

NCEDA DEVELOPMENTS



August 2009
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Cameron Macon, Executive Editor

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As the summer and legislative long session come to an end, members of your NCEDA Board of Directors have been actively supporting our legislative priorities while planning for 2009-10. The Board recently met to focus on our strategy and priorities for the coming year:

- Provide strategic outreach to partners (e.g. business and industry associations, higher education organizations, students, etc.)
- Enhance member communications via technology and social media
- Strengthen and expand legislative relationships
- Increase professional development and member engagement opportunities

Today, we face a new landscape – new state and federal administrations, as well as a transformed (and challenging!) economy. Board members expressed a solid commitment to our mission of: reinforcing NCEDA as the voice of economic development by empowering members through educational programs and networking opportunities, while influencing public, legislative and media discussions of issues affecting economic development in North Carolina. As we adapt to the changing needs and expectations of our members and stakeholders, we continue to keep this mission top-of-mind.

Building on our strengths will also mean utilizing new tools and approaches to successfully achieve key objectives. We are committed to providing relevant professional development and leadership, while connecting and engaging with our most important stakeholders: our members (and potential members), elected leaders, economic development partners and the media!

As we work to serve and engage our membership, we encourage each of you to participate on one (or more) of our committees. Please review the committee sign-up memo to identify your “best fit.” You, our members, are NCEDA’s greatest asset and your involvement is critical to our success! We value your input and active role to continually enhance our programs, professional development, and communications that strengths our connections to key stakeholders.

***President’s Message continued on page 2 ***



President's Message Continued

In addition to planning for the year, NCEDA has been active at the legislature on behalf of our members. The NCEDA Executive Committee and our Legislative Co-chairs have been guiding legislative outreach on a number of issues. For a full wrap-up of our legislative efforts this session, please see pages 3 and 4.

Last but not least, please mark your calendars! The dates have been set for our 2009 NCEDA Fall Conference in Concord – October 13-14, 2009. Our fall conference co-chairs are Harry Poovey and Mike Smith. They welcome your program ideas! Details regarding the program will be forthcoming. For more information about the Conference and hotel reservations, please see below.

Please contact me or any of your 2009-10 Board members with questions or ideas regarding ways to better serve you. We look forward to connecting with you as we strive to make this year successful and valuable for all members of our organization!



NCEDA President
2009-2010

NCEDA 2009 Fall Conference Information

The NCEDA 2009 Fall Conference is scheduled for October 13-14, 2009 at the Embassy Suites Hotel in Concord, N.C.

More details about the conference program and registration will be forthcoming, but we encourage participants to go ahead and make hotel reservations, as the room block will expire on September 11, 2009.

To book a room under the NCEDA room block and get the discounted rate of \$129, attendees will need the group code: EDA. Guests may book their reservations by:

- Calling the hotel directly at 704-455-8200 and speaking to the Embassy Suites Hotel reservations department.
- Calling 1-800-EMBASSY
- Going online to www.embassysuitesconcord.com and entering the Group/Convention Code: EDA.

NCEDA Legislative Wrap-Up

To: NCEDA Members

From: Katherine Thomas, NCEDA President
Mark Clasby, Legislative Co-Chair
Bonnie Renfro, Legislative Co-Chair
Linda Weiner, Legislative Co-Chair
Mike Wilkins, Legislative Co-Chair

Date: August 20, 2009

Subject: Legislative Wrap-Up

On Tuesday, August 11, 2009, the N.C. General Assembly adjourned the 2009 Legislative Session, having adopted a budget, which was signed by Governor Perdue on August 7. The legislature isn't scheduled to return to Raleigh until May 12, 2010.

Considering the budget challenges and revenue shortfalls, overall this was a good year for economic development at the General Assembly. 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. While we recognize the fiscal challenges faced by the General Assembly, we also know that economic development programs have generated an excellent return on investment for our state.

Based on the economic environment we were facing this legislative session, NCEDA had a fight on its hands simply to maintain the legislative gains we had made during previous sessions. The fact that we held onto those previous gains this session is a victory in itself.

One of our bigger wins was the continuation of the Article 3J Credits. The Joint Select Committee on Economic Development Incentives, which began meeting in the fall of 2007, commissioned the UNC Center for Competitive Economies to do an evaluation of North Carolina's economic development incentive programs. While the report did recommend the expansion of the JDIG program and the One North Carolina Fund, it also recommended the elimination of the Article 3J Credits. Following those recommendations, legislation was introduced (SB 574 – Make Better Use of Economic Incentives) and things did not look good for Article 3J.

NCEDA continually argued that Article 3J is a key part of North Carolina's economic development toolbox. When current and prospective businesses evaluate North Carolina's business climate, this type of performance-based incentive helps reinforce our pro-business climate. Simply put, now was not the time to take away one of our tools.

Throughout this legislative session, NCEDA championed many pieces of legislation that will help move North Carolina's economy forward. Below is a summary of legislation NCEDA has been actively involved with this legislative session:

HB 1516 - Renewal of the Job Development Investment Grant Program – PASSED

This legislation made technical changes to the JDIG program and extended the sunset date of the program from **January 1, 2010, to January 1, 2016**. It is important to note that this legislation passed the House by a vote of 96 to 21 and in the Senate 45 to 1.

<http://www.ncleg.net/gascritps/BillLookUp/BillLookUp.pl?Session=2009&BillID=h1516&submitButton=Go>.

....Continued on page 4

NCEDA Legislative Wrap-Up Continued

Continuation of Article 3J Credits – INCLUDED in the budget

Restoration of Funding for Customized Training at N.C. Community Colleges – IN TACT. No budget reduction

Restoration of Funding for the Seven Regional Partnerships – FUNDED AT \$5,000,000 for 2009-2010

HB 1514 – Industrial Development Fund (IDF) Modifications – PASSED

This legislation expands the number of counties eligible for IDF assistance to now include all Tier 2 counties. This legislation also increase the amount of IDF assistance from \$5,000 per job to \$10,000 per job created.

<http://www.ncleg.net/Sessions/2009/Bills/House/PDF/H1514v4.pdf>

SB 943 – Film Credits – PASSED

North Carolina is at a competitive disadvantage when comparing our incentives to recruit and retain film production in our state. Forty-two states have passed incentives to recruit and retain film production and 28 states have greater incentives than North Carolina. The legislation increased the present film incentive from **15% to 25%**.

<http://www.ncleg.net/Sessions/2009/Bills/Senate/PDF/S943v3.pdf>

SB 699 – Cement Plant Moratorium – REFERRED TO COMMITTEE

NCEDA opposed this legislation due to the negative impact this could have on economic development recruiting for our state, in addition to the fact that this legislation is simply unnecessary with existing federal and state regulations and permitting requirements.

It is our understanding that SB 699 was introduced as a way to oppose a project in New Hanover County. The Titan project was recruited by the North Carolina Department of Commerce, the North Carolina's Southeast, and Wilmington Industrial Development. The company chose North Carolina following a national search to expand their operations. This legislation, if passed, would prohibit their expansion into North Carolina. Trying to stop a legitimate economic development project through the legislative process is a bad precedent for economic development and could impact future projects as well as North Carolina's business friendly reputation.

NCEDA will continue to be in contact with members of the N.C. General Assembly during the "off-season" to share our views on the importance of economic development for our state. Thank you – to the NCEDA Board of Directors, members of the NCEDA Legislative Committee and the entire NCEDA membership – for all your great work throughout this legislative session.

NCEDA continues to be the voice of economic development in our state, a distinction which would not be possible without all of you. Your continued support of our legislative efforts is greatly appreciated.

NCEDA September Networking Luncheon: Connecting K-12 Education to Economic Development

Plan on attending the next NCEDA networking luncheon on September 16, at the Capital City Club in Raleigh to hear from Susan Parry and Tom White from the NCSU Kenan Institute for Engineering, Technology & Science's Kenan Fellows Program.

The program, which is a competitive fellowship offered to K-12 public school teachers, works to frame projects for the teachers in areas that reflect regional economic and workforce development initiatives. Susan and Tom will share more information about their program and help us make the connection between their work and the economic development needs in our state.

When: Wednesday, September 16, 2009; 12:00-1:30 p.m.

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

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

Deadline for registrations will be Monday, September 14. Any cancellations after this date will be refunded, less a \$20 processing fee.

Register online at www.nceda.org.

Job Announcement



JOB OPPORTUNITY: RETAIL DEVELOPMENT SPECIALIST

ElectriCities of North Carolina is looking for a dynamic and self-motivated team member to coordinate and manage strategic decision making for retail and commercial site selection and targeted marketing for our member communities. As the central point of contact, this individual will provide support to and work closely with our economic development staff to provide quality programs and excellent customer service.

This position also involves working with the staff of member municipalities, chambers of commerce and local, regional and state development organizations. At times, it will require flexibility to accommodate short, client-imposed deadlines, which may require efforts outside of normal business hours.

The ideal candidate will have a minimum of 3-5 years of related business research experience and retail development and/or economic development experience. Familiarity with Word, Excel, Power-Point and relational databases, online databases and conventional references is necessary.

Please send resume and salary history to: hr@electricities.com.

Job Announcement



POSITION AVAILABLE ECONOMIC DEVELOPMENT DIRECTOR WARREN COUNTY, NORTH CAROLINA

Warren County seeks a hard working, motivated, innovative and knowledgeable person to provide leadership and direction in developing and implementing a comprehensive economic development program. This position requires the ability to attract industry, small business and tourism for the County; establish and maintain effective working relationships with governmental officials, associates, and the general public; plan, assign and coordinate the work of the office staff; solve problems within scope of responsibility; prepare clear and comprehensive financial and administrative reports; and communicate ideas clearly and concisely, both orally and in writing. Work is supervised by the County Manager, in conjunction with a nine-member Economic Development Commission. Detailed description of skills and duties available at:

www.warrencountync.com/jobs.aspx.

Position requires BS/BA Degree in business, planning, economics, or related field and five years of progressive experience in industrial, business or economic development; or an equivalent combination of education and experience. Master's Degree preferred.

Salary commensurate with experience.

Please complete a Warren County Employment Application (downloadable at **www.warrencountync.com**) and mail to Employment Security Commission, 309 N. Main Street, Room 123, Warrenton, North Carolina 27589. Applications will be accepted **UNTIL FILLED**.

Job Announcement



JOB OPPORTUNITY: Economic Development Director (ECD 03-09)

Come Grow With Us! Strong Roots, New Growth . . .

Harnett County is seeking a dynamic leader to replace its **Economic Development Director**. Harnett County, one of the ten fastest growing counties in North Carolina, is seeking a dynamic, experienced economic development professional to lead the Harnett County Economic Development department. Harnett County is located between Raleigh to the north and Fayetteville to the south. The current population is 108,000 and is projected to increase to 121,000 by 2012. Harnett County seeks to maintain its rural heritage, while offering the benefits of its close proximity to two of North Carolina's urban centers.

The Harnett County Economic Development's mission is to create jobs, help companies expand and develop their workforce and identify opportunities to bring new companies to Harnett County. The Economic Development department offers a host of programs, both in house and in collaboration with partner organizations, to support the businesses of Harnett county and to achieve the goals of job retention, sustainable job growth and improved quality of life for Harnett County residents. The Director will lead a department of four professionals and will plan, direct, manage and oversee diverse and complex activities by providing vision, leadership and policy development. Duties include development of data, statistics, and publications which portray the economic potential of the county; identification of target clusters; and maintaining proper records, reports, and public information for the program. Work requires considerable planning and timely execution. Employee must exercise independent judgment and must simultaneously consider financial, socio-economic, legal, and regulatory variables as they affect the County. Work is performed under the direction of the County Manager. Candidates must have a thorough knowledge of effective principles, practices, methods and techniques of economic development and a good understanding of the challenges affecting rapidly growing rural economies. In addition candidates must have excellent written and verbal communication skills, including public speaking capabilities, strong professional public relations and marketing skills, along with the capacity to effectively manage economic development activities involving a mix of both public and non-profit private sector organizations.

MINIMUM REQUIREMENTS

Graduation from a four year college or university with a degree in business, marketing, economics, or related field supplemented by training and considerable professional experience in economic development; experience in successfully managing public-private programs; or an equivalent combination of education and experience. Master's Degree preferred.

SALARY

\$66,522-\$103,109 Annually commensurate with education and experience and includes an excellent benefits package.

CLOSING DATE: August 31, 2009

The Harnett County application may be obtained and submitted on-line at www.harnett.org. Resume supplements are welcome and may be submitted to Trinity Faucett, Human Resources Director, 102 E. Front Street, PO Box 778, Lillington, NC 27546 or e-mail tfaucett@harnett.org.

Harnett County is an Equal Employment Opportunity Employer.

Meet Your Board

This month we will feature Mike Wilkins.



Former three-term state legislator Mike Wilkins brings a strong record of public service to the Biotechnology Center as senior vice president of statewide operations and economic development. Wilkins, former senior policy advisor to North Carolina House Speaker Joe Hackney, leads a division whose objectives include fostering the creation and growth of biotechnology companies, business development and new job opportunities throughout the state. Wilkins oversees the Biotechnology Center's five regional offices, five regional biotechnology advisory committees and worldwide economic development activities.

The Roxboro native was first elected in 1992 and served three consecutive terms in the North Carolina House of Representatives, representing House District 22. He resigned from his seat in 1997 to become the assistant secretary of Commerce for Economic Development. He had also served as the Chief of Staff to the Speaker of the state House of Representatives and as a member of the state's Utilities Commission. Previously he was founder and chief operating officer of Convenience Corner Inc., a Roxboro company with real estate, restaurants, convenience stores and car washes in Central North Carolina. Wilkins has a bachelor's degree in business administration from the University of North Carolina-Chapel Hill and served four years as a captain in the U.S. Air Force.

Meet Your Patron Sponsor

This month we will feature Patron Sponsor: PSNC Energy

PSNC Energy is franchised to serve a 28-county service area in North Carolina and distributes natural gas to approximately 380,000 winter-peak customers in 95 cities and communities ranging from the Raleigh, Durham and Chapel Hill areas in the north central part of the state; the Concord, Statesville, Gastonia and Forest City areas in the Piedmont; to the Asheville, Hendersonville, Bryson City, Cherokee and Brevard areas in the western part of the state. More information about PSNC Energy is available through the company's Web site at www.psnenergy.com.

Contact:

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**PSNC ENERGY**[®]
Natural Gas. Making Everyday Life BetterSM



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