taft Family Ventures
Wayne Washington
Hyster-Yale Group

OFFICERS AT LARGE
Phillip R. Dixon, Sr.
Greenville Utilities Commission
Dr. Emmett Floyd, Ed.D.
ECU, Retired
Dr. Christopher Locklear
ECU
Tommy Price
Branch Banking & Trust

EX OFFICIO DIRECTORS
Dr. Cecil P. Staton, Chancellor
ECU
Tony Cannon, General Manager & CEO
Greenville Utilities Commission
Dr. Ron Mitchelson,
Provost & Senior Vice Chancellor
ECU
Dr. Ethan Lenker, Superintendent
Pitt County Schools
Brian Floyd, President
Vidant Medical Center
Ann Wall, City Manager
City of Greenville
Dr. G. Dennis Massey, President
Pitt Community College
Bianca Shoneman, Executive Director
Uptown Greenville
PJ Connelly, Mayor
City of Greenville
Andrew Schmidt, Executive Director
Greenville-Pitt County CVB
D. Scott Elliott, County Manager
Pitt County
Executive Director
Pitt-Greenville Airport Authority
Wanda Yuhas, Executive Director
Pitt County Development Commission
Dr. Mark Stacy, Dean of The Brody School of Medicine at ECU & Senior Associate Vice Chancellor for Medical Affairs
ECU

EX OFFICIO (Non-voting)
Leo Corbin, President
Greenville-Pitt County Chamber of Commerce

SENIOR COUNCIL
Will Franklin, Jr., Senior Vice President
First Citizens Bank
Leo Corbin, President
Greenville-Pitt County Chamber of Commerce
Bennie Hardy, CPA, Shareholder
Page and Smith
Tommy Price, Senior Vice President of Employee Benefits
BB&T Insurance
Dear Chamber Members:

Thank you to our membership for making 2018 another successful year for the Chamber. Our organization is successful due to the commitment from the Greenville and Pitt County business communities, our Board of Directors and Executive Committee, volunteers and our talented chamber staff.

We are excited about the opportunities for all of us in 2019. This year, we look forward to continuing to promote a program of work that will focus on business success, strategic economic growth, and community development.

As Chairperson, my initiative for 2019 is in part, continuing on the legacy of my predecessors during the previous two years. More specifically, my 2019 goal is to launch the inaugural Grow Local week, welcoming students into our local businesses as we introduce, involve, inspire and invest in Pitt County’s future employees. Additionally, our Chamber is up for re-accreditation with the U.S. Chamber of Commerce in the fall of 2019. The staff, board and our members will have significant work to prepare for the accreditation process, and we look forward to maintaining this prestigious recognition to represent Greenville and Pitt County. Last but not least, the Chamber will continue to support the development and implementation of a Public/Private Partnership for economic development in Pitt County, and being part of the working group with various organizations during this process.

Thank you to the 2019 Board of Directors and Executive Committee for their support and the opportunity to serve as the Chairperson of your Board of Directors.

Sincerely,

Janet Mullaney
2019 Chairman
Continue to engage the membership throughout the year in an effort to demonstrate the Chamber’s appreciation for their support and remind them how impactful their support and involvement in the Chamber has been over the years.

Promote chamber membership as an investment in the Chamber’s effort to achieve its mission.

Educate the membership about the Chamber’s tiered investment levels and sponsorship opportunities through Chamber 101 seminars.

Plan and implement mission-related events to provide impactful business advantages and relevant information:

- **Business After Hours/Business Before Hours** – provide multiple opportunities during the year for networking among Chamber members and showcasing member businesses.
- **ECU Merchants Fair** – continue the partnership with ECU to allow members to market products and services to ECU students.
- **Economic Forecast Luncheon** - inform members of trends affecting business climate and the economy.
- **Golden Gala** – celebrates the Chamber’s accomplishments and its members, and includes the presentation of the Citizen of the Year award, Ambassador of the Year and Young Professional of the Year.
- **Pitt County Business Expo** – allows members to showcase products and services to the community.
- **Small Business Awards Event** – celebrates Small Business in Greenville and Pitt County. In addition, presents the Forever First award and the Small Business Leader of the Year award.
- **Leadership Event** – provide a professional development seminar for members about leadership. The Chamber will host a keynote speaker for an event in Greenville. The seminar will take Chamber members on the journey to becoming better leaders, better organizations and a stronger community.

Organize and implement the Ambassador Program. Identify additional ways in which the Ambassadors can effectively help the Chamber achieve its mission.

Organize ribbon cutting and grand opening events and provide publicity for new and updated/relocated chamber member businesses.

Recognize the volunteers who provided exceptional leadership and service to the Chamber throughout the year.

Promote global understanding through international travel.
Continue to implement the GoLocal Greenville campaign to create a community that takes pride in supporting each other and works together to create a strong, vibrant local economy.

Produce Glimpse magazine to showcase Greenville and Pitt County to prospective and current citizens, businesses, and industries.

Continue to support economic development efforts through the organization and implementation of a Public/Private Partnership.

Provide business advantages through the following Chamber mediums:

- **Business Spotlights in the Business Partner** – the Business Partner is the Chamber’s newsletter, which is an insert in the Daily Reflector 10 times per year while available.
- **ChamberGram** – the Chamber’s bi-weekly email to the membership provides opportunities for members to share information other Chamber members.
- **Online Business Directory** at greenvillenc.org – members can build a page within the Chamber’s website to promote their respective business.
- **Glimpse Magazine** – the official quality of life and newcomer magazine of the Greenville and Pitt County area.
- **Chamber website (greenvillenc.org)** – utilize as a resource to promote the Chamber, Chamber members, and Greenville and Pitt County.
- **Hot Deals** – member discounts.
- **Job Postings** – provide opportunity for members to post jobs on Chamber website
- **Event and Program sponsorships** – offer a variety of opportunities for members to get involved with Chamber programs and events.
- **Social Media** – the Chamber will actively maintain its Facebook page, Instagram and Twitter account.
STRATEGIC ECONOMIC GROWTH

Division Vice Chair:
Emmett Floyd, Retired

Committee of 100
Chair: Spence Cosby, Sentinel Risk Advisors
Staff: Derrick Welch/Leo Corbin/Kate Teel

Leadership Advisory Council
Chair: Stephanie Hinnant, Hilton Greenville
Staff: Kate Teel

Teen Leadership Committee
Co-Chairs: Tarrick Cox, ECU and Chad Tucker, Vidant Medical Center
Staff: Sarah Fuchs

Young Professionals of Pitt County
Chair: Travis Albea, Albea Law
Staff: Kate Teel

Grow Local
Chair: Kathy Herring, Parents for Public Schools of Pitt County
Staff: Kate Teel

Continue collaboration with City of Greenville and business partners to encourage and assist entrepreneurial development through the Greenville SEED@ECU program (Supporting Economic and Entrepreneurial Development).

Provide support to the Committee of 100.

Organize and implement the annual Leadership Institute to develop emerging leaders.

Organize and implement the annual Teen Leadership Institute to provide opportunities for growth in leadership and community awareness for high school students.

Provide support to the Young Professionals of Pitt County.

Organize and coordinate the Grow Local initiative, in partnership with the Pitt County Development Commission. Businesses open their doors to host middle and high school students, providing them a hands on experience to introduce, involve, inspire and invest in students and young adult lives.
COMMUNITY DEVELOPMENT

**Division Vice Chair:**
Scott Shook, Scott & Stringfellow

**Advocacy Trips**
Staff: Derrick Welch

**Community Unity**
Chair: Toya Jacobs, ECU
Staff: Sarah Fuchs

**Issues Committee**
Chair: Scott Shook, Scott & Stringfellow
Staff: Leo Corbin/Kate Teel/Derrick Welch

**Power Luncheons**
Chair: Peter B. von Stein, Ward and Smith, P.A.
Staff: Derrick Welch

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

Host a Legislative Event for connections with Pitt County’s delegation of elected officials, and for an update about the General Assembly and the most recent legislative session.

Maintain current information about legislative issues for members via the Governmental Affairs section of the Chambers website (www.greenvillenc.org).

Create the Chamber’s legislative agenda with input from the membership, issues committee, executive committee, and board of directors.

Promote and communicate the legislative agenda with elected officials.

Provide regional leadership through participation and collaboration with the Chambers of Commerce of the North Carolina East Alliance, which includes assisting with the creation of its regional agenda and promoting its regional agenda.

Host the Annual Community Unity Breakfast, in conjunction with the City of Greenville, to embrace diversity and promote inclusiveness in the community.

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

Host the Education Network Luncheon to support and recognize Pitt County Schools and its teachers.

Host an Education Summit to illuminate important trends/initiatives related to education in Pitt County.

Host a Past Chair’s Reception, bringing together past Chairpersons of the Chamber’s Board of Directors to recognize their service, reconnect and inform the group of the work the Chamber continues to do in the community.
2019 BOARD OF DIRECTORS

EXECUTIVE COMMITTEE
Chair of the Board
Janet Mullaney
Chair-Elect
Chris Padgett
Legal Counsel
Phillip R. Dixon, Sr.
Treasurer
Eric Clark
Vice Chairman of Economic & Workforce Development
Dr. Emmett Floyd
Vice Chairman of Public Policy
Scott Shook
Vice Chairman of Membership & Marketing
Taylor Duck
Immediate Past Chairman of the Board
Dr. Christopher Locklear
President
Leo Corbin (through February 28, 2019)
Kate Teel (effective March 1, 2019)

BOARD OF DIRECTORS
Term Expires in 2019
Sterling Edmonds
First Citizens Bank & Trust Company
Dr. David Edwards, PT, DPT, CCCE
Kinetic Physical Therapy
Mark Gentner
WITN
Ray McKeithan
Nutrien
Scott Shook
BB&T | Scott & Stringfellow
Term Expires in 2020
Scott Allenspach
Keller Williams Realty Points East
Jon Anderson
BB&T
Wayne Conner
Vidant Medical Center
Kathy Herring
Parents for Public Schools of Pitt County
Chad Tucker
Vidant Medical Center
Term Expires in 2021
Kristie King
Appogee
JJ McLamb
ECU Athletics
Ashley Odom
Brook Valley Country Club
Van Smith
Vidant Medical Center
Spencer Walston
Suddenlink by Altice

DIRECTORS AT LARGE
Term Expires DECEMBER 31, 2019
Travis Albea
Fresh Vibes
Dr. Kristin Braswell
Pitt Community College
Eric Clark
Select Bank & Trust
Taylor Duck
Vidant Health
Stephen Kouroupas
Fastsigns
Janet Mullaney
Vidant Health, Retired
Bynum Satterwhite
Raymond James
Jonathan Taft
Taft Family Ventures
Wayne Washington
Hyster-Yale Group

OFFICERS AT LARGE
Phillip R. Dixon, Sr.
Greenville Utilities Commission
Dr. Emmett Floyd, Ed.D.
ECU, Retired
Dr. Christopher Locklear
ECU
Chris Padgett
Greenville Utilities Commission
Tommy Price
Branch Banking & Trust

EX OFFICIO DIRECTORS
Dr. Ron Mitchelson,
Provost & Senior Vice Chancellor
ECU
Dr. Ethan Lenker, Superintendent
Pitt County Schools
Brian Floyd, President
Vidant Medical Center
Ann Wall, City Manager
City of Greenville
Dr. Lawrence Rouse, President
Pitt Community College
Bianca Shoneman, Director
Uptown Greenville
PJ Connelly, Mayor
City of Greenville
Andrew Schmidt, Executive Director
Greenville-Pitt County CBB
D. Scott Elliott, County Manager
Pitt County
Executive Director
Pitt-Greenville Airport Authority
Wanda Yuhas, Executive Director
Pitt County Development Commission
Dr. Mark Stacy, Dean
The Brody School of Medicine
ECU

EX OFFICIO (Non-voting)
Leo Corbin, President
Greenville-Pitt County Chamber of Commerce

SENIOR COUNCIL
Will Franklin, Jr., Senior Vice President
First Citizens Bank
Leo Corbin, President
Greenville-Pitt County Chamber of Commerce
Tommy Price, Senior Vice President of Employee Benefits
BB&T Insurance
Bennie Hardy, CPA, Shareholder
Page and Smith
Dr. Christopher Locklear
ECU