

Vol. V, Issue No.6 December 2006
Kira Peoples, Executive Editor

Inside...

A Message From Your President... 1
NCEDA Calendar.....2
NCEDA Membership Survey.....2
Meet Your Board.....3
Meet Your Patron Sponsors.....3
Networking Luncheon.....3
Letter to the Editor.....4
Job Openings.....5
Across the State.....5

President's Message

by Ronnie Goswick

Season's greetings from NCEDA! We hope you are enjoying the holiday season preparations and celebrations. There will be a lot of activity within NCEDA in the coming months, so be sure to mark your calendars!

Coming up in two weeks is our December networking luncheon. The event will take place on December 13th at the Brownstone Hotel on Hillsborough Street in Raleigh. Please join us for a discussion about the University of North Carolina's role in economic development presented by former NCEDA president, Charles Hayes. Hayes will address the University's efforts broadly, with specific information on economic development activities undertaken and proposed at various campuses across the state.

The NCEDA Board will meeting following the networking luncheon. Among items on our agenda is the membership survey that was distributed to each of you several weeks ago. Your feedback is important to us and we look forward to reviewing your recommendations. If you haven't filled out the survey yet, please do so by December 8th.

This month's newsletter also includes an example of NCEDA's public relations strategy, featuring a letter to the editor published in the *News & Observer* earlier this month.

NCEDA's mission is to be the leading organization for economic development professionals and their allies and North Carolina's leading advocacy organization for economic development. One of the goals of the association is to aggressively position NCEDA as the economic development resource in the state and as an authoritative voice in influencing policy across the state.

With the help of Capstrat, we constantly connect NCEDA to economic development issues in N.C. using a variety of public relations techniques. This month, a letter to the editor in the *N&O* became an opportunity for us to showcase NCEDA's critical role in delivering our message.

Many thanks to John, Cameron and Kira at Capstrat for their work in recognizing these very important opportunities, drafting timely responses and helping us with messaging and submissions. (*cont'd. on page two*)

NCEDA

North Carolina Economic
Developers Association, Inc.

Developments is published the first
Friday of every month by NCEDA.

NCEDA

1201 Edwards Mill Rd., Suite 102
Raleigh, NC 27607
Toll-Free 1-888-24NCEDA
Fax 919-882-1902
nceda@capstrat.com
http://www.nceda.org

*If you have an idea or article of
interest for the newsletter, please
submit it via e-mail or fax, prior to
publication of
Developments.*

NCEDA Officers

2006-2007

President

Ronnie Goswick

Franklin County EDC
919-554-1863
rgoswick2001@earthlink.net

Vice President

Donny Hicks

Gaston County EDC
704-825-4046
dhicks@co.gaston.nc.us

Secretary/Treasurer

Scott Hamilton

Henderson County Partnership
828-692-1413
scott@hcped.org

Immediate Past President

Scott Millar

Catawba County EDC
828-267-1564
SMILLAR@catawbacountync.gov

NCEDA Board Members

2007

John Hunter

Womble Carlyle Sandridge & Rice PLLC
704-331-4900
jhunter@wscr.com

Katherine Thomas

Progress Energy
919-546-2653
Katherine.Thomas@pgnmail.com

Jimmy Smith

Four County Electric Membership Corporation
910-259-1821
jimmy.smith@fourcounty.ncemcs.com

2008

Jon Hamm

EMBARQ
919-554-7311
jon.r.hamm@embarq.com

Dianne Reid

Orange County EDC
919-245-2325
dreid@co.orange.nc.us

Bonnie Renfro

Randolph County EDC
336-626-2233
brenfro@rcedc.com

2009

Leonard Kulik

N.C.'s Eastern Region
252-522-2400
kulik@nceast.org

George Sharpe

Lord, Aeck & Sargent Architecture
919-913-2667
gsharpe@lasarchitect.com

Micheal Trotter

Duke Energy
704-382-3904
motrotte@duke-energy.com

Ex Officio

Bud Cohoon

NC Electric Membership Corp.

Jim Fain

N.C. Department of Commerce

Tony Copeland

N.C. Department of Commerce

Jordan Whichard

The Daily Reflector

Executive Director

John Peterson

(cont'd. from page one)

Early in the New Year, be on the lookout for your new NCEDA membership directory and upcoming seminars focusing on tax increment financing. We are also working hard to schedule our 2007 Legislative Reception and will notify you once a date is confirmed.

May each of you have a wonderful holiday!

NCEDA CALENDAR of EVENTS

December 13, 2006

NCEDA Networking Luncheon
Brownstone Hotel; Raleigh, N.C.

March 15-16, 2007

NCEDA 2007 Midwinter Conference
Pinehurst Resort; Pinehurst, N.C.

June 20-22, 2007

NCEDA 2007 Annual Conference
Sheraton; Atlantic Beach, N.C.

NCEDA 2006 Membership Survey Deadline is Approaching!

As part of our ongoing efforts to improve NCEDA as an association, we have created a 2006 Membership Survey to find out how we can better serve our members.

Begin the survey by visiting: <http://www.zoomerang.com/survey.zgi?p=WEB225UDPEFMDJ>

Your responses will be collected through our Zoomerang survey program and will be anonymous.

Please take the time to complete the survey. We request that all survey information be collected by

Friday, December 8, 2006.

Your feedback is vital in helping NCEDA assess and determine any changes we need to make as an association.

Meet Your Board

This month we feature Board member Dianne Reid of the Orange County Economic Development Department.

As Economic Development Director, Dianne Reid supervises the Orange County Economic Development Department and spearheads a wide range of development initiatives, including business assistance, tourism, arts promotion, employment education and training, and economic research and data collection.

Reid is a graduate of the University of North Carolina at Chapel Hill with emphasis in sociology/urban and regional studies and also received her Master's Degree in Regional Planning from the University. In May 2001, she earned the designation of Certified Economic Developer, the highest professional designation in the economic development field.

Reid served for ten years as Director of Operations for the Camden Economic Development Corporation in Camden, New Jersey. In that position, she pursued such initiatives as development of revolving loan programs, a small business incubator, and self-employment training programs.

In addition to her economic development work, Reid's employment experience includes community development and management experience as Executive Director of a YWCA in Philadelphia, PA, and the Piedmont Peace Project in Kannapolis, NC.

Reid is active on the Boards of numerous civic and business organizations, including the Research Triangle Regional Partnership, Leadership Triangle, and both Orange County Chambers of Commerce. She resides in downtown Carrboro.

Meet Your Patron Sponsors

This month we feature North Carolina's Piedmont Triad Partnership.

The Piedmont Triad Partnership, one of seven regional economic development partnerships in North Carolina, is the regional economic development organization representing the 12-county Piedmont Triad region.

The Piedmont Triad, the nation's 36th-largest metropolitan area with more than 1.5 million residents, includes the counties of Alamance, Caswell, Davidson, Davie, Forsyth, Guilford, Montgomery, Randolph, Rockingham, Stokes, Surry, and Yadkin.

For more information, visit:
www.piedmonttriadnc.com

And don't forget... NCEDA's December Networking Luncheon

When: Wednesday, December 13; noon – 1:30 p.m.

Where: The Brownstone Hotel; Hillsborough Street, Raleigh, N.C.

Cost: \$40 members, \$60 non-members

Register online at www.nceda.org.

Register by Monday, December 11. Registration will close when the luncheon is full.



Letter: Incentives' value

published in *The News & Observer*, Nov. 21

Thanks for giving N.C.'s economic development efforts the credit they are due (Nov. 13 editorial, "State of business"). As you stated, North Carolina is leading the country in business climate rankings. But our success is due to our commitment to economic incentive policies, as well as workforce training and infrastructure.

In today's global community, business recruitment requires the options of incentives and competitive corporate tax rates to attract new businesses and retain current industries. Nearly every state and major country uses these tools and continually adapts them to remain competitive. North Carolina must continue to do the same.

Our legislators know the immense competition our state has for bringing in and retaining businesses, and thus continue to support these policies. Without the prudent use of incentives, North Carolina would certainly fall farther behind in economic development.

Economic incentives are a strategic investment with defined benefits in the form of jobs, income, investment and growth. Thousands of North Carolinians are employed by companies recruited or expanded in part because of economic development incentives — primarily tax credits.

The N.C. Economic Developers Association knows all too well the difference those incentives make when competing for jobs. Fortunately, members of the General Assembly have agreed. They have overwhelmingly approved incentive programs for keeping existing companies here and new companies from going elsewhere.

Our state is reaping the benefits.

Ronnie Goswick
President, N.C. Economic Developers Association
Youngsville

JOB OPENINGS

Economic Development Director, Rockingham County

Rockingham County, NC is currently seeking an Economic Development Director to facilitate the recruitment of business and industry and to promote the expansion of existing industries within the County.

Responsibilities include promoting attributes of the area; supervision of staff in economic development and tourism development; preparing grant applications; and developing and maintaining key relationships with local officials, business leaders, and service providers. Work is performed under the supervision of the Economic Development Board, while working closely with County administrators. Designation as a Certified Economic Developer is preferred.

Minimum requirements include a BA in marketing, business, or related field supplemented by six years of economic development experience, or an equivalent combination of education, training, and experience that provides the required knowledge, skills, and abilities. Salary is commensurate with education, certification, and experience.

Applicants may apply by submitting a resume and/or application to the Employment Security Commission, 8340 NC 87 N, Reidsville, NC 27375, (336) 634-5600. For additional information contact John A. Dean, Personnel Director, Rockingham County Governmental Center, Suite 210, P.O. Box 210, Wentworth, NC 27375-0210, (336) 342-8111. Rockingham County is an Equal Opportunity Employer.

Director of Corporate Recruitment, Wake County Economic Development

Wake County Economic Development (WCED), a program of the Greater Raleigh Chamber of Commerce, is currently seeking a project manager to serve as the Director of Corporate Recruitment. WCED is the lead economic development organization in Wake County, North Carolina serving 12 municipalities and the southern portion of the Research Triangle Park with a staff of eight professionals and an annual budget of \$1.6 million dollars. Primary responsibilities of the position are to manage the site location search process and track active projects and prospect inquiries from companies and site location consultants considering Wake County as a location for corporate facilities such as manufacturing, warehousing, corporate headquarters, data centers and administrative/back office operations. Position reports to the Executive Director. For additional information contact Ken Atkins, Executive Director, at (919) 664-7041 or email katkins@raleighchamber.org All inquiries will be held in strict confidence.

Across the State

North Carolina Brownfields: Community Development Opportunities Workshop

Where: Greensboro, Sheraton Four Seasons Hotel

When: 12:00 p.m., Thursday, February 15 to 2:00 p.m., Friday, February 16, 2007

Register Online: www.nado.org

For more information contact Kelly Novak, NADO Research Foundation, 202.624.7809, knovak@nado.org or Bill McNeil, North Carolina Association of Regional Councils, 919.622.3303 or ncregions@mindspring.com.

Learn how rural and small metro communities cleanup and redevelop contaminated properties.