

annual **report 2020**



COVER PHOTOGRAPHY BY AARON HINES - CITY OF GREENVILLE

program of work 2021



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2020 chairman's message



Dear Chamber Members:

It has been my privilege to serve as the 2020 Chairman of the Greenville-Pitt County Chamber of Commerce Board of Directors. This year has certainly been like no other and the response and actions from our businesses and citizens alike has been inspiring and revealing of the resilience of Pitt County and its people.

While the year as Chairman may have been challenging due to the Pandemic, it still provided the opportunity to work alongside our members, regularly interacting with business of all sizes, non-profits, healthcare, education and local government. In a time of change and challenge, we saw our community rally around local businesses and non-profits more than ever before. Our local educators transitioned over night from teaching as they always have to the virtual classroom. Retailers, restaurants, fitness facilities and cultural venues quickly adapted to offer social media and online sales to continue their work and retain their talented workforce. Some businesses even pivoted to producing the Personal Protective Equipment that we all needed to remain safe. No matter the challenge we face, Pitt County and its people continue to pull together and persevere.

Your Chamber proudly represents over 900 local businesses and organizations and I am proud of the work accomplished in 2020. Providing resources, advocating for local businesses, lending an ear when you just need someone to listen, connecting people even if we can't do so in person, supporting local businesses through our programs and events and educating and informing our business community on important and impactful topics. We set out to accomplish a full program of work in 2020, and while it may not have taken place in its originally planned way, I am thankful for the leadership of the Chamber as we continue business, keep our community safe and work towards a stronger tomorrow.

The Chamber is well positioned for continued success and I am proud to have been a small part of our growth as a Chamber and community in 2020. I am confident that 2021 will be another great year.

With deep appreciation to the Chamber staff, Executive Committee, Board of Directors and all our members for a great year,

Chris Padgett
2020 Chairman

business success

Division Vice Chair:

Taylor Duck, Merck Pharmaceuticals

Chamber Ambassadors

Co-chairs: Don & Boots Mills, Retired

Staff: Jackie Listeck

Membership Appreciation Initiative

Staff: Kate Teel/Jackie Listeck

Small Business Leader of the Year Committee

Chair: Chris Padgett, Greenville Utilities Commission

Staff: Kate Teel

The Chamber hosted three in person **MAXIMIZE YOUR BENEFITS** seminars, sponsored by First Citizens Bank. During spring months of quarantine, the Chamber accommodated virtual sessions with one on one trainings via webinar videos. The seminars were designed to educate members about the Chamber as well as the opportunities available to them through their Chamber memberships.

The thirteenth Annual **PITT COUNTY BUSINESS EXPO**, presented by Suddenlink, was scheduled for April 19, 2020. Following COVID-19's limitations on gatherings, the Expo and Expo Preview Party were unable to take place in person; however, the Chamber filmed and produced Business Spotlight videos to highlight members already signed up for the Expo. These videos, shared via the Chamber's social media platforms, were filmed on location at the respective member's business and allowed members to showcase their products and services. On average, Business Spotlight videos were viewed 154 times giving individual attention to each business in an engaging content sharing way. HighClick Media was the presenting sponsor of the Business Expo Preview Party and to fulfill sponsorship commitments, the Chamber allowed HighClick Media to host a Membership Appreciation Business After Hours at Mellow Mushroom. Nearly 130 guests attended this event that gave HighClick Media the opportunity share information about their agency in a social atmosphere.





Flat Fee CIO Ribbon Cutting

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. Lou Norris, GUC, was awarded the 2019 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 2020, 22 ceremonies were held to welcome new or renovated Chamber member businesses throughout Pitt County.

THE ANNUAL MEMBERSHIP CELEBRATION, sponsored by Vidant Medical Center, attracted over 368 Chamber members to the Hilton to celebrate the Chamber's 2019 accomplishments and its members with a theme of "A Year on Fire." Highlights of the event included a presentation of the 2019 Citizen of the Year award to Mr. Bryant Kittrell, presentation of the Chamber's prestigious Legends award to Mr. Ronald Vincent, the presentation of the Ambassador of the Year Award to Lou Norris and the presentation of the Young Professional of the Year to Aileen Peacock. A review of the Chamber's strategic plan was given, along with updates highlighting the accomplishments and progress from year one of the Chamber's Program of Work. In addition, outgoing Chairperson Ms. Janet Mullaney and incoming Chairman Mr. Chris Padgett were recognized.

BUSINESS AFTER HOURS, sponsored by the Legacy at Firetower, was the Chamber's premier networking event in 2020, with an average attendance of 114 people per event. Seven Business After Hours Events were held to showcase member businesses and encourage networking among Chamber members. Following the shelter in place and restrictions on gatherings per N.C. Executive Order, the Chamber created a virtual Morning Blastoff series to highlight members in a video format twice weekly in place of Business After Hours. A total of 74 members were featured in this offering through 12 sessions. The 2020 hosts were: Vidant SurgiCenter, Eastern Radiologists, O'Donahue Chiropractic and WCTI-Channel 12 News, the Legacy at Firetower, High Click Media, Advantage Therapy Solutions and Third Street Catering.



Ileana Maria Rojas-Bennett Owner of Maleku Jewelry Accepts Small Business Leader of the Year Award

The Greenville-Pitt County Chamber of Commerce coordinates affordable **INTERNATIONAL TRIPS** for Chamber members, as well as the general public, to give the Pitt County community a look at the global economy. These once in a lifetime opportunities provide a unique educational and cultural experience for members of our community and guests. The Chamber organized trips in 2020 to London & Paris, Portugal, Rhine River Cruise, Montreal Quebec, Thailand & Hong Kong and South Dakota however due to the COVID-19 pandemic, all trips were cancelled in 2020. Looking to 2021, the Chamber plans to reintroduce travel as interest and opportunities allow with trips to Great Trains & Grand Canyons, Landscapes & Lighthouses of Coastal Maine, Rhine River Cruise, and Ancient Greece.

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 postponed from the original April date to September 2nd to allow for planning due to COVID-19 restrictions. The event was hosted at Opendoor Church with Chamber staff, sponsors and nominees attending in person while members viewed the event via livestream provided by Opendoor staff. Ileana Maria Rojas-Bennett of Maleku Jewelry was named the 2019 Small Business Leader of the Year. Additional finalists for the award included Chris Godley of Chris Godley State Farm and Carrie Lewis of Pink a Lilly Pulitzer Signature Store.

The annual **EAST CAROLINA UNIVERSITY “GET A CLUE” MERCHANTS FAIR** was cancelled with limitations on gatherings. The Chamber hosted a similar event, “Get to Know Greenville,” on August 22nd throughout the uptown district. Member businesses in the uptown area hosted a non-uptown merchant to set up a table for students to travel the area following a map to meet businesses and learn more about products and services across our community. A total of 30 businesses participated in the event with over 100 students taking part in the day.

The Chamber continued its **GOLOCAL GREENVILLE** campaign in 2020 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 Support Local-Opoly game with 50 local members participating as a way to encourage local shopping and dining from October 4th to December 7th.

The Chamber created and distributed the 2020 edition of **GLIMPSE MAGAZINE**, which served as the official newcomer/quality of life magazine for the Greenville and Pitt County area. The Chamber distributed 10,000 copies of the magazine in 2020 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 2020 version of Glimpse included features on the growth of East Carolina University and Pitt Community College, the City of Greenville's new waterfront park, Pitt County festivals, the Greenville NC Sports Commission, and the Ronald McDonald House of Eastern NC. The magazine also included various facts and figures highlighting Greenville and Pitt County.

The **CHAMBERGRAM**, the Chamber's biweekly e-newsletter, was created and distributed to the membership 25 times in 2020. 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 2020. The site was updated regularly to provide visitors with appropriate information about the Chamber and the Greenville-Pitt County community. Following the COVID-19 pandemic, the Chamber developed a COVID-19 Resource Guide on the website as a go-to location for information, policy changes, resources and information updated in real time. 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.

The Chamber's **SOCIAL MEDIA PLATFORMS**, including Facebook, Instagram, and Twitter remained active in 2020 promoting Chamber members, events, and relevant news. The Chamber saw monthly increases in followers and likes on each of its platforms. Social media initiatives in 2020 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, The Daily Reflector Fact Book, Greenville-Pitt County Visitor's Guide, lap map and a city/county map when requested. Along with the standard information, the Chamber included other information the newcomers requested. Additionally, the Chamber puts together the newcomer packages for businesses to use for incoming employees.



strategic economic growth

Division Vice Chair:

Dr. Emmett Floyd, Retired

Leadership Advisory Council

Chair: Jessica Williams, Vidant Medical Center

Staff: Kate Teel

Teen Leadership Committee

Chair: Katelynn Speas, Pitt Community College

Staff: Kimber Stone

Young Professionals of Pitt County

Chair: Nathan Cohen, Wells Fargo Advisors

Staff: Kimber Stone

Grow Local

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

Staff: Kate Teel/Kimber Stone

The Chamber concluded its 37th year of leadership development through its renowned **LEADERSHIP INSTITUTE**, sponsored by Vidant Medical Center. The program provided a series of educational sessions and speaking engagements to help develop a corps of emerging leaders dedicated to community betterment for the future. The Leadership Institute offers participants the opportunity to learn and apply the competencies of highly effective leaders to drive business results within their own organizations. The program covered an eight-month period (September - May) and included activities focused on the importance of community and professional leadership. Following an two- day retreat at the Trinity Center in Pine Knoll Shores to kick-off the program, participants took part in a series of eight all-day sessions, as well as a 90 minute professional development lecture sessions with Dr. Andy Herdman, while also gathering the required number of points toward their Learn Where You Live Assignment, which further explores the Greenville-Pitt County area. Twenty-nine participants successfully fulfilled the requirements of the program and were honored with graduation certificates during an in person delivery and video creation in place of the in person graduation ceremony. A small reception was held at Nino's to bring the graduates together once gathering restrictions were changed. The 2021 class welcomed 23 participants with a one-day retreat at Brook Valley Country Club, and an opening ceremony at Pitt Greenville Airport.



This year marked the 32nd 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). A record number of businesses, organizations and individuals provided a scholarship for students to participate at no cost. Participants took part in five sessions (one session per month) from December - April with each session focusing on a specific area of leadership growth and community awareness. Volunteers from ECU, Pitt Community College, Vidant Medical Center, the City of Greenville Police Department and other local government agencies assisted with the operation of each session. All 41 students successfully graduated the program with an in person photo with their cords and certificates used to create a graduation video for all participants. The 2021 class welcomed 25 participants with an opening ceremony at Alice Keen Park.

The **YOUNG PROFESSIONALS OF PITT COUNTY**, presented by State Farm Insurance - Polly D. Piland Agency, closed the 2020 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 third annual "Wiggin' Out for Charity" event to benefit the Vidant Cancer Campaign with donated **\$12,164.07** to the Vidant Foundation. The sixth annual "Birdies, Beer and BBQ" was held at Greenville Country Club on October 2nd. The event was another successful fundraiser for the organization, featuring Sam Jones BBQ and beers donated by Carolina Eagle. The YP's continued the Rise & SYP in 2020. 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.





Economic Forecast Luncheon

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 former Pitt County Committee of 100 (C-100) now, the Greenville-ENC Alliance. Throughout the year, the Chamber provided administrative services for the Alliance and was an integral partner during the transition to the new public-private partnership. Upon completion of the transition, the Chamber continued to provide administrative support of the new Alliance as it continued to develop its internal structures and processes and hire staff. The Chamber's strong relationship with the Greenville-ENC Alliance is yet another reflection of the Chamber's belief that all members stay informed and supportive 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 Carr, Riggs & Ingram 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 2020. The 2020 luncheon, held at the Greenville Hilton, had a record attendance, drawing over 260 attendees.

The Chamber expanded its work around the new initiative created in 2017-2018. The **GROW LOCAL** initiative was launched in 2018, in partnership with the Pitt County Development Commission, chaired by Kathy Herring, and a committee of various organizations. Following the 2018 pilot program, the staff and committee worked to match the 2,734 registered students with registered businesses like the curriculum each class is studying, hosted March 2019. In the 2020 year, 4,784 students registered to participate, however the Chamber limited participation to 3,500 students for logistical reasons. The week was planned March 23-27, 2020. Due to the COVID-19 pandemic, Grow Local 2020 was cancelled. In November 2020, the Grow Local committee began re-planning the 2021 program to be held virtually March 22-26, 2021.

community development

Division Vice Chair:

Scott Shook, Scott & Stringfellow

Advocacy Trips

Staff: Kate Teel

Community Unity

Chair: Toya Jacobs, ECU

Staff: Sarah Fuchs

Issues Committee

Chair: Scott Shook, Scott & Stringfellow

Staff: Kate Teel/Derrick Welch

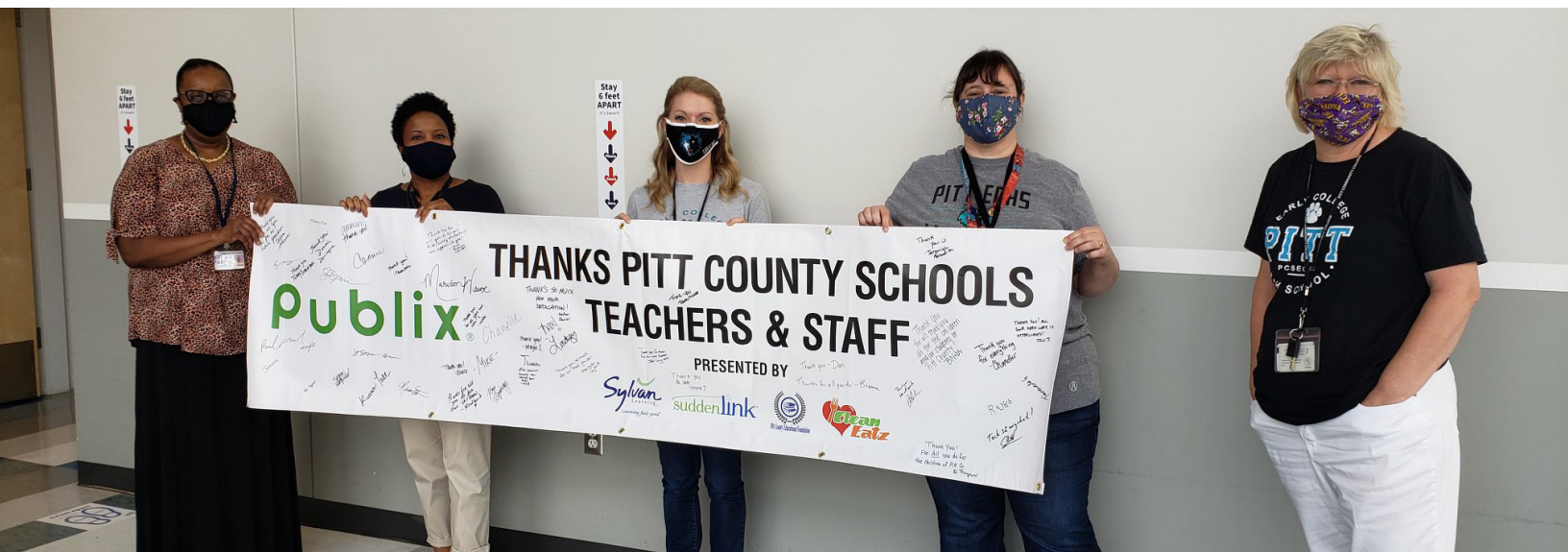
Power Luncheons

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

Staff: Derrick Welch/Trent McGee

The 23rd annual **COMMUNITY UNITY BREAKFAST**, 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 2020 keynote speaker was Chris Suggs founder of Kinston Teens. The program also featured an interfaith invocation with Christian, Jewish & Muslim faiths all represented. More than 400 people attended the event, which is held annually on Dr. Martin Luther King, Jr. Day at the ECU Murphy Center.





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.

In partnership with Parents for Public Schools of Pitt County (PPS-Pitt County) and Pitt County Schools, the Chamber hosted the seventh annual **EDUCATION APPRECIATION WEEK**. Formerly the Education Network Luncheon, due to COVID-19's restrictions, the event was re-planned and hosted on site at all 38 Pitt County Schools and the Pitt County Schools Administration Building. Sponsors of the event delivered locally made food items from local restaurants and a welcome back banner with balloons the week prior to school starting in August. The event was well received, with more than 3,500 people from the education and business communities in attendance celebrating Pitt County Public School teachers and staff. This change in plans was more successful than previous in person events and will be continued in this way in future years.

The Chamber hosted **THE SAFETY AWARDS BANQUET**, presented by Nutrien and in conjunction with the North Carolina Department of Labor, which promoted excellence in safety for local industries. The event was held virtually and well received with over 15 Chamber member businesses recognized as industry leaders in safety, with the following members receiving the top Million-Hour Award, Greenville Utilities Commission, Nutrien, Patheon and The Roberts Company.

The **CHAMBER'S 2020 LEGISLATIVE PRIORITIES** produced an update to the 2019 Chamber Legislative Priorities. Due to 2020 being a short session with limits bill germaneness, staff approached the 2020 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 2020 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 **CHAMBER'S 2020 LEGISLATIVE TRIP TO THE STATE CAPITOL** was cancelled due to COVID-19, however the registrations and sponsorships were transferred to a virtual format of the State of Series featuring speakers in topics of Business, Economic Development, Health Care and Education. The series welcomed over 230 participants with valuable content and information from all levels of our community in a time where changes were frequent and information valuable and important to the business sector alike.

The Public Policy section of the Chamber's 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 2020, the page linked to the Chamber's bill tracking page, which 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. As COVID-19 caused changes to policy, the Chamber continued to update the COVID-19 Resource Guide to include links for resources and legislation as most needed by members across our community.

The Chamber hosted its 11th annual **LEGISLATIVE BREAKFAST**, co-presented by MHAworks and First Citizens Bank, on August 25, 2020. The event was held virtually with over 120 in attendance and provided Chamber members and guests the opportunity to hear from key decision makers and voice opinions on issues moving forward in Greenville-Pitt County. Delegates offered firsthand information on the ongoing General Assembly session, prompting dialogue between legislators and Chamber members. Sen. Don Davis, Rep. Perrin Jones, Rep. Kandie Smith, and Rep. Chris Humphrey attended this year's breakfast and fielded questions from numerous audience members.

The Chamber hosted monthly **POWER LUNCHES**, presented by Ward and Smith, P.A., which provided Chamber members and guests the opportunity to remain up to date with current information on issues affecting our community, region, and state. The Power '20Series included eleven (11) total lunches and allowed attendees to establish a connection with high-ranking leaders at the local and state levels. The first two events of 2020 were held in person followed by Zoom events for the remainder of 2020. In place of a meal, participants received gift cards to local Chamber member restaurants of their choice. These events featured presentations/speakers on: ECU Baseball (ECU Head Coach Cliff Godwin); Economic Development in North Carolina (Christopher Chung); Legislative Update and Discussion (The Honorable Tim Moore); Legal System in North Carolina (Chief Justice Cheri Beasley); Continued Legal System in North Carolina (Attorney General Josh Stein); ECU Athletics (ECU Director of Athletics Jon Gilbert); 9th House District Forum (Rep. Dr. Perrin Jones and Brian Farkas); Pitt County Commissioners Forum; COVID-19 Updates for Pitt County (Dr. John Silvernail).



2020 board of directors

EXECUTIVE COMMITTEE

Chairman of the Board
Chris Padgett

Chair-Elect
Jonathan Taft

Legal Counsel
Phil Dixon

Treasurer
Eric Clark

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

Vice Chairman of Public Policy
Scott Shook

*Vice Chairman of
Membership & Marketing*
Taylor Duck

*Immediate Past
Chairman of the Board*
Janet Mullaney

President
Kate Teel

BOARD OF DIRECTORS

Term Expires in 2020

Scott Allenspach
Keller Williams Realty

Jon Anderson
BB&T

Wayne Conner
Vidant Medical Center

Kathy Herring
Parents for Public Schools of Pitt County

Chad Tucker
Vidant Medical Center

Term Expires in 2021

Kristie King
Appogee

JJ McLamb
East Carolina University 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

DJ Jones
Boys & Girls Club of the Coastal Plains

Charlie Wells
Southern Bank

DIRECTORS AT LARGE

Term Expires December 31, 2020

Dr. Kristin Braswell
Pitt Community College

Nathan Cohen
Wells Fargo Advisors

Ron Henslee
WITN

Stephen Kouroupas
Fastsigns

H.B. Moore
Piedmont Service Group

Bynum Satterwhite
Raymond James

Tilwanda Steinberg
BB&T

Wayne Washington
Hyster-Yale Group

Mark Woodson
Five Prime Media Group

OFFICERS AT LARGE

Eric Clark
Select Bank & Trust

Phillip R. Dixon, Sr
Greenville Utilities Commission

Taylor Duck
Merc Pharmaceuticals

Emmett Floyd, Ed.D.
Retired East Carolina University

Janet Mullaney
Vidant Health, Retired

Chris Padgett
Greenville Utilities Commission

Scott Shook
BB&T | Scott & Stringfellow

Jonathan Taft
Taft Family Ventures

EX OFFICIO DIRECTORS

Dr. Ron Mitchelson, *Interim 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, *Interim 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

Scott Darnell, *Executive Director*
Pitt County Development Commission

Dr. Mark Stacy, *Dean*
The Brody School of Medicine
East Carolina University

EX OFFICIO (Non-voting)

Kate Teel, *President*
Greenville-Pitt County Chamber of Commerce

SENIOR COUNCIL

Leo Corbin

Tommy Price

Bennie Hardy

Dr. Christopher Locklear

Janet Mullaney

2021 chairman's message



Dear Chamber Members:

As we began a 2020 year with bold ideas and lofty plans, the Chamber, much like each of you was hit with a moment of pause upon the COVID pandemic's impact on our local community. Under Chairman Padgett's strong leadership, 2020 was a unique and challenging year, albeit a year of significant achievements in many ways. In a time of uncertainty, fear, challenge and pause, your Chamber of Commerce quickly jumped into action to ensure constant communication with support and resources made available to navigate the rapidly changing policies, loans, grants and mandates. In addition, the staff made personal calls and emails to all 900+ members to lend an ear, provide support and just check in to see how they were doing. While this support was critical to the work of the Chamber, the program of work of the Chamber continued in an effort to host regularly scheduled events and programs in a re-imagined and virtual or hybrid format to keep members connected and informed throughout the year. This work reflects the significance of the Chamber, hard work and dedication by the Chamber staff, volunteers, and our entire membership.

As your 2021 Chairman, I look forward to continuing to promote a program of work that will focus on business success, strategic economic growth, and community development. I will strive to continue the positive legacy of my predecessors during the previous three years, in continuing the Grow Local Campaign. Additionally, in 2021 we look forward to launching a re-branding of the organization and one that continues to represent our organization across the business community as one we are all proud to be a part of. A highlight to the 2021 will include an increase of our "Local" messaging in an effort to continue awareness of the impact of local shopping, dining, hiring, creating and living in all ways we are able. Greenville and Pitt County is home to a wonderful business community with endless opportunity and our citizens supporting local will make significant impacts in our recovery and long-term success. 2020 proved successful for many in our community thanks to the support of our citizens and the rallying behind our locals.

It is my honor and privilege to serve as Chairman of your Board of Directors in 2021, and I am excited about the opportunities that are before us. I know the Executive Committee, Board, and the Chamber staff are ready to continue to work for our community. Thank you for your support in the year ahead, as we work together towards a greater Pitt County and an even stronger Chamber of Commerce.

Jonathan Taft
2021 Chairman

2021 program of work

business success

Division Vice Chair:

Taylor Duck, Merck Pharmaceuticals

Chamber Ambassadors

Co-chairs: Don & Boots Mills, Retired

Staff: Jackie Listecky

Membership Appreciation Initiative

Staff: Kate Teel/Jackie Listecky

Small Business Leader of the Year Committee

Chair: Jonathan Taft, Taft Family Ventures

Staff: Kate Teel

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.
- **ECU MERCHANTS FAIR** – continue the partnership with ECU 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.
- **PITT COUNTY BUSINESS EXPO** – allows members to showcase products and services to the community.
- **SMALL BUSINESS AWARDS EVENT** – celebrates Small Business in Greenville and Pitt County. In addition, presents the Forever First award and the Small Business Leader of the Year award.

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 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

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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

ECONOMIC FORECAST LUNCHEON - inform members of trends affecting business climate and the economy.

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

Provide support to the Greenville-ENC Alliance.

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

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

Provide support to the Young Professionals of Pitt County.

Spearhead an InterCity visit to another peer city in another state along with elected officials and community leaders to learn about new initiatives and opportunities for Greenville-Pitt County growth.

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.



Division Vice Chair:

Dr. Christopher Locklear, East Carolina University

Advocacy Trips

Staff: Kate Teel

Community Unity

Chair: Toya Jacobs, ECU

Staff: Kate Teel/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 PA

Staff: Kate Teel/Trent McGee

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

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

Maintain current information about legislative issues for members via the Governmental Affairs section of the Chambers.

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 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 Appreciation Week to support and recognize Pitt County Schools and its teachers.

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 Raleigh's Legislative Building 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.

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
East Carolina University 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

Steve Weathers
Greenville – ENC Alliance

Mark Woodson
Five Prime Media Group

OFFICERS AT LARGE

Eric Clark
Select Bank & Trust
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
Vidant Health, Retired

Chris Padgett
Greenville Utilities Commission

Scott Shook
BB&T | Scott & Stringfellow

Jonathan Taft
Taft Family Ventures

EX OFFICIO DIRECTORS

Dr. Ron Mitchelson, *Interim 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 Development Commission

Dr. Mark Stacy, *Dean*
The Brody School of Medicine,
East Carolina University

EX OFFICIO (Non-voting)

Kate Teel, *President*
Greenville-Pitt County Chamber of Commerce

SENIOR COUNCIL

Tommy Price

Bennie Hardy

Dr. Christopher Locklear

Janet Mullaney

Chris Padgett