

NCEDA DEVELOPMENTS



April 2008
Volume VI, Issue 10
Cameron Sheffield, Executive Editor

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Spring is here, and NCEDA is already hard at work in preparation for the upcoming Legislative short session. This week I addressed the Joint Select Committee for Economic Development Incentives and provided NCEDA's perspective on incentives, as well as my own personal experience as a local developer. In addition, our Legislative Committee Co-chair Bonnie Renfro made a presentation to the UNC School of Government regarding economic development. NCEDA members across the state are spreading the word about the benefits of economic development. So, keep up the good work!

As for NCEDA upcoming events, please be sure to mark your calendars for the April and May networking luncheons and the 2008 Annual Conference. Our April networking luncheon promises to be a very informative event. Join us next week on April 16 when Kathy Neal, Assistant Secretary for Communications and External Affairs with the N.C. Department of Commerce, will give us an overview of Commerce's Industry Sector Teams initiative. The May networking luncheon is scheduled for Wednesday, May 21, at the Capital City Club. We are excited to have Dr. Scott Ralls, newly inducted president of the N.C. Community College System, speaking and look forward to his presentation. We will notify membership when registration opens for this event.

The 2008 Annual Conference will be held at the Sheraton Atlantic Beach June 11-13. Be on the lookout for registration information in the coming weeks.

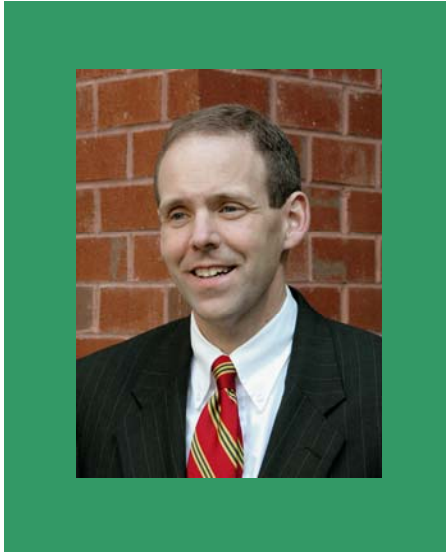
And again, I would like to remind members of the upcoming Board of Directors selection process. All members should have received a copy of the application for board consideration via email and in last month's newsletter. Please feel free to contact me or any of our NCEDA past presidents with questions regarding this process. NCEDA Board of Director **applications are due on Monday, April 28**. Please see an additional copy of the application on page 5 of this month's newsletter.

Donny Hicks



Meet Your Board

This month we will feature board member Donny Hicks.



Donny Hicks is the Executive Director of the Gaston County Economic Development Commission, a position he has held for seventeen years. Prior to his appointment as Director he served as the Development Specialist for the same organization. The EDC is a Gaston County Department charged with recruiting new business, retaining existing companies, marketing our assets and the development of public and private business parks.

He is a cum laude graduate of the University of North Carolina at Charlotte and earned a Master of Public Administration degree from the University of North Carolina at Chapel Hill. Mr. Hicks is a graduate of the Economic Development Institute and the Economic Development Executive Program at the University of Oklahoma. He has earned the Certified Economic Developer designation from the International Economic Development Council. He has also earned the designation of Certified Commercial Investment Member from the Commercial Investment Real Estate

Institute and the Designation of Economic Development Finance Professional from the National Development Council.

In 2001 he was chosen by the North Carolina Economic Developers Association as the Practitioner of the Year. He serves on the Board of Directors of the North Carolina Economic Developers Association and is the Co-Chair of the Legislative Committee.

Meet Your Patron Sponsor

This month we will feature Patron Sponsor: N.C. Electric Membership Corporation.

North Carolina's electric cooperatives provide reliable, safe and affordable energy and related services to more than 850,000 households and businesses in 93 of North Carolina's 100 counties. Each of the 26 cooperatives is member-owned, not-for-profit and overseen by a board of directors elected by the membership. Since 1995, North Carolina's electric cooperatives have helped bring more than 14,600 jobs and \$903 million of economic investment to the state. We provide a wide array of support for businesses seeking to start, expand, or relocate to the Tar Heel State. These include: assistance with site and building identification, energy audit services, assistance with market research, flexibility in rate design, power quality services, loan and grant assistance, and demographic analysis.

Contact: Bud Cohoon
 Phone: 919-875-3049
 Email: bud.cohoon@ncemcs.com

North Carolina's
 Electric Cooperatives

Your Touchstone Energy® Cooperatives 

NCEDA Calendar and Upcoming Conference Information

April 16, 2008

Networking Luncheon
Capital City Club; Raleigh
Speaker: Kathy Neal,
NC Department of Commerce
12 p.m.

May 21, 2008

Networking Luncheon
Capital City Club; Raleigh
Speaker: Dr. Scott Ralls,
NC Community College System
12 p.m.

June 11-13, 2008

NCEDA Annual Conference
The Sheraton Hotel
Atlantic Beach, NC

September 22-23, 2008

NCEDA Fall Conference
Embassy Suites Hotel
Concord, NC

NCEDA 2008 Annual Conference Information

The NCEDA 2008 Annual Conference is scheduled for June 11-13, 2008 at the Sheraton-Atlantic Beach.

More details about the conference program and registration will be forthcoming, but we encourage participants to go ahead and make hotel reservations, as the room block will expire by May 11, 2008.

The NCEDA room block includes room rates of:

- Oceanview: \$169/night plus tax
- Oceanfront: \$209/night plus tax
- Oceanfront Suite: \$274/night plus tax

To take advantage of the NCEDA room block, attendees can book their reservations by calling 1-800-214-0258; M-F, 9:00 a.m. - 5 p.m.

NCEDA 2008 Fall Conference Information

The NCEDA 2008 Fall Conference is scheduled for September 22-23, 2008 at the Embassy Suites Hotel in Concord, NC.

More details about the conference program and registration will be forthcoming, but we encourage participants to go ahead and make hotel reservations, as the room block will expire on August 25, 2008.

To book a room under the NCEDA room block and get the discounted rate of \$129, attendees will need the group code: EDA

Guest may book their reservations by either:

- Calling the hotel direct at 704-455-8200 and speaking to the Embassy Suites Hotel reservations department.
- Calling 1-800-EMBASSY
- Going online to www.embassysuitesconcord.com and entering the Group/Convention Code: EDA.

MEMORANDUM

TO: NCEDA Membership
FROM: Ronnie Goswick, Immediate Past President, NCEDA
DATE: March 13, 2008
RE: 2008-2009 NCEDA Board Consideration Process

The North Carolina Economic Developers Association (NCEDA) is accepting applications for consideration for the 2008-2009 NCEDA Board of Directors. Directors serve three year staggered terms. The NCEDA year runs from July-June; therefore the incoming class term will be July 2008-June 2011. **Applications are due on or before Monday, April 28, 2008.**

You are encouraged to discuss your interests in board service with the NCEDA past presidents. Please also feel free to contact any current NCEDA Board Member if you have any questions about service on the NCEDA Board of Directors. For more information about the NCEDA past presidents and the current board, please visit www.nceda.org.

To express interest in board service, please complete the following application and send it, along with an accompanying letter, to:

John Peterson
Executive Director
NCEDA
1201 Edwards Mill Road, Suite 102
Raleigh, NC 27607

Or you may email to csheffield@capstrat.com.

**2008-2009 Board Service Consideration Application
NCEDA BOARD OF DIRECTORS**

Applicant Information

Name: _____

Title: _____

Organization: _____

Business address: _____

Phone: (____) _____ Fax: (____) _____ E-Mail: _____

Describe your current and historical professional experience:

How long have you been a member of NCEDA? _____

List all current and past involvement with NCEDA:

List any activities/memberships/awards, etc., in or related to economic development:

What would your priorities be if you served as an officer to the NCEDA Board of Directors?

Submitted by: _____

Date: _____

Call for Nominations: NCEDA's N.C. Economic Developer of the Year

NCEDA is proud to open up nominations for its **N.C. Economic Developer of the Year** award. The **N.C. Economic Developer of the Year** award is given annually, recognizing the individual who has provided outstanding leadership in economic development and rewarding the nominee's contributions to expansions and projects completed during the 2007 calendar year.

The criterion for the award is as follows:

N.C. Economic Developer of the Year: The successful nominee will demonstrate significant and measurable leadership for economic development in any area. This person's job duties could include working with economic developers to promote economic development; a person whose primary job responsibilities do not include economic development, but who has demonstrated significant and measurable contributions in a volunteer capacity to economic development in an area; or a person whose primary job is economic development. Eligible candidates could include employees of utilities, banks, contractors, developers, realtors, non-profit organizations, a state developer, local developer or regional developer.

You are encouraged to make as many nominations as you wish. Attached is the nomination form for the **N.C. Economic Developer of the Year** award.

The award will be presented at the 2008 NCEDA Annual Conference during the awards presentation on Friday, June 13, 2008.

All entries must be received by **Friday, May 16, 2008**. Please submit **five** (5) original copies of your application package to:

**NCEDA Service Award
c/o Cameron Sheffield
1201 Edwards Mill Rd.,
Suite 102
Raleigh, NC 27607**

NCEDA “N.C. Economic Developer of the Year” Nomination Form

(Please print or type)

Nominee:

Name: _____

Title: _____

Organization: _____

Address: _____ City/State/Zip: _____

Phone: (____) _____ Fax: (____) _____ E-mail: _____

Nominator:

Name: _____

Title: _____

Organization: _____

Address: _____ City/State/Zip: _____

Phone: (____) _____ Fax: (____) _____ E-mail: _____

Criteria:

Explain how the nominee has made significant and measurable contributions to economic development. Please be specific and concise. Use separate sheets for each question.

- (1) Identify by name and description the project(s) the nominee contributed to and which were completed in calendar year 2007 and how the nominee contributed to the project(s).
- (2) Explain any obstacles overcome in completing the project(s) that are attributable to the nominee's efforts.
- (3) Provide supporting material such as letters, news stories, and other items documenting accomplishments and community and peer support.

Submission:

Nominations should be professional in appearance, similar to an economic development client proposal. Please submit **five** (5) original copies of your application package to: NCEDA Service Awards, c/o Amy Jackson 1201 Edwards Mill Rd., Ste. 102, Raleigh, NC 27607. All entries must be received by **Friday, May 18, 2007**.

BUILDING CUTTING-EDGE PUBLIC-PRIVATE PARTNERSHIPS CONFERENCE

JUNE 8 - 10 | CHARLOTTE, NC



The International Economic Development Council (IEDC) delivers the conference that everyone's been asking for! For the first time ever, IEDC presents the *Building Cutting-Edge Public-Private Partnerships* conference in association with the **International Council of Shopping Centers**, a conference focused on the real estate sector, to be held in **Charlotte, North Carolina, June 8-10**. This one-of-a-kind conference is centered on three tracks:

- Rural and Small Towns
- Urban and Mixed use Development
- Sports and Cultural Facilities

Explore these three areas and learn the best practices behind each. Session topics include: green development, finance, Brownfields, "dead" malls, major attractions, arts and culture, and smaller market downtowns.

Charlotte is the fifth-fastest growing city in the United States, attracting both population and business, serving as home to two of the nation's largest financial institutions. Its public-private partnerships have enabled dynamite development such as the development of the NASCAR race track. Charlotte is the ideal setting for this event!

EXCHANGE information and build relationships with experts in real estate development and public-private partnerships.

LEARN from industry experts as they discuss models that can be replicated in your community.

EXPERIENCE Charlotte and its surrounding communities through tours and case studies.

Who Should Come:

- Economic developers
- Local elected officials, city & county managers, planners and finance officials
- Redevelopment authorities representatives
- Port authority representatives
- Real estate developers, brokers, and lenders

*** Make Your Hotel Reservation today! ***

Cutoff Date is Wednesday, May 14th

Call Today: Westin Charlotte, 1-86-837-4148

After May 14th, reservations are subject to availability and prevailing rates.

FOR MORE INFORMATION AND TO REGISTER, PLEASE VISIT

www.iedconline.org

CONFIRMED SPEAKERS:



Mary Lou Fiala
President & C.O.O.
Regency Centers



Brian France
President,
NASCAR



Jeffrey Kane
Senior Vice President in
Charge, Federal Reserve
Bank of Richmond



Todd Mansfield
Chairman and CEO,
Crosland



Patrick Phillips
President,
Economics Research
Associates

BIONETWORK BIOBUSINESS CENTER
& PIEDMONT BIOFUELS PRESENT

An Introduction to the Biodiesel Business and Plant Tour

BioNetwork
PREPARING A WORLD-CLASS BIOTECH WORKFORCE



North Carolina
Community College System

**Piedmont
Biofuels**



FREE!

**Piedmont Biofuels
is located at
547 Industrial Drive
Pittsboro, NC 27312**

**First Friday of
Every Month!**

Questions?

Call 919-321-8260



Learn about the process of manufacturing biodiesel from the experts at Piedmont Biofuels. This two hour program and tour will introduce you to the details of an operating biodiesel manufacturing facility.

Register in advance at:

<http://biofuels.coop/tours-form>

NCCCS BioNetwork at: www.ncbionetwork.org

Manufacturing is Alive and Well

An Op-ed By John Bell

John Bell is principal and president of Excel Consulting Group, and a former operations executive in the electronics and photonics industries. He lives in Brevard, and can be reached through his web site, www.excelconsultinggroup.com.

Mark Twain once quipped, "The report of my death was an exaggeration." With apologies to Mr. Twain, the reports of the death of manufacturing in North Carolina (and the US, for that matter) have been exaggerated. It is difficult to come to that conclusion with the constant parade of headlines bemoaning the closure of another plant, the movement of production to an offshore location, and the layoffs of hundreds of hard working Americans. The picture is not as dismal as it may appear. New technologies beget new industries that were unheard of a mere decade ago. Companies continue to expand. Acquisitions are made, bringing additional jobs to the area. Yet there are stories from local industries that are having difficulty hiring the workers they need. With the departure of many traditional North Carolina industries, one would think that there would be a surplus of workers to fill the openings in companies that are expanding, but that doesn't seem to be the case. Manufacturing is alive and well and it is a vibrant and exciting career path for those who seize the opportunity.

There was a time when the pace of change was relatively slow, and a major manufacturer would remain in an area for multiple generations. You could expect to spend an entire career at a single company, as did your parents and possibly grandparents. That was true of the textile mills in New England, until the jobs migrated to the Southeast where costs were lower. Regionally, we benefited from that migration. To New England it probably looked like outsourcing. Unfortunately, our time may be up in many of the traditional industries in North Carolina. Manufacturers must respond and adapt to changing conditions and market demands. That may mean moving production locations when customers (all of us) resist rising prices, and stockholders (that is many of us again, either directly or indirectly) demand improved profits. Focusing on the state of what has been, it can look bleak for the future of manufacturing. However, as companies leave, new ideas, technologies, and markets bring new opportunity. New companies are springing up, driven by the aspirations and energy of our local entrepreneurs. And let's not forget the vital and diverse manufacturing companies that are already here, employing thousands and paying local taxes. The U.S. is still a desirable place to perform manufacturing operations. Consider the number of foreign automobile manufacturers who have built plants here. BMW, Mercedes, Toyota, Subaru, Nissan and Honda all have U.S. facilities. This is no accident. The U.S. is ranked #1 in global competitiveness (World Economic Forum). U.S. workers are ranked #1 in global productivity (U.N. International Labor Organization report). North Carolina is in the top 10 states for number of

workers employed in manufacturing for export.

Just as the manufacturing sector is constantly evolving and changing, the skill sets required of the people they employ is changing as well. Technology brings changes. Automation replaces manual labor, but automated production lines still require people to run and maintain them. People still interact with customers and suppliers. However, the numbers of positions that can be staffed with an individual without a high school diploma are dwindling. That is not to say that only those with a college degree are employable. There is a set of skills that is in demand across a wide range of industry. As an operations executive in high tech manufacturing, I had the opportunity to establish and grow operations in areas that had no established labor pool in our industry to draw from. In three separate operations in three states, the base skills we looked for were: a high school diploma, solid basic math skills, familiarity with computers, and the ability to read, understand, and follow English instructions. Add to that base the fuzzy skills of flexibility, teamwork and a willingness to learn and improve. When we found people who met these criteria, we had a very high success rate training the specifics of our manufacturing process. For very specific skills, such as machining and welding, the community and technical colleges filled the gap quite nicely. The ability to acquire these basic skills is entirely within the grasp of the vast majority of us, if we don't have them already. That shifts the frame from lifetime employment which puts our destiny in the hands of the employer, to lifetime employability, which empowers each of us in control of our own destiny. Yes there is pain and disruption when a major plant closes, but those with the broadly marketable skills described above will have a much easier transition to other employment.

Manufacturing is alive and well, both in the U.S. and in North Carolina. If we want to keep in that way, we need to reinforce the importance of a high school education, math skills, and English skills. We need to foster team work and flexibility as desirable traits, beginning at an early age. We need to convey the message that our employability is our own responsibility. And above all, we need to alter the perception that manufacturing is a dead end career. If enough people believe that, and employers can't hire the staff they need, we will eventually have a self fulfilling prophesy. A diverse economy is a healthy economy. We need manufacturing as well as tourism, service, and knowledge industries as a part of our economic engine. Let's adapt to the changes underway, nurture the industry we have, and attract the industry we need. The future will belong to the agile.

Job Opening

STANLY COUNTY ECONOMIC DEVELOPMENT DIRECTOR

POSITION: Economic Development Director

SALARY: Depends on Qualifications

HOURS: 8:30am – 5pm, Monday thru Friday.
It is expected that some work will be performed outside the normal work hours, such as evening meetings.

SPECIFICATION: Responsible for consulting with local officials, community leaders, and industry executives for the purpose of promoting the industrial growth through expansion and retention of existing industrial bases, and attraction of new business into the County. Duties include development of data, statistics, and publications which portray the economic potential of the County; identification of prospective industries; and maintaining proper records, reports, and public information for the program. Work requires accuracy when dealing with the industrial management teams. Employee must exercise independent judgment and simultaneously must consider financial, socio-economic, legal, and regulatory variables as they affect the County. Prepares department budget recommendation; establishes yearly goal and objectives. All applicants tentatively selected for this position will be required to submit to urinalysis to screen for illegal drug use prior to appointment.

KNOWLEDGE, SKILLS, AND ABILITIES: Thorough knowledge of principles, practices, and process involved in economic development. Considerable knowledge of the assets of the community and federal, state, and local laws pertaining to economic development and planning. Ability to establish and maintain effective working relationships with industry and business executives and owners or representatives, public officials at the local level, state and federal levels, contractors, community leaders and organizations, other department heads, superiors and other employees.

(STANLY COUNTY CONTINUED)

DESIRABLE EDUCATION AND EXPERIENCE: Graduation from an accredited college or university with a degree in business, planning, economics, or related field supplemented by training in economic development; or an equivalent combination of education and experience.

DEADLINE: Open until filled

APPLICATION PROCESS: Applicants should submit a resume and county application to the Stanly County Human Resources Department, 1000 North First Street, Suite 10A, Albemarle, NC 28001.

Stanly County is an Equal Opportunity Employer

****BREAKING ECONOMIC INCENTIVES NEWS****



N.C. Supreme Court Refuses To Review Dell Incentives Decision

RALEIGH, N.C. - A legal challenge to the more than \$300 million in state and local economic incentives given to computer maker Dell Inc. could be at an unsuccessful end.

The state Supreme Court said Friday it won't hear a lawsuit brought by a taxpayer advocacy group, the N.C. Institute for Constitutional Law.

The group had appealed a ruling of the state Court of Appeals, which sided last fall with Dell and the state and local governments who are providing the incentives.

The three-judge Court of Appeals panel ruled then that the state Supreme Court declared lawful taxpayer-funded incentives more than a decade ago.

Dell could receive all of the incentives if it hires enough workers at its plant near Winston-Salem. The plant opened in 2005.

NCEDA Board of Directors

Officers 2008

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