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Abbie Hollins, Executive Editor

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Fall is right around the corner!

by Mac Williams

Your association is in full stride as we prepare for another year of service to you and leadership in economic development.

Your Board conducted a Planning Retreat in late June looking ahead not only to the coming year, but also, at issues, opportunities, and challenges that may be facing the association in the years ahead. While responses to these long term issues are being developed, the immediate year ahead is rapidly unfolding on many fronts.

The Fall Conference is around the corner (Oct. 5-6 at Grandover Resort in Greensboro) and Steve Gosselin is putting together a great program. A Business Expo is being featured, offering members an excellent opportunity to directly promote their company and services to economic developers and allies.

John Hunter and Brenda Daniels have already put together the year's first Networking Luncheon (Sept. 15th at the Capital City Club in Raleigh) and registration is in process.

On the Legislative front, NCEDA was very active until the very end of the short session and is already gearing up for action in the coming long session. Donny Hicks and Scott Hamilton will be leading development of our Legislative Agenda. One item of interest is the future of the William S. Lee Act. You may recall this issue was the only topic discussed at the developer's breakout session at the Annual Meeting. As follow-up, Donny and Scott surveyed the membership on this issue and will present their findings at the Fall Conference.

Amendment One remains a high priority for NCEDA as November 2nd approaches.

(continued on page 2)

NCEDA

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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

2004-2005

President
Mac Williams
City of Asheville
828-259-5433
macw@mail.ci.asheville.nc.us

Vice President
Scott Millar
Catawba County EDC
828-464-7198
scott@catawbacounty.biz

Secretary/Treasurer
Ronnie Goswick
Franklin County EDC
919-554-1863
rgoswick2001@earthlink.net

Immediate Past President
Richard Wiley
Duke Power
336-632-3709
rwiley@duke-energy.com

NCEDA Board Members

2005

Scott T. Hamilton
Henderson County Partnership for Economic
Development
828-692-1413
scott@gohendersoncountync.org

Donny Hicks
Gaston County EDC
704-867-4771
dhicks@co.gaston.nc.us

Leon Turner
Granville EDC
919-693-5911
leon1@nc.rr.com

2006

Brenda Daniels
Electricities of NC, Inc.
919-760-6363
bdaniels@electricities.org

Steve Gosselin
ECS Ltd.
336-856-7150
sgosselin@ecslimited.com

Don Porter
Raeford Hoke County EDC
910-875-6113
mpdecorate@aol.com

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

Executive Director
John Peterson
888-246-2332
jpeterson@capitalstrategies.com

Ex Officio
Bud Cohoon
NC Electric Membership Corp.

Jim Fain
N.C. Department of Commerce

Robert Stolz
The Hardwood Group

Tony Copeland
N.C. Department of Commerce

Last month's edition of *Developments* was devoted almost exclusively to the issue and intended to provide you with a resource for promoting the measure in your local community. The Fall Conference agenda will have a speaker offering a "case study" experience of how the tool is being used in South Carolina.

Congratulations to Richard Wiley for his service this past year on the Governor's Economic Development Board. I have the honor and privilege of representing the association on the Board this year and the formal transition was made at the Board's August meeting. NCEDA Past President Dale Carroll was also formally appointed filling the unexpired term of Gordon Meyers. Several other NCEDA members also serve on this Board, and we look forward to this opportunity to provide leadership in economic development.

Finally, August has been membership renewal time. With that comes not only the necessary financial support for the association, but also the opportunity to update your contact information. This, in turn, is key to ensuring our communications with you (newsletter, legislative alerts, event registrations, etc.) and, your communication with other members (Membership Directory, website directory, etc.). For the price, an NCEDA membership is a great deal! If you have not already done so, send your membership renewal and updated contact information today!

Mark Your Calendars

UNC Basic Economic Development Course

September 7-10, 2004

University of North Carolina - Chapel Hill
Chapel Hill, NC

September Networking Luncheon

Guest Speaker: Mike Bradley

September 15, 2004

Capital City Club
Raleigh, NC

NCEDA 2004 Fall Conference

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

October 5-6, 2004

Grandover Resort
Greensboro, NC

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.

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.

Meet Your Board

This month we feature Board member Jimmy Smith.

Jimmy Smith is the Director of Economic and Community Development for Four County Electric Membership Corporation.

Serving Bladen, Duplin, Sampson, Pender and east Columbus counties, Smith works with new and expanded economic development. He also performs legislative lobbying and government relations.

For over 28 years, Smith has worked in public administration, management, and public relations. He has worked for the Pender County Office of Tax Supervisor, the United Parcel Service, and the Pender County Planning Department.

Smith serves as a board member for the Southeastern North Carolina Regional Economic Development Commission. As board member, he represents an eleven county economic development region serving as the Chairman of the Technology Committee. He also serves on the Wilmington Committee of 100, Pender Economic Development Alliance, and Wallace 100 Committee.

Smith's interest in economic growth and development began while at East Carolina University where he majored in Geography and minored in Urban and Regional Planning. With a Graduate degree in Geography from East Carolina University as well, he continued his educational credentials at the University of North Carolina at Chapel Hill and the University of North Carolina at Wilmington, focusing on industrial development and coastal management.

Patron Sponsor Profile

This month we feature Progress Energy.

Progress Energy, headquartered in Raleigh, NC, is a Fortune 250 diversified energy company with more than 24,000 megawatts of generation capacity and \$9 billion in annual revenues.

The company's holdings include two electric utilities serving more than 2.8 million customers in North Carolina, South Carolina and Florida. Progress Energy also includes non-regulated operations covering merchant generation, energy marketing, natural gas exploration, fuel extraction, rail services and broadband capacity.

Progress Energy has a strong tradition of investing in the economic growth of its communities. The company's experienced economic development team actively partners with state and local officials in attracting and retaining industry and jobs.

For the past two years, *Site Selection* magazine has named Progress Energy one of the Top Ten Utility Economic Development Programs in the U.S. In the changing electric utility marketplace, Progress Energy is aggressively positioned to help businesses make the most efficient and economical energy choices available.

For more information on Progress Energy's economic development services please visit: www.progress-energy.com/economic.

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

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

Wednesday, October 6

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

NCEDA Business Session
Amendment One Update
**** Mark Farris, York County ED Board****
Business Expo Networking Break
U.S. Dept. of Commerce Overview & Update

There are a few booth spaces available for the business expo. Please find a registration form opposite this page of the newsletter. We encourage our members to sponsor a booth, as we are excited about offering this first time event to attendees.

REGISTER TODAY!!

NCEDA Business Expo

The 2004 NCEDA Fall Conference is right around the corner! This year consider taking advantage of a new event that has been added to the program: *the 2004 NCEDA Business Expo!*

The NCEDA Business Expo, a first time event at an NCEDA conference, is an excellent way to promote the exciting things that your company and/or industry is doing. The NCEDA Business Expo will offer a unique environment where attendees can enjoy networking while at the same time learn more about North Carolina's businesses and industries.

The first ever NCEDA Business Expo will be held in conjunction with the NCEDA Networking Breakfast at the Fall Meeting from 8:00-9:30a.m. on Wednesday, October 6, 2004.

Below is a list of rules for the 2004 NCEDA Business Expo:

1. There is a limited amount of space for the business expo. Booth space is open to **the first 10 paid NCEDA members**.
2. Each booth will cost \$300 and will cover conference registration costs and booth space for one attendee.
3. Each booth space will include an 8-ft table and electricity.
4. There is an additional cost of \$50 for dial-up internet and \$100 for high-speed internet.
5. Booth hosts will be allowed to set up the night before, at a time to be determined.

For more information or if you have any questions, please contact the Fall Conference special events chair:

Karen Gosselin

Phone: (336) 856-7150

kgosselin@ecslimited.com

Fall Conference Sponsorships Available!!

There are numerous sponsorship opportunities for your organization at the NCEDA 2004 Fall Conference, October 5-6, 2004. It is NCEDA's goal to acknowledge and thank our sponsors as much as possible throughout the conference.

Below are remaining conference sponsorships:

Tuesday Golf Prize Sponsors -- \$250/each
Tuesday Dinner (Exclusive) -- \$2,000
Wednesday Breakfast (Exclusive) -- \$1,000
Fall Conference Sponsors -- \$500/each

Benefits that come with your organization's sponsorship:

- **Sponsor Boards**
We will create a sponsor recognition board for your company that will be displayed at every opportunity available during the conference – primarily at the event you sponsor.
- **Sponsor Insert**
We will include an insert in the conference packets to give a brief overview of our Fall Conference sponsors.
- **Sponsor Recognition – Conference Materials**
As always, sponsors have their names branded on all conference materials.

If you interested in being a sponsor or would like more information, please contact:

- **Loren Hill**
Phone: (336) 883-3116
Loren.Hill@highpointnc.gov
- **Mike Stewart**
Phone: (336) 724-1503
mstewart@cjmw.com

Job Postings

ASSOCIATE VICE CHANCELLOR FOR ECONOMIC DEVELOPMENT

North Carolina School of the Arts Winston-Salem, NC

The North Carolina School of the Arts (NCSA) is recognized throughout the world as an exceptional training school for young artists. Opened in 1965 as the first state-supported residential conservatory in the nation, it has offered students in the performing, filmmaking, and visual arts an educational experience that ranks among the top programs in the United States.

The Associate Vice Chancellor will lead the aggressive development of design and economic initiatives between the School and community organizations. He/She will work collaboratively within the School and with the community on relevant teams in order to execute a strategy combining economic development, technological commercialization, and business operations. Central to this strategy will be the development of new artistically based digital design programs and companies, including grants and contracts and the management/development of facilities and staff involved with these initiatives.

Qualified applicants are expected to have

- Bachelor's degree in scientific, technology-based or business disciplines (minimum), advanced degree in relevant area (preferred);
- Strong written and oral communication skills;
- Proven track record in establishing or attracting new technology companies to a specific location;
- Understanding of the business development process, the role of management, capital, market strategy, technological development, operating location and physical facilities in company success;

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- Knowledge of the process of starting new technology-based businesses from concept to product launch;
- Knowledge of the performing arts.

The Search Committee will begin reviewing applications on September 24, 2004, and will continue until the position is filled. Applicants should include a letter of interest, a detailed resume and the names and addresses of at least three professional references.

The North Carolina School of the Arts offers a competitive salary and benefits package. The starting date is January 1, 2005. Applications will be treated confidentially until the final stages of the search process.

Send applications to

Kelley L. Mills
Chancellor's Office
NC School of the Arts
1533 South Main Street
Winston-Salem, NC 27127

Questions may be submitted via email to avced@ncarts.edu or by calling 336-770-3259.

Learn more about the North Carolina School of the Arts by visiting our website at www.ncarts.edu.

The North Carolina School of the Arts is an accredited member of the Southern Association of College and Schools and is a part of the 16-campus University of North Carolina.

The North Carolina School of the Arts does not discriminate against any employee or applicant on the basis of race, gender, color, disability, national origin, religion, age or sexual orientation.

LENDING OFFICER (Position #1587)
(Office of Economic & Employment Development)

HOURS: Monday – Friday/8:00 a.m. – 4:30 p.m.

Responsible for the management and administration of loan programs offered through the Office of Economic and Employment Development (OEED). Administrative responsibilities include internal and external coordination of loan packages with private and public lending agencies; monitoring loans for compliance with Department of Housing and Urban Development Community Development Block Grant requirements and other federal regulatory requirements as well as monitoring loans for compliance with loan terms. Prepares regular monthly reports for management and City Council regarding loan status. Underwrites loans. Responsible for all aspects of managing public/private Loan Review Committee, including agenda, minutes, etc. Makes recommendations to OEED management regarding needed changes in programs and or new programs. Appears before City Council to explain loan recommendations. Responsible for aggressive marketing of OEED loan programs to private lenders within the community, to businesses within targeted loan areas, and to the community at large. Experience with HUD CDBG regulations as they apply to publicly funded loan programs is a definite plus. Additional experience with SBA and EDA-funded loan programs a plus. Must have excellent oral and written communication skills. Must be a self-starter, and goal driven.

REQUIREMENTS:

- Bachelor's Degree in Finance or Business Administration or a closely related field; MBA/MPA preferred;
- 4-5 years of private-sector lending experience, including 2 or more years of public-sector financing experience. Prefer that candidate be knowledgeable and have worked successfully with HUD CDBG loan programs.

(con't from page 6)

- Experience servicing and underwriting loans.
- Prefer Economic Development Finance Professional Certification;
- North Carolina Class "C" driver's license.

Hiring Range: \$39,917 - \$48,896

Closing Date: August 27, 2004

The City of Durham is an Equal Opportunity/Affirmative Action Employer. Individuals selected for conditional offers of employment must pass a City of Durham physical examination, including drug and alcohol testing. To apply for this position, send application/resume to: City of Durham Human Resources Dept., 101 City Hall Plaza, Durham, NC 27701, (919) 560-4214. Website: www.ci.durham.nc.us

ECONOMIC DEVELOPMENT ADMINISTRATOR

(Position #3918)

(Office of Economic and Employment Development)

HOURS: Monday – Friday/8:00 a.m. – 4:30 p.m.

Responsible for managing and directing the economic development section of the City of Durham's Department of Economic and Employment Development. The section includes management of an aggressive downtown revitalization program; expanding and enhancing a new downtown events component; strengthening neighborhood commercial development in targeted areas; managing, enhancing and implementing an aggressive small business development program; and implementing, managing, and monitoring a commercial loan program utilizing funding from the US Department of Housing and Community Development. The position requires exceptional supervisory skills and a teamwork approach. Applicant will need to demonstrate extensive knowledge and experience in business development planning and principles and economic development planning and principles; exceptional skills and experience in real estate revitalization planning

and principles; exceptional skills and experience in real estate revitalization planning and projects (downtown redevelopment); knowledge and experience with HUD-funded small business lending programs; small business development program implementation; and a thorough knowledge of HUD CDBG rule and regulations. Excellent oral and written communications skills are required. Creativity is highly valued. The Economic Development Administrator reports to the Assistant Director of the department.

REQUIREMENTS:

- Bachelor's Degree in Business Administration, Finance, Real Estate, Public Administration, Planning or related field.
- Thorough knowledge of HUD CDBG rules and regulations.
- A minimum of 3 to 4 years progressively responsible experience creating economic development plans and managing business development strategies.
- A minimum of two years supervisory experience.
- North Carolina Class "C" driver's license.

Hiring Range: \$48,222 - \$62,086

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Announcements

The 8th annual North Carolina Economic Development Guide will be published in Fall 2004. 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.