

Vol. V, Issue No. 4 October 2006
Kira Peoples, Executive Editor

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President's Message

by Ronnie Goswick

Thanks to everyone who was able to join us last week for the NCEDA 2006 Fall Conference. Our conference committee did a great job organizing the program and bringing a few of our colleagues together to present "Lessons Learned in Economic Development."

We had 200-plus NCEDA members and guests gathered at the Grandover Resort to attend this year's Fall meeting.

From volleyball games and the NCEDA golf tournament, to informative case studies and hilarious tales from deals gone by, this year's Fall Conference was a big success.

I commend the efforts of Katherine Thomas and Michael Trotter, conference co-chairs, for leading their committee to put together such a great event. I would also like to thank all the sponsors who made this event possible (see page six for sponsor listings).

The ideas for the Fall Conference program actually came from member input gathered at the Annual Conference back in June. In an effort to keep that feedback coming, NCEDA's executive committee is planning a member satisfaction survey to be distributed soon. We want to hear from our members and make sure that you are getting the most out of your NCEDA membership.

We had a record number of new NCEDA members sign up since the last NCEDA Board meeting. Those who attended the Fall Conference were recognized, and we have listed all new members in this newsletter. When you see these new members around at NCEDA functions, please make sure to welcome them.

The 2006-2007 NCEDA year is off and running and we are well on our way to a successful year for our organization.

NCEDA

North Carolina Economic
Developers Association, Inc.

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

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*If you have an idea or article of
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publication of
Developments.*

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NCEDA CALENDAR

upcoming events:

March 15-16, 2007

NCEDA 2007 Midwinter Conference
Pinehurst, N.C.

June 20-22, 2007

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

NCEDA 2006-2007

Patron Sponsors:

BellSouth

CSX Transportation Inc.

Duke Energy

ECS Carolinas

ElectriCities of NC, Inc.

EMBARQ

N.C. Electric Membership Corporation

N.C. Department of Commerce

Norfolk Southern Corporation

Piedmont Natural Gas

Piedmont Triad Partnership

Progress Energy

PSNC Energy

S&ME, Inc.

Meet Your Board

This month we feature Board member Dianne Reid of the Orange County EDC.

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 10 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.

Welcome New Members!

We would like to welcome the following new members to NCEDA:

Lane Bailey, City of Lenoir
Leslie Boney, The University of North Carolina
Jerry Broadway, Lake Norman Regional EDC
Glenn Carlson, North Carolina State Ports Authority
Donald Chandler, MACTEC Engineering & Consulting
Kit Cramer, Charlotte Chamber of Commerce
Lou Anne Crumpler, The Staubach Company
Albert Delia, North Carolina's Eastern Region
Richie Duncan, Franklin County EDC
Mike Durham, Piedmont Natural Gas
Valoree Eikinas, Mulkey Engineers & Consultants
Kerry Giles, Rutherford County EDC
Randy Gould, Rivers & Associates, Inc
Robin Hamby, Wilkes Economic Development
Ty Hart, EMBARQ
David L. Hart, Cleveland County Chamber of Commerce
Briles Johnson, N.C. Department of Commerce
Sara Lawrence, RTI International
Brian Maas, ECS Carolinas, LLP
Ron Mahle, Monroe Economic Development
Debra Marshall, Allen Tate
Eva Marie Merideth, Edison Foard Inc.
Terry Naegelen, Research Triangle Regional Partnership
Steve Nye, Gaston County EDC
Bruce Parson, North Carolina Global TransPark
Jeff Rezeli, BJAC
David Rhoades, N.C. Dept of Commerce
Libby Smith, N.C. Department of Commerce
Tom Steele, Wishart Norris Henninger & Pittman
Greg Steiger, Steiger Marketing Group
Ron Sutphin, Jr, Surry County ED Partnership
Mary Taylor, Rutherford County
Don Van Ollefen, The FWA Group Architects
Alan Weidt, Carolina Commercial Realty
Jason Williams, Alexander County ED
Curt Williford, EMBARQ
Lisa Wilson, The Wooten Company
Jimmy Yokeley, NC Ports Authority
Steve Yost, North Carolina's Southeast
Wanda Yuhas, Pitt County Development Commission

Helpful Guidelines:
Managing Your NCEDA Membership Online
www.NCEDA.org

Login ID	Your Login ID will always be your email address. If your email address changes: simply login, change the email address and use the new address for future logins.
Password	When creating your Web account, you created your password. You may log in at anytime and change your password, as needed.
Forgot My Password	Simply click 'Forgot Your Password?' and your password will be emailed to the email address you provided.
Events	All event registration is online on our secure Web site. You may view upcoming events on the NCEDA calendar and log in to register for your choice of events.
Membership Directory	The information that you have provided on NCEDA.org is the information that is used in our yearly membership directory.
Your Information	Please be sure to update your personal information as it changes. The information you provide is the contact information used for NCEDA materials.
Administrative Email	You may provide an administrative email for your Web account. This will allow an administrative contact to receive your password via email, if forgotten.
Receipts	All receipts generated for membership and events will be stored in your Web account. You may access them and print them at any time.
Legislative Action	Visit the Legislative Action portion of our Web site to view the latest Calls to Action, email your legislators and receive legislative updates.

Economic Development News

As one of North Carolina's biggest economic development deals reaches its 1-year anniversary, NCEDA would like to recognize the success of the Dell project. With 1,100 new jobs added to the Triad already as a result of this company's decision to move to North Carolina, it's hard to argue that Dell has made a big impact.

"In virtually every aspect of economic development, the Dell project has either met or exceeded our expectations in its first year of operation," said Jim Fain, North Carolina's commerce secretary, to the *Winston-Salem Journal*.

NCEDA would like to continue to celebrate economic development successes across the state, so please forward those along to us so that we can recognize the good work being done in our field.

Business Journal
Serving the Greater Triad Area
September 29, 2006

At end of year one, Dell ahead of projections

As Dell prepares to mark its first anniversary of computer production in Winston-Salem on Oct. 5, it has far surpassed its year-one projections. But it's Dell's impact beyond the plant that has been equally noteworthy.

That impact has been primarily in the areas of land sales at Union Cross Business Park, suppliers locating in the region and Dell's involvement in the community. With more than \$270 million in state and local incentives committed to Dell, the state and region expected to see results, and local leaders say the Triad is on track to see the anticipated 6,000-plus secondary jobs that the Dell facility is expected to create over 15 years.

"They have certainly exceeded our expectations at this point," said Bob Leak, president of Winston-Salem Business Inc. "We're starting to see the spin-off, and it wouldn't surprise me if we exceed that (6,000 jobs) number.

"The computer manufacturer needed to create 600 jobs in its first year of operations to begin claiming state tax credits. So far, it has hired just more than 1,100 workers. In terms of productivity, Travis Simpson said recently at a Winston-Salem Chamber of Commerce event that Dell would soon celebrate its 2 millionth computer produced out of its new facility, which is also ahead of schedule.

Dell officials did not return calls seeking comment for this story.

In addition to its employment, Dell has proven that its Winston-Salem facility is adaptable. Originally slated to produce Dimension and Optiplex desktop computers, the plant has added a server line, as well as taken on the company's latest XPS high-end desktops.

The local growth comes despite the fact that Dell as a company has been hit hard over the last six months. Sales growth has flattened, it faced a huge product recall involving laptop batteries and the Securities and Exchange Commission is investigating the company's financial-reporting procedures.

Suppliers begin to arrive

One of the first segments of employment spin-off from the Dell plant was the expected arrival of the company's suppliers to the region.

So far, six suppliers have opened shop — five in Winston-Salem and one in High Point — and created nearly 300 jobs. In addition, sources said that another supplier recently opened its doors in the region with 100 workers, though economic developers will not name the firm.

Additional spin-off job growth is expected to be created in the service sector, with retail developments, restaurants and hotels planned near the Dell plant to serve the work force of the computer maker and its nearby suppliers. Such development, while much discussed, hasn't happened yet, said Jeff Hatling, Kernersville's planning director.

But Union Cross Town Centre, a retail and housing development at the corner of I-40 and Union Cross Road, is starting to take shape and is expected to begin construction next year. That project will eventually have 244,000 square feet of retail space, 100,000 square feet of offices and apartments, restaurants and a movie theater. *(cont'd next page)*

Union Cross takes off

Dell's site at Alliance Science and Technology Park has led to increased sales at nearby Union Cross Business Park, which had languished for years as a tough sell for owners Winston-Salem Business Inc.

Leak said he sold 85 acres within 90 days of Dell's announcement, and another 50 acres is under contract and scheduled to close within 50 days.

An as-yet-unnamed developer will build a 500,000-square-foot speculative warehouse on that property, Leak said, bringing the total amount of development at the park since the Dell announcement to 1.3 million square feet, or about \$60 million.

"All of that is because of Dell either directly or indirectly," Leak said. "Prior to Dell, we hadn't sold any land at Union Cross for two and a half years.

Part of the community

Along with running the plant, Dell executives and employees have also gotten involved with the local community, Forsyth officials said.

Dell executives are starting to serve on local boards, and Dell employees are performing fundraising or volunteer activities for Habitat for Humanity and Second Harvest Food Bank. Recently, the company held a nonprofit fair, where area groups could set up a booth to educate Dell employees on what they do.

"Given that they're still a startup operation, they've been really active in the community," said Gayle Anderson, president of the Winston-Salem Chamber of Commerce.

Then there's the impact of Dell on the Triad as a potential site for other companies. Economic developers have used Dell in nearly every pitch to site consultants since the computer maker picked the region. "(Dell) has gotten us more attention from national consultants," said Loren Hill, president of the High Point Economic Development Corp. "When we're talking to companies, we mention the Dell facility and it definitely gets their attention."

SPECIAL THANKS to our 2006 Fall Conference Sponsors!

Advantage West
Charlotte Regional Partnership
Coldwell Banker Commercial TradeMark Properties
Cox & Schepp Construction, Inc.
Duke Energy
EMBARQ
G .L. Wilson Building Company
High Point Economic Development Corp.
KCI Technologies
MCA Architecture, Inc.
Myrick Construction
N.C. Eastern Region
N.C. Northeast Partnership
N.C. Southeast Partnership
Parker Poe Adams & Berstein
Piedmont Triad Partnership
Progress Energy
PSNC Energy
Randolph County EDC
Research Triangle Regional Partnership
S&ME, Inc.
Sepi Engineering
Stewart Engineering
Triad Design Group
Wayne County Development Alliance, Inc.
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