

NCEDA DEVELOPMENTS



2011
Volume IX Issue 10
Emily Gray, Executive Editor

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Register Today: April Networking Luncheon is Next Week
Tuesday, April 19; 12:00–1:30 p.m.
Pembroke, N.C.

See page 3 for details.

Additional Dates to Note:

May 18, 2011
Networking Luncheon: Raleigh, N.C.

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

October 12-13, 2011
2011 Fall Conference: Greensboro, N.C.

NCEDA President's Message

Thank you for your continued support of NCEDA. Last month we held NCEDA's 2011 Legislative Reception in Raleigh at the N.C. Museum of Natural Sciences and it was a great opportunity for our association and our members to connect with members of the N.C. General Assembly. This year's reception was well attended by members of the House and Senate, Lt. Governor Dalton, Commerce Secretary Keith Crisco and Cultural Resources Secretary Linda Carlisle. The Governor's Office was also well represented at the event.

I appreciate the time each of you spent coming to Raleigh for this reception. Building and expanding legislative support continues to be of utmost importance as we move through this legislative session. NCEDA's 2011 Legislative Priorities are, again, included in this newsletter on pages 8-9.

Another beneficial aspect of NCEDA is having opportunities to network with economic developers and their allies from across the state. The upcoming April Networking Luncheon will allow for networking along with gaining insights about economic development initiatives in North Carolina's southeast region. Please join us on **April 19 at 12:00 p.m.** in Pembroke to participate in this regional networking luncheon. You can register at nceda.org or visit page 3 of the newsletter for more information.

The deadline is quickly approaching for the 2011-2012 Board of Directors applications. This information can be found on pages 4-5 of the newsletter or on our website. **Applications for becoming an NCEDA Board of Director are due by 5 p.m. on Friday, April 15.** I strongly encourage you to consider applying for a Board position and to contact any current Board member or active NCEDA past president to learn more.

NCEDA Vice President Bonnie Renfro is chairing the Annual Conference Committee, and she and the Committee are hard at work planning an insightful program along with timely networking opportunities. The 2011 theme will be "Entrepreneurship and Innovation," a relevant topic about North Carolina's innovative industries in both rural and urban areas. This year, the conference will be held at the Grove Park Inn in Asheville from June 14 to June 16, 2011. Please mark your calendars and make your hotel reservations soon, as the room block will expire at the end of April. Information on reserving a room can be found on page 3.

We will announce the NCEDA 2011 Economic Developer of the Year Award at the Annual Conference. 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 13, and we encourage you to consider who you would like to nominate. 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 or on pages 6-7 of the newsletter.

I look forward to reading many nominations about our state's strong economic developers, and I hope to see many of you at our upcoming events. As always, thank you for your continued participation and support of NCEDA.

Sincerely,



NCEDA 2010-2011 President



Regional Networking Luncheon April 19, 2011

Please join us at the NCEDA April Networking Luncheon in Pembroke, N.C., hosted by NCEDA, North Carolina's Southeast and the UNC-Pembroke Regional Center for Economic, Community and Professional Development. We will hear about innovation in the Southeast region, along with UNC-Pembroke's Engagement in Economic Development.

When: Tuesday, April 19, 2011; 12:00–1:30 p.m.

Where: Regional Center for Economic Development, UNC-Pembroke

Cost: \$35 (member rate is open to all attendees)

Deadline for registration will be Thursday, April 14. Any cancellations after this date will be refunded, less a \$20 processing fee.

Location details: The Regional Center for Economic, Community, and Professional Development is located off the campus of The University of North Carolina at Pembroke at the **Carolina Commerce and Technology Center (COMTech)** at address **115 Livermore Drive, Pembroke, NC 28372**. For directions, please visit NCEDA's website.

Register online at www.nceda.org

NCEDA Annual Conference – June 14-16, 2011

Hotel Information

Because demand for accommodations and spa appointments at Grove Park Inn is so high, conference attendees and family members are urged to make reservations well in advance of the conference.

To make reservations, please call 800-438-5800. Identify yourself as an NCEDA conference participant to receive the special room rate of \$219.00.

NCEDA's room block will be released on **Friday, April 29, 2011**. Reservations made after this date are on a space available basis.

2011-2012 NCEDA Board of Directors Applications **Due April 15, 2011**

MEMORANDUM

TO: NCEDA Membership
FROM: Katherine Thomas, Immediate Past President, NCEDA
DATE: March 8, 2011
RE: 2011-2012 NCEDA Board of Directors

The North Carolina Economic Developers Association (NCEDA) is accepting applications for consideration for the 2011-2012 NCEDA Board of Directors. Directors serve three year staggered terms. The NCEDA year runs from July-June; therefore the incoming class term will be July 2011-June 2014. **Applications are due on or before Friday, April 15, 2011.**

As part of the nominating process, you are encouraged to discuss your interest in board service with our NCEDA past presidents, who make up the Nominating Committee. Please also feel free to contact any current NCEDA Board Member, if you have questions about board service and responsibilities. For more information about the NCEDA past presidents and the current board, please visit www.nceda.org.

To express your interest in serving on the Board, please complete the following application and send it, along with an accompanying letter, to:

John Peterson
Executive Director
NCEDA
1201 Edwards Mill Road, First Floor
Raleigh, NC 27607

Or you may email them to jpeterson@capstrat.com and egray@capstrat.com.

2011-2012 NCEDA Board of Directors Applications **Due April 15, 2011**

2011-2012 Board of Directors Application

NCEDA BOARD OF DIRECTORS

Applicant Information

Name: _____

Title: _____

Organization: _____

Business address: _____

Phone: (____) _____ Fax: (____) _____ E-Mail: _____

Describe your current and historical professional experience:

How long have you been a member of NCEDA? _____

List all current and past involvement with NCEDA:

List any activities/memberships/awards, etc., in or related to economic development:

What would your priorities be if you served as an officer to the NCEDA Board of Directors?

Submitted by: _____

Date: _____

NCEDA Economic Developer of the Year Award

MEMORANDUM

TO: NCEDA Members

FROM: Pat Mitchell and Jenny Mizelle
Professional Development Committee Co-Chairs

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

DATE: March 31, 2011

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 2010 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 2011 NCEDA Annual Conference, June 14-16, 2011.

All entries must be received by 5:00 p.m. **Friday, May 13, 2011**. Please submit your application electronically to: nceda@capstrat.com.

NCEDA Economic Developer of the Year Award

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 that were completed in calendar year 2010 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. All entries must be received by 5:00 p.m. Friday, May 13, 2011.

2011 NCEDA Legislative Priorities

North Carolina Economic Developers Association 2011 Legislative Priorities

The North Carolina Economic Developers Association (NCEDA) is the leading statewide association for professional economic developers and their allies in North Carolina. For more than 40 years, NCEDA and its nearly 600 members have led efforts to promote North Carolina as an ideal destination for business investment. NCEDA's goal has been to ensure that our state's economic development incentives continue to encourage economic prosperity and job creation for North Carolinians among ALL of North Carolina's 100 counties.

In today's global community, business retention and 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 state must recognize the immense competition that exists for bringing in and retaining businesses, and thus continue to support these policies.

NCEDA takes into account, not only the cost of incentives, but also the benefits including job creation, increase to the tax base, promotion of industry clusters, and the ripple effect that new businesses can have on local economies. This is the true return on our investment.

When current and prospective businesses evaluate North Carolina's business climate, our performance-based incentive policies help reinforce our pro-business climate. The North Carolina Economic Developers Association is committed to economic incentive policies, workforce training and infrastructure and the value they bring to our state when competing for jobs.

Our priorities to move North Carolina's economy forward are listed below and on the next page. Please note that these are not listed in rank order. Working together, we can keep North Carolina competitive, create new jobs and capital investment, and ensure that economic growth reaches all North Carolinians.

North Carolina's Economic Development Toolbox

One North Carolina Fund

The One North Carolina Fund is one of our state's long-standing economic development tools. NCEDA supports the continued investment in this program.

Job Development Investment Grant Program (JDIG)

NCEDA strongly supports the continuation of the Job Development Investment Grant Program (JDIG). JDIG has proven to be one of North Carolina's most effective economic development tools, with stringent accountability built into the program.

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2011 NCEDA Legislative Priorities **(continued)**

Article 3J Credits

NCEDA strongly supports the continuation of the 3J credits for growing businesses. Tax credits for investment and job creation are one of the primary economic development tools to support business growth in North Carolina, from both the new and existing industry perspective.

Corporate Income Tax

NCEDA supports improvements to the state's business climate through positive changes to our corporate income tax policies.

Regulatory Reform

NCEDA supports improving the state's business climate by removing regulatory barriers to business and job growth.

North Carolina Community College System

North Carolina Community Colleges Customized Training Program reaches across all 100 counties to both new and existing industries to meet the workforce development needs of our business community. **NCEDA supports maintaining the current funding level for the North Carolina Community Colleges' customized industrial training program.**

Increased Funding for the North Carolina Department of Commerce

NCEDA supports the increase of funding for the North Carolina Department of Commerce. North Carolina needs to **fund Commerce marketing efforts (Business and Industry and Travel and Tourism) for a competitive advantage** and provide the ability to **complete current initiatives.** Continued state support is critical to North Carolina's short- and long-term competitiveness.

Restoration of Funding for the Seven Regional Partnerships

Supported by the findings of the N.C. General Assembly's Program Evaluation Division, NCEDA recommends that the funding for the seven regional economic development partnerships be returned to the recurring budget. Recurring state support for these vital economic development organizations is critical to North Carolina's economic success.

Job Posting—Asheville Area Chamber of Commerce

ASHEVILLE AREA CHAMBER OF COMMERCE

JOB TITLE: Director of Entrepreneurial Development
REPORTS TO: Sr. Vice President Economic Development
DEPARTMENT: Economic Development
PAY STATUS: Exempt

PRIMARY FUNCTION:

The Director of Entrepreneurial Development position calls for a person with an aptitude for working with high-growth entrepreneurs and small businesses in all stages of growth. It is imperative this person be extremely self-motivated, team driven, collaborative and able to identify the appropriate resources available to entrepreneurs. This position requires extensive travel within Buncombe County and some out of area for the purpose of training, representing the organization and client visits.

JOB DESCRIPTION:

- Serving as the primary point of contact for entrepreneurial client activity and working to increase the entrepreneurial base
- Working with high growth entrepreneurs to attract alternative capital sources
- Serve as the liaison between angel and venture capital groups regarding state of entrepreneurship and make critical introductions for entrepreneurial companies
- Identifying potential collaborations and seeking opportunities on behalf of high-growth companies within Buncombe County
- Work with local, regional, state and national partners in a collaborative manner to further build capacity for entrepreneurial growth
- Work with local partners including entrepreneurs to develop an annual plan which accomplishes strategic plan with clear goals which would include relevant projects that are in line with state and national efforts but are flexible and nimble enough to respond to the needs of the entrepreneurial community
- Serve as the liaison to outside partners on behalf of entrepreneurship including participation on local advisory boards and committees
- Design a dynamic marketing campaign targeting entrepreneurs in target rich areas. The marketing campaign should incorporate local entrepreneurial success stories
- Plan, coordinate and secure sponsors for an annual conference or forum supporting entrepreneurship and alternative capital
- Attend and participate in local, regional and state meetings on behalf of the Asheville Area chamber and EDC regarding economic development
- Maintain excellent professional relationships with service providers, educational partners, capital providers and entrepreneurs in order to accomplish the goals of the entrepreneurial programs
- Apply principles of business retention and expansion to entrepreneurial companies in the region
- Assist the organization in strategic planning for annual program of work
- Aggressively market our region as a location for entrepreneurial development
- Preparing the annual budget for the entrepreneurship office
- Demonstrate continuous efforts to improve operations and organizational culture, streamline work processes and work collaboratively and jointly to provide excellent customer service

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Job Posting (continued)

EDUCATION & EXPERIENCE:

Completion of a bachelor's degree in business, economics or equivalent combination of education, related experience or training would be required to prepare for this position. Prior work experience of up to five years in a related management position would be required to prepare for this position. Prior knowledge of economic development and alternative capital investment practices is strongly preferred.

JOB KNOWLEDGE:

Knowledge of economic development principles and alternative capital is required. Knowledge of community resources and developmental needs is essential. Requires the ability to package and sell the area to prospects. Working knowledge of Chamber policies and procedures regarding economic development is essential. Knowledge of computers, related software and basic office equipment is required. Requires knowledge of Chamber members, organizational structure and sources for information. Must possess management and organizational skills to coordinate the work of subordinates, maintain files and logs, and compile data to generate reports. Must possess excellent communication skills, both written and verbal, and the ability to establish and maintain effective working relationships with co-workers, economic development allies, investors, prospects and active clients.

COMPLEXITY OF DUTIES:

Performs duties according to established guidelines and procedures. Initiative, resourcefulness and creativity are used to attract and recruit businesses and investors to the area.

SUPERVISION RECEIVED:

Works under the direction of the Senior Vice President. Typically only unusual or non-routine situations will be referred to the Senior President.

RESPONSIBILITY FOR ACCURACY:

A high level of accuracy is required when researching economic development materials, and providing financial data to prospects and grant foundations. Most errors would be detected through proofing and editing procedures with undetected errors ranging in severity from slight to far reaching.

CONTACT WITH OTHERS:

Has frequent internal contact with Chamber vice presidents, departmental associates, the EDC Executive Committee, volunteers and the President/CEO. External contacts include clients and prospects, state, County and City staff and local businesses. All contacts are for the purpose of exchanging or providing information and require tact, courtesy and professional decorum.

Director of Entrepreneurial Development

CONFIDENTIAL DATA:

Has access to prospective client information, knowledge of local projects, City/County financial records, proposed labor strikes and various development problems, all of which are considered confidential and would not be in the Chamber's best interest to disclose.

MENTAL/PHYSICAL/VISUAL EFFORT:

The degree of concentration ranges from slight to intense based on the work being performed. Position is subject to frequent interruptions that require varied responses. While performing duties of the job, incumbent is routinely required to stand, walk, reach with hands and arms, talk and hear. Requires visual acuity and manual dexterity.

ENVIRONMENT:

Works in a normal office environment with business travel and exposure to traffic.

Job Posting—Montgomery EDC

Montgomery Economic Development Corporation Assistant Director

Position Description

The Montgomery Economic Development Corporation is currently seeking an enthusiastic individual to serve as Assistant Economic Development Director. The position will assist the Director in working as part of a management team with responsibility for developing marketing strategy, work flow, financial policy, and administrative functions.

Duties also include acting as a responder of Requests for Proposals and other client information inquires, entering and updating sites and building data, using GIS and other economic data to provide demographics, maps, statistics, and other county information as necessary to interested citizens and prospective clients.

Other duties include interaction and communications with management/owners of existing industry, citizens, state and federal officials, the NC Department of Commerce, NC Rural Center, the Piedmont Triad Partnership and other economic development organizations.

This position shall serve as second in command in the absence of the Director and may require attendance at conferences, seminars and other meetings for developmental and networking purposes and will include occasional after hours work.

Candidates must have excellent written, verbal and computer skills, including public speaking and public relations skills and the ability to manage time and meet deadlines.

Minimum Requirements

Bachelor's Degree in Business Administration, Marketing, Public Administration or a related field and three to five years of experience in an Economic Development setting; or an equivalent combination of training and experience which provides the required knowledge, skills and abilities.

Salary commensurate with qualifications and experience.

Application Process:

Resume, cover letter, salary range expectations and at least three references should be submitted to

Search Committee

Montgomery Economic Development Corporation

PO Box 637

Troy, NC 27371

Closing Date: May 15, 2011

Economic Development Course Announcement

Essentials of Economic Development: Job Creation Strategies in Tough Times

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:

- Overview of economic development: trends and strategies
- North Carolina economic development toolbox
- Best practices in North Carolina economic development
- Preparing for economic recovery

Date: May 19, 2011

Location: J. E. Broyhill Civic Center, Lenoir

Registration: Register online at www.sog.unc.edu/courses/0772.

Click here for the Course Agenda: http://picasso.sog.unc.edu/sites/default/files/sog_course/184/EED%20Agenda.pdf?version=0

Faculty coordinator: Jonathan Morgan, Associate Professor of Public Administration

For more information: Contact Carla Stowe, program manager, at 919.843.8176 or cstowe@sog.unc.edu.

Meet Your Board

This month we will feature NCEDA Past President Katherine Thomas



NCEDA's most recent past president has been a Progress Energy (formerly CP&L) employee for more than 25 years. Katherine Keith Thomas currently directs the company's community relations and economic development section in North Carolina. Since moving to Raleigh in 1997, Katherine has been active in the Triangle and throughout the Carolinas and Florida, accepting leadership positions in a number of community and economic development organizations.

In addition to NCEDA, Thomas presently serves on the North Carolina Rural Center Board of Directors; Research Triangle Regional Partnership Executive Board; North Carolina Chamber Infrastructure and Economic Development Committee; North Carolina Commerce Trade and Development Executive Board (Treasurer); Duke Raleigh Hospital Advisory Board (Vice-Chair); Wachovia Advisory Board and the Meredith College

Business Advisory Board – just to name a few.

She has completed Leadership North Carolina (2000), Leadership Raleigh (1998), and the Duke Executive Leadership and Grinnell Leadership programs. A native of Gastonia, Thomas is a Meredith College alumnae and magna cum laude graduate. She and her husband, Dr. Ken Thomas and son, Will, reside in Raleigh, NC.

Meet Your Patron Sponsor

This month we will feature Patron Sponsor: N.C. Department of Commerce

The North Carolina Department of Commerce is the state's leading economic-development agency, working with local, regional, national and international companies.

The department's mission is **to improve the economic well-being and quality of life for all North Carolinians**. The mission is carried out by serving existing business and industry, including providing international trade assistance; recruiting new jobs and domestic and foreign investment; encouraging entrepreneurship and innovation; marketing North Carolina and its brand; supporting workforce development; and promoting tourism, film and sports development.

The N.C. Department of Commerce focuses on keeping North Carolina competitive, increasing economic opportunities for our state, and improving economic opportunities for all N.C. citizens.

Phone: (919) 733-4151

Web site: www.nccommerce.com



NCEDA Board of Directors

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