

# NCEDA DEVELOPMENTS



April 2010  
 Volume VIII, Issue 10  
 Cameron Macon, Executive Editor

## Inside This Issue:

- NCEDA Calendar
- A Message From Your President
- NCEDA 2010 Annual Conference Update
- May Networking Luncheon
- NCEDA Economic Developer of the Year Nomination Form
- e-NC Broadband Survey Information
- LinkedIn & Facebook Details
- Economic Development Workshop Information
- Meet Your Board
- Meet Your Patron Sponsor
- NCEDA Board of Directors

## 2010 NCEDA Annual Conference Registration NOW OPEN

See page 3 or the NCEDA website for more information.

## NCEDA Event Calendar

**May 12, 2010**  
 Networking Luncheon:  
 Capital City Club, Raleigh

**June 22, 2010**  
 NCEDA Legislative Reception:  
 Raleigh, N.C.

**June 14-16, 2010**  
 2010 Annual Conference:  
 Atlantic Beach, N.C.

**October 13-14, 2010**  
 2010 Fall Conference:  
 Concord, N.C.

### Additional Dates to Note:

**March 2-3, 2011**  
 2011 MidWinter Conference: Pinehurst, N.C.

**June 14-16, 2011**  
 2011 Annual Conference: Asheville, N.C.

## NCEDA President's Message

As the N.C. General Assembly prepares to go back into session May 12, NCEDA's Legislative Committee continues to connect with economic development stakeholders across the state to fine-tune our Legislative Priorities for the 2010 Short Session. So be on the lookout for the official NCEDA Legislative Priorities to be distributed over the coming weeks.

One item that we know will be at the top of NCEDA's priority list is the reauthorization of the Article 3J Tax Credits. NCEDA's Executive Committee and Legislative Co-chairs have already organized a working group with representatives from the N.C. Department of Commerce, Economic Development Board and the Governor's Office in an effort to generate consensus on this issue. And as always, NCEDA's goal is to support economic development tools that benefit all 100 counties.

NCEDA members across the state have been committed to staying engaged with their local legislators during the off-season. On behalf of the Legislative Co-chairs – Mark Clasby, Linda Weiner and Mike Wilkins – I encourage each of you to stay connected to those legislators when they reconvene in Raleigh. Take advantage of NCEDA events that are held in Raleigh, such as the Networking Luncheons and Legislative Reception (June 22), and stop by the Legislative Building to meet with your legislators.

In addition to all the legislative activity this summer, NCEDA will also be holding its 2010 Annual Conference at the Sheraton-Atlantic Beach, June 14-16. The Annual Conference Committee, led by Conference Chair Jimmy Smith, has put together a great program – “Moving North Carolina Forward in a Global Economy.” The conference will be focused on the logistics of doing business – from air, water and rail transportation to overarching efforts from the state to improve our logistics infrastructure. Registration is now open for the conference, so make sure you head to the NCEDA website to secure your seat for this year's Annual Conference. More details about registration and the program agenda are found on page 3 of the newsletter.

The NCEDA Annual Conference is also the venue for presenting our Economic Developer of the Year Award. Each year, NCEDA recognizes an individual who has provided outstanding leadership in economic development and contributed to expansions, projects, or overall efforts in economic development both inside and outside of their organization. Nominations for this prestigious award are being accepted now through May 14, so please send those in soon! Great work is being done on behalf of economic development throughout North Carolina, and this is NCEDA's opportunity to recognize the individual who made a significant impact to our state over the past year. The award nomination form is available online at [NCEDA.org](http://NCEDA.org) or on pages 4-5 of the newsletter.

I look forward to seeing all those Economic Developer of the Year nominations being submitted and connecting with each of you during one or more of our upcoming events. It is thanks to your efforts that NCEDA continues to thrive and make a difference in our state!

All the best,



NCEDA 2009-2010 President



# **2010 NCEDA Annual Conference: June 14-15** **“Moving N.C. Forward in a Global Economy”**

Join us as NCEDA heads back to the beach for the 2010 NCEDA Annual Conference. This year's Annual Conference will focus on the logistics of doing business – from air, water and rail transportation to overarching efforts from the state to improve our logistics infrastructure.

## **Conference Registration**

### ***Full conference EARLY REGISTRATION options:***

NCEDA Member—\$340

Non-Member—\$540

Guest/Spouse Full Registration—\$200

***\*NCEDA Member and Non-Member rates increase \$100 if submitted after May 21, 2010.***

Golf Tournament—\$65

Sea Kayak Tour—\$45

### ***Spouse/Guest and Family individual options:***

Guest/Spouse Monday Welcome Reception—\$45

Youth (12 – 16 years) Monday Welcome Reception—\$15

Guest/Spouse Tuesday N.C. Aquarium Dinner—\$85

Youth (12 – 16 years) Tuesday N.C. Aquarium Dinner—\$25

*\*Children, under 12, may receive a complimentary registration for the Monday and Tuesday evening activities.*

**For more information about the program agenda, registration, hotel accommodations, please visit the NCEDA Web site at [www.NCEDA.org](http://www.NCEDA.org).**

## **NCEDA May Networking Luncheon:** **May 12, 2010**

### **“Creativity Means Business”**

Plan on attending the next NCEDA networking luncheon on May 12, at the Capital City Club in Raleigh to hear from N.C. Secretary of Cultural Resources Linda Carlisle, who will be discussing the impact that North Carolina's creative industry has on economic development in our state.

**When:** Wednesday, May 12, 2010; 12:00-1:30 p.m.

**Where:** Capital City Club; Raleigh, N.C.

**Cost:** \$35 (members); \$55 (non-members)

**Deadline for registration will be Monday, May 10. Any cancellations after this date will be refunded, less a \$20 processing fee.**

**Register online at [www.NCEDA.org](http://www.NCEDA.org).**

TO: NCEDA Members

FROM: Joanna Helms and Pat Mitchell  
*Professional Development Committee Co-Chairs*

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

DATE: March 24, 2010

---

NCEDA is proud to open 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, projects, or overall efforts in economic development both inside and outside of their organization, which were **completed during the 2009 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, nonprofit organizations, a state developer, local developer or regional developer. Please note that "developer" can include any person within an economic development organization, such as an Existing Industry Representative, a Vice President, a Director of Marketing or a Project Manager, as examples.

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 2010 NCEDA Annual Conference, June 14-16, 2010.

All entries must be received by **Friday, May 14, 2010.** Please submit your application electronically to: [nceda@capstrat.com](mailto:nceda@capstrat.com).

# 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 2009 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 your application electronically to: [nceda@capstrat.com](mailto:nceda@capstrat.com). All entries must be received by **Friday, May 14, 2010.**



## 2010 Broadband Survey Information

NCEDA Members:

You should recently have received an email request from North Carolina Secretary of Commerce Keith Crisco asking you to participate in e-NC's important online survey of how North Carolinians use the Internet and how we are (or are not) benefiting from the availability of high speed broadband.

On April 27<sup>th</sup>, all businesses and organizations in North Carolina should have received an electronic invitation to this Internet utilization survey. The invitation includes a link to the survey and we encourage you to use this link. If you do not receive an invitation, we encourage you go to the eNC website where you can find a link to the survey: <http://www.e-nc.org/>. Your input is definitely needed and the survey will take only about 15 minutes to complete.

High-speed broadband service is necessary, not only to North Carolina's economy and our ability to prosper in the future, but to the ability of economic development organizations to conduct our business efficiently and effectively. This survey will give us valuable information about how businesses and other organizations use and benefit from broadband, assess the impact of broadband investments, and identify gaps in broadband access and use.

The North Carolina Economic Developers Association and the state as a whole will benefit greatly from the information to be gained from this survey and we urge that you take the time to complete the survey.

Thank you,  
NCEDA

## Join NCEDA on LinkedIn and Facebook



NCEDA can now be found on both the LinkedIn ([www.Linkedin.com](http://www.Linkedin.com)) and Facebook ([www.Facebook.com](http://www.Facebook.com)) networking sites.

If you are members of these online networking sites, make sure you add NCEDA to your networking and encourage other users to join as well.

[http://www.linkedin.com/groups?gid=1440807&trk=anetsrch\\_name&goback=.gdr\\_1251924036329\\_1](http://www.linkedin.com/groups?gid=1440807&trk=anetsrch_name&goback=.gdr_1251924036329_1)

<http://www.facebook.com/search/?q=north+carolina+economic+developers+association&init=quick#/pages/North-Carolina-Economic-Developers-Association/249111325499?ref=search&sid=1247600238.92243872..1>

# Essentials of Economic Development Workshop

## Essentials of Economic Development Job Creation Strategies in Tough Times

May 12, 2010 – Western Carolina University, Cullowhee

Does your community have the ingredients to stimulate investment and to create jobs and wealth in an uncertain economy? This one-day workshop covers promising strategies and tools for promoting economic development in the face of tight budgets and tough economic conditions.

### **Program Topics:**

- An Overview of Economic Development: Trends and Strategies
- North Carolina Economic Development Toolbox
- Best Practices in North Carolina Economic Development
- Preparing for Economic Recovery

**Registration:** Register online at [www.sog.unc.edu/courses/0772](http://www.sog.unc.edu/courses/0772).

**Faculty coordinator:** Jonathan Morgan, Assistant Professor of Public Administration and Government

**For more information:** Contact Carla Stowe, program manager, at 919.843.8176 or [cstowe@sog.unc.edu](mailto:cstowe@sog.unc.edu).

## **Meet Your Board**

**This month we will feature Jenny Mizelle.**



Jenny Mizelle has worked for the Town of Holly Springs since 1996 and has been in her role as the director of Economic Development since 1998 managing economic development, downtown development and community development. Prior to her employment with the Town of Holly Springs, she worked for a national non-profit community development support organization, LISC, running the Palm Beach County, Florida program after several years in mortgage banking. She graduated from Virginia Tech with a B.A. in Urban Affairs.

Jenny is serving as Chair of the Holly Springs Business Alliance for the fifth year, is beginning her three year term on the NC Economic Developers Association and has just been named Co-Chair for the Economic Health Sub-Committee of the Wake County Community Assessment Committee.

## **Meet Your Patron Sponsor**

**This month we will feature CenturyLink.**

CenturyLink is a leading provider of high-quality broadband, entertainment and voice services over its advanced communications networks to consumers and businesses in 33 states.

CenturyLink, headquartered in Monroe, La., is an S&P 500 company and is included among the Fortune 500 list of America's largest corporations. For more information on CenturyLink, visit [www.centurylink.com](http://www.centurylink.com).

Contact: Dacia LaBounty  
Phone: (910) 323-5281  
Email: [Dacia.H.Labounty@CenturyLink.com](mailto:Dacia.H.Labounty@CenturyLink.com)



**CenturyLink™**

# NCEDA Board of Directors

## 2009-2010 OFFICERS

### President

**Katherine Thomas**  
Progress Energy  
410 S. Wilmington St.,  
Ste. PEB 1505  
Raleigh, NC 27601  
Phone (919) 546-2653  
Fax (919) 546-7536  
[katherine.thomas@pgnmail.com](mailto:katherine.thomas@pgnmail.com)

### Vice President

**Jimmy Smith**  
Four County Electric  
Membership Corporation  
PO Box 667  
Burgaw, NC 28425  
Phone (910) 259-1821  
Fax (910) 259-1860  
[jimmysmith@fourcty.org](mailto:jimmysmith@fourcty.org)

### Secretary/Treasurer

**Bonnie Renfro**  
Randolph County EDC  
PO Box 2001  
Asheboro, NC 27204  
Phone (336) 626-2233  
Fax (336) 626-0777  
[brenfro@rcedc.com](mailto:brenfro@rcedc.com)

### Immediate Past President

**Scott T. Hamilton**  
AdvantageWest  
134 Wright Brothers Way  
Fletcher, NC 28732  
Phone (828) 687-7234  
Fax (828) 687-7552  
[shamilton@awnc.org](mailto:shamilton@awnc.org)

## 2010 DIRECTORS

### Mark Clasby

Haywood County EDC  
144 Industrial Park Dr.  
Waynesville, NC 28786  
Phone (828) 456-3737  
Fax (828) 452-1352  
[mclasby@haywoodnc.net](mailto:mclasby@haywoodnc.net)

### Joanna Helms

Wayne County Development  
Alliance  
P.O. Box 1280  
Goldsboro, NC 27533  
Phone (919) 731-7700  
Fax (919) 580-9147  
[joanna.helms@waynegov.com](mailto:joanna.helms@waynegov.com)

### Linda Weiner

N.C. Community College  
System  
Mail Service Center 5001  
Raleigh, NC 27699-5001  
Phone (919) 807-7146  
Fax (919) 807-7164  
[weinerl@nccommunitycolleges.edu](mailto:weinerl@nccommunitycolleges.edu)

## 2011 DIRECTORS

### Jim Nichols

O'Brien/Atkins Associates  
PO Box 12037  
RTP, NC 27709  
Phone (919) 941-9000 ext.279  
Fax (919) 941-9006  
[jnichols@obrienatkins.com](mailto:jnichols@obrienatkins.com)

### Michael Smith

Greater Statesville  
Development Corporation  
115 E. Front Street  
Statesville, NC 28677  
Phone (704) 871-0062  
Fax (704) 871-0223  
[msmith@greaterstatesville.org](mailto:msmith@greaterstatesville.org)

### Mike Wilkins

N.C. Biotechnology Center  
PO Box 13547  
RTP, NC 27709-3547  
Phone (919) 549-8891  
Fax (919) 549-8831  
[michael\\_wilkins@ncbiotech.org](mailto:michael_wilkins@ncbiotech.org)

## 2012 DIRECTORS

### Dr. Pat Mitchell

Ashe County Government  
150 Government Circle  
Suite 2500  
Jefferson, NC 28640  
Phone (336) 846-5502  
Fax (336) 846-5516  
[pmitchell@ashecountygov.com](mailto:pmitchell@ashecountygov.com)

### Jenny Mizelle

Town of Holly Springs  
P.O. Box 8  
Holly Springs, NC 27540  
Phone (919) 557-3906  
Fax (919) 567-3980  
[jenny.mizelle@hollyspringsnc.us](mailto:jenny.mizelle@hollyspringsnc.us)

### Harry Poovey

Duke Energy  
250 9th Street Ln., SE  
Hickory, NC 28602  
Phone (828) 323-2723  
Fax (828) 323-2794  
[hcpoovey@dukeenergy.com](mailto:hcpoovey@dukeenergy.com)

## EX-OFFICIO

### Dale Carroll

Deputy Secretary of Commerce  
N.C. Department of Commerce  
4301 Mail Service Center  
Raleigh, NC 27699-4301  
Phone (919) 733-4151  
Fax (919) 733-8356  
[dcarroll@nccommerce.com](mailto:dcarroll@nccommerce.com)

### Herb Crenshaw

AT&T North Carolina  
128 West Hargett St.  
Raleigh, NC 27601  
Phone (919) 821-6849  
Fax (919) 821-6013  
[herb.crenshaw@att.com](mailto:herb.crenshaw@att.com)

### Keith Crisco

Secretary of Commerce  
N.C. Department of Commerce  
4301 Mail Service Center  
Raleigh, NC 27699-4301  
Phone (919) 733-4151  
Fax (919) 733-8356  
[kcrisco@nccommerce.com](mailto:kcrisco@nccommerce.com)

### Allen Joines

City of Winston-Salem/  
ED Board  
P.O. Box 2511  
Winston-Salem, NC 27102  
Phone (336) 727-2058  
Fax (336) 748-3241  
[allenj@cityofws.org](mailto:allenj@cityofws.org)

### John Peterson

NCEDA  
1201 Edwards Mill Rd., First  
Floor  
Raleigh, NC 27607  
Phone (919) 882-1961  
Fax (919) 834-7959  
[jpeterson@capstrat.com](mailto:jpeterson@capstrat.com)