

President's Message
by: Ronnie Goswick

The summer season will undoubtedly be a great time for our organization. The date is fast approaching and we are excited about the 2007 NCEDA Annual Conference. The Annual Conference will focus on a variety of topics affecting economic development today, including expanding services within the state's ports system, pending building code legislation and increased media attention to the economic development industry.

There will be many opportunities to learn more about message development, which is a key ingredient in your economic development projects throughout our great state. Effectively communicating your message to the media is vital to a project's success. The programs at our annual conference will make us all more comfortable whether we are addressing the media, our adversaries and critics or long-time supporters. For more details and program agenda visit the NCEDA Web site. If you have not yet registered, please remember to do so by Monday, June 11, 2007, at www.nceda.org.

It is also time to renew your membership. Membership renewals will only be processed online at: https://www.nceda.org/membership_login.php. Your membership will automatically expire in our registration system on August 1, 2007. So, please complete your renewals before that date. The cost for dues will be \$200 for the 2007-2008 year. If you do not renew before the deadline you will have to reapply as a new member with the addition of a \$25 new member fee. You may pay by check, VISA or MASTER CARD only. Remember to indicate your payment type on the online form. Thank you for your continued support of NCEDA. We are looking forward to another great year.

Our legislative committee has worked hard to keep the membership informed through this session. Thanks to all the members who contacted legislators in opposition of House Bill 1663. We are monitoring the items on NCEDA's legislative agenda closely, and you can count on us to see that NCEDA's goals and initiatives are a success. Be sure to look at the Legislative Action section of our Web site for current issues and updates on our progress.

I hope to see you all at the Annual Conference, and as always, please call the NCEDA office with any questions.

NCEDA

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NCEDA

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2006-2007

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John Peterson

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NCEDA Calendar of Events

June 20-22, 2007

NCEDA 2007 Annual Conference

Sheraton; Atlantic Beach, N.C.

October 17-18, 2007

NCEDA 2007 Fall Conference

Grandover Resort; Greensboro, N.C.

NCEDA Membership Renewal
Process

Membership support is what makes NCEDA successful. Please remember to renew your membership before August 1, 2007. Your membership will automatically expire on August 1, 2007 if you do not renew.

Membership renewals will only be processed online at www.nceda.org. Simply log onto your NCEDA Web account using your email address and password. (Unless you have changed it your password is blueberry.) Review your personal contact information listed online and please make any necessary changes. All changes you make will update our online database immediately.

The cost for dues will be \$200 for the 2007-2008 year. We accept checks and credit cards (VISA or MasterCard ONLY). Please indicate your payment type on the online form. Please send in your payment as soon as possible.

If you do not complete your membership renewal **before Aug. 1, 2007**, then it will be necessary for you to reapply as a new member and pay the additional application fee of \$25.

Thank you for your continued support of NCEDA. If you have any questions about the renewal process please contact the NCEDA office at (888) 246-2332 We value your continued support of the association and look forward to another great year.

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Annual Conference

TENTATIVE CONFERENCE AGENDA

Wednesday, June 20

5:30-7:00 p.m.

Conference Registration

6:30-8:30 p.m.

Reception in honor of NCEDA Past Presidents

8:30-11:00 p.m.

The Embers

Thursday, June 21

7:00-9:00 a.m.

Breakfast

7:15-8:15 a.m.

Conference Registration

8:30-9:15 a.m.

Session I - NCEDA Business Session

9:15-10:15 a.m.

Session II - UL Panel

10:15-10:45 a.m.

Break

10:45-11:45 a.m.

Session III - NC Ports Panel

11:45 a.m.-12:00 p.m.

Announcements

12:00 p.m.

Boxed Lunches

1:00 p.m.

NCEDA Golf Tournament
Morehead City Country Club

7:00-8:00 p.m.

Networking Receptions

8:00-9:00 p.m.

Annual Conference Dinner
N.C. Aquarium at Pine Knoll Shores

Friday, June 22

7:45-8:30 a.m.

Breakfast Buffet

8:30-9:15 a.m.

Session I - Business Session

9:15-9:45 a.m.

Session II - Message Development 101

9:45-10:15 a.m.

Session III - N.C. Turnpike Presentation

10:15-10:45 a.m.

N.C. Department of Commerce Marketing Update

10:45-11:00 a.m.

Networking Break

10:45-11:45 a.m.

Session IV - Breakout Groups

11:45 a.m.

Reconvene/Debrief

12:00 p.m.

Boxed Lunches

The confidentiality agreement issue is a top priority for NCEDA. Below is a memo distributed to members of the House of Representatives on this topic. Thank you to all members who contacted legislators in opposition of House Bill 1663.



To: Members N.C. House of Representatives

From: Ronnie Goswick, President, NCEDA
John Peterson, Executive Director, NCEDA

Date: May 24, 2007

Subject: House Bill 1663 – Confidentiality Agreements Voids

On behalf of the Board of Directors of the North Carolina Economic Developers Association (NCEDA), we are writing to ask for your opposition of House Bill 1663. This bill would prevent elected officials from signing nondisclosure agreements with business when attempting to recruit industry.

The General Assembly should not prohibit local elected leaders in their efforts to remain competitive when seeking to recruit or retain industry.

North Carolina already has strong protections in its Public Records Act and Open Meetings Act. A nondisclosure agreement cannot ever supersede those laws.

The Press Association has said this bill could help force public records to be released before a business has committed a decision to locate in North Carolina.

- We do not agree, but, if true, this could seriously harm North Carolina's credibility with all businesses.

The ability to protect a business's confidences when it is making a sensitive location decision is critical to success in economic development at all levels.

If a county cannot sign a confidentiality agreement when requested, more times than not, that county will be eliminated from the site selection list.

Locating a new site (or expanding at an existing site) often impacts a company's stock price, employee morale, labor posture/structure and the bottom line. The decision of whether to sign confidentially agreements should be left up to local officials on a project by project basis.

Working together, we can keep North Carolina competitive, create new jobs and ensure that economic growth reaches all North Carolinians.

Job Openings

Director of Business Development – North Eastern Strategic Alliance

(07-58)

The Director has various roles, including establishing and maintaining relationships with domestic and international companies, associations, and business multipliers as part of the overall program of work. Must have outstanding and relevant academic credentials, the ability to work directly with domestic and international clients, investors of NESA and with all other members of the NESA team. Requires frequent travel within the state and to US and international destinations, working non-traditional hours to accommodate time changes and sensitivity to domestic, international and business protocols. Knowledge and/or Experience: An undergraduate degree in a related field and a Master's degree is preferred, but not required. A minimum of 5 years experience and experience in dealing with executives in a professional and social environment. CECD certification is preferred, but not required.

(For complete job description & application, call 843-661-1140 or visit www.fmarion.edu/about/hr)

EOE/AA

Across the State

The 10th annual North Carolina Economic Development Guide will be published in fall 2007. Advertising in this guide offers your company or organization an excellent way to target North Carolina's best out-of-state and in-state prospects for business expansion and relocation. For more information, please contact Ben Kinney at *Business North Carolina* magazine at (704) 523-6987 ext. 236 or e-mail: binney@businessnc.com.

Registration is now open for the **35th Annual Basic Economic Development Course** at the **University of North Carolina at Chapel Hill**. The course will be offered on **August 6-9, 2007** in Chapel Hill, NC. The deadline for early registration is **July 6, 2007**. The registration fee will increase from \$625 to \$675 after that date. A registration form is attached. Visit the course web-site at www.cednc.unc.edu/bedc for more information and to register online.

Contact Angela Bowden at bowdena@sog.unc.edu or 919-843-8176 with questions.

Meet Your Board

This month we will feature Board member Katherine Thomas with Progress Energy.

Katherine Thomas has been a Progress Energy (formerly CP&L) employee for 27 years. She has held a number of management and marketing positions throughout North and South Carolina. She also led the Community Relations integration effort during the Florida Progress Corporation acquisition.

Katherine was recognized by Business Leader Magazine as a Woman Extraordinaire in 2005 for her contributions in business, economic development and community. She was honored at the 1999 Women in Business Awards, by *Triangle Business Journal* for her impact on the Triangle business community.

Since moving to Raleigh in 1997, Katherine has been active in the triangle and throughout the Carolinas, accepting leadership positions in a number of community and economic development organizations. She is a past member of the Raleigh Chamber of Commerce, Wake Education Partnership and CIS-Wake County Boards of Directors and Executive Committees, and Coker College Board of Trustees and Executive Committee. Katherine is also a member of South Carolina Economic Developers Association

She has completed Leadership North Carolina (2000), Leadership Raleigh (1998), and the Duke Executive Leadership and Grinnell Leadership programs.

A native of Gastonia, Katherine is a Meredith College alumnae and magna cum laude graduate. Katherine and her husband, Dr. Ken Thomas and son, Will, reside in Raleigh.

Meet Your Patron Sponsor

This month we will feature Patron Sponsor Embarq.

Embarq Corporation (NYSE: EQ) provides a suite of communications services to customers in its local service territories. Embarq, which is expected to rank among the Fortune 500, brings common-sense ideas, reliable service and a renewed commitment to the communities it serves. Embarq focuses on offering its customers practical, innovative products and competitive pricing.

The company has approximately 20,000 employees and operates in 18 states offering local and long distance voice, data, high speed Internet, wireless, and entertainment services. Embarq in North Carolina serves more than 1.3 million customer lines in 186 exchanges primarily in rural eastern and central North Carolina reaching from the coast to the foothills of the mountains and from the Virginia line to the South Carolina line. Embarq employs more than 3,350 employees in North Carolina and has an infrastructure investment of \$3.4 billion. For more information, visit www.embarq.com.

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