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Abbie Hollins, Executive Editor

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## Which One Will It Be?

by Mac Williams

In the next issue of Developments after this one, the headline in this space will read one of two ways: 'AMENDMENT ONE PASSES!' or 'STRIKE THREE, WE'RE OUT!'

Which one will it be and what can be done between now and November 2<sup>nd</sup> to ensure it will be the first one? Perhaps a review of what has already been done will provide inspiration.

Several years of time, much focused effort by many people, and a not insignificant amount of money has been exhausted just to get us to this point. The groundswell to try this third "at bat" began back in 2000 and 2001 as local and state leaders looked for new strategies to help them adjust to dramatic economic challenges. In 2002, legislation and approval for the upcoming referendum was crafted and, in the 2003 long session, marshaled through the General Assembly with overwhelming bipartisan support. As 2003 ended, a non-profit, North Carolinians for Jobs and Progress (NCJP), was organized and, by Spring of 2004, began serving as a central resource for information and advocacy efforts. By mid-2004, NCJP had organized and implemented a statewide fundraising campaign to fund a targeted media campaign now in progress.

The media campaign, though well done, cannot be expected to do the job alone. With less than 30 days remaining, it is also up to us, individually, to be active at a grassroots level in our local communities, among our friends, relatives, neighbors, and colleagues. Here are a few ideas for personal action:

- Create email distribution lists among your personal and professional networks and send frequent reminders right up until and through November 2 .... and, encourage everyone on your lists to do the same.

### NCEDA

North Carolina Economic  
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*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.*

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- Help organize and participate in a letter-to-the-editor campaign in your local paper.
- Put bumper stickers on (at least) your personal vehicles.
- Put yard signs in your own yards, in those of your neighbors that will allow it, and in strategic locations around town.
- Recruit some volunteers to stand outside polling places to hand out literature, lapel stickers, etc. as voters enter the poles.

NCEDA members are a creative bunch. I am sure you can come up with other ideas.

Look again at the two choices for headlines for the next issue. Either way, the pertinent headline will also be the entire text of the next President's Message because, either way, at that point, there will be nothing more to be said.

That being the case, let me say here, at this time, that regardless of how the vote goes on November 2<sup>nd</sup>, to all who have been involved in getting us to this point, NCEDA extends its gratitude and appreciation for your dedication and hard work on behalf of Amendment One. You deserve our best efforts in these final days before the vote.

## VOTE FOR AMENDMENT ONE!

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## Mark Your Calendars

### NCEDA 2004 Fall Conference

**"Decision 2004: Will the Voice of Economic Development Be Heard?"**

October 5-6, 2004  
Grandover Resort  
Greensboro, NC

### Professional Development Seminar

November 15, 2004  
Location, Time: TBD

### NCEDA Networking Luncheon

December 8, 2004  
Capital City Club  
Raleigh, NC  
Speaker: TBD

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## **Grassroots Support: Things You Can Do NOW To Promote Self-Financing Bonds Locally**

**Build the Team** – The best way to build community-wide support is with community-wide recruitment to your county team.

Local chambers of commerce and/or economic development agencies should take the lead in bringing local people together to begin putting together and assembling your county organizations. Identify county leadership, begin recruiting folks to be on a county campaign committee and identify local leaders who are willing to speak on this issue.

The bigger, broader and more diverse the campaign committee, the better. Look for natural alliances with elected leaders in both parties, business leaders, economic developers, community leaders, etc. When you sign people up to help, get permission to use their names for press releases. Be sure to capture phone, fax and e-mail addresses.

**Find Champions** – We need champions in every community who can help make the case. Champions should be prominent leaders in your community who are willing to sign letters and columns in the newspaper, speak at events, and even appear at press conferences.

**Scheduling Local Speakers** – The state level media campaign will only penetrate so far locally. Now is the time to seek out speaking opportunities. The speaking schedule should be in high gear from August – November, but take advantage of opportunities **now** to begin getting folks up-to-speed on this issue. This is a complex issue and voters will need to hear about it several times and through several different venues. Get your chamber leadership and others on the team to speak to local civic clubs, at chamber events and any other significant community event. The newspaper's public events calendar may be a good source for information on when and where such groups meet.

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**Contributions** - Making a contribution to North Carolinians for Jobs and Progress is a great way to help promote Amendment One. You can either request an invoice from NCJP or mail your payment directly to NCJP:

Brad George  
North Carolinians for Jobs & Progress  
c/o Price Waterhouse Coopers  
214 N. Tryon St, Suite 3600  
Charlotte NC 28202  
EIN: 01-0798277

**Seek out Opportunities to Schedule Other Speakers** – As you and your top team schedule yourselves, look for opportunities for statewide leaders to address large groups of influential people in your community. Sometimes civic groups like the Jaycees or Kiwanis will invite all chapters in a county together for one meeting, to hear a particularly prominent speaker. NCJP has several good folks serving on a statewide speakers bureau that you can invite to speak to your group.

**Calling All Volunteers!** – Designate a volunteer coordinator and start taking names of anyone who offers to help. Get the word out that volunteers are needed. As the campaign heats up, you will need people to attend rallies, pass out literature or help get out the vote.

**Write a Letter (or two or three)** – Line up 15-20 people in your community who are willing to write and/or sign letters in support of the self-financing bonds to local newspaper. Have these people in place to respond as needed in the next few months and ready to raise the visibility of this issue from July – November. Get their names, addresses, phone and fax numbers as well as e-mail addresses.

**Identify Radio and TV Opportunities** – What are the radio talk shows and local cable access shows that get the most attention? Find out, and make a list. In the months ahead, you will want advocates appearing on these shows and making the case.

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## Meet Your Board

*This month we feature board member Don Porter.*

Colonel Donald L. Porter was born in Norfolk County, Virginia, where he was a star football player at Norfolk State University and a member of the Reserve Officer Training Corps.

After graduation, he tried out for two seasons with the National Football League, playing in several exhibition games for the Dallas Cowboys and was one of the last to be cut from the Denver Broncos roster.

Colonel Porter was then commissioned by the United States Army and later earned a Master's Degree in Human Resource Development from Webster University.

Throughout his 30-year career of service to his country, Colonel Porter has served in a wide range of duties and units, from a Company Commander in the 101st Airborne Division, to an "A" team commander in the 5th Special Forces group, to the Chief of Staff, U.S. Army Ordnance Center.

Serving our country in Vietnam and the Persian Gulf, his many awards and distinctions include the Distinguished Service Medal, the Legion of Merit, and the Bronze Star (earned two times). Colonel Porter is immortalized in the Ordnance Corps Hall of Fame and in the Norfolk State University ROTC Alumni Hall of Fame.

Colonel Porter currently serves as the executive director of the Raeford-Hoke Economic Development Commission in Raeford.

Colonel Porter and his wife, Mary, have two children, Trevard and Shandelyn.

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## Meet Your Patron Sponsor

*This month we feature S&ME.*

Established in 1973, S&ME, Inc., is an award-winning engineering and environmental services firm employing more than 650 professional and support staff in 20 offices in Alabama, the Carolinas, Florida, Georgia and Tennessee. Its headquarters are located on Spring Forest Road in Raleigh.

S&ME is owned by its employees and provides a broad range of geotechnical and materials engineering, environmental services, construction materials testing, quality assurance, and occupational health and safety services.

S&ME has performed geotechnical and construction services work for many projects throughout the Southeast, including commercial buildings and malls, factories, highways, marine port facilities, a major NFL stadium, major coastal area bridges and regional airports. Its environmental work provides clients with natural resources planning, remediation design and implementation, asbestos and lead-based paint solutions and regulatory compliance.

S&ME is listed annually in *Engineering News-Record* magazine among the nation's top 100 "Pure Design" firms.

Over the past decade, the firm has won more than 40 Engineering Excellence Awards from state chapters of the American Council of Engineering Companies for "achievements which demonstrate the highest degree of merit and ingenuity."

More information on S&ME can be found at [www.smeinc.com](http://www.smeinc.com).

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## 2004 Fall Conference Update

The theme for the 2004 Fall Conference is "Decision 2004 - Will the Voice of Economic Development Be Heard?" With the upcoming election, economic development will be affected on the federal, state and local levels. Are we being heard? This year's conference is designed to provide opportunities to discuss the issues that impact economic development at each level. Join us in Greensboro to hear federal, state and local economic development leaders discuss the effects of free trades, Amendment One, and the William S. Lee Act on job growth, new business and development throughout the state of North Carolina. In addition, NCEDA will feature a first ever Business Expo, which will offer attendees a unique networking environment in which to learn more about North Carolina's businesses and industries.

Below please find a tentative schedule:

### Tuesday, October 5

<b>Golf Registration and Lunch</b>	12:30p.m.
<b>Conference Registration</b>	5:30-7:30p.m.
<b>Welcome Reception</b>	6:30-7:30p.m.
<b>Dinner</b>	7:30-9:00p.m.
<b>Dessert Networking Reception</b>	9:00-10:00p.m.

### Wednesday, October 6

<b>Networking Breakfast</b>	8:00-9:30a.m.
<b>Business Expo</b>	8:00-9:30a.m.
<b>Conference Program</b>	9:30-12:00p.m.

NCEDA Business Session  
Amendment One Update  
**Mark Farris, York County ED Board**  
Business Expo Networking Break  
A Perspective on Manufacturing in the U.S.

We look forward to seeing everyone at the 2004 NCEDA Fall Conference. Thanks to all who will be able to make it. We appreciate your continued support of NCEDA.

## Upcoming Conference: Entrepreneur '04

Have you been thinking about starting a company or are in the early stages of building it? If you are, you don't want to miss the Council for Entrepreneurial Development's upcoming conference, Entrepreneur '04. For those that are not aware, with over 3,000 members the Council for Entrepreneurial Development (CED) is the largest support organization for entrepreneurs in the country and they are based in RTP.

The 1-day conference is designed to highlight area resources and tools for starting and growing a business. Entrepreneur '04 will be presented in partnership with and at The Fuqua School at Duke University on Saturday, October 30, 2004, from 8 a.m. to 4 p.m.

CED's Entrepreneur '04 will feature interactive sessions where successful entrepreneurs and business experts will explore new business trends and tools, sales and marketing techniques, and strategies to build entrepreneurial teams.

In addition, two CEOs of local public companies will be keynotes including Billy Prim founder and CEO of Winston-Salem's Blue Rhino Corporation and Christy Shaffer, PhD, CEO of Inspire Pharmaceuticals.

Billy Prim founded Blue Rhino in 1994, the nation's leading provider of branded propane cylinder exchange and complementary propane-fueled appliances.

Christy Shaffer is a seasoned pharmaceutical executive and Ph.D. scientist with extensive experience in directing complex drug development processes for innovative products.

For more information about Entrepreneur 2004, visit [www.cednc.org/entrepreneur](http://www.cednc.org/entrepreneur).