

2021

ANNUAL REPORT



2022

PROGRAM OF WORK



CHAMBER STAFF



Trent McGee

President & CEO
252.752.4101
Ext. 2225
trent@greenvillenc.org



Kimber Stone

Director of Member
Relations & Programs
252.752.4101
Ext. 2222
kimber@greenvillenc.org



Drew Barker

Director of Membership
252.752.4101
Ext. 2237
drew@greenvillenc.org



Aileen Peacock

Director of Talent
& Events
252.752.4101
Ext. 2223
aileen@greenvillenc.org



Lauren Phillips

Director of Marketing &
Communications
252.752.4101
Ext. 2228
lauren@greenvillenc.org

2021 CHAIRMAN'S MESSAGE



Dear Chamber Members:

It was my honor to serve as the 2021 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. We experienced many challenges in 2021 and had to carefully navigate the lingering effects of the pandemic, but our Chamber remained steadfast in its approach to being the recognized leader for business success, community growth, and strategic economic development.

As Chairman, my goals were to continue to promote and execute the Chamber's program of work, and leverage resources to empower a collaborative environment that advocates for businesses, education, and tourism in order to promote opportunity and success. Your Chamber proudly represents over 950 local businesses and organizations, and we remained committed to creating value for our members to meet their needs and exceed expectations for return on investment. The Chamber remained aware that businesses had to respond and adapt to remain competitive during the pandemic, and we provided a network of resources to assist with business development in the effort to compliment and increase the climate for economic growth and success.

As it has for many years, the Chamber collaborated with business partners to support the recruitment and expansion of business and industry to Pitt County, and recognized that strong leadership is vital to drive economic growth and build a more inclusive community. Much work was accomplished in the area of workforce readiness and development, and the Chamber continued to empower our future workforce with leadership training and skill development.

Supporting small businesses remained at the forefront of our efforts in 2021 and the Chamber increased its "Local" messaging to continue to raise awareness of the impact of local shopping, dining, and hiring. The Chamber supported local businesses through our programs and events and educated and informed the business community on important and impactful topics. Greenville and Pitt County remain a great place to do business and our Chamber continued to make significant impacts to stimulate the local economy and ensure long-term success. The Chamber went through a significant leadership transition in 2021 and I am confident that the right pieces are in place to ensure continued success for years to come.

It has been my privilege to serve as the Chairman of the Chamber's Board of Directors and I will remain forever grateful for the opportunity. I am honored to be amongst the individuals that have served Greenville and Pitt County in this capacity.

Jonathan G. Taft
2021 Chairman

BUSINESS SUCCESS

Division Vice Chair

Taylor Duck, Merck Pharmaceuticals

Membership Appreciation Initiative

Staff: Kate Teel/Jackie Listecki

Chamber Ambassadors

Co-chairs: Don & Boots Mills, Retired

Staff: Jackie Listecki/Kimber Stone

Small Business Leader of the Year Committee

Chair: Jonathan Taft, Taft Family Ventures

Staff: Kate Teel



Open Fore Business Expo and Golf Tournament



Ribbon Cutting, Painted Peacock



Ribbon Cutting, Carolina Pregnancy Center

The Chamber hosted five in-person **Maximize Your Benefits** seminars, sponsored by First Citizens Bank. The seminars, also offered in a virtual format, were designed to educate members about the Chamber as well as the opportunities available to them through their Chamber memberships.

The Chamber transitioned its Pitt County Business Expo to an **Open Fore Business Expo and Golf Tournament**, presented by Suddenlink Business, on Friday, May 21, 2021, at Greenville Country Club. The new expo format provided a great opportunity to network and learn more about some of the products and services offered by local businesses. Twenty-three teams (foursomes) competed in a Captain's Choice format and vendors (18) were stationed at each hole on the course, along with other vendors at various locations around the clubhouse. Foursome sponsors included: Computer Peripherals Unlimited, ElectriCities of North Carolina, Inc., Greenville Utilities Commission, Pitt Community College, and T.A. Loving Company. Towne Bank and Towne Insurance were Beverage Cart Co-Sponsors; Sentinel Risk Advisors was the 19th Hole Reception Sponsor; and WNCT was the Player Cart Sponsor.

The Ambassador Program featured 25 Ambassadors who visited new members, contacted existing members, met monthly in person or via Zoom for updates about Chamber events, and assisted with multiple Chamber events throughout the year. Crystal Corbett, development officer for the Vidant Health Foundation, was awarded the 2020 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 2021, 31 ceremonies were held to welcome new or renovated Chamber member businesses throughout Pitt County.

The Greenville-Pitt County Chamber of Commerce coordinates affordable **International Trips** for Chamber members and the general public to give the Pitt County community a look at the global economy. These once in lifetime opportunities provide a unique educational and cultural experience for members of our community and guests. Due to COVID-19 and travel restrictions, Chamber trips were put on hold in 2021.



Annual Membership Celebration Awards



Dr. Ron Mitchelson,
Citizen of the Year



Crystal Corbett,
Ambassador of the Year



Will Bell,
Young Professional of the Year



Business After Hours Event 2021, Hilton Greenville



Business After Hours Event 2021, Mellow Mushroom



Gregg Greene, Small Business Leader of the Year



East Carolina University Merchants Fair,
Carolina Pregnancy Center

The Annual Membership Celebration, sponsored by Vidant Medical Center, was held virtually for the first time due to COVID-19. A 29-minute celebration video, themed “A Year of Resilience,” was shared for public viewing to highlight the Chamber’s 2020 accomplishments. Highlights of the video included the recognition of the 2020 Citizen of the Year, awarded to Dr. Ron Mitchelson; the Ambassador of the Year Award, presented to Crystal Corbett; and the presentation of the Young Professional of the Year, awarded to Will Bell. The membership celebration video also featured an update on the Chamber’s Program of Work, that included messages from outgoing Chairman, Chris Padgett, and incoming Chairman, Jonathan Taft.

Business After Hours, sponsored by DataGroup Technologies, Inc. and HighClick Media, was the Chamber’s premier networking event in 2021, with an average attendance of 75 people per event. Eight Business After Hours events were held to showcase member businesses and encourage networking among Chamber members. Business After Hours host sites in 2021 included: Hilton Greenville, The Heritage at Arlington Apartment Homes, Garriss Evans Lumber Company, Legacy at Fire Tower, Ron Ayers Motorsports, CopyPro, Inc., Mellow Mushroom, Victra, and Pitt County Council on Aging.

The **Small Business Awards**, sponsored by First Citizens Bank and the City of Greenville, celebrated small business in Greenville and Pitt County. The event was held in May and hosted by Opendoor Church. Members had the option of attending in-person or watching the event via a live stream. Gregg Green, owner of Great Harvest Bread Company, was named the 2020 Small Business Leader of the Year. Additional finalists for the award included Dr.’s Chris Ozimeck and Erin Wooten of Children’s Health Services, P.A., and Tammy Wright, owner of It’s So Wright.

The annual **East Carolina University “Get a Clue” Merchants Fair** was held on September 1, 2021 on the ECU Main Campus Mall. The Chamber and East Carolina University partner together for this annual event which brings local businesses and nonprofit organizations together for a tabling event for students, faculty, and staff. This event offers businesses a unique opportunity to promote their products and services to over 3,500 ECU students. Thirty-one (31) Chamber member businesses participated in the event.

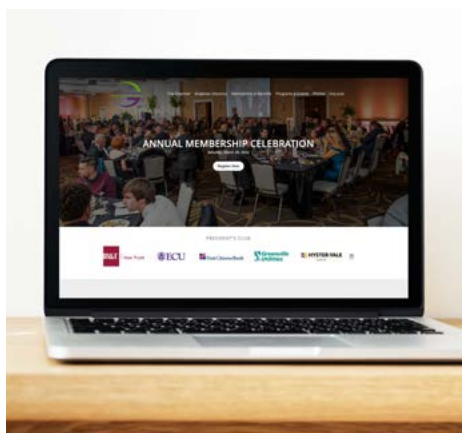
The Chamber continued its **GoLocal Greenville** campaign in 2021 and encouraged all who live and work in the Greenville-Pitt County community to shop, hire, collaborate, and innovate locally. A GoLoGreenville hashtag was used to promote local businesses while consumers were visiting establishments. In addition, the



Glimpse Magazine 2021

Chamber coordinated a Support Local-Opoly game with 40 local members participating as a way to encourage local shopping and dining from October through December.

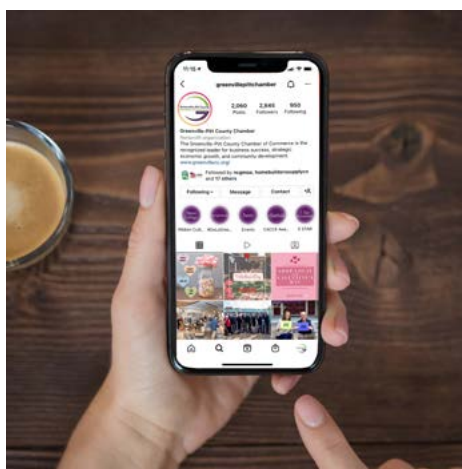
The Chamber created and distributed the 2021 edition of **Glimpse Magazine**, which served as the official newcomer/quality of life magazine for the Greenville-Pitt County area. The Chamber distributed 10,000 copies of the magazine in 2021 to various businesses throughout Greenville and Pitt County. Glimpse was also available in a digital format on the chamber's website and included dynamic linking that sent readers directly to advertiser's webpages upon clicking on their ads. The 2021 edition of Glimpse included features on Intersect East, Grady-White Boats, Inc., the Greenville-Eastern North Carolina Alliance, the Little League Softball World Series, and Parents for Public Schools of Pitt County. The magazine also included various facts and figures highlighting Greenville and Pitt County, along with a GoLocal business directory of Chamber members.



Greenville Chamber of Commerce Website

The **ChamberGram**, the Chamber's biweekly e-newsletter, was created and distributed to the membership 25 times in 2021. The ChamberGram provided information to members relative to upcoming Chamber events and programs. Each ChamberGram featured the Chamber's newest members with a link to that respective member's business directory listing on the Chamber's website and included news regarding Chamber members. The ChamberGram was occasionally reformatted throughout the year to make it more efficient for communicating with Chamber members.

The Chamber's website, www.greenvillenc.org, continued to be the go-to source for information in 2021. The site was updated regularly to provide visitors with appropriate information about the Chamber and the Greenville-Pitt County community. The site was kept 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.



Greenville Chamber of Commerce Social Media

The Chamber's **Social Media Platforms**, including Facebook, Instagram, and Twitter, remained active in 2021 and were regularly updated to promote Chamber members, events, and relevant news. The Chamber saw monthly increases in followers and likes on each of its platforms. Social media initiatives in 2021 allowed the Chamber to boost its visibility among its members and potential members. The Chamber utilized its YouTube channel to post member videos and various other videos related to events.

Newcomer Packages were created for prospective citizens and those who were new residents. The package includes a Glimpse magazine, 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 that newcomers requested. Additionally, the Chamber puts together the newcomer packages for businesses to use to recruit new employees and to give to new hires.

STRATEGIC ECONOMIC GROWTH

Division Vice Chair

Dr. Emmett Floyd, Retired

Leadership Advisory Council

Chair: Jessica Williams, Vidant Medical Center
Staff: Kimber Stone

Teen Leadership Committee

Chair: Kaitlyn Speas, Pitt Community College
Staff: Kimber Stone

Young Professionals of Pitt County

Chair: Aileen Peacock, Rock Springs Center
Staff: Kimber Stone

Grow Local

Chair: Kathy Herring, Parents for Public Schools of Pitt County
Staff: Kate Teel/Kimber Stone



Leadership Institute, Class of 2021



Leadership Institute, Government and Law Day



Leadership Institute, Media Day



Teen Leadership Institute, Class of 2021



Teen Leadership Institute, Make a Difference Day

The Chamber concluded its 38th 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. Twenty-three participants successfully fulfilled the requirements of the program and were honored with graduation certificates during a ceremony in June at Third Street Education Center.

This year marked the 33rd year of the Chamber's **Teen Leadership Institute** program, presented by Barbour-Hendrick Honda, which provides opportunities for growth in leadership and community awareness for Pitt County high school students (sophomores and juniors). Twenty-five participants took part in five program 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, and other local government agencies assisted with the operation of each session. The program culminated with a graduation ceremony in May with all 25 students receiving a



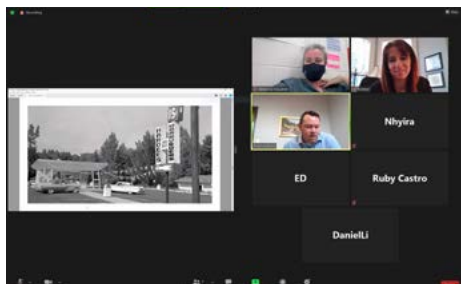
Teen Leadership Institute, Make a Difference Day



Young Professionals of Pitt County



Young Professionals of Pitt County, Duck Race



Grow Local Hosted Virtually, March 2021

certificate and cord to signify their successful completion of the program. Since its inception in 1981, 1,136 Pitt County high school students have graduated from the program.

The Young Professionals of Pitt County, presented by State Farm Insurance - Polly D. Piland Agency, closed the 2021 year with 78 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 cleaning their adopted street and hosted the first annual Great Duck Race to benefit the Vidant Cancer Campaign with a donation \$13,500 to the Vidant Health Foundation. The seventh annual "Birdies, Beer and BBQ" was held at Greenville Country Club on September 17, 2021. The event was another successful fundraiser for the organization, featuring Sam Jones BBQ and beers donated by Carolina Eagle. The YP's continued Rise & SYP in 2021. This series is designed as a professional development/networking event that, held quarterly bringing in guest speakers to discuss the local community and the importance of young professionals. Additionally, the group continued with the "Sweatworking" events in partnership with Fleet Feet Sports and MPourium.

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 creativity, successful business startup and rapid growth.

The Chamber continued its efforts to promote **Economic Development** through active participation and membership in the Greenville-Eastern North Carolina Alliance. The Chamber's strong relationship with the Greenville-ENC Alliance is a reflection of the Chamber's belief that all members should stay informed and support of efforts to enhance Pitt County's economic development initiatives.

The Chamber continued its tradition of starting off the year with the 15th Annual **Economic Forecast Luncheon**, Co-presented by the Greenville-ENC Alliance and First Citizens Bank. 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 2021. The 2021 luncheon, held virtually, was attended by over 200 attendees.

The Chamber, in partnership with Pitt County Economic Development, continued its work with the **Grow Local** initiative that was launched in 2018. Grow Local is a workforce development component of the Chamber's program of work where Pitt County businesses open their doors to host local middle and high school students, exposing participants to a specific career, company or industry. The program is meant to introduce, involve, inspire, and invest in students and young adult lives. Grow Local was hosted virtually in 2021 with 2,643 registered students and 43 businesses.

COMMUNITY DEVELOPMENT

Division Vice Chair

Dr. Christopher Locklear, East Carolina University

Advocacy Trips

Staff: Kate Teel

Community Unity

Chair: Toya Jacobs, ECU
Staff: Kimber Stone

Issues Committee

Chair: Dr. Christopher Locklear, East Carolina University

Staff: Kate Teel/Trent McGee

Power Luncheons

Chair: Peter B. von Stein, Ward and Smith, P.A.

Staff: Kate Teel/Trent McGee



Safety Awards Banquet 2021

The 24th annual **Community Unity Event**, sponsored by the City of Greenville, Reimage Church and Vidant Medical Center, continued to promote inclusiveness, and support the Chamber's initiative to support diversity. The Community Unity Event is held annually on the commemoration of Dr. Martin Luther King Jr.'s birthday. The 2021 event included messages from community leaders and featured a keynote address from Dr. Russell Booker, co-founder of One Acorn. The 2021 Community Unity Event video received over 3,000 views.

The Chamber, in partnership with the North Carolina Department of Labor, hosted **The Safety Awards Banquet**, presented by Nutrien, on September 21, 2021. The annual event recognizes private and public firms that achieve and maintain good safety records. The event was held at Greenville Country Club and nine Chamber member businesses were recognized as industry leaders in safety, including Nutrien, who was recognized with Million-Hour Awards.



Education Appreciation Week, Penco



Education Appreciation Week, Jimmy Johns



Education Appreciation Week, Kona Ice

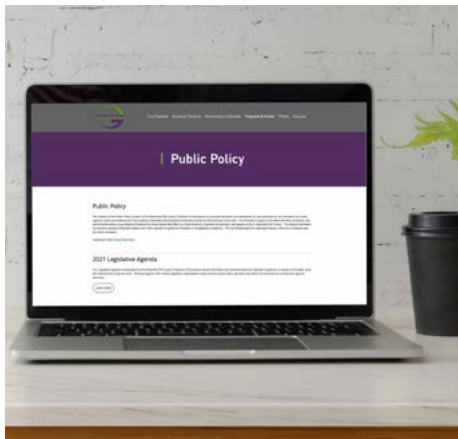


Education Appreciation Week, Meridian Park

The Chamber hosted the eighth annual **Education Appreciation Week** to give the business community a unique opportunity to express appreciation to educators, administrators, and employees of Pitt County Schools for the excellent jobs they do. Sponsors of the event delivered locally made food items from restaurants and a welcome back banner with balloons the week prior to school starting in August. Education Appreciation Week was presented by Clean EatZ, Penco Products, the Pitt County Educational Foundation, and Suddenlink. Seventeen local businesses participated as school hosts during the week.



December Pitt County Chamber of Commerce Board Meeting, Phil Dixon



Pitt County Chamber of Commerce Website, Public Policy

The Chamber's **Issues Committee** continued to focus its attention on state and local policy issues and concerns relevant to Greenville-Pitt County. In its role, 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 bi-monthly throughout the year and members identified comprehensive business best-practice models that facilitate a healthy local and regional business environment.

The **Chamber's 2021 Legislative Priorities** produced an update to the 2020 Chamber Legislative Priorities. Staff approached the 2021 Chamber Priorities with the mindset that the document would be updated to remove outdated or resolved information while adding relevant needs of our members. Issues Committee members were given the opportunity to recommend changes and additional policy topics during the fall. Once compiled, the new priorities were presented to the Issues Committee, Executive Committee, and full Board in December, and were all approved as the final version of the 2021 Legislative Priorities. This new document will serve as the Chamber's guide in advocacy efforts in the upcoming year and will hopefully continue the trend of successful advocacy.

The Public Policy 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. Continued in 2021, the page provided up to date information on General Assembly bills that Chamber staff were monitoring. 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.



Annual Legislative Breakfast 2021



Annual Legislative Breakfast 2021



Annual Legislative Breakfast 2021

The Chamber hosted its 12th annual **Legislative Breakfast**, co-presented by MHAworks and Nutrien, on October 29, 2021. The event was held at the Holiday Inn with over 120 in people in attendance. The Legislative Breakfast provides Chamber members and guests the opportunity to hear from key decision makers and voice opinions on policy issues affecting the Greenville-Pitt County community. Delegates offered firsthand information on the ongoing General Assembly session, prompting dialogue between legislators and guests. Representative John Bell, Senator Don Davis, Representative Brian Farkas, and Representative Kandie Smith attended this year's breakfast.



Power Luncheon, Dr. Philip Rogers, Chancellor - East Carolina University

The Chamber hosted monthly **Power Luncheons**, 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 '21 Series included nine virtual luncheons and one in-person luncheon and allowed attendees to establish a connection with high-ranking leaders at the local and state levels. In place of a meal for virtual luncheons, participants received gift cards to local Chamber member restaurants of their choice. The Power '21 Series featured the following speakers/presentations: *City of Greenville Mayor, P.J. Connelly; State Treasurer, Dale Folwell; North Carolina Community College System President, Dr. Thomas Stith III; East Carolina University Chancellor, Dr. Philip Rogers; Little League Softball World Series Tournament Director, Sara Thompson; North Carolina Department of Commerce Secretary, Machel Baker Sanders; North Carolina Department of Public Instruction Superintendent, Catherine Truitt; North Carolina Department of Transportation Secretary, Eric Boyette; Vidant Health CEO and Brody School of Medicine Dean, Dr. Michael Waldrum; East Carolina University Director of Athletics, Jon Gilbert.*



CEO Social



CEO Social



CEO Social

The Chamber's inaugural **CEO Social** was held on Tuesday, December 7, 2021 at the ECU Health Sciences Campus Student Center. Christopher Chung, chief executive officer of the Economic Development Partnership of North Carolina, served as the keynote speaker. The CEO Social allowed local high-level business leaders the opportunity to network and engage in candid conversation regarding timely business topics, trends, and policy initiatives. First Citizens Bank and the Greenville - ENC Alliance were co-presenting sponsors of the event. Gold Sponsors included the City of Greenville, Executive Personnel Group, and Greenville Utilities Commission. A total of 50 people attended the event that included light hors d'oeuvres and beverages.

2021 BOARD OF DIRECTORS

EXECUTIVE COMMITTEE

Chairman of the Board
Jonathan Taft

Chair-Elect
Van Smith

Legal Counsel
Phil Dixon

Treasurer
Eric Clark

*Vice Chairman of Economic
& Workforce Development*
Dr. Emmett Floyd

Vice Chairman of Public Policy
Dr. Christopher Locklear

*Vice Chairman of
Membership & Marketing*
Taylor Duck

*Immediate Past
Chairman of the Board*
Chris Padgett

President
Kate Teel

BOARD OF DIRECTORS

Term Expires in 2021

Kristie King
Appogee

JJ McLamb
ECU Athletics

Ashley Odom
Brook Valley Country Club

Van Smith
Vidant Medical Center

Spencer Walston
Pirate Properties, LLC

Term Expires in 2022

Tina Bryan
DSM Dyneema

Susan Bucci
The Painted Peacock

Chris Davis
First Citizens Bank

Charlie Wells
Southern Bank

Charlene Wilson
Vidant Medical Center

Term Expires in 2023

Kris Carroll
Grady-White Boats

Michael Gregory
Hyster-Yale Group

Dr. Virginia Hardy
East Carolina University

Scott Senatore
Vidant Health Foundation

Peter von Stein
Ward & Smith, P.A.

DIRECTORS AT LARGE

Term Expires December 31, 2021

Brian Barnett
Pitt County Government

Gregg Green
Great Harvest Bread Company

Ron Henslee
WITN

Dr. Shondell Jones
Kinetic Physical Therapy

H.B. Moore
Piedmont Service Group

Aileen Peacock
Rock Springs Center

Tilwanda Steinberg
Southern Bank

Uconda Dunn
Greenville – ENC Alliance

Mark Woodson
Five Prime Media Group

OFFICERS AT LARGE

Eric Clark
First Citizens Bank

Phillip R. Dixon, Sr
Greenville Utilities Commission

Taylor Duck
Merck Pharmaceuticals

Emmett Floyd, Ed.D.
Retired, East Carolina University

Dr. Christopher Locklear
East Carolina University

Janet Mullaney

Chris Padgett
Greenville Utilities Commission

Scott Shook
BB&T | Scott & Stringfellow

Jonathan Taft
Taft Family Ventures

EX OFFICIO DIRECTORS

Dr. Philip Rogers, *Chancellor*
East Carolina University

Tony Cannon, *CEO*
Greenville Utilities Commission

Dr. Grant Hayes, *Interim Provost*
East Carolina University

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

Meredith Hawke, *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

Bill Hopper, *Executive Director*
Pitt-Greenville Airport Authority

Kelly Andrews, *Executive Director*
Pitt County Economic Development

Dr. Michael Waldrum
*Vidant Health | Brody School of
Medicine at East Carolina University*

EX OFFICIO (Non-voting)

Kate Teel, *President*
Greenville-Pitt County Chamber

SENIOR COUNCIL

Tommy Price

Bennie Hardy

Dr. Christopher Locklear

Janet Mullaney

Chris Padgett

2022 CHAIRMAN'S MESSAGE

Dear Chamber Members,

The year 2021 proved to be another challenging year as Greenville and Pitt County continued to experience the effects of a global pandemic throughout our community. However, the resiliency of the people of eastern North Carolina was evident as local businesses, organizations, and individuals adapted to changing economic and social climates influenced by Covid 19. Under Chairman Taft's leadership, the Greenville-Pitt County Chamber of Commerce continued its mission of service to its members, a testament to the commitment of the Chamber Board, Staff, volunteers, and membership. In the face of much variability, the Chamber served as a stabilizing force for our business community with information, services, and a program of work to guide and support membership in tumultuous times.

In my role as chairman for 2022, my intent is to serve our members by enabling the Chamber staff to successfully execute a multi-faceted program of work leading to business success, strategic economic growth, and development across Greenville and Pitt County. I'm excited this year as there are new faces on the team, as well as familiar faces serving in new roles. Together, we will continue to bring forward many of our traditional campaigns and activities, as well as introducing new programs to meet the diverse needs of our Chamber members, as well as the communities in which we live and work. Specific initiatives have been planned throughout the year to promote engaging networking opportunities for professionals, provide exposure for Chamber businesses, recognize and honor community leaders, celebrate our local businesses, engage elected officials in advocacy efforts, and provide educational forums to build knowledge and awareness among our business community. We will also continue our programs to connect with students, as we strive to build the next generation of business and community leaders.

This year, I encourage you to take full advantage of your Chamber membership. The Chamber Board and Staff stand ready to assist you in realizing the wealth of benefits that membership affords you. Thank you for your ongoing support, and I look forward to serving you as Board Chairman in a healthy and prosperous 2022.

Van Smith
2022 Chairman

2022 PROGRAM OF WORK

BUSINESS SUCCESS

Division Vice Chair

Taylor Duck, Merck Pharmaceuticals

Chamber Ambassadors

Chair: Megan Jones, Southern Bank
Commission

Staff: Kimber Stone and Drew Barker

Small Business Leader of the Year Committee

Chair: Van Smith, Vidant Medical Center

Staff: Trent McGee



Business After Hours 2021, The Heritage at Arlington
Apartment Homes



East Carolina University Merchants Fair,
Alexander Paul Institute of Hair Design



2021 Open Fore Business Expo and Golf Tournament

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 bi-monthly "Maximize Your Membership" 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 and services.
- **ECU Merchants Fair** - continue the partnership with East Carolina University to allow members to market products and services to ECU students.
- **Annual Membership Celebration** - 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.
- **Open Fore Business Expo and Golf Tournament** - allows members to showcase products and services to the community combined with a unique networking event.
- **Small Business Awards Event** - celebrates the impact and recognizes the success of small business in Greenville and Pitt County. In addition, presents the First Citizens Bank Forever First award and the Small Business Leader of the Year award.



Ribbon Cutting, Keller Williams Points East



Ribbon Cutting, Greenville OBGYN



Glimpse Magazine 2021

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 promote and grow 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.

Provide business advantages through the following Chamber mediums:

- **Business Spotlights in partnership with WNCT** - a new digital offering and partnership to feature spotlights on website and TV to highlight the Chamber and members.
- **ChamberGram** - the Chamber's bi-weekly e-newsletter 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

Leadership Advisory Council

Chair: Jessica Williams, Vidant Medical Center
Staff: Kimber Stone

Teen Leadership Committee

Chair: Katelynn Speas, Pitt Community College
Staff: Kimber Stone

Young Professionals of Pitt County

Chair: Taylor Ward, Vidant Health
Staff: Aileen Peacock

Grow Local

Chair: Kathy Herring, Parents for Public Schools of Pitt County
Staff: Kimber Stone, Aileen Peacock



2021 Teen Leadership Institute



2021 Teen Leadership Institute

Economic Forecast Luncheon - inform members of trends affecting business climate and the economy.

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

Organize and implement the annual Leadership Institute to develop a pool of 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 implement The Intern Experience over a six-week period for summer college-aged interns. The program will be designed to highlight the Greenville/Pitt County community at large and expose business interns to opportunities in and around the community as we recruit and retain talent for future successes.

Organize and coordinate the Grow Local initiative. 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.

Host the Executive Assistant Luncheon to gather top executive assistants to provide a network of peers to connect, share ideas and gain useful knowledge to apply at work.

COMMUNITY DEVELOPMENT

Division Vice Chair

Dr. Christopher Locklear, East Carolina University

Advocacy Trips

Staff: Trent McGee

Community Unity

Chair: Toya Jacobs, ECU
Staff: Aileen Peacock, Kimber Stone

Issues Committee

Chair: Dr. Christopher Locklear, East Carolina University
Staff: Trent McGee

Power Luncheons

Chair: Peter B. von Stein, Ward and Smith PA
Staff: Aileen Peacock, Trent McGee



Power Luncheon



Safety Awards Banquet

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

Host a Legislative Event for connections with Pitt County's legislative delegation, 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 Chamber.

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 eastern region (OCTAD.)

Host the Annual Community Unity Event, 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 Reception to support and recognize Pitt County Schools, teachers and employees.

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.

Host a trip for members of Greenville and Pitt County to travel to the NC General Assembly to meet with elected and appointed officials to discuss relevant issues facing eastern North Carolina, Greenville and Pitt County.

Host a CEO Social, bringing together high-level executive and business leaders to network with each other and hear from a guest speaker relevant to current business or policy.

2022 BOARD OF DIRECTORS

EXECUTIVE COMMITTEE

Chairman of the Board
Van Smith

Chair-Elect
Peter von Stein

Legal Counsel
Phil Dixon

Treasurer
Charlie Wells

*Vice Chairman of Economic
& Workforce Development*
Dr. Emmett Floyd

Vice Chairman of Public Policy
Dr. Christopher Locklear

*Vice Chairman of
Membership & Marketing*
Taylor Duck

*Immediate Past
Chairman of the Board*
Jonathan Taft

President
Trent McGee

BOARD OF DIRECTORS

Term Expires in 2022

Tina Bryan
DSM Dyneema

Susan Bucci
The Painted Peacock

Chris Davis
First Citizens Bank

Charlie Wells
Southern Bank

Dr. Charlene Wilson
Vidant Medical Center

Term Expires in 2023

Kris Carroll
Grady-White Boats

Michael Gregory
Hyster-Yale Group

Dr. Virginia Hardy
East Carolina University

Scott Senatore
Vidant Health Foundation

Peter von Stein
Ward & Smith, P.A.

Term Expires in 2024

Kelly Barnhill, Jr.
Hendrix-Barnhill Co., Inc.

Trev Evans
Koinonia Christian Center Church

LaKesha Alston Forbes
ECU Office for Equity and Diversity

Dr. Paul Schwager
ECU College of Business

Lisa Stokes
Altice USA - Suddenlink

DIRECTORS AT LARGE

Term Expires December 31, 2022

Brian Barnett
Pitt County Government

Gregg Green
Great Harvest Bread Company

Ron Henslee
WITN

Dr. Shondell Jones
Kinetic Physical Therapy

H.B. Moore
Piedmont Service Group

Tilwanda Steinberg
Southern Bank

Uconda Dunn
Greenville – ENC Alliance

Taylor Ward
Young Professionals of Pitt County

Mark Woodson
Five Prime Media Group

OFFICERS AT LARGE

Phillip R. Dixon, Sr.
Greenville Utilities Commission

Taylor Duck
Merck Pharmaceuticals

Emmett Floyd, Ed.D.
Retired, East Carolina University

Dr. Christopher Locklear
East Carolina University

Janet Mullaney

Chris Padgett
Greenville Utilities Commission

Van Smith
Vidant Medical Center

Jonathan Taft
Taft Family Ventures

EX OFFICIO DIRECTORS

Dr. Philip Rogers, Chancellor
East Carolina University

Tony Cannon, CEO
Greenville Utilities Commission

Dr. Grant Hayes, Interim Provost
East Carolina University

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

PJ Connelly, Mayor
City of Greenville

Andrew Schmidt, Executive Director
Greenville-Pitt County CVB

Janis Gallagher, County Manager
Pitt County Government

Bill Hopper, Executive Director
Pitt-Greenville Airport Authority

Kelly Andrews, Executive Director
Pitt County Economic Development

Dr. Michael Waldrum
*Vidant Health | Brody School of
Medicine at East Carolina University*

EX OFFICIO (Non-voting)

Trent McGee, President
*Greenville-Pitt County Chamber
of Commerce*

SENIOR COUNCIL

Bennie Hardy (Term expires in 2022)

Dr. Christopher Locklear

Janet Mullaney

Chris Padgett

Jonathan Taft