

# ANNUAL REPORT 2022

# PROGRAM OF WORK 2023





# CHAMBER STAFF



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# 2022 CHAIRMAN'S MESSAGE



## Dear Chamber Members:

It was my honor to serve as the 2022 Chairman of the Greenville-Pitt County Chamber of Commerce's Board of Directors. I am grateful for the opportunity to have represented an organization that plays a key role in the success of our business community. Thank you for your investment and unwavering support this past year.

The chamber's success in 2022 was a byproduct of its loyal members, and it was an honor to work on your behalf. Our chamber is extremely fortunate to have a membership base that understands we all share in the responsibility of creating economic success and a vibrant quality of life in Greenville and Pitt County. The fundamental principles of the chamber are helping you grow your business, increase your sphere of influence, and give back to the community.

Your chamber proudly represents over 900 local businesses and organizations, and I am proud of the work that was accomplished in 2022. The chamber welcomed 71 new members, executed 35 events with close to 3,000 attendees, and celebrated the growth of our business community with several ribbon cutting and groundbreaking ceremonies. The chamber engaged in important dialogue about the future of economic development in our community and continued to place an emphasis on workforce development to help employers build scalable, sustainable pipelines of talent.

Through a revised shop local initiative, the chamber continued to raise awareness of the importance of supporting our local small businesses that are building our community. The chamber continued to offer leadership development programs, marketing opportunities, and advocacy so your business can be seen and heard.

I would like to express my appreciation to the chamber's executive committee, board of directors, and the various partner organizations who allowed their employees to assist the chamber in various capacities throughout the year. Your dedication to running committees, assisting with events and programs, and strengthening community relationships is the backbone of our chamber.

It was inspiring to watch chamber members and the entire community rally around the chamber's staff during some very difficult circumstances in 2022. Despite those trying times, the organization remained steadfast in its approach to being the recognized leader for business success, community growth, and strategic economic development.

Again, I am thankful to have served our community in this capacity and for the opportunity to have followed the chairpersons before me who played a significant role in the success of our chamber.

**D. Van Smith, Jr.**  
2022 Chairman

# BUSINESS SUCCESS

## Division Vice Chair

Taylor Duck, *Merck Pharmaceuticals*

## Chamber Ambassadors

Chairwoman: Megan Jones, *State Employees Credit Union*

Staff: Drew Barker and Kimber Stone

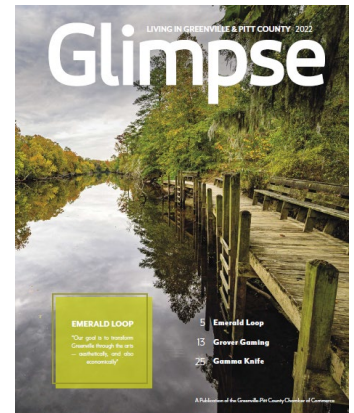
## Small Business Leader of the Year Committee

Chair: Van Smith, *ECU Health Medical Center*

Staff: Trent McGee

The chamber hosted six **Maximize Your Benefits** sessions, sponsored by First Citizens Bank. The sessions were designed to educate members about the chamber and how to use all the marketing tools in the members-only portal. The sessions also highlighted the various networking opportunities and business benefits available to members through their investment.

The chamber created and distributed the 2022 edition of **Glimpse** magazine, the official newcomer/quality of life magazine for the Greenville-Pitt County area. The chamber distributed 5,000 copies of the magazine 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 chamber contracted with Igoe Creative to provide the design and layout and Morgan Printers Inc. for printing.



Glimpse Magazine 2022



2022 Ambassadors

The **Ambassador Program** featured 16 Ambassadors who met monthly for updates about chamber events and initiatives, and opportunities to assist with multiple chamber events throughout the year. Ambassadors were charged with conveying member needs, questions, and concerns to chamber staff and encourage member involvement. Executive Personnel Group was the presenting sponsor in 2022. The Hilton Greenville served as the hospitality sponsor.

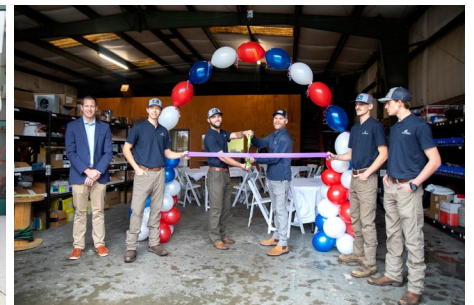
The chamber held 34 **Ribbon Cuttings/Groundbreakings/Open House** ceremonies in 2022 to welcome new businesses to the community and celebrate renovations to existing businesses. The chamber promoted ribbon cutting ceremonies through its events calendar and digital messaging and attended the celebrations with giant scissors in-hand.



Ribbon Cutting, Sarah Weir Group



Ribbon Cutting, Wildflower Florist



Ribbon Cutting, Roland Black Heating and Cooling



The **Annual Membership Celebration**, sponsored by ECU Health Medical Center, was held on March 26, 2022, at the Hilton Greenville. Highlights of the event included the presentation of the 2022 Citizen of the Year Award, presented to Reverend Dr. Rodney Coles, Sr.; the Ambassador of the Year Award, presented to Rob Campbell; the Young Professional of the Year Award, presented to Maria Satira; and the Legends Award, presented to Henry W. Hinton. The membership celebration provided attendees with an update on the chamber's program of work and included messages from outgoing Chairman Jonathan Taft and incoming Chairman Van Smith.



Annual Membership Celebration 2022

**Business After Hours**, sponsored by Advantage Therapy Solutions (six months), was the chamber's premier networking event in 2022, with an average attendance of 78 people per event. Eleven Business After Hours events were held to showcase member businesses and encourage networking among chamber members. Business After Hours host sites in 2022 included: Kinetic Physical Therapy and Wellness, Holiday Inn, Eastern Radiologists, The Heritage at Arlington Apartment Homes, Garris Evans Lumber Company, Advantage Therapy Solutions, Ron Ayers Motorsports, Beauty Bar Medispa, 904 West Apartments, Ronald McDonald House of Eastern North Carolina/Telco Credit Union, and Pitt County Council on Aging.



Business After Hours, 904 West



Business After Hours, RMH & Telco



Business After Hours, Pitt County Council on Aging-Greenville Senior Center

The chamber coordinated affordable **International Trips** for chamber members and the public to give community members a look at the global economy and experience wonders of the world. These unique excursions provide travelers with an educational and cultural experience, while fostering connections between local businesspeople and retirees. The chamber sent travelers to London/Paris and Poland in 2022.

The chamber held its **Open Fore Business Expo and Golf Tournament**, presented by Optimum Business, on October 21, 2022, at Greenville Country Club. The event provided participants with a great opportunity to network and learn more about some of the products and services offered by local businesses. Twenty-two teams (foursomes) competed in a Captain's Choice format and vendors (14) were stationed at each hole on the course, along with other vendors at various locations around the clubhouse.



Team Sawyer's Fun Park  
Open Fore Business Expo and Golf Tournament



Team Carolina Hospitality Associates  
Open Fore Business Expo and Golf Tournament



Team Koinonia Community Solutions  
Open Fore Business Expo and Golf Tournament

The **Small Business Awards** event, sponsored by First Citizens Bank and Optimum Business, was on October 27, 2022, at the ECU Main Campus Student Center. The event recognized the impacts small businesses have on our community and recognized a small business leader of the year. Susan Bucci, owner of Painted Peacock Company, was named the 2022 Small Business Leader of the Year. Additional finalists for the small business leader of the year award included Jon Gavigan (The Gavigan Insurance Agency) and Cindy Taylor (Carolina Therapy Connection).



Susan Bucci, 2022 Small Business Leader of the Year

The chamber continued its **GoLocal Greenville** campaign in 2022 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 chamber coordinated a **There's No Place Like Local** initiative, presented by Greenville Utilities Commission, for the holiday shopping season. The initiative raised awareness to the importance of shopping local during the holiday season, in the effort to increase foot traffic and holiday revenue for local small businesses.

The chamber's biweekly **E-Newsletter** was created and distributed to the membership 25 times in 2022. Each newsletter featured a members news section and information on upcoming chamber events and programs. Each newsletter featured the chamber's newest members with a link to that respective member's business directory listing on the chamber's website.



Greenville-Pitt County Chamber of Commerce, There's No Place Like Local Social Media Campaign



Greenville-Pitt County Chamber of Commerce Website

The chamber's website, [www.greenvillenc.org](http://www.greenvillenc.org), continued to be the go-to source for information, receiving over 130,000 views. 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 community news. The site continued to provide members with exposure through the online business directory and allowed members to update their business directory listing, post member-to-member discounts, job postings, and community events. Members were able to keep track of referrals through the online business directory.

The chamber's **Social Media Platforms**, including Facebook, Instagram, and Twitter, remained active in 2022 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. Total, the chamber's social media platforms had over 13,000 followers in 2022.



#### FACEBOOK

**8,072**

followers

**+14%**

@GPCChamber



#### TWITTER

**2,321**

followers

**+4%**

@greenvillencoc



#### INSTAGRAM

**3,020**

followers

**+2%**

@greenvillepittchamber



# STRATEGIC ECONOMIC GROWTH

## Division Vice Chair

Dr. Emmett Floyd, Retired

## Leadership Advisory Council

Chair: Jessica Williams, *ECU Health Medical Center*

Staff: Kimber Stone

## Teen Leadership Committee

Chair: Kaitlyn Speas, *Pitt Community College*

Staff: Kimber Stone

## Young Professionals of Pitt County

Chair: Taylor Ward, *Thermo Fisher Scientific*

Staff: Aileen Peacock

## Grow Local

Chair: Kathy Herring, *Parents for Public Schools of Pitt County*

Staff: Kimber Stone

The chamber's **Leadership Institute**, sponsored by ECU Health Medical Center, provided a series of educational sessions and speaking engagements to help develop a group of emerging leaders dedicated to community betterment for the future. The program covered an eight-month period (September - May) and focused on the importance of community service and professional leadership. The program also included various 60-minute professional development sessions with Dr. Andy Herdman, associate professor at the ECU College of Business, to give participants a clear perspective on who they are and how to thrive, both personally and professionally. Participants were required to complete a group project that leaves their imprint on the community, with a focus on leaving the community in a better place than before. Twenty-six (26) participants successfully fulfilled the requirements of the program and were honored with graduation certificates during a ceremony in May at the ECU Health Sciences Campus Student Center.



Leadership Institute

The chamber's **Teen Leadership Institute**, presented by Barbour-Hendrick Honda, provided Pitt County high school students (sophomores and juniors) with opportunities for growth in leadership and community awareness. Thirty-two (32) participants took part in five program sessions (one session per month), from November - April, with each session focusing on a specific area of leadership growth and community awareness. Volunteers from East Carolina University, Pitt Community College, ECU Health Medical Center, the City of Greenville, and other local government agencies assisted with the operation and implementation of each session. The program culminated with a graduation ceremony in May with all 32 students receiving a certificate and cord to signify their successful completion of the program.



Teen Leadership Institute



Teen Leadership Institute



Teen Leadership Institute



Young Professionals of Pitt County

The **Young Professionals of Pitt County**, presented by State Farm Insurance - Polly D. Piland Agency, closed the 2022 year with 85 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 (YPs) continued to host 3rd Thursday networking events and Rise & SYP sessions as part of its focus areas for the year. The YPs also volunteered cleaning their adopted street and hosted the Great Duck Race to benefit ECU Health Cancer – raising over \$7,700. Over the past seven years, the organization has raised over \$69,000 in donations to benefit ECU Health Cancer Care programs and services.

The chamber continued its efforts to promote **Economic Development** through active collaboration with the Greenville-Eastern North Carolina Alliance and Pitt County Economic Development. The chamber's strong relationship with its economic development partners reflects the chamber's belief that all members should stay informed and support efforts to enhance Pitt County's economic development initiatives.

The chamber held its 16th Annual **Economic Forecast Luncheon**, co-presented by First Citizens Bank and the Greenville-Eastern North Carolina Alliance, on February 22, 2022, at the Hilton Greenville with over 225 attendees. Dr. Rick Niswander, professor in the department of accounting at ECU, was the featured speaker and provided a detailed analysis of existing conditions, future trends, and general patterns for 2022.



Economic Forecast Luncheon



Grow Local, Fire Department

The chamber's **Grow Local** week was held March 28 - April 1, 2022. Grow Local is a workforce development initiative 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, in partnership with Pitt County Schools, is meant to introduce, involve, inspire, and invest in the lives of our future workforce. Over 2,900 students and 99 businesses participated in the week-long program. Program partners included Pitt County Economic Development, Mayne Pharma, and the Greenville-ENC Alliance.

The chamber held its inaugural **Executive Assistant Luncheon**, presented by CopyPro, Inc., on April 26, 2022, at Brook Valley Country Club. The Executive Assistant Luncheon brought together the top executive assistants to provide a network of peers to connect, share ideas and gain useful knowledge to apply at work. Kris Carroll, president of Grady-White Boats, Inc., was the guest speaker for the 70-plus in attendance.



Executive Assistant Luncheon, Kris Carroll



Intern Experience

The chamber's **Intern Experience**, presented by the City of Greenville and Pitt County Economic Development, was an initiative designed to engage college interns with different facets of the community, in the effort to recruit and retain talent for future success. Over a six-week period, the program equipped participants with valuable skills to take with them as they enter the workforce and entice them to fall in love with Greenville-Pitt County and the companies with which they are interning. Six participants successfully completed the program and were awarded certificates during a wrap-up celebration on November 17, 2022, at Brook Valley Country Club.



# COMMUNITY DEVELOPMENT

## Division Vice Chair

Dr. Christopher Locklear, *East Carolina University*

## Community Unity

Co-Chairs: Toya Jacobs, *East Carolina University* and  
Chad Tucker, *ECU Health Medical Center*  
Staff: Kimber Stone, Aileen Peacock, and Trent McGee

## Power Luncheons

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

The 25th annual **Community Unity Breakfast**, presented by the City of Greenville, Reimage Church and ECU Health Medical Center, was live streamed on January 17, 2022, from Reimage Church in Winterville, NC. The Community Unity Breakfast is held annually on the commemoration of Dr. Martin Luther King Jr.'s birthday to celebrate and expand diversity initiatives in Pitt County. The breakfast included a keynote address from Chris Hopkins, lead pastor at Reimage Church, and additional remarks from Morgan Taylor, a student at C.M. Eppes Middle School and Miss Pre Teen International 2021. The live-streamed event received over 1,000 views.



Community Unity Breakfast



Safety Awards Banquet

The chamber, in partnership with the North Carolina Department of Labor (NCDOL), hosted the **Safety Awards Banquet**, presented by Nutrien, on April 28, 2022, at the Holiday Inn. The NCDOL's Safety Awards Program is administered through its Education, Training and Technical Assistance Bureau of the Occupational Safety and Health Division. The annual event recognizes private and public firms that achieve and maintain good safety records. Seven chamber member businesses were recognized as industry leaders in safety.

The chamber's **Power Luncheon Series**, presented by Ward and Smith, P.A., provided chamber members and the general public with the opportunity to stay informed on issues relevant to the business community along with promoting connections with other business colleagues. The Power '22 Series included nine (9) luncheons throughout the year at the Hilton Greenville. The Power '22 Series featured the following speakers/presentations: Pitt County Manager, Janis Gallagher; ECU Head Football Coach, Mike Houston; NCDHHS Secretary, Kody Kinsely; Elliott Sidewalk Communities Managing Partner and Chief Visionary Officer, Tim Elliott; ECU Head Basketball Coach, Michael Schwartz; Former State Senator, Phil Kirk; ECU Provost and Senior Vice Chancellor for Academic Affairs, Dr. Robin Coger; 2022 General Election Candidate Forum; City of Greenville Police Chief, Ted Sauls.



Dr. Robin Coger, provost and senior vice chancellor for academic affairs at East Carolina University, addresses attendees during the chamber's September 2022 Power Luncheon.



Education Network Reception

The chamber hosted an **Education Network Reception**, presented by Optimum, Pitt County Economic Development, and the Pitt County Educational Foundation, on September 8, 2022, inside Harvey Hall at the ECU Murphy Center. The event provided a unique networking opportunity between educators and members of the business community, while also celebrating educators, administrators, and employees of Pitt County Schools for the excellent jobs they do. The reception included a keynote address from South Greenville Elementary School Principal Alison Covington, the 2022 Wells Fargo Northeast Region Principal of the Year.

The chamber hosted a **Past Chairs Luncheon**, presented by Taft Family Ventures, on November 16, 2022, at 5th Street Hardware Restaurant & Taproom, that brought together former chairpersons of the chamber's board of directors. The luncheon provided an opportunity for past chairs to reconnect and inform them of the work the chamber continues to do in the community, while also celebrating the work they accomplished to grow a greater Greenville-Pitt County.



Past Chairs Luncheon



Legislative Breakfast

The chamber's annual **Legislative Breakfast**, co-presented by MHAworks and Nutrien, was held on December 6, 2022, at the Holiday Inn. The Legislative Breakfast provides chamber members and guests the opportunity to hear from key decision makers and voice opinions on policy issues affecting the business community. Elected officials in attendance for the event included Rep. Gloristine Brown, Congressman Don Davis, Rep. Dr. Timothy Reeder, and Sen. Kandie D. Smith. Over 130 people from around eastern North Carolina attended the event.

The chamber's **CEO Social**, presented by First Citizens Bank and the Greenville-Eastern North Carolina Alliance, was held on December 8, 2022, at the ECU Health Sciences Campus Student Center. Hank Harris, director of consulting for Ward and Smith Business Consulting, was 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.

## 2022 Event/Program Sponsors

Advantage Therapy Solutions  
 Avient  
 Babour-Hendrick Honda of Greenville  
 Carolina Hospitality Associates  
 Catalent  
 City of Greenville  
 CopyPro, Inc.  
 East Carolina University  
 ECU Health Medical Center  
 Eastern Carolina Vocational Center  
 Engineering Consulting Services  
 Executive Personnel Group  
 First Citizens Bank  
 Friday Health Plans  
 Greenville Kids Dental

Greenville Utilities Commission  
 Greenville-ENC Alliance  
 Hilton Greenville  
 Igoe Creative  
 Meridian Park  
 MHAworks  
 Nutrien  
 Optimum  
 Optimum Business  
 PPS of Pitt County  
 PCC Small Business Center  
 PhRMA  
 Pitt Community College  
 Pitt County  
 Pitt County Economic Development

Pitt County Educational Foundation  
 Pitt-Greenville Airport Authority  
 Raymond James  
 Reimage Church  
 Sawyer's Fun Park  
 State Farm Chris Godley  
 State Farm Polly D. Piland  
 Taft Family Ventures  
 Towne Bank  
 Towne Insurance  
 Truist  
 United Bank  
 Victra  
 Ward and Smith, P.A.  
 WNCT-9 On Your Side



# 2022 BOARD OF DIRECTORS

## EXECUTIVE COMMITTEE

Chairman of the Board  
Van Smith

Chair-Elect  
Peter von Stein

Legal Counsel  
Phillip R. Dixon, Sr.

Treasurer  
Charlie Wells

Vice Chair of Economic & Workforce  
Development  
Emmett Floyd, Ed.D.

Vice Chair of Public Policy  
Dr. Chris Locklear

Vice Chair of Membership & Marketing  
Taylor Duck

Immediate Past Chair  
Jonathan Taft

President  
Trent McGee

## BOARD OF DIRECTORS

Term Expires in 2022

Tina Bryan  
*Avient*

Susan Bucci  
*Painted Peacock Company*

Chris Davis  
*First Citizens Bank*

Charlie Wells  
*Southern Bank*

Dr. Charlene Wilson  
*ECU Health Medical Center*

Term Expires in 2023

Kris Carroll  
*Grady-White Boats, Inc.*

Michael Gregory  
*Hyster-Yale Group, Inc.*

Dr. Virginia Hardy  
*Retired, 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  
*East Carolina University*

Lisa Stokes  
*Optimum*

## DIRECTORS AT LARGE

Term Expires December 31, 2022

Gregg Green  
*Great Harvest Bread Company*

Ron Henslee  
*WITN*

Dr. Shondell Jones  
*Kinetic Physical Therapy and  
Wellness, Inc.*

H.B. Moore  
*Piedmont Service Group*

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. Chris Locklear  
*East Carolina University*

Janet Mullaney  
*Retired, ECU Health*

Chris Padgett  
*Greenville Utilities Commission*

Van Smith  
*ECU Health Medical Center*

Jonathan Taft  
*Taft Family Ventures*

## EX OFFICIO DIRECTORS

Kelly Andrews  
*Pitt County Economic Development*

Tony Cannon  
*Greenville Utilities Commission*

Mayor P.J. Connelly  
*City of Greenville*

Brian Floyd  
*ECU Health Medical Center*

Janis Gallagher  
*Pitt County Government*

Bill Hopper  
*Pitt-Greenville Airport Authority*

Dr. Ethan Lenker  
*Pitt County Schools*

Dr. Philip Rogers  
*East Carolina University*

Dr. Lawrence Rouse  
*Pitt Community College*

Andrew Schmidt  
*Greenville-Pitt County CVB*

Michael Waldrum, MD, MSc, MBA  
*ECU Health | Brody School of Medicine  
at ECU*

Ann Wall  
*City of Greenville*

## EX OFFICIO (Non-voting)

Trent McGee  
*Greenville-Pitt County Chamber  
of Commerce*

## SENIOR COUNCIL

Bennie Hardy (Term ends 2022)  
*Page & Smith, P.A.*

Dr. Chris Locklear  
*East Carolina University*

Janet Mullaney  
*Retired, ECU Health*

Chris Padgett  
*Greenville Utilities Commission*

Jonathan Taft  
*Taft Family Ventures*

# 2023 CHAIRMAN'S MESSAGE



## Dear Chamber Members,

I consider it an honor and a privilege to serve as Chairman of the Board in 2023. I am excited to work alongside the chamber's board of directors to ensure the organization remains focused on carrying out its mission of service and meeting the needs of our fast-growing and vibrant business community.

Most of all, I look forward to supporting the staff in their efforts to make the chamber the primary convener, collaborator, and community builder within our local and regional business eco-system. Your chamber has talented people working within a healthy organizational culture. They stand ready to meet challenges with poise, and are eager to take advantage of the opportunities that are presented.

The chamber has a sound program of work planned and already underway for 2023, including many of its traditional campaigns, along with some new initiatives to provide exposure for businesses and valuable networking opportunities for all members that will complement and promote the climate

for economic growth and success. The organization will continue to serve as a vital proponent of workforce development, economic growth, education initiatives, and leadership enhancement.

There are so many businesses, organizations and citizens doing great things in our community, and our chamber desires to be a partner with and to support those people who are working to make our community stronger. We intend to continue our work with public and private entities, as well as with local government, elected officials, and our academic partners, to make certain that the entirety of our diverse base of industry has maximum opportunity to succeed. The chamber will help drive business-friendly policies focused on promoting growth and providing access and resources to cultivate business success. Significant progress has been made in recent years to grow and expand our business community, and the chamber will remain committed to providing a unified approach to strengthening those efforts.

With the talented staff, engaged board, dedicated volunteers, and ongoing support of active members, the Greenville-Pitt County Chamber of Commerce will continue to play an important role in moving our community forward. I encourage you to remain engaged throughout the year. The chamber's board and staff stand ready to assist in any way we can to help achieve your business goals.

I look forward to serving you as board chair in a healthy and prosperous 2023.

**Peter von Stein**  
2023 Chair



# BUSINESS SUCCESS

## Division Vice Chair

Lisa Stokes, *Optimum*

## Chamber Ambassadors

Chair: Megan Jones, *State Employees Credit Union*

Staff: Kimber Stone/Drew Barker

## Small Business Awards

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

Staff: Trent McGee

Continue to engage the membership throughout the year 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 and marketing opportunities through various communication mediums. Plan and implement mission-related events (listed below) to provide impactful business advantages and relevant information:

- **Business After Hours/Coffee & Connections** - Provide multiple opportunities during the year for networking among chamber members, while showcasing member businesses and services.
- **Coffee With Your Chamber** - Brings together new and existing chamber members to discuss how to maximize their investment and best-utilize chamber resources.
- **Annual Membership Celebration** - Celebrates the chamber's accomplishments and its members and includes the recognition of the Citizen of the Year, Ambassador of the Year, Young Professional of the Year.
- **Executive Assistant Luncheon** - Brings together the top executive assistants to provide a network of peers to connect, share ideas, and gain useful knowledge to apply at work.
- **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 Breakfast** - Celebrates the impact and recognizes the success of small business in Greenville and Pitt County. In addition, recognizes three finalists and a recipient for Small Business Leader of the Year.
- **There's No Place Like LOCAL** - An initiative to raise awareness of the importance of shopping local and supporting small businesses during the holiday shopping season.



Open Fore Business Expo and Golf Tournament

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



Ribbon Cutting, Nothing Bundt Cakes

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.

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 local media** - A digital offering and partnership to feature spotlights on website and TV to highlight the chamber members and events.
- **E-Newsletter** - A bi-weekly e-newsletter to the membership highlighting new members, member news, and upcoming chamber events.
- **Online Business Directory** at [greenvillenc.org](http://greenvillenc.org) - Members can build and update their business directory listing page within the Chamber's website to promote their respective business.
- **Chamber website ([greenvillenc.org](http://greenvillenc.org))** - Utilize as a resource to promote the chamber, chamber members, and Greenville and Pitt County.
- **Hot Deals** - Special discounts that chamber members offer to the public for a specified amount of time. This is a great way to promote a product, event, or complimentary consultations.
- **Job Postings** - Provide an opportunity for members to post job vacancies made available to the public.
- **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, YouTube Channel, Instagram and Twitter account to promote members and highlight chamber events.



Glimpse Magazine 2022



# STRATEGIC ECONOMIC GROWTH

## **Division Vice Chair**

Dr. Emmett Floyd, *Retired*

## **Leadership Institute Advisory Council**

Chair: Jessica Williams, *ECU Health Medical Center*

Staff: Kimber Stone

## **Teen Leadership Institute Advisory Council**

Chair: Katelyn Speas, *Pitt Community College*

Staff: Kimber Stone

## **Young Professionals of Pitt County**

Chair: Sebastian Kressley, *Thermo Fisher Scientific*

Staff: Aileen Peacock

## **Grow Local**

Chair: David Horn, *Greenville-ENC Alliance*

Staff: Kimber Stone/Trent McGee

*Foster an entrepreneurial environment and support the recruitment and expansion of business and industry to Pitt County. Implement and support initiatives that strengthen the business climate and improve the quality of life.*

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



Teen Leadership Institute

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.

Support the **Young Professionals of Pitt County** in their efforts to recruit and retain talent.

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.

**Small Business Initiatives** - Highlight various small business services throughout the year to help small businesses succeed and promote future growth.

**Inter City Visit** - An opportunity for chamber members and staff, elected officials, business leaders, educational administrators, young professionals, and regional partners to gather ideas and insights from cities overcoming challenges like our own.

# COMMUNITY DEVELOPMENT

## Division Vice Chair

TBD

## Advocacy Trips

Staff: Kimber Stone

## Community Unity Breakfast

Chair: Toya Jacobs, *East Carolina University*

Staff: Aileen Peacock, Kimber Stone and Trent McGee

## Issues Committee

Chair: TBD

Staff: Trent McGee

*Maintain the chamber's position as the leading advocate for the Pitt County business community. The chamber will implement and support initiatives that strengthen the business climate and improve the quality of life. Explore partnerships that would make it easier to conduct business in Pitt County. Convene and collaborate with community partners to work on issues including, but not limited to, education, infrastructure, health care, community safety, and building an inclusive community.*

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

Host **Quarterly Conversations** to keep the membership abreast of timely topics including, but not limited to: Transportation, Workforce Development, Financial Trends, Economic Development/Future Growth.

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, and communicate agenda with elected officials.

Host a **Chamber Day at the State Capitol** 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.



Power Luncheon, Mike Houston



Safety Awards Banquet

Provide regional leadership through participation and collaboration with the **Chambers of Commerce of the eastern region (OCTAD)**.

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 Reception** to support and recognize Pitt County Schools, teachers, administrators, and employees.

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.

Host a **First Responder's Appreciation Event** to recognize and celebrate our first responders on the frontlines of keeping our growing community safe.



CEO Social

# 2023 BOARD OF DIRECTORS

## EXECUTIVE COMMITTEE

Chairman of the Board  
Peter von Stein

Chair-Elect  
Kelly Barnhill, Jr.

Legal Counsel  
Phillip R. Dixon, Sr.

Treasurer  
Myers Chandler

Vice Chair of Economic & Workforce  
Development  
Emmett Floyd, Ed.D.

Vice Chair of Membership & Marketing  
Lisa Stokes

Immediate Past Chair  
Van Smith

President  
Trent McGee

## BOARD OF DIRECTORS

*Term Expires in 2023*

Kris Carroll  
*Grady-White Boats, Inc.*

Michael Gregory  
*Hyster-Yale Group, Inc.*

Dr. Virginia Hardy  
*Retired, East Carolina University*

Scott Senatore  
*Vidant Health Foundation*

Peter von Stein  
*Ward and Smith, P.A.*

*Term Expires in 2024*

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

Trev Evans  
*Koinonia Christian Center Church*

LaKesha Alston Forbes  
*East Carolina University*

Lisa Stokes  
*Optimum*

*Term Expires in 2025*

Sid Bradsher  
*Heart for ENC*

Myers Chandler  
*First Citizens Bank*

Will Chriscoe  
*Boys & Girls Clubs of the Coastal Plain*

Dr. Felicia Collins  
*ECU Health Medical Center*

Marianne Cox  
*Pitt Community College*

## DIRECTORS AT LARGE

*Term Expires December 31, 2023*

Paul Anderson  
*Southern Bank*

Aron Daniels  
*ENC Community Magazine*

Uconda Dunn  
*Greenville-ENC Alliance*

Gregg Green  
*Great Harvest Bread Company*

Dr. Shondell Jones  
*Kinetic Physical Therapy and Wellness, Inc.*

Sebastian Kressley  
*Young Professionals of Pitt County*

Trey Quinn  
*Truist*

Meghan Woolard  
*Ronald McDonald House Charities  
of ENC*

## OFFICERS AT LARGE

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

Phillip R. Dixon, Sr.  
*Greenville Utilities Commission*

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

Van Smith  
*ECU Health Medical Center*

## EX OFFICIO DIRECTORS

Kelly Andrews  
*Pitt County Economic Development*

Tony Cannon  
*Greenville Utilities Commission*

Mayor P.J. Connelly  
*City of Greenville*

Brian Floyd  
*ECU Health Medical Center*

Janis Gallagher  
*Pitt County Government*

Bill Hopper  
*Pitt-Greenville Airport Authority*

Dr. Ethan Lenker  
*Pitt County Schools*

Dr. Philip Rogers  
*East Carolina University*

Dr. Lawrence Rouse  
*Pitt Community College*

Andrew Schmidt  
*Greenville-Pitt County CVB*

Michael Waldrum, MD, MSc, MBA  
*ECU Health | Brody School of Medicine  
at ECU*

Ann Wall  
*City of Greenville*

## EX OFFICIO (Non-voting)

Trent McGee  
*Greenville-Pitt County Chamber  
of Commerce*

## SENIOR COUNCIL

Dr. Chris Locklear (Term Ends 2023)  
*East Carolina University*

Janet Mullaney  
*Retired, ECU Health*

Chris Padgett  
*Greenville Utilities Commission*

Jonathan Taft  
*Taft Family Ventures*

Van Smith  
*ECU Health Medical Center*