

the **BUSINESS** Partner



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JUNE/JULY 2019

SAVE THE DATE 2019 Education Network Luncheon



Friday, August 23, 2019
11:30 a.m. - 1:00 p.m.
Rock Springs Center

LEADERSHIP INSTITUTE APPLY NOW



Applications for the 2019-2020 Leadership Institute are now available. The Leadership Institute provides selected participants the opportunity to learn about issues facing our community, develop skills needed to enhance leadership strengths, and meet and discuss issues with key community leaders.

For more information and to apply, visit
greenvillenc.org/leadership.

KEVIN AND JENNIFER YOUNGS NAMED 2018 SMALL BUSINESS LEADER OF THE YEAR

The Greenville-Pitt County Chamber of Commerce presented Kevin and Jennifer Youngs, owners of Youngs Physical Therapy (YPT) and Sports Performance, with the 2018 Small Business Leader of the Year Award during the 2019 Small Business Awards event on May 22. Youngs Physical Therapy & Sports Performance is a physical therapy clinic located at 1301 E. Arlington Boulevard in Greenville. Co-owner and lead therapist, Kevin Youngs, has been treating patients in Greenville since 2004 and rehabbing East Carolina University student-athletes since 2007. YPT provides an array of services, including, but not limited to: physical therapy, general wellness, sports performance, massage therapy, yoga, and Pilates. All of these services impact every individual that comes through their doors and gets them moving better and staying active.

The Chamber hosts the Small Business Awards event each year to honor leaders in the Pitt County business community who have demonstrated successful operations of their business as well as made a significant impact on the community. Finalists are selected based off of nominations from their peers and later recognized at this event. In addition to Kevin and Jennifer Youngs, Susan Bucci, owner of The Painted Peacock, and H.B. Moore, vice president and general manager of Piedmont Service Group, were also recognized as finalists for the 2018 Small Business Leader of the Year Award. Also during the event, First Citizens Bank honored Igoe Creative with the First Citizens Bank Forever First Award. Igoe Creative is a full service advertising agency assisting clients with targeted, creative, results-driven marketing, public relations and reputation management.



Left to Right: 2019 Chamber Chairperson, Janet Mullaney; Kevin & Jennifer Youngs, 2018 Small Business Leader of the Year; Chamber President, Kate Teel; 2017 Small Business Leader of the Year, Ashley-Nicole Russell; Pitt Community College President, Dr. Lawrence Rouse



Left to Right: Michael Holt, First Citizens Bank; Hunter Peyton, First Citizens Bank; Chris Haddock, First Citizens Bank; Emily Coffman, Igoe Creative president and recipient of First Citizens Bank Forever First Award; Will Franklin, First Citizens Bank; Sterling Edmonds, First Citizens Bank

SHOWCASE IN GLIMPSE 2020

Don't miss your chance to advertise your business in Glimpse 2020, the official quality of life and newcomer magazine of the Greenville and Pitt County area. This publication offers stories focusing on healthcare, education, technology, arts, and recreation to citizens and visitors alike.

Visit www.greenvillenc.org/glimpse for more information.



President's Message

It seems like we were just ringing in the new year, and somehow, we're already halfway to a new one. 2019 has been a great year for Greenville, Pitt County and the Chamber and we're looking forward to the fall as we round out the remainder of our year with our members and community.

In the first six months, your Chamber of Commerce has been incredibly active with regular events and programs. We've welcomed 73 new members, cut 16 ribbons on new businesses and hosted 20+ signature events providing networking opportunities for members and discussions on important community topics with local leaders. Additionally, the Chamber launched an effort unlike any of its kind in our own history, and across the state, introducing 2,734 middle and high school students to local businesses and career opportunities through the Grow Local campaign. Participants in the Leadership Institute and Teen Leadership Institute moved the program's graduate numbers to 924 and 1,070 respectively. We've monitored and continue to work diligently on local, state and federal legislation as it relates to the annual legislative agenda, continuing to be the voice for business and advocating on behalf of our members. We continue to offer an avenue for young professionals in Greenville to connect with others through various events hosted by the Young Professionals of Pitt County. All of our work wouldn't be possible without the support of our members and investors in the Chamber, and a thriving local business base in Pitt County. We are thankful for the opportunity as a staff to do the work we do with and for our members.

While we're halfway there, we still have half the year ahead of us, and we look forward to the summer and into the fall. Membership is the lifeblood of our organization, and we are thankful for a strong, supportive membership and community making this organization all it can be day after day, year after year. Ahead of us, we'll be working to prepare the annual Glimpse magazine, our official quality of life and relocation guide in Pitt County. We're working to secure the next class of Leadership Institute and Teen Leadership Institute participants. We'll host many more impactful events, including the annual Legislative Breakfast and a leadership and professional development event with Keynote Speaker, Aaron Davis. We'll welcome new members, cut more ribbons and gear up for registrations for year two of Grow Local. The Young Professionals of Pitt County will continue to host many great events. There's so much behind us, yet so much ahead, and we hope you're as excited to finish out 2019 as we are.

The team at the Chamber, along with the entire Board of Directors and Executive Committee are all passionate and dedicated to Greenville and Pitt County and work diligently to ensure our members and local businesses and organizations are successful. We are thankful for your investment in the Chamber as well as the community and look forward to the rest of 2019 and the years ahead together. Here's to the next six months, and finishing 2019 just as great, if not greater than it started.

Sincerely,

Kate Teel, President
Greenville-Pitt County Chamber of Commerce



Kate Teel

Ambassador Spotlight

• **Nikita Daniels:** "I am excited to become a Chamber Ambassador because I will be able to partner and network in the community promoting education around financial and business services. The education provided will help businesses create positive growth, as well as create new job opportunities. Wells Fargo takes pride in being a resource to all businesses in the community offering a wide range of services that can help the growth as well as their employees well-being. As an Ambassador, I feel that I will make a huge impact by creating a culture of care that will focus on financial education that can help in all phases of the business lifecycle."



Nikita Daniels
Wells Fargo

• **Grady Mullis:** "Being a Chamber Ambassador gives me the opportunity to welcome new businesses and people into the Greenville area. It also helps to improve the effectiveness of the Chamber and grow the goodwill and cooperation between businesses in our area. For my employer, Boy Scouts of America, it helps us to make connections with leaders in our community who have a deep love and concern for our youth. I hope to make an impact on our community by creating excellent opportunities for the Chamber and its members through marketing, synergy, and leadership development."



Grady Mullis
East Carolina Council, Inc.;
Boy Scouts of America

• **Paula Stox:** "Being a Chamber Ambassador is an honor and a privilege. As Ambassadors, we represent the Chamber at various events like ribbon cuttings, Business After Hours and volunteer events where we give back to the community. My employer, Eastern Carolina Vocational Center Inc., has been a long-standing member and ardent supporter of the Greenville-Pitt County Chamber of Commerce. Representing my company in the Ambassador program is one way that ECVV gives back into the community. As an Ambassador, I feel that supporting the business community by participating in the events that the Chamber holds is a way that I personally, and ECVV as a company, can simply give back. Giving back is how anyone can make an impact in the Pitt County business arena."



Paula Stox
Eastern Carolina Vocational
Center, Inc.

POWER '19 SERIES

June Power Luncheon Public Safety in Pitt County

Pitt County Sheriff Paula Dance &
City of Greenville Police Chief Mark Holtzman

Tuesday, June 18, 2019 • 12 Noon - 1:00 PM
Hilton Greenville • 207 SW Greenville Blvd.

Gold Sponsors:

ECS Southeast
Hill, Chesson & Woody (A Gallagher Company)
Igoe Creative
MHAworks
Raymond James



Presented by:



Visit greenvillenc.org/events/calendar to register online.

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

• **MELT Fitness Studio** held a ribbon cutting ceremony on Monday, May 20, at 815 A Dickinson Avenue in Greenville, to celebrate five years in business. MELT Fitness Studio started off as an outdoor boot camp for the Greenville, NC community and surrounding areas in the summer of 2014. With so much positive feedback the owner, Lyndsey Hogue, decided to create a studio for those who were really looking to take their minds and bodies to the next level. At MELT, they believe in the “MELT WAY,” Servitude, Love, Integrity, Courage and Empowerment or “SLICE” for short. The acronym for MELT stands for “Making Effective Lifestyle Transformations” and they truly believe that’s what you can do. For more information, call (252) 232-4363 or visit MELT Fitness Studio online at meltfitlife.com.



• **Fresenius Kidney Care** held a ribbon cutting ceremony, on Tuesday, May 28, to celebrate the opening of its location at 565 Regency Boulevard in Winterville. At Fresenius Kidney Care, they’re passionately committed to helping people with chronic kidney disease (CKD) and end stage renal disease (ESRD) lead fuller, more active and vibrant lives. A division of Fresenius Medical Care North America (FMCNA), Fresenius Kidney Care is the worldwide leader in the treatment of renal disease and an innovative leader in kidney disease research. Serving over 190,000 patients in over 2,400 facilities nationwide, their care teams are dedicated to helping people thrive on dialysis and live longer, healthier lives. For more information, call (910) 960-7603 or Fresenius Kidney Care online at freseniuskidneycare.com.



• **Martin Family Dentistry** held a ribbon cutting ceremony, on Monday, June 3, to celebrate its new location at 915 E. Fire Tower Road, Suite 100, in Winterville. At Martin Family Dentistry, their mission is to provide you with personalized, high-quality care. They are a team dedicated to improving and maintaining your oral health. Whether you need preventative care, cosmetic dentistry, or oral surgery, you will love your teeth. Martin Family Dentistry offers a broad array of services and their team has the professional experience to realize that there is no such thing as one-size-fits-all treatment, so they never use a one-size-fits-all approach to your dental plan. They provide comprehensive dental care for all ages, as young as one. For more information, call (252) 689-3957 or visit Martin Family Dentistry online at wintervillencdentist.com.



• Eastern NC Family Law Attorney

Lee Allen, a native of Greenville and a graduate of ECU, works with Colombo Kitchin Attorneys. Lee is a Board-Certified Family Law Specialist with over 25 years of experience. Lee is also certified as a Family Financial Mediator by the North Carolina Dispute Resolution Commission and is a qualified Parenting Coordinator pursuant to the North Carolina General Statutes. Lee handles all areas of family law including premarital agreements, separation and divorce, custody and child support, spousal support, and property settlement and equitable distribution. Because Colombo Kitchin has multiple attorneys with experience in other areas such as tax law, estate planning, real estate and business transactions, Lee is uniquely qualified to meet the complex legal needs of the family law client and offer them the most complete, customized legal solutions. Colombo Kitchin has offices in Greenville and Washington. For more information, visit ck-attorneys.com or call Lee Allen at 252-353-1086.



• The Greenville-Pitt County Chamber of Commerce

will hold a special leadership event, “Attitude of a Champion Leader,” on Tuesday, October 22, from 11:30 a.m. - 1:00 p.m. (location TBD). The keynote speaker will be Aaron Davis, speaker, author, and attitude coach. As a member of the Nebraska 1994 National Championship football team and the author of three books, Aaron has a keen understanding of what it takes to achieve incredible results. Aaron is a business owner and partner in two successful businesses – Green Bein’ Productions and Boxwire. He fully understands what it takes to roll up your sleeves and get dirty, not to mention with the fears that come along with it! Individuals will be reminded of the importance of transparency in leadership and learn that it’s acceptable to treat people differently as long as you treat them equally & fair. Individuals will learn how the leader sets the tone not by words, but by consistent actions. Be on the lookout for additional information on this unique event.



TRAVEL WITH THE CHAMBER UPCOMING INFORMATION SESSIONS

POMPEI & AMALFI INFO. SESSION

WEDNESDAY, JUNE 12, 2019 | 3:00 PM

LONDON & PARIS INFO SESSION

MONDAY, AUGUST 12, 2019 | 11:00 AM

DISCOVER PORTUGAL INFO SESSION

WEDNESDAY, JUNE 12, 2019 | 4:00 PM

THAILAND & HONG KONG INFO SESSION

THURSDAY, AUGUST 22, 2019 | 5:30 PM

For more information and to register for any of the above-mentioned sessions, visit greenvillenc.org/trips.

PROMOTING EMPLOYEES' FINANCIAL WELLNESS

Alleviating Money Worries Enhances Organizational Productivity

Shaky personal finances are now widely recognized as a principal source of stress for employees, reducing their productivity and adversely affecting their health and general well-being. Research suggests employees are looking to their employers for help – and many are responding by offering workplace - based “financial wellness” programs.

These programs are about more than just building a sizable bank account. One helpful definition describes financial wellness as “the ongoing practice of striking a balance between living responsibly today and planning wisely for tomorrow.”¹ Typically, the root of financial stress is a lack of knowledge about personal financial management principles and practices, causing employees to make poor decisions with their money. But financial management knowledge may not increase with age or rising incomes. In fact, one study showed 20 percent of employees with six-figure salaries find it difficult to meet their monthly household expenses on time.²

Employees have to make important financial decisions in the workplace about retirement saving, health plan selection, the purchase of voluntary benefits and setting aside funds for future out-of-pocket medical expenses, among others. And, as noted by the Consumer Financial Protection Bureau (CFPB), in one of its reports: “If we expect consumers to be responsible for the choices they make, we must support them in developing the skills and knowledge that they need.”³ The idea isn't simply to create a financial master plan, but to equip employees to manage their finances wisely on an ongoing basis.

Scope of the Challenge

A statistical backdrop helps illuminate the scope of the challenge and points to practical solutions. In 2016, 52 percent of employees polled by PricewaterhouseCoopers (PwC) reported they find dealing with their financial situation stressful, and 45 percent ranked their personal finances as the greatest cause of stress in their lives.⁴ Nearly two-thirds (64 percent) of millennial generation employees in the PwC poll reported being stressed about finances, versus 56 percent of Generation X poll respondents and 40 percent of baby boomers. Financial stress levels in all three generations rose in 2016 from the prior year. Millennials showed the greatest increase, up from 52 percent.



Addressing the Key Issues with a Holistic Solution

BB&T @ Work Financial Wellness addresses these challenges through a comprehensive set of tools and resources available to the associates of partner employers at no cost that takes a holistic approach to financial wellness. The backbone of the program is financial education in the form of Financial Foundations powered by Everfi. These interactive online educational modules are helpful to all associates regardless of income or educational background and include topics such as creating emergency savings, preparation for home ownership, credit reports, identity protection and options investing just to name a few. The next steps are to put easy to use money management tools in the hands of employees to help with budgeting, personal cash flow management, monitoring categorized spending history and personalized savings goals. BB&T puts our best in class account Elite@ Work banking package in the hands of our financial wellness participants to help them save money, make money and better manage their day to day finances. It all culminates with a financial check-up with a reliable, responsive, empathetic and competent banker who jointly establishes a financial wellness game plan with each program participant.

Contact your closest BB&T branch for customized BB&T @ Work Financial Wellness solutions in Greenville, NC.

¹ The Waddell & Reed Financial Wellness Program, <http://financialwellness.waddell.com/about>

² PricewaterhouseCoopers (PwC) Employee Financial Wellness Survey 2016, <https://www.pwc.com/us/en/private-company-services/publications/assets/pwc-2016-employee-wellness-survey.pdf>

³ “Financial wellness at work: A review of promising practices and policies,” an August 2014 report from the Consumer Financial Protection Bureau. http://files.consumerfinance.gov/f/201408_cfpb_report_financial-wellness-at-work.pdf

⁴ PricewaterhouseCoopers Employee Financial Wellness Survey 2016



Renewing Members

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

- Air U of Greenville
- American Heart Association
- Arendell Parrott Academy
- Belk, Greenville Mall
- Beth L. Deal Financial Advisory Group
- Carolina Small Business Development Fund
- Carpetland Flooring Express, Kitchen & Bath
- Christy's Euro Pub
- Clerical Support Services
- Confection Connection
- EZ Wireless
- FLAT FEE CIO
- Greenville Country Club
- Helping Hands Consultant
- Influx of Wealth, LLC
- Just Write Laser Engraving
- Kona Ice of Greenville NC
- Quality Inn
- Red Shark Digital
- Smith Funeral Service & Crematory, Inc.
- Sound Bank
- Southern Charm Catering
- SPM Machine Works, Inc.
- SpringShire Retirement Community
- The Berkeley at Medford Pointe
- The Overton Group, LLC.
- Williams Fire Sprinkler Co., Inc.



New Members

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

- Covenant Church
- Home Care by AmbleCare, Inc.
- Labor Finders
- Stumpy's Hatchet House - Greenville
- Unveiled Couture Bridal Boutique