

Annual Report & Program of Work

2023 - 2024



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2023 Annual Report

2023 Chairman's Message



Dear Chamber Members:

It was a privilege to serve as the 2023 chairman of the Greenville-Pitt County Chamber of Commerce's Board of Directors. The organization's goal of bettering our community and enhancing the quality of life in Greenville and Pitt County continues to be a driving force for our Chamber and its members. Together, we had a successful and impactful 2023 that reflects the strength and unity of our community, and it was an honor to work on your behalf.

Our Chamber is extremely fortunate to have a membership base that understands we all share the responsibility of creating economic success and a vibrant future for Greenville and Pitt County. I extend my heartfelt thanks to each member for their unwavering support and collaborative spirit. Your shared contributions were instrumental in shaping the Chamber's success, and I am honored to have played a role in fostering these connections.

In 2023, the Chamber welcomed 100 new members, executed 50 dynamic events with more than 4,000 attendees, and continuously worked towards elevating our business community with a focus on ensuring that every business had the proper fuel to assist with launching or growing its operations. The Chamber continued to focus on serving our members with relevant programming, economic and workforce development, tourism efforts, and networking opportunities. We took the time to connect with our businesses and continued to build off of our three pillars – business success, community growth, and strategic economic development.

The Chamber was proud to engage in important dialogue with business leaders and to find common ground on challenging issues. This approach serves us well and ensures that when problems arise, we have a business community with a united purpose for continued prosperity. Success is a collective effort and a daily endeavor, and the Chamber was proud to join forces with its partner organizations and neighboring chambers to promote and strengthen Pitt County and eastern North Carolina.

I would like to express my sincere appreciation to the Chamber's Executive Committee, Board of Directors, Ambassadors, and staff. I appreciate your efforts and the countless hours spent in promoting our business community, strengthening community relationships, and making Greenville and Pitt County a better place to live. Please know that the memories and accomplishments we shared will forever hold a special place in my heart.

Thank you for the trust you placed in me. It has been an enriching experience to serve as your chairman.

Best regards,

Peter von Stein

2023 Chairman

Business Success

Division Vice Chair

Lisa Stokes, *Optimum*

Chamber Ambassadors

Chairwoman: Megan Jones, *State Employees Credit Union*

Staff: Kimber Stone

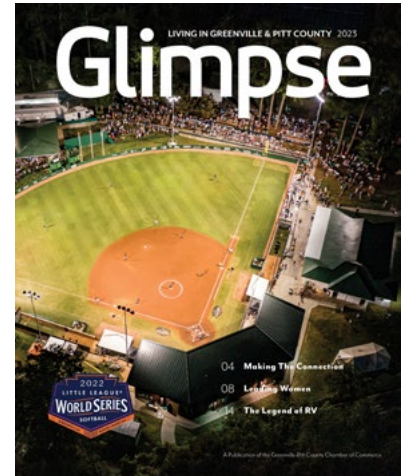
Small Business Leader of the Year Committee

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

Staff: Trent McGee

The chamber hosted six **Coffee with Your Chamber** sessions, sponsored by **First Citizens Bank**. The sessions were designed to allow staff to engage with new members and educate them about the chamber. These sessions also highlighted the various networking opportunities and business benefits available to members through their investment.

The chamber created and distributed 5,000 copies of **Glimpse** magazine, the official newcomer/quality of life magazine for the Greenville-Pitt County area. **Glimpse** was also available in a digital format on the chamber's website and included dynamic linking that sent readers directly to advertisers' websites. **Glimpse 2023** profiled women in leadership, the designation of I-587, the arts community, and the advancements in construction technology at Pitt Community College. The chamber contracted with Igoe Creative to provide the design and layout of the magazine and Morgan Printers, Inc. for printing.



Glimpse Magazine 2023

The **Ambassador Program**, presented by **Executive Personnel Group**, featured 22 Ambassadors who met monthly for updates about chamber member initiatives, and to learn of various volunteer opportunities throughout the year. Ambassadors were charged with conveying member needs, questions and concerns to chamber staff, and encouraging member involvement. Doug Rifenburg, marketing manager for 5th Street Hardware Restaurant & Taproom, was selected as the 2023 Ambassador of the Year.



Annual Membership Celebration

The Annual Membership Celebration was held on January 21, 2023, at the Hilton Greenville. Highlights of the event included the presentation of the 2022 Citizen of the Year Award, presented to Tom Kulikowski; the Ambassador of the Year Award, presented to Justin Bernel; and the Young Professional of the Year Award, presented to Chap LaChapelle. The event recognized the chamber's success from the previous year and provided attendees with an update on the chamber's 2023 program of work.

Business After Hours and Coffee & Connections, presented by **Computer Peripherals Unlimited**, were the chamber's premier networking events in 2023. Twelve Business After Hours

(evening) and six Coffee & Connections (morning) events were held at various locations to showcase member businesses and encourage networking among chamber members. Business After Hours drew an average of 90 attendees per event, while Coffee & Connections drew an average of 45 attendees per event.



Chamber Trips - Spain

The chamber organized affordable **international and national trips** for both its members and the public, offering travelers an opportunity to explore the global economy and experience what other parts of the world have to offer. These distinctive trips offered participants an enriching cultural and educational experience, while also promoting connections among local business professionals and retirees. In March, the chamber arranged a trip to Spain/Portugal, followed by a journey to Yellowstone in July.

The **Open Fore Business Expo and Golf Tournament**, presented by **Optimum Business**, was held on May 19, 2023, at Greenville Country Club. The event provided participants with a great opportunity to network and learn more about some of the products and services offered by local businesses. Twenty-two teams competed in a Captain's Choice format and vendors (12) were stationed at each hole on the course, along with other vendors at various locations around the clubhouse.



Golf Classic - Greenville Country Club



Small Business Awards

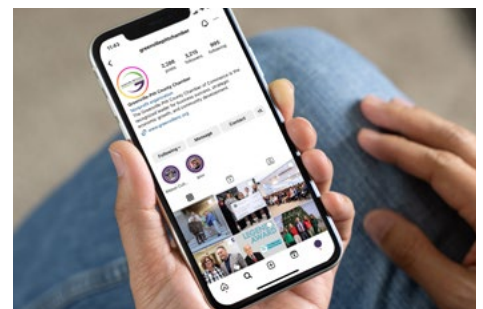
The **Small Business Awards** event, presented by **First Citizens Bank** and **Optimum Business**, was held on May 24, 2023, at the Greenville Convention Center. The event highlighted the impact that small businesses have on our community and recognized the finalists and recipient of the 2022 Small Business Leader of the Year Award. Chris Loignon, owner of Fleet Feet of Greenville, was named the Small Business Leader of the Year.

The chamber held and assisted with 38 **Ribbon Cuttings, Groundbreakings, and Open House** ceremonies in 2023 to welcome new businesses to the community and celebrate renovations to existing businesses. The chamber promoted ribbon cutting ceremonies through its newsletter, events calendar, and social media platforms, while also extending invitations via e-mail.

The chamber's biweekly **E-Newsletter** was created and distributed to the membership 29 times in 2023. Each newsletter highlighted new members and recognized renewing member anniversaries. A section of each newsletter was designated for upcoming chamber events and news, along with a section for member news. The chamber's newsletter had over 5,300 subscribers in 2023 and an open rate of 45-percent.

The chamber's website, **greenvillenc.org**, continued to be the go-to source for information, receiving over 130,000 views in 2023. The site was updated regularly to provide visitors with appropriate information and news about the chamber and the Greenville-Pitt County community. The site continued to provide members with exposure through the online business directory and allowed members to update their business directory listing, post member-to-member discounts, job postings, and community events. Members were able to keep track of referrals through the online business directory.

The chamber's **Social Media Platforms**, including Facebook, Instagram, and Twitter, remained active in 2023 and were regularly updated to promote chamber members, events, and relevant news. The chamber saw monthly increases in followers and likes on each of its platforms. Total, the chamber's social media platforms had over 14,000 followers in 2023.



Greenville-Pitt Chamber of Commerce Instagram Page

Strategic Economic Growth

Division Vice Chair

Dr. Emmett Floyd, *Retired*

Leadership Institute Advisory Council

Chair: Jessica Williams, *ECU Health Medical Center*
Staff: Kimber Stone

Teen Leadership Institute Committee

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

Young Professionals of Pitt County

Chair: Sebastain Kressley, *McCann Commercial Real Estate*
Staff: Aileen Peacock

Grow Local

Co-Chairs: Beth Ann Trueblood, *Pitt County Schools & Greenville-ENC Alliance*
Staff: Kimber Stone



2023 Economic Forecast Luncheon

The chamber's 18th **Annual Economic Forecast Luncheon**, co-presented by the **Greenville-ENC Alliance** and **Nutrien**, was held on January 31, 2023, at the Hilton Greenville. Over 230 people attended the event and heard from Phillip Neuhart, Director of Market and Economic Research at First Citizens Bank, who provided detailed analysis of existing conditions, future trends, and general patterns for the economy in 2023.

The chamber's **Leadership Institute**, sponsored by **ECU Health**, provided a series of educational sessions and speaking engagements to help develop a group of emerging leaders dedicated to community betterment for the future. The program covered an eight-month period (September - May) and focused on the importance of community service and professional leadership. Twenty-six (26) participants successfully fulfilled the requirements of the program and were honored with graduation certificates during a ceremony at the Eddie & Jo Allison Smith Center for Student Advancement on the campus of Pitt Community College.

The chamber's **Teen Leadership Institute**, presented by **Barbour-Hendrick Honda Greenville**, provided Pitt County high school students (sophomores and juniors) with opportunities for growth in leadership and community awareness. Participants took part in five program sessions (one session per month), from November - April, with each session focusing on a specific area of leadership growth and community awareness. Thirty-seven (37) students successfully fulfilled the requirements of the program and were honored with graduation certificates and chords during a ceremony at the Goess Student Center on the campus of Pitt Community College.

Teen Leadership Institute Class of 2023





Young Professionals of Pitt County

The **Young Professionals of Pitt County (YPs)**, sponsored by **State Farm Insurance - Polly D. Piland Agency**, closed 2023 with 76 members. Throughout the year, the organization diligently upheld its commitment to advancing professional growth, community engagement, and business networking. The YPs consistently organized 3rd Thursday networking events and Rise & SYP sessions as integral areas of focus. Additionally, members actively participated in community service by cleaning their adopted street, and successfully hosted the Spooky Sprint for a Cause 5k, raising \$2,500 in support of the Boys & Girls Clubs of the Coastal Plain. Over the past eight years, the organization has generated donations exceeding \$71,000 for local nonprofits.

The chamber continued its efforts to promote **Economic & Workforce Development** through active collaboration with various partner organizations. The chamber was a sponsor of the third annual "Better Skills, Better Jobs" career fair on October 5, 2023, at the Greenville Convention Center. Better Skills, Better Jobs is the largest job fair of its kind in eastern North Carolina and focuses on addressing workforce development needs. The chamber provided regional leadership through its collaboration with chambers of commerce in the eastern region, working closely with leaders in New Bern, Kinston, Wilson, Rocky Mount, Zebulon, and Goldsboro. Strong relationships with its economic and workforce development partners reflects the chamber's belief that all members should stay informed and support efforts to enhance Pitt County's economic development initiatives.



Better Skills, Better Jobs Career Fair - October 5, 2023



Grow Local Week - March 27-31, 2023

Over 2,930 students participated in the chamber's **Grow Local Week**, held March 27-31, 2023. Grow Local is a workforce development initiative designed to create and unveil career interests, grow the talent pipeline, and connect local businesses to future employees. Eighty-six (86) Pitt County businesses opened their doors to host middle and high school students during the week-long program. The Be Pro Be Proud Mobile Workshop experience, on the campus of Pitt Community College, was a new inclusion to Grow Local in 2023. Be Pro Be Proud delivers a ground-breaking set of tools and resources designed to help students explore, plan, and launch careers in today's technical roles. Grow Local program partners in 2023 included **Catalent**, the **Greenville-ENC Alliance**, **Pitt County Economic Development**, and **Pitt County Schools**.

The chamber's **Executive Assistant Luncheon**, co-presented by **CopyPro, Inc.** and **Eastern Radiologists, Inc.**, was on April 25, 2023, at Brook Valley Country Club. The Executive Assistant Luncheon brought together local top executive assistants to provide a network of peers to connect, share ideas and gain useful knowledge to apply at work. Ninety-five (95) people attended the event and heard an insightful message from keynote speaker, Amy Thomas, Senior Learning and Development Specialist at Hyster-Yale Group.

The chamber's **Intern Experience**, presented by the **City of Greenville**, was an initiative designed to engage college interns with different facets of the community, in the effort to recruit and retain talent for future success. Over a six-week period, the program equipped participants with valuable skills to take with them as they enter the workforce and entice them to fall in love with Greenville-Pitt County and the companies with which they are interning. Fourteen (14) participants successfully completed the program and were awarded certificates during a wrap-up celebration at Brook Valley Country Club.



Intern Experience - Wrap Up Celebration

The chamber hosted 26 business leaders during its **Intercity Visit** to Greensboro, NC, September 24-26, 2023. The intercity visit, presented by **Catapult**, allowed participants to explore best practices, benchmark a comparable community against ours, and enjoy high-level networking with other attendees. The intercity visit also helped identify some of the key challenges facing Greenville, Pitt County, and eastern North Carolina, while also learning how large economic development wins changed the Greensboro landscape. The Greensboro-High Point MSA has experienced growth at unprecedented rates and has several organizations working together with equal voices to manage projects, share leads, and conduct research, making it an attractive destination. The City of Greensboro is home to more than 200-plus international firms, 130-plus attractions, more than 500 restaurants, and a multiuse coliseum complex and world class performing arts center. Guilford County ranks among North Carolina's most desirable locations for manufacturing and has long been a hub for a variety of businesses.

Intercity Visit - Greensboro, NC



Community Development

Division Vice Chair

Charlie Wells, *Southern Bank*

Community Unity

Co-Chairs: Toya Jacobs, *East Carolina University* and Chad Tucker, *ECU Health Medical Center*

Staff: Trent McGee, Kimber Stone, and Aileen Peacock

Power Luncheons

Chair: Lily Faulconer, *Ward and Smith, P.A.*

Staff: Trent McGee and Aileen Peacock



Community Unity Breakfast - Rev. Dr. James H. Alexander

The 26th annual **Community Unity Breakfast**, presented by the **City of Greenville, ECU Health, Kiss 101.9 FM, and Nutrien**, was held on January 16, 2023, inside Harvey Hall at the ECU Murphy Center. The Community Unity Breakfast is held annually on the commemoration of Dr. Martin Luther King Jr.'s birthday to celebrate and expand diversity initiatives in Pitt County. Over 350 people attended the event that included a keynote address from Reverend Dr. James H. Alexander, senior pastor at Sycamore Hill Missionary Baptist Church.

The chamber's monthly **Power Luncheon Series**, presented by **Ward and Smith, P.A.**, provided chamber members and guests with the opportunity to stay informed on issues relevant to the business community along with promoting connections with other business colleagues. The 2023 Power Luncheon Series included ten (10) luncheons throughout the year at the Hilton Greenville and averaged 92 attendees per luncheon.

The chamber, in partnership with the North Carolina Department of Labor (NCDOL), hosted the **Safety Awards Luncheon**, presented by **Nutrien**, on April 20, 2023, at the Pitt County Council on Aging. The NCDOL's Safety Awards Program is administered through its Education, Training and Technical Assistance Bureau of the Occupational Safety and Health Division. The annual event recognizes private and public firms that achieve and maintain good safety records. The banquet featured a keynote address from NCDOL Commissioner, Josh Dobson.



Safety Awards Luncheon

The chamber hosted 20 business leaders for its **Chamber Day at the State Capitol**, presented by the **Greenville-ENC Alliance**, on May 3, 2023. Participants visited with members of Pitt County's legislative delegation and other state representatives, at the Legislative Building in Raleigh, to engage in candid discussion regarding various legislative priorities for members of the Greenville-Pitt County business community.



First Responders Appreciation Dinner

To recognize and honor the dedication and commitment of our local first responders, the Chamber hosted a **First Responders Appreciation Dinner (FRAD)** on Wednesday, June 7, 2023, at the Greenville Convention Center. The FRAD, presented by **Avient and Southern Bank**, welcomed over 120 local first responders to thank them for their dedication and commitment to the safety and well-being of our community. The event also honored an Outstanding Law Enforcement Officer of the Year; EMT of the Year; Fire/Rescue Employee of the Year; Telecommunicator of the Year; and a Hometown Hero.

The chamber hosted its **Education Network Reception**, co-presented by the **Pitt County Educational Foundation** and **Optimum**, on September 21, 2023, inside Harvey Hall at the ECU Murphy Center. The event provided a unique networking opportunity between educators and members of the business community, while also celebrating educators, administrators, and employees of Pitt County Schools for the excellent jobs they do. The reception included a keynote address from 2022 Wells Fargo NC Principal of the Year, Dr. Patrick Greene.



Education Network Reception

The chamber's **Annual Legislative Breakfast**, co-presented by **MHAWorks** and **Nutrien**, was held on November 1, 2023, at the Hilton Greenville. The Legislative Breakfast provides chamber members and guests the opportunity to hear from key decision makers and voice opinions on policy issues affecting the business community. Elected officials in attendance included Representative Gloristine Brown, Representative Dr. Timothy Reeder, Senator Kandie D. Smith, and Congressman Don Davis. Over 130 people attended the event.



CEO Social

The chamber's **CEO Social**, presented by **First Citizens Bank** and the **Greenville-Pitt County Convention & Visitors Bureau**, was held on November 29, 2023, at Nino's Cucina Italiana. The CEO Social allowed local high-level business leaders the opportunity to network and engage in candid conversation regarding timely business topics, trends, and policy initiatives. Fifty (50) local business leaders attended the event and heard a keynote address from Business Strategy Consultant, Mike Aman.

The chamber's staff provided support to various non-profits and sectors of the business community through civic service. The chamber had representation on 15 different boards and advisory committees in 2023.



2023 By The Numbers



Events & Programs - 50



**Ribbon Cuttings, Groundbreakings
& Open House Events - 38**



Event Attendees - 4,100



Program Participants - 3,075



New Members - 100



Total Members - 901



Membership Retention - 94%

2023 Board of Directors

Executive Committee

Peter von Stein
Chairman of the Board

Kelly Barnhill, Jr.
Chair-Elect

Phillip R. Dixon, Sr.
Legal Counsel

Myers Chandler
Treasurer

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

Lisa Stokes
Vice Chair of Membership & Marketing

Charlie Wells
Vice Chair of Public Policy

Van Smith
Immediate Past Chair

Trent McGee
President

Board Of Directors

Term Expired December 31, 2023

Kris Carroll
Grady-White Boats, Inc.

Michael Gregory
Hyster-Yale Group, Inc.

Dr. Virginia Hardy
East Carolina University (Retired)

Scott Senatore
ECU Health Foundation

Peter von Stein
Ward & Smith, P.A.

Term Expires December 31, 2024

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

Trev Evans
Koinonia Christian Center Church

LaKesha Alston Forbes
ECU Office for Equity & Diversity

Lisa Stokes
Optimum

Uconda Dunn
Greenville-ENC Alliance

Term Expires December 31, 2025

Sid Bradsher
Heart for ENC

Myers Chandler
First Citizens Bank

Will Chriscoe
Boys & Girls Clubs of the Coastal Plain

Dr. Felicia Collins
ECU Health Medical Center

Marianne Cox
Pitt Community College

Directors At-Large

Term Expired December 31, 2023

Paul Anderson
Southern Bank

Gregg Green
Great Harvest Bread Company

Dr. Shondell Jones
Kinetic Physical Therapy

Sebastian Kressley
Young Professionals of Pitt County

Trey Quinn
Truist

Meghan Woolard
East Carolina University

Officers At-Large

Phillip R. Dixon, Sr.
Greenville Utilities Commission

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

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

Van Smith
ECU Health Medical Center

Ex-Officio Directors

Kelly Andrews
Pitt County Economic Development

Tony Cannon
Greenville Utilities Commission

Mayor P.J. Connelly
City of Greenville

Brian Floyd
ECU Health Medical Center

Janis Gallagher
Pitt County Government

Bill Hopper
Pitt-Greenville Airport Authority

Dr. Ethan Lenker
Pitt County Schools

Dr. Philip Rogers
East Carolina University

Dr. Lawrence Rouse
Pitt Community College

Andrew Schmidt
Greenville-Pitt County CVB

Ann Wall
City of Greenville

Michael Waldrum, MD
ECU Health/Brody School of Medicine at ECU

Ex-Officio (Non-Voting)

Trent McGee
Greenville-Pitt County Chamber of Commerce

Senior Council

Dr. Christopher Locklear
East Carolina University (Term Expired 2023)

Janet Mullaney
ECU Health (Retired)

Chris Padgett
Greenville Utilities Commission

Jonathan Taft
Taft Family Ventures

2024 Program of Work

2024 Chairman's Message



Dear Chamber Members:

I am thrilled and honored to serve as Chairman of the Greenville-Pitt County Chamber of Commerce's Board of Directors in 2024. I am proud to be associated with, involved, and assisting in the leadership of this organization. Our chamber is led by a great board of directors, representing a cross section of dynamic forces in Greenville and Pitt County, along with a seasoned staff who works tirelessly to provide excellent returns for each chamber member.

The chamber is truly the voice of business in Greenville and Pitt County, providing a platform for businesses of all sizes and of diverse industries to be seen and heard. There are so many businesses, organizations and citizens doing great things in our community, and our chamber desires to support those people who are working to make our community stronger.

The chamber has a comprehensive program of work planned for 2024, designed to create superior value for chamber members large and small, cultivate economic and personal development, and promote and protect a competitive system of business. Our goals for the year are simple: grow our membership and reach, advocate for our members at the local and state level, drive workforce innovation, support economic growth, and increase the level of diversity of the people and businesses that encompass and influence our Chamber.

Another goal for our chamber in 2024 is to maintain our designation as a 5-Star Accredited Chamber, an honor we have carried since 2009. Of the approximately 7,000 chambers in the United States, only 146 carry a 5-Star distinction, and we are one of only two chambers in North Carolina with a 5-Star Accredited status. This accreditation is a standard of excellence in chamber planning and contributions toward positive change in our community and represents the outstanding members our chamber is so proud to serve.

The chamber is positioned to provide our membership and community with outstanding results in 2024 and I encourage you to remain engaged throughout the year. We invite you to share your expertise with us. Our success is only possible when we have a diverse group of leaders who are willing to make the extra effort. Your support means everything, and I look forward to working alongside you to ensure our chamber remains focused on carrying out its mission of service and meeting the needs of the business community.

Together, let's embark on a journey of growth, collaboration, and prosperity for our vibrant community.

Sincerely,

A handwritten signature in black ink, appearing to read "R. Kelly Barnhill, Jr." with a stylized flourish at the end.

R. Kelly Barnhill, Jr.

2024 Chairman

Business Success

Division Vice Chair

Lisa Stokes, *Optimum*

Chamber Ambassadors

Chairwoman: Megan Jones, *State Employees Credit Union*

Staff: Deena Lutz and Kimber Stone

Small Business Awards Committee

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

Staff: Trent McGee and Aileen Peacock

Continue to engage the membership throughout the year to demonstrate the chamber's appreciation for their support and remind them how impactful their support and involvement in the chamber has been over the years. Promote chamber membership as an investment in the chamber's effort to achieve its mission. Educate the membership about the chamber's tiered investment levels and sponsorship and marketing opportunities through various communication mediums. Plan and implement mission-related events and programs (listed below) to provide impactful business advantages and relevant information:

- **Ambassador Program** - Identify additional ways in which the Ambassadors can effectively help the chamber achieve its mission.
- **Annual Membership Celebration** - Celebrates the chamber's members, accomplishments from the previous year, and recognizes outstanding citizens in the Greenville-Pitt County community with designated awards.
- **Business After Hours/Coffee & Connections** - Provide multiple opportunities during the year for networking among chamber members, while showcasing member businesses and services.



Business After Hours (Monthly)



Coffee & Connections (Bi-Monthly)

- **Coffee With Your Chamber** - Brings together new and existing chamber members to discuss how to maximize their investment and best-utilize chamber resources, while also encouraging member-to-member business.
- **Executive Assistant Luncheon** - Brings together the top executive assistants to provide a network of peers to connect, share ideas, and gain useful knowledge to apply at work.
- **Chamber Golf Classic** - Provides a unique networking opportunity for members. Supports a scholarship for a local high school student and sponsors a local educator to participate in the Pitt County Educational Foundation's Teacher Executive Institute Program.
- **Small Business Awards Breakfast** - Celebrates the impact and recognizes the success of small businesses in Greenville and Pitt County. In addition, the event recognizes three finalists and a recipient of the Small Business Leader of the Year Award.
- **Small Business Initiatives** - Organize and implement marketing initiatives to promote small business members, services, and products.
- **Quarterly Conversations** - Roundtable discussions to provide small businesses with information and resources to assist them with effective business operations.

Strategic Economic Growth

Division Vice Chair

Emmett Floyd, Ed.D., *Retired*

Leadership Institute Advisory Council

Chairwoman: Jessica Williams, *ECU Health Medical Center*
Staff: Kimber Stone

Teen Leadership Institute Advisory Council

Chairwoman: Katelynn Speas, *Pitt Community College*
Staff: Kimber Stone

Young Professionals of Pitt County

Chairwoman: Carly Moore, *Thermo Fisher Scientific*
Staff: Aileen Peacock

Grow Local

Chair: David Horn, *Greenville-ENC Alliance*
Staff: Lauren Phillips and Kimber Stone

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

- **Economic Forecast Luncheon** - Inform members and the public of trends affecting the business climate and local, state, and national economy.
- Organize and implement the annual **Leadership Institute** program to develop a pool of emerging leaders through leadership training and expose participants to community involvement opportunities.
- Organize and implement the annual **Teen Leadership Institute** program to provide youth opportunities for personal leadership growth and increased awareness of the community and county.
- Support the **Young Professionals of Pitt County** in their efforts to recruit and retain talent, while also providing administrative assistance.
- Organize and coordinate **Grow Local**, a week-long workforce development initiative to expose students to a variety of career opportunities available in Pitt County.
- Identify and begin planning for a 2025 **Intercity Visit** destination in the effort to learn from a market that is leading the world in inclusive economic growth by welcoming all, empowering talent, and igniting innovation.



Grow Local Week (Photo courtesy of the City of Greenville)

Leadership Institute Class of 2024



Community Development

Division Vice Chair

Charlie Wells, *Southern Bank (Retired)*

Community Unity Advisory Committee

Co-Chairs: Toya Jacobs, *East Carolina University* and

Chad Tucker, *ECU Health Medical Center*

Chamber Staff: Aileen Peacock

Advocacy Trips

Staff: Trent McGee and Kimber Stone

Governmental Affairs Committee

Staff: Trent McGee

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

- Host the Annual **Community Unity Breakfast** to embrace diversity and promote inclusiveness in the community.
- Host monthly **Power Luncheons** to provide updates on issues relevant to the business community and opportunities to enhance connections among chamber members.
- Host **Legislative Event** to connect members with Pitt County's elected officials and receive updates regarding the most recent legislative session.
- Create the **Chamber's Legislative Agenda** with input from the membership, governmental affairs committee, executive committee, and board of directors, and communicate agenda with elected officials.



Power Luncheon Series



Chamber Day at State Capitol

- Host a **Chamber Day at the State Capitol** visit for members of the business community to engage elected officials, advocate for priorities, and build relationships.
- Organize and implement a **First Responders Appreciation Dinner** to recognize and celebrate the men and women who make it their business to take immediate action when disaster strikes.
- Recognize businesses with outstanding safety records at the annual **Safety Awards Banquet**, in partnership with the N.C. Department of Labor.
- Host the annual **Education Network Reception** to support and recognize Pitt County Schools' educators, administrators, and employees.
- Coordinate and implement a **Regional Collaboration Summit** dedicated to the vital pillars of our region's success: education, economic and workforce development, and healthcare. Provide a lineup of speakers to provide reliable, objective data that will help our region's leaders better understand our strengths and weaknesses, and take the actions needed to move the needle on our greatest challenges.

2024 Board of Directors

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Chairman of the Board

Marianne Cox
Chair-Elect

Phillip R. Dixon, Sr.
Legal Counsel

Myers Chandler
Treasurer

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Myers Chandler
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Will Chriscoe
Boys & Girls Clubs of the Coastal Plain

Dr. Felicia Collins
ECU Health Medical Center

Marianne Cox
Pitt Community College

Term Expires December 31, 2026

Paul Anderson
Southern Bank

Dwain Cooper
United Way of Pitt County

Holly Garriott
Pitt County Arts Council

Jon Gavigan
The Gavigan Agency

Sandra Meyerhoeffer
Hyster-Yale Group, Inc.

Directors At-Large

Term Expires December 31, 2024

Eric Clark
First Citizens Bank

David Horn
Greenville-ENC Alliance

Cindy Kosor
Beauty Bar Medispa

H.B. Moore
Piedmont Service Group

Trey Quinn
Truist

Beth Ulffers
Pitt County Educational Foundation

Meghan Woolard
East Carolina University

Officers At-Large

Marianne Cox
Pitt Community College

Phillip R. Dixon, Sr.
Greenville Utilities Commission

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Peter von Stein
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Kelly Andrews
Pitt County Economic Development

Tony Cannon
Greenville Utilities Commission

Mayor P.J. Connelly
City of Greenville

Michael Cowin
City of Greenville

Brian Floyd
ECU Health

Janis Gallagher
Pitt County Government

Bill Hopper
Pitt-Greenville Airport Authority

Dr. Ethan Lenker
Pitt County Schools

Dr. Philip Rogers
East Carolina University

Dr. Lawrence Rouse
Pitt Community College

Andrew Schmidt
Greenville-Pitt County CVB

Michael Waldrum, MD
ECU Health/Brody School of Medicine at ECU

Ex-Officio (Non-Voting)

Trent McGee
Greenville-Pitt County Chamber of Commerce

Senior Council

Janet Mullaney
ECU Health (Retired - Term Expires December 31, 2024)

Chris Padgett
Greenville Utilities Commission

Jonathan Taft
Taft Family Ventures

Van Smith
ECU Health Community Hospitals