

# COMMERCE

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## The Greensboro Coliseum Complex

# Economic Benefits Far Outweigh the Controversies

By Jon Latta

The controversies surrounding the Greensboro Coliseum Complex have been thoroughly reported almost daily since voters approved a 1990 bond referendum to upgrade and expand the facility. Local media coverage has delivered an explicit account of every construction problem, budget overrun, oversight, operating deficit and privatization proposal. While reports of problems at the 37 year old facility are valid and the reporting accurate, there is another story that has been smothered out by the ongoing controversies — its positive impact on the Greensboro area economy.

“The Coliseum to us is purely and simply an economic generator,” says Judith Grizzell, President of the Greensboro Area Convention & Visitors Bureau. “The Coliseum is one of the largest generators of new dollars being brought into our city.” She adds, “There is a whole avenue that people don’t see. Because of the Coliseum, and its ability to create economic impact for this community, we have had many new hotels built because of what the Coliseum can generate. That is a direct economic benefit because those new jobs create salaries, an increased tax base and they serve both our local citizens, as well as tourists from outside the area.”

Although the Coliseum Complex has recently been operating at a deficit, recent indications suggest that the red ink is receding. Even with an operating deficit,

however, the economic spike for the community far exceeds any deficit to date. The real problem surrounding the Coliseum is one of perception, i.e., “the big picture.” While the Coliseum Complex generates millions of dollars annually for our local economy, no one can accurately gauge just how much. Rough estimates indicate that the ACC Tournament brings \$12 - \$13 million into the local economy in just four days. Still, the economic successes of the Coliseum have not quelled the public’s concern regarding the viability of the facility. “If you look at the Coliseum as a driving force that generates overall economic impact, then it’s a whole different thing,” says Grizzell. “This is a whole different side to economic impact that I think the general citizen doesn’t see.”

Part of the problem stems from the difficulty in accurately determining the overall economic impact events at the Coliseum have on the community. Although a slice of the economic pie can be

*“Being a promoter in the Greensboro area, I find that a lot of my customers that are going to trade shows and events at the Coliseum are not from Greensboro. They’re from outlying cities and areas because, for some reason, the people here have attached a bad omen and black cloud to the Coliseum.”*

**Ed Currie  
Piedmont Productions, Inc.**

small for an individual business, it adds up to millions of dollars in revenue when multiplied across the entire city. “They probably have 50 to 100 events a year that impact our business,” says Steve Stern, Director of Operations for Hams



(At right) Patrick Adams, Kitchen Manager at Lucky 32 Restaurant on Westover Terrace, cooks up profits during recent ACC Tournament at the Greensboro Coliseum Complex (above).

Restaurants, Inc. “Being that we’re open every day of the year, it’s worth a certain amount of sales to us, but by the same token, it wouldn’t kill us if it weren’t there.” Even so, Stern admits, “We feel an impact when they have events that draw a good crowd. Whether it’s the circus, the Monarchs or anything else that is family-oriented entertainment, we feel an impact.”

Sean Parks, General Manager of Hooters Restaurant, less than a mile from the Coliseum, says, “There are about ten events up there that greatly affect my business in a positive way. I think that the quality of events at the Coliseum is getting much better, so that’s

definitely helping.” According to Parks, the most recent ACC Tournament brought in the largest crowds that the restaurant has ever experienced. While it is expected that businesses on High Point Road would benefit from events just down the street at the Coliseum, Lucky 32 — a restaurant located on Westover Terrace — receives an economic surge as well. “When there’s an event [at the Coliseum] like the ACC Tournament, the other tournaments, hockey games and special events, it definitely has a very positive impact on the number of guests that we serve,” says Dennis Quaintance of Quaintance-Weaver Inc. Quaintance also operates a Lucky 32 in Raleigh, so his perspectives are quite unique. “We are not near a coliseum in Raleigh and

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## INSIDE HIGHLIGHTS ...

### Let Your Voice be Heard on 910 Area Code Change

Find out how to make your opinions known to those who count... see page 2 for the name, number and address.

### Chamber of Commerce Mid-Year Meeting

Find out more about the merger of the Moses H. Cone and Wesley Long Hospitals... see page 6.

### Piedmont Triad Business Showcase set for June 11

The largest one-day, business-to-business showcase in the Triad is here! Don't miss this great event... see page 6.

### Inter City Exchange: Ft. Worth Trip Offers Insights

Community Leaders Return with “Lone Star” perspectives for our community... see page 12.

## Ft. Worth Trip Offers Valuable Insights

What do Ft. Worth, TX, Greenville, SC, Roanoke, VA, Raleigh-Durham and Charlotte have in common? Each of these communities has served as a classroom for Greensboro leaders seeking ways to improve our community. Ft. Worth is the most recent Inter-City exchange the Greensboro Area Chamber has sponsored. There were many comparable similarities that made this an appropriate community to study.

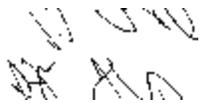
The Ballpark in Arlington is a story that needs replicating in the Piedmont Triad. The most important lesson learned from the Texas Rangers is community focus – it drives every aspect of the team and the facility. Tom Schieffer, President and General Partner hammered home a message of community service. Teachers are the first offered summer jobs, the ballpark's Learning Center attracted over 2,500 students last year and the team will build its fourth youth ballpark this summer. Chip Hagan and I found the cheapest seats in the house — we saw the only home run scored sitting in the shade behind a family of four. This family had paid \$4 each for the adults, \$2 each for the two kids under 13 and \$6 for parking. They had brought in their cooler with lunch and drinks — that's a family entertainment package valued at a grand total of \$18.

Downtown Ft. Worth should serve as inspiration for Downtown Greensboro, Inc. (DGI). Ed Wolverton, the newly hired Executive Director of DGI, developed a program showing how simple things have an impact. Clean streets, swept daily and washed nightly, plus visible policing creates the environment. Add to this, beautifully decorated buildings, many with only faux art, and you have the right facade. Layer on this restaurants, arts centers and 20 movie theaters and you have the recipe for a thriving downtown. Our inspiration is that Greensboro's downtown today looks better than Ft. Worth's a decade ago. Two keys to their success — money in the form of the Bass family, Tandy Corporation and a couple of other heavyweight corporations and a "can-do" attitude. The money issue will take some work. However, it is only the difference in immediate large impact or smaller longer term impacts. The can-do attitude is essential and has been present in Ft. Worth, Charlotte, Greenville and Roanoke. In each community the public sector did all it could to encourage growth and development in downtown. Without an enthusiastic public partner we will have difficulty growing downtown Greensboro.

Workforce preparedness is as important to Ft. Worth as it is to Guilford County. The common link is the lack of turf in this arena. Everyone pitches in without worrying about who's getting credit. The piece of their initiative we want to replicate is their Vital Link program, which allows 7th graders to job shadow. As our youth enter their impressionable years they often only think about becoming doctors, lawyers, police or fire fighters. We must find a way to let students see first hand how people earn a living.

Ft. Worth is a great city to visit and learn from but the best thing about visiting Ft. Worth is coming home to Greensboro. What a feeling you get when the plane touches down at PTIA and you know you're home. We have much to be proud of and should remember two things: It is a strong community that ventures out to learn from others, and Greensboro and Guilford County are envied by people across the county. To prove the point, next time you're traveling ask your seat neighbor their impressions of Greensboro.

With Best Wishes,



Peter Reichard



Lynn Black, Lynn Black & Associates (far right); Reagan Torres, Burlington Industries (center) and an unidentified "celebrity guest" warm-up for the start of the Chamber of Commerce's Total Resource Campaign at a recent volunteer training session.

## Volunteer of the Month



Michael Collins, formerly of Greensboro and American Express, has been selected as the Greensboro Area Chamber of Commerce Volunteer of the Month.

Collins, a long time volunteer with the Chamber's Other Voices Program, now lives in Irving, Texas and is employed by The Associates First Capital Corporation. He is being recognized for his efforts on behalf Other Voices — a community-building leadership development experience in human relations, sponsored by the Chamber.

Collins joined the program as a participant in Class I (the Class of '94). While taking part in the inaugural effort, Collins and his learning demonstration team successfully implemented their "Anti-Bias Workshop for Pre-School Educators" and arranged for a permanent home for this most important training after its start up. The next year, Collins served as a

member of the Other Voices Program Committee and was instrumental in locating the program's very effective facilitator, Jo-Ann Morris Scott. In 1996, Collins said "yes" to leading the Program Committee and was also selected as Chair-Elect of the Steering Committee. When the current Chair, Mike Goodman of BB&T, transferred to Eastern North Carolina, Collins stepped up as Chair and led the Steering Committee until his move to Texas later that year. During his brief tenure as Chair, Collins successfully led the Other Voices Committee Chairs through a long-range planning process that gave Other Voices its charter of work for the next several years.

Commenting on Collins' longevity as a volunteer and the success of the Other Voices Program, Denise Maleska, Manager, Leadership Programs, says, "There are certain persons who give of their time and talents to a particular initiative over a period of time who become inseparable from it in both identification and appreciation."

## Let Your Voice be Heard in 910 Debate!

*The Greensboro Area Chamber of Commerce has been actively monitoring the NC Utilities Commission proposal to change the Triad's area code. On Wednesday, May 21, the News & Record published the following editorial. We thank them for their position on this issue and urge you to express your opinion to the Commission.*

**It's time to give Triad's phone customers a break — Who says taking 910 away from Triad is the only solution?**

It was only three years ago that the people of Greensboro and the rest of the Piedmont Triad were forced to adjust to a new telephone area code. The region took the change in stride for the most part and accepted it as a price of growth.

Now the state Utilities Commission is considering a plan to change the Triad's area code again. This time, angry Triad leaders are fighting back. And with good reason.

Why should the Triad be asked to bear the burden of technological changes that are occurring all over the state? The region has just recovered from all the paperwork and headaches of absorbing a new area code. Customers here shouldn't be asked to go through that again.

The debate is prompted by an explosion in the use of telephone numbers. Many homes and most businesses have added fax machines and computer modems to their arsenal of telecommunications equipment. Add cellular telephones to the mix and it's easy to see why telephone companies are predicting a crisis in the availability of phone numbers by 1999.

To prevent an overload, phone companies have proposed increasing the num-

ber of North Carolina area codes from three to six. The plan on the table would split the current 910 area into two parts, with the Triad falling in the portion that would be assigned a new area code.

Unfortunately, allowing the Triad to keep 910, would mean taking it away from people who live in the southern coastal plains, who also recently changed to 910. At least, that's the way the phone companies have shaped the debate.

The Utility Commission should look beyond the either/or proposition before them to see if there are better solutions. Some suggest that a growing demand for telephone numbers will create a need for more than six area codes in the near future. If that's the case, then a 10-digit number for all telephones would eliminate the need for these contentious debates.

In any case, Triad leaders are right to protest another change in the area code. It would be an unfair burden on local telephone customers, a fact that the Utilities Commission shouldn't overlook.

### Comments?

**By Mail:** send your comments to **Joanne Sanford, Chairperson, NC Utilities Commission, PO Box 29510, Raleigh, NC 27626-0510. By Fax: (919) 733-7300.**

# Congratulations to the Chamber's 1997 Graduating Classes

*Each year, the Leadership Programs of the Greensboro Area Chamber of Commerce provide members of the business community with a unique variety of outstanding leadership development and community-building opportunities. The Chamber congratulates the following graduates:*

## Leadership Greensboro

**Phil Barbee**  
Moses Cone Health System

**David Brown**  
Pinto, Coates & Kyre, L.L.P.

**Nancy Calkins**  
YMCA of Greensboro

**Drew Cannady**  
Greensboro Police Department

**Paul Chambers**  
BellSouth

**Amy Collins**  
Make-A-Wish Foundation

**Nate Cook**  
United Way of Greater Greensboro

**Ron Erickson**  
EMM Financial Services, Inc.

**Chip Fouts**  
BB&T

**Mike Fox**  
Cone Mills Corp.

**Diane Gibson**  
GTCC

**Kathy Haines**  
360° Communications

**Melanie Hamilton**  
Turner, Enochs & Lloyd, P.A.

**Yvette Harris**  
WFMY TV-2

**Molly Kenney**  
Volunteer Center of Greensboro, Inc.

**Greg Kutrow**  
Principal Financial Group

**Kathy Lubbers**  
Carolina Coffee Roasting Co., Inc.

**Ida Milan**  
Guilford Co. Area Mental Health Program

**Joel Mills**  
Advanced Home Care

**Tom Nisbet**  
Central Carolina Bank & Trust

**Judy Piper**  
AT&T

**Tresa Saxton**  
UNC-G Student Health Services

**Paul Stanfield**  
ABCO Automation, Inc.

**Boo Stauffer**  
Junior League of Greensboro

**Marshall Tuck**  
Samet Corporation

**Cathy Wall**  
NationsBank

**Terry Worrell**  
Mendenhall Middle School

**Bettye Young**  
Walter T. Johnson, Jr. / Law Office

## Other Voices

**Raleigh Bailey**  
Multicultural Resources

**Rob Bilbro**  
Personnel Resource Group, Inc.

**Dorothy Brown**  
Greensboro Merchants Association

**Mike Bumpass**  
Greensboro Merchants Association

**Clem Clement**  
Center for Community Self-Help

**Kathy Coe**  
Center for Community Self-Help

**Susan Cook**  
B'nai Shalom Synagogue, Inc.

**Mitch Davis**  
Greensboro Police Department

**Linda DeShazo**  
Guilford County Dept. of Public Health

**Ed Evans**  
Parkway Services, Inc.

**Gayle Fripp**  
Greensboro Historical Museum

**Teresa Hairston**  
American Express

**Mary Ann Hinshaw**  
Guilford County Administration

**Hugh Holston**  
Vanguard Cellular Systems, Inc.

**Cheryl Hopkins**  
Freelance Writer

**Mary Kendrick**  
M.H.K. & Associates

**Lilia Lee**  
AT&T

**Joyce Lewis**  
Guilford Co. Department of Social Services

**Norma McDaniel**  
BB&T

**Dana Peralta**  
AT&T

**Robbie Perkins**  
Maxwell Associates, Inc.

**B.J. Peterson-Buie**  
City of Greensboro

**Sue Shah**  
Student, UNC-G

**Penny Simpson**  
Mimi Stang

**Paul Summerell**  
Moses Cone Health System

**Sylvia Swayze**  
Smith High School

**Johnny Teeters**  
Greensboro Fire Department

**Kathleen Tritschler**  
Guilford College

## The Solution to the Small Business Puzzle

Dealing with the challenges that a small business faces every day can often feel like a puzzle with missing parts. It is essential to have directions in order to solve that puzzle. Through the Greensboro Area of Chamber of Commerce's small business programs you can do just that. Business Connections offers businesses the opportunity to expand their sales and introduces them to the corporate business community. The Small Business Council's Small Business Brown Bag luncheon series offers practical topics of interest to specific small business problems. Partners in Business offers professional legal, accounting and management consulting to small business Chamber members.

In 1988, the Chamber formed the Small Business Consortium as a means to consolidate and coordinate services through referrals and joint sponsorships of programs. The Consortium has grown to 17 member organizations, many of which offer their services free of charge. Brochures detailing what these agencies offer are available at the Chamber of Commerce or any of the consortium members offices.

The telephone number for the **Greensboro Area Chamber of Commerce** is **275-8675**. Below is an additional listing of Small Business Assistance agencies in the Greensboro area that are willing and able to help solve the small business puzzle.

Greensboro Office of Business Assistance	<b>373-2668</b>
GTCC Small Business Center	<b>334-5211</b>
Service Corps of Retired Executives	<b>333-5399</b>
City's Minority & Women Business Enterprise Program	<b>373-2674</b>
Greensboro Business Center	<b>379-5001</b>
Greater Greensboro Merchants Association	<b>378-6350</b>
Triad Minority Supplier Development Council	<b>547-7128</b>
Small Business Technology Development Center	<b>334-7005</b>
Piedmont Entrepreneurs Network	<b>607-8400</b>
UNCG Small Business Institute	<b>334-5691</b>
Self-Help Credit Union	<b>378-1840</b>
Greensboro Public Library	<b>373-2471</b>
SouthEast Economic Developments	<b>275-4653</b>
Bennett College Entrepreneurial Training Center	<b>574-3988</b>
Piedmont Triad Center for Advanced Manufacturing	<b>275-2060</b>
UNCG: Career Placement Services	<b>334-5202</b>

### '97 Small Business Person of the Year Nominees

*The award will be presented during Small Business Week on June 6 at Embassy Suites Hotel.*

**Carl Ashby**  
Ann Crittenden, Inc.

**Bob Holt**  
Atticus Books

**Gary Brown**  
GBA Systems, Inc.

**Lee King**  
Afterdisaster

**Roger Carter**  
The Printworks

**Carl Loye**  
Sentry Watch, Inc.

**Ed Currie**  
Piedmont Triad Productions

**Dusty Staub**  
Staub-Peterson Leadership  
Consultants, Inc.

**John Dixon**  
Business Interiors Group

**Ellyn Steinhorn**  
Catering by Ellyn

**Jerry Fox**  
ADA Computer Supplies, Inc.

**Dorothy Wolff**  
Greensboro Painting Company, Inc.

**Margie Gibbs**  
Cheshire Center



## Upcoming Events

Commerce, June 1997

# OPPORTUNITY KNOCKS ON JUNE 11!

### Greensboro Area Chamber of Commerce Annual Mid-Year Meeting & Breakfast

**Wednesday, June 11, 7:30 a.m.**  
Greensboro Coliseum Special Events Center

Featuring representatives of our two sponsoring organizations: Dennis Barry, President and CEO, Moses H. Cone Health System and Gary Park, President, Wesley Long Community Hospital. They will present an overview of the proposed new health delivery system.

**Tickets for the event  
are \$15 each.**

Please call the Chamber at 275-8675 to RSVP or mail your check to: Mid-Year Meeting; PO Box 3246, Greensboro, NC 27402-3246. Please include name; company; address; telephone number and the number of tickets you are requesting.

**Wednesday, June 11  
9:15 a.m. - 7:00 p.m.**

Greensboro Coliseum Special Events Center



*For additional information on the Triad's largest one-day, business-to-business trade show, contact Meg Tuttle at 691-6493.*

Plan to spend part of your day visiting more than 200 exhibitors and our PTBS corporate sponsors:

**Boulton Advertising & Promotions, Inc.**  
**Custom Graphic Impressions**  
**News & Record**  
**Signature Catering**

**9:15 a.m. - 7:00 p.m.**

Wrap-up your day by visiting our exhibitors, including several of the area's finest caterers, during **Business After Hours 5:00 - 7:00 p.m.**

**Sponsored by:**  
**R.H. Barringer Dist. Co., Inc.**  
**Canada Dry of Greensboro, Inc.**

## June 26

### Network AM: Finding the Balance



Please join us for our second Network AM program of the year on Thursday, June 26 from 7:30 - 9:00 a.m. at the Airport Marriott.

Jim Rosenberg, local columnist, humorist and insurance salesman, will be our guest speaker. Rosenberg will present "Honey, Have You Seen My Ballet Shoes?" — a humorous look at balancing responsibilities and dreams in today's demanding business world. There will be a hot breakfast, lots of networking and a few laughs, so make your plans now to attend. Cost is \$10 for members; \$15 for non-members. For reservations, call 275-8675 ext. 4003.

## July 10

### Professional Development Seminar: Networking 2000

Networking is how many of us make our living, but are we networking to our best advantage or to our fullest potential? Come learn how to "network" for unlimited referrals at the Greensboro Area

Chamber of Commerce's next professional development seminar — "Networking 2000." National Speaker Craig Bertenshaw will share the techniques he has used to make himself the top sales representative for Ford Motor Company — working exclusively from referrals — for two years in a row. Bertenshaw has

helped a variety of businesses, large and small, to grow their sales through networking. This half-day seminar will take place on Thursday, July 10 from 8 am until 12 noon at the Greensboro Hilton. "Early bird" prices are \$45 for Chamber members; \$55 non-members and are

available until June 26. Once the promotion ends, registration will be \$55 members and \$65 non-members. Register early because space is limited! For a registration form call 275-8675, ext. 4000. For more information call Meg Tuttle, Special Events Coordinator, at 691-6493.

## Chamber Tennis Challenge '97 a Smashing Success



*Accepting their awards at the recent Greensboro Area Chamber of Commerce 1997 Chamber Tennis Challenge are (left to right) Peggy Shufelt, First Place: Women; Craig Ingraham, First Place: Men; Carolyn Merritt, Second Place: Women and; John Rothkopf, Second Place: Men.*

Thanks to the weather, generous sponsors and helpful volunteers, the Greensboro Area Chamber of Commerce "Chamber Tennis Challenge '97" was a "smashing" success. The first-ever Challenge took place at Greensboro's Westside Tennis Club provided more than 35 contestants with competition on the courts and contacts in the clubhouse. The Chamber of Commerce would like to thank the following companies for their support.

#### Court Sponsors:

Airport Marriott Hotel  
Barnett Travel, Tours & Cruises  
Koger Equity Management, Inc.  
NationsBank Professional & Executive Banking / NationsBanc Mortgage  
Priority One Security  
Seawell Realtors  
Team Golf  
UNITEDhealthcare of NC  
Yost & Little

#### Gift Bag Sponsors:

Aaron Rents & Sells Furniture  
Apartment Finder Locator Service  
Carey-Mangum Gallery  
Enterprise Leasing Co.  
Koger Equity Management, Inc.  
N. C. Tennis Association  
N. C. Tennis News  
PIP Printing  
SouthTrust Bank  
Wachovia Bank

#### Food Sponsors:

R. H. Barringer Distributing Co., Inc.  
Canada Dry of Greensboro, Inc.  
Culinary Visions Catering  
Pepper Moon Catering

# Your Chamber In Action



Bob Benton (with camera) of National Training Network sets up the shot for another "take" as volunteers assist with the production of an educational video designed to help area students prepare for job interviews. The production of the video is being underwritten by Guilford County's Job-Ready Partnership and is being produced by Guilford Technical Community College's Co-Op and Job Placement Advisory Board. Deborah Torain, Manager of Workforce Development for the Greensboro Area Chamber of Commerce and co-chair of the Advisory Board, assisted with pre-production as well as on-site coordination during shooting at the Chamber office.



All the attendees, ducks and humans alike, enjoyed the outstanding weather and beautiful location at the Greensboro Area Chamber of Commerce May Business After Hours held at Castle McCulloch in Jamestown. The networking event was co-sponsored by Culinary Visions Catering. The Chamber would also like to thank R.H. Barringer Distributing Co., Inc.; Canada Dry of Greensboro, Inc.; and T&L Graphic Services, Inc. for their support.



Celebrating the official opening of Perks — Coffee and More with a ceremonial ribbon cutting are (left to right) Charleen Fischer, co-owner; Rich Hayworth; Shana Rose, co-owner; Mayor Carolyn Allen; Rob Rose; Ashley Colton and Michael Rose. The coffee shop is located downtown on South Elm Street and was financed, in part, by a loan from the Greensboro Venture Capital Fund.



State Representative Maggie Jeffus (D - District 89) speaks with long-time Chamber of Commerce volunteer Elton Edwards during Legislators Day at the 1997 Greater Greensboro Chrysler Classic. More than 35 state legislators and administration officials made the trip to the tournament — giving local business leaders and volunteers an important opportunity to speak to them personally regarding a wide range of issues critical to the business community.



John Red, Jr., Chairman of the Board of Trustees of Well-Spring Retirement Community (with shovel) breaks ground on the Community's new state-of-the-art Assisted Living Apartment Building. Slated for completion in August of 1998, the addition will feature 61 one bedroom, one bath apartments. Well-Spring is a non-profit Lifecare community, sponsored by a coalition of nine area churches.



Jake Wicker (at podium) speaks to attendees at the Greensboro Area Chamber of Commerce Business Briefing in May. Wicker, considered by many to be the state's premiere authority on local government, addressed the gathering on the economic and political implications of Greensboro's annexation plans. The quarterly Business Briefings are sponsored by SouthTrust Bank of the Piedmont.



## Business Dynamics

**Centura Banks, Inc.** has formed a Capital Markets Group to bring investment banking and venture capital services to small and middle-market companies throughout North Carolina, South Carolina and Virginia. In addition to an investment banking division and a private equity fund, Centura Capital Markets Group contains a banking and specialty finance unit that will specialize in real estate finance, warehousing lending and health care finance.

**Rentenbach Constructors Inc.** has been awarded a contract by R.R. Donnelley & Sons Company to construct an expansion of Donnelley's Lynchburg, Virginia, printing plant. Construction of the 183,000 square foot addition has begun and will be finished by August, 1997. This is the second project Rentenbach has constructed at the Lynchburg plant.

**Anderson & Associates, Inc.** a civil engineering, surveying and planning firm in Greensboro, has been awarded a subcontract from Yates Construction Company,

Inc. to perform construction staking for Bridford Lake Apartments on Bridford Parkway. The firm has also been selected to perform a septic system investigation for L.A.P. Care Services, Inc. in Reidsville.

**Jefferson-Pilot Corporation** has reported a 12.6% increase in earnings per share from operations and a 57.1% gain in total earnings per share for the first quarter of 1997. In addition, earnings from operations before realized investment gains and preferred dividend payments increased 16.7% for the quarter. Individual life insurance earnings increased 12.2% compared to the same period last year, while annuity and investment product earnings were up 39.3%.

## Community Outreach

The **Leadership Greensboro Seniors Alumni Association (LGSAA)** of the Greensboro Area Chamber of Commerce recently sponsored its tenth semi-annual food drive for the Greensboro Food Bank. The drive, which was carried out by a coalition of Alumni Association members, local churches, synagogues

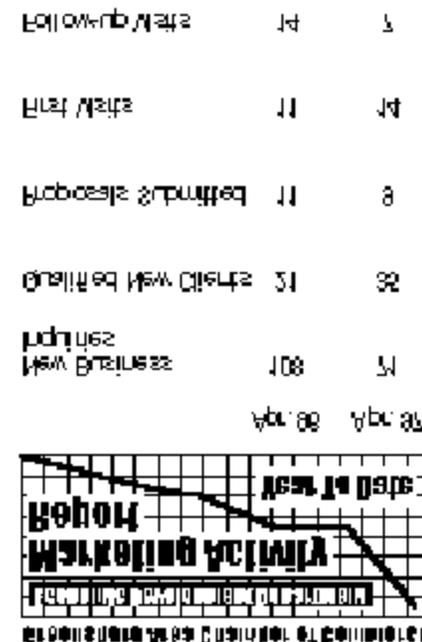
and grocery store chains, collected almost 41,000 pounds of food at area grocery stores.

**Today's FMY2** has chosen the Association for Retarded Citizens (ARC) to be the recipient of WFMY's 1997 "2 Those Who Care" Awards Banquet proceeds. ARC provides a variety of services throughout the community for people with developmental and other disabilities. In the Piedmont community, ARC agencies advocate, educate, provide family support and direct services, as well as coordinate and provide resource assistance.

**Fun Fourth '97** — Greensboro's Independence Day party for the entire family — is seeking individuals to work in leadership positions as Festival Chairmen. More than 900 people volunteer each year to help make Fun Fourth a success. Chairmanships are available in a wide variety of activities. To volunteer, contact the Fun Fourth office at 274-4595.

**Harper's Restaurant** will donate more than \$2,000 to the Greensboro Food Bank on Sunday, June 8 at a ceremony marking the end of the restaurant's recent

fund-raising effort on behalf of the Food Bank and "Share Our Strength" — a national anti-hunger relief and education agency. During the three month drive, Harper's donated \$1.00 for every bottle of wine and 50 cents for each dessert sold. The celebration, is open to the public, and will take place at the restaurant in Friendly Center from 5 -7 p.m.



## Recent Forum Focuses on “Leadership in the 21st Century”

There seems to be little agreement on what exactly the millennium will bring to our area but if there is one certainty, it is that we must have effective “21st Century” leadership to prosper in the coming century. That was message brought to more than 160 attendees at the April Leadership Forum. The forum was sponsored by BB&T and BDO Seidman. The appearance of the forum’s speakers — Mary Jo Clark and Pat Heiny of Contemporary Consulting — was made possible by Ann Crittenden, Inc.; BellSouth; Stanley Frank; Leeper, Hilliard & Kean; Moses Cone Health System and; Jeanne Tannenbaum.

Clark and Heiny’s presentation was entitled “Reinventing Leadership to Reinvent Our Organizations and Our Community.” The two leadership experts from Richmond, Indiana are considered pioneers in the field of strengthening and transforming communities and have assisted cities and municipalities throughout the country in becoming “leaderful communities” — strong in the principles of collaboration, consensus building, visioning, empowering others, trusteeship and servant leadership.

Establishing community trusteeship was identified by Clark and Heiny as an especially critical part of a community’s successful “reinvention.” The leaders of a community must have the desire to serve first and lead second. They must be able to see the big picture and act upon it for the common good and empower those who are served.

The responsibility for the future, however, is not solely in the hands of those chosen to lead. Each member of the community must assume this trust and listen with understanding and envision the preferred future in order for there to be true community trusteeship. Clark and Heiny defined community trustees as individuals who make conscious, personal decisions to know themselves and care about the community’s quality of life. Trustees are stewards to the community and its resources; listening to the community’s diverse voices in order to serve the common good. “If the citizens of Greensboro and Guilford County can unify in their concern for the area’s future,” say Clark and Heiny, “then anything is possible.”

## Economic Benefits Far Outweigh...

Continued from page 1

Raleigh and it's amazing what impact a special event has on overall guest counts. We go three or four nights, with an event like "Les Miserables," and maybe serve an additional 50 to 60 people. At our Raleigh restaurant we don't see that bump and usually we trend right along together." He concludes, "I'm definitely sold on the positive impact that the special events have on the local economy."

While the large, arena events draw visitors (and their money) to Greensboro, the Coliseum itself is an important presence within the business community. Whether it's a carload of teenagers grabbing a bag of burgers on their way to a concert or wealthy alumni dining at one of the finest establishments in town, it all adds up to big dollars annually to the Greensboro area economy. While hotels and restaurants are an obvious part of the equation, the average citizen fails to recognize the economic impact from the myriad of activities that take place in the War-Memorial Auditorium and Special Events Center. True, there are few monetary tidal waves, but the ripples that emanate from the Coliseum penetrate almost every type of business throughout the city. From the many trade shows, concerts, sporting events, plays, and markets – they almost all require vendors, suppliers, and materials from the community.

"All the functions at the Coliseum are very large ones for us," says Teri Hodgin, part owner of Happy Rentz, Inc. "Whenever the Coliseum calls, it's not with little orders, they're great big ones. We have to send the big trucks." Hodgin says that typically the company supplies such things as tents, tables, chairs, linens, staging and similar types of equipment. "The amount of equipment that goes over to the Coliseum is enormous," says Hodgin.

Sid Phillips, vice president with Professional Lighting & Supply Company, says, "The majority of things we do at the Coliseum are just maintenance products like replacement lamps. We did the new lighting, so they could get the light up for the ACC and the TV standards." He is quick to add, "We really don't do that many dollars with the Coliseum. They're

not making or breaking us whether they're here or not... It brings people into the community that wouldn't be here to spend money." Phillips points out that the War Memorial Auditorium and Special Events Center are big economic producers in their own right, but he says, "If you want to get the big billing, have the ACC play here, the NBA come in, and now the NHL. That's publicity that if you went out and bought it, would cost a fortune. We wouldn't be running a deficit at all if you gave a value to that advertising."

While the Coliseum is great advertising for Greensboro, the Coliseum's advertising efforts also generate substantial revenues for local media outlets but, this too, receives little attention. Whether it's a simple pamphlet for a vendor at the monthly Super Flea Market, or a high-dollar ad campaign to fill the Coliseum for a Broadway show – the money generated for the local economy is tremendous. The Coliseum also employs a full-time staff of 44 and another 499 on a part-time basis.

In addition to the dollars that the facility brings into the community, the Coliseum also assists local non-profit organizations by allowing volunteers to work in the concession stands, selling food, drinks and souvenirs. Coliseum Food & Beverage Manager Ken Sherrill estimates that 20 different volunteer service groups and non-profit organizations

are currently taking advantage of this unique fund-raising opportunity. In return for their efforts, the organizations involved receive 10% of gross sales for non-alcohol events and 8% of gross sales for an event that serves alcohol. Any groups interested in the program should contact the Coliseum for additional information on how to participate.

Ironically, some of the greatest praise for the Coliseum originates outside Guilford County. Phil Holt, a resident of Raleigh who came to Greensboro in March for the ACC Tournament is just one of many recent visitors with praise for both the facility and the city. "I just love the facility," says Holt. "I used to come here and sit on the top row and my head would hit the ceiling, but this facility is a great place to watch basketball. We use the satellite parking and it's easy to get in and out of and I love coming here. It beats Charlotte and next to having it in Raleigh, it's the best place to have the tournament."

Ed Currie, President of Piedmont Productions, Inc., a local promotional company that puts on the Triad Home Remodeling show at the Coliseum Complex, shares Holt's high opinion. "You've got whatever you want your hands on... it's the best facility. With the height of the ceiling, the staff, the personnel, the quality of the building, the layout... it's

all 100% first class," says Currie. "The building is far superior to anything in this area and it's far superior to anything in Raleigh, Charlotte or Winston-Salem." Currie believes the community should stand behind the Complex. "It's a beautiful, fine facility," says Currie. "I would like to see the citizens and residents of Greensboro and Guilford County support this building by going to functions and events." Currie believes that not supporting the Coliseum Complex only serves to destabilize the taxpayers' hefty investment.

The Coliseum Complex is the one unifying symbol that pulls the Greensboro area together as a community. From area corporations that own one of the 18 suites (sky boxes) to those less fortunate and needy that benefit from Coliseum proceeds – the Greensboro Coliseum Complex belongs to us all. More than any other community asset, the Coliseum Complex is a nationally recognized symbol of the vision, commitment and the strength of Greensboro as a whole. The rich, storied 37 year old structure standing today is as modern as any facility in the southeast. Isn't it time that business leaders, taxpayers, and the citizens of Greensboro put the Coliseum's "black cloud" to rest and began supporting the city's "crown jewel" for entertainment, the arts and community events?

## Inter-City Exchange to Fort Worth

# Community Leaders Return with Lone Star Perspectives

What do Fort Worth, Texas and Greensboro have in common? More than one might realize. Forty-two business leaders spent three days in the Fort Worth area May 4-6 looking at the successes Fort Worth has achieved, especially in the areas of workforce development, downtown revitalization and economic development. This year's trip was the second Inter-City Exchange sponsored by the Greensboro Area Chamber of Commerce. As we toured Fort Worth's downtown, visited the Ballpark at Arlington, spent time in an innovative elementary school, and toured the Alliance Airport, we found that Greensboro and Guilford County are definitely headed in the right direction.

In the area of workforce development, we found that the activities occurring between Guilford County Schools, Guilford Technical Community College and our business community have already surpassed what is occurring in the Fort Worth area. Guilford County has a college / tech-prep and apprenticeship program which currently provides high school students with seven viable career pathways and stresses continued education. Fort Worth has focused workforce preparedness initiatives at the critical middle school level. While we haven't spent as much time as they have in the middle schools, we picked up some great

ideas that could easily be implemented here.

One area in which Fort Worth has truly excelled is with the revitalization of their downtown — a forty-two block area of mixed residential, business, arts and entertainment. Special emphasis is placed on cleanliness and security, provided for by a private management company. Theaters and restaurants are everywhere, along with a retail outlet mall and anchor hotel. Ed Wolverton, executive director of the newly formed Downtown Greensboro Inc., joined us on the trip picking up lots of ideas that could possibly be implemented here.

Visiting the Ballpark at Arlington was a tremendous eye opener for many on the trip. For anyone who doesn't believe major league baseball is right for this community, you need to experience an afternoon with the Texas Rangers. Not only do they have a magnificent new stadium, this facility is a major part of their community. They have a Baseball Museum, Children's Learning Center and Little League Ballpark, all within the same complex. Surprisingly enough, more than 30% of attendees drive more than one and a half hour to games. Can we support such a complex? Those attending believe we can. What an opportunity for our children and grandchildren! Major league baseball is

definitely more than the sport itself and the economic impact it has on a community. It's about community pride, an enhanced quality of life and family entertainment!

So what did we learn from this journey? We learned that anything is pos-

sible with vision, leadership and motivation. As we continue to see in each successful community we visit, a positive attitude, a "can do" spirit, and the willingness to make a difference truly are critical in moving communities forward.

## WELCOME NEW MEMBERS

### Athenaeum, Inc.

Deborah L Gabriel, 342-7450  
3155 N C Hwy. 150, 27320  
Alternative Health Services

### Back Relief Unlimited

Karen Hall, 288-0657  
3375 Battleground Ave., 27410  
Retail - Back Care Products

### BizNexus

Ron Anderson, 722-5006  
8 West Third St., 27101  
Commercial Web Site Development

### Blue Ridge Mountain Sports

Melissa Michos, 852-9196  
803-B Friendly Center Rd., 27408-7808  
Retail - Sports Store

### CRE-A.R.C.

Carole Howard, 271-3495  
124-A Walnut Circle, 27409  
Christian Media Ministry

### Data Processing Consultants, Inc.

David Parker, 856-7091  
P. O. Box 77954, 27417-7954  
Computer Software

### Essa Commercial Real Estate

Carl Essa, 297-1000  
PO Box 41227, 27404  
Commercial Real Estate

### Exhibit Resources, Inc.

Gina Tonielli, 851-0072  
5995 Chapel Hill Rd. Suite 105, 27607  
Trade Show Exhibits

### Graphica

Jay Jung, 230-0575  
1301 Carolina St., #106, 27401  
Graphic Design

### Island Mortgage Network, Inc.

Elizabeth Livingston, 851-5433  
604 Green Valley Rd., 27408  
Mortgages

### Manorhouse at Irving Park

Andy Fortune, 545-3444  
3200 N. Elm St., 27408  
Assisted Living Retirement Community

### Materials Handling Enterprises, Inc.

Kevin Gahen, 275-3707  
2007 Yanceyville St., Ste. 226, 27405  
Material Handling Equipment

### McNeill Lehman, Inc.

Charles Lehman, 883-8800  
806 Westchester Dr., 27262  
Public Relations/Advertising

### Pen Point Services

Deloise Williamson, 370-4112  
806 Daleview Place, 27406  
Cost Control Management Service

### RN Unlimited Services, Inc.

Nancy Pysher, 676-9150  
5310 Graycliff Dr., 27406  
Consulting for Human Resources

### Temporary Staffing Systems, Inc.

Deidra Mobley, 855-7600  
616-A Guilford College Rd., 27409  
Employment Agency

### The Chronicle

Ernie Pitt, 722-8624  
617 N. Liberty St.,  
Winston-Salem, 27102  
Newspaper

### Triad Nanny Registry

Stephanie East, 282-2937  
5216 Lawndale Dr., 27455  
Nanny & Elder Care Registry

### Willie Johnson Auctioneer & Associates

Willie Johnson, 288-9255  
1321 Mosley Rd., 27455  
Auctioneer/Real Estate Broker

### Zebec Retail Solutions, Inc.

Tim Flowers, 288-1022  
801 Summit Ave., Ste. 8, 27405  
Telecommunications Services



Participants of Inter City Exchange to Fort Worth take in major league action at the ballpark in Arlington, Texas. The goal of the Inter-City Exchange is to evaluate what another community is doing that is making a difference and determine the implications such activities would have for our city and region.

## Commerce

Commerce is a monthly publication published by the Greensboro Area Chamber of Commerce. Subscription rate is \$10 for members, \$20 for non-members. Call 275-8675 to start your subscription or to get membership information. We invite you to visit the Chamber's Web Site at: [www.greensboro.org](http://www.greensboro.org).

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