

# NCEDA DEVELOPMENTS



2011  
Volume X Issue II  
Emily Gray, Executive Editor

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## *A Message from your NCEDA President*

The NCEDA Board of Directors has been working diligently to plan for a very successful 2011-12 year for our association. The Board recently met to focus our goals and priorities for the coming year:

This year's theme is "Keeping North Carolina Competitive," encouraging us all to stay ahead of issues that will keep our state at the forefront of economic development. NCEDA can accomplish this overarching goal by:

- Striving to be the voice of economic development
- Fostering strong partnerships
- Advocating for economic development incentive policies
- Promoting a better business environment
- Strengthening our membership base
- Deepening member engagement

There are two things you can act on now to help with these goals: 1) renew your membership and 2) sign up for a committee. For those of you who have already done so, thank you! Information on renewals can be found on page 3, and please note that the 2010-11 memberships will officially expire Aug. 15. Committee descriptions and co-chairs can be found on pages 4-5. Meetings will soon be scheduled for committees, so be sure to sign up soon!



## **NCEDA President's Message (continued)**

As we reflect on the recent N.C. General Assembly session, NCEDA has compiled a legislative wrap-up to report on economic development issues addressed during the long session. This summary can be found on pages 6-7. If you have not done so already, please thank members of the N.C. General Assembly for their support of economic development this year. It is important to continue these relationships now more than ever. As we prepare for the 2012 short session, the NCEDA Legislative Committee will be working on our legislative priorities on behalf of our members, and we will share those in the coming months.

The Professional Development Committee has also been busy planning for upcoming events. The next networking luncheon will be held in September at the Capital City Club in Raleigh. The date and program details are forthcoming, and we look forward to our members' continued support of these events.

Please mark your calendars for the 2011 NCEDA Fall Conference in Greensboro which will be held October 12-13, 2011. Board Members Raul Peralta and Harry Poovey, along with their proactive committee members, are moving right along with plans. Details regarding the program and registration are coming soon. For more information about the 2011 Fall Conference and hotel reservations, please see page 8.

Please contact me or any of your 2011-12 NCEDA Board Members with questions or ideas for NCEDA to better serve you. We have an exciting year ahead of us and look forward to connecting with NCEDA members. Thank you, as always, for your continued support!

Sincerely,



NCEDA 2011-2012 President

# **2011-2012 Membership Renewal**

## **Thank you for your continued support!**

The Board of Directors of the North Carolina Economic Developers Association (NCEDA), ***thanks you*** for your continued support and invite you to renew your membership for the 2011-2012 year (July 1, 2011 – June 30, 2012). **Your support of NCEDA has allowed us to have a very successful year.**

NCEDA offers a full slate of programs and networking opportunities including the Fall, MidWinter and Annual conferences, networking luncheons, a monthly newsletter, a resource Web site, legislative updates and alerts while the legislature is in session, and the membership directory.

To make the renewal steps as simple as possible for you, we'll be processing all membership renewals online at [www.nceda.org](http://www.nceda.org).

**The deadline for membership renewals has been extended to August 15, 2011. However, we encourage you to renew your membership as soon as possible.**

Simply log onto your NCEDA Web account using your email address and password. Review your personal contact information listed online and please make any necessary changes. All changes you make will update our online database immediately.

The cost for dues will be \$200 for the 2011-2012 year. We accept checks and credit cards (VISA or MasterCard ONLY). Please indicate your payment type on the online form.

The members make NCEDA the organization that it is, and we thank you for your continued support. If you have any questions, please contact the NCEDA office at (888) 246-2332 or e-mail us at [nceda@capstrat.com](mailto:nceda@capstrat.com). We value your membership and look forward to another outstanding year.

# **NCEDA 2011-2012 Committees**

## **MEMO**

**TO:** NCEDA Members  
**FROM:** Bonnie Renfro, NCEDA President  
**DATE:** August 8, 2011  
**RE:** NCEDA 2011-2012 Committees

It's that time of year – time to connect you to the 2011-2012 NCEDA committees of your choice.

As I mentioned before, our goal this year is to better engage NCEDA members. Joining a committee is the perfect opportunity for you to help NCEDA meet our goals for continuous improvement and member participation. Committee involvement is one of the best ways to meet and network with other NCEDA members.

Please email Emily Gray at [egray@capstrat.com](mailto:egray@capstrat.com), listing any committee(s) for which you would like to volunteer. A description of each committee can be found on the next page.

All member interest will be forwarded along to the Committee Chairs, who will then organize the committee meetings and activities.

Note: Committees vary in their organizational format. Some will meet only via e-mail or conference call. Others may only meet during NCEDA conferences.

Member participation is critical to our success. Thank you in advance for your commitment to NCEDA!

# **NCEDA 2011-2012 Committees**

## **2011-2012 NCEDA Committee Descriptions**

### **Professional Development Committee**

*Committee Chairs: Pat Mitchell, Rodger Sauls*

This committee is responsible for creating the calendar and providing speaker and topical direction for the networking luncheons and professional development seminar. In addition, they are responsible for overseeing the NCEDA awards programs and NCEDA scholarships.

### **Member Engagement Committee**

*Committee Chairs: Herb Crenshaw, Harry Poovey, Judy Stevens*

This committee is responsible for member recruitment and retention efforts while also focusing on member engagement. The Membership Committee will examine surveying the current membership and determine the satisfaction of members with NCEDA ongoing programs and economic development issues.

### **2011 Fall Conference Committee**

*Committee Chairs: Raul Peralta, Harry Poovey*

This committee is responsible for choosing the theme of the 2011 Fall Conference, establishing the program, soliciting sponsorships and working with the NCEDA office to arrange logistics.

### **2012 MidWinter Conference Committee**

*Committee Chairs: Jenny Mizelle, Mark Pope*

This committee is responsible for choosing the theme of the 2012 MidWinter Conference, establishing the program, soliciting sponsorships and working with the NCEDA office to arrange logistics.

### **2012 Annual Conference Committee**

*Committee Chair: Linda Weiner*

This committee is responsible for choosing the theme of the 2012 Annual Conference, establishing the program, soliciting sponsorships and working with the NCEDA office to arrange logistics.

### **Legislative Committee**

*Committee Chairs: Ernie Pearson, Mike Smith, Andrew Tate*

This committee is responsible for the association's legislative agenda, legislative updates, legislative calls to action, the 2012 legislative reception and ED 101 legislative orientation.

# NCEDA Legislative Wrap-Up

To: NCEDA Members

From: Bonnie Renfro, President

Date: July 27, 2011

RE: NCEDA Legislative Update

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The NC General Assembly adjourned over the weekend of June 18, 2011 after completing a marathon closing to the 2011 Long Session. In the coming weeks both Chambers will reconvene for two special sessions – redistricting and constitutional issues. The NC General Assembly will not convene again until May 2012 when they return for the Short Session. Any legislation that passed in either the House or the Senate this year is eligible for consideration in 2012.

NCEDA's primary goal is to ensure that our state's business climate and economic development incentives continue to encourage economic prosperity and job creation for North Carolinians among ALL of North Carolina's 100 counties. NCEDA members worked hard to establish and strengthen relationships with the new House and Senate leadership along with all members of the NC General Assembly. Our priorities of job creation and an improved business climate were directly reflected in the budget and in bills passed and not passed.

NCEDA takes into account not only the cost of these programs, but also the benefits including job creation, increase to the tax base, development of industry clusters, and the ripple effect that new and expanding businesses can have on local economies. This is the true return on our investment in our state's business environment and our economic development efforts.

Historically, North Carolina has used various economic development tools and programs, from tax credits and grants to customized training programs, to grow business. We know the tools in the economic development toolbox will continue to change and be modified. We applaud continued assessment and thoughtful evaluation as it will only make our state more competitive.

Throughout this Legislative Session, our goal has been to support policies, initiatives and programs that promote job creation, encourage investment and result in economic prosperity. After many weeks of advocating NCEDA's legislative priorities, the session ended with several victories for economic development, many of which were included in the final budget:

- Funding for One NC Fund (\$10 million)
- Funding for the seven regional partnerships
- Funding for NC Department of Commerce marketing
- Continuation of JDIG and the Article 3J credits
- Corporate income tax reduction
- Small business tax relief
- Funding for working training assistance

## NCEDA Legislative Wrap-Up (continued)

The House and Senate Leadership made job creation and North Carolina's competitiveness top priorities. In addition to the issues outlined in the budget, this session also spent significant effort on regulatory reform, workers comp, tort reform and an overhaul of our state's permitting process. These are just a few of their top priorities.

- Tort Reform – HB 542 - Tort Reform for Citizens and Businesses  
<http://www.ncleg.net/Sessions/2011/Bills/House/PDF/H542v7.pdf>.  
Passed and signed into law by the Governor.
- Regulatory Reform – SB 781 – Regulatory Reform Act of 2011  
<http://www.ncleg.net/Sessions/2011/Bills/Senate/PDF/S781v5.pdf>.  
Passed, but vetoed by the Governor. Veto was overridden by the NC Senate and NC House.
- Workers Comp – HB 709 – Protect and Put NC Back to Work  
<http://www.ncleg.net/Sessions/2011/Bills/House/PDF/H709v4.pdf>.  
Passed and signed into law by the Governor.

The Legislature also passed legislation that protected small business information and allowed Article 3J credits to receive favorable tax treatment for pass through entities.

- Small Business – SB 385 – Small Business Assistance Records/Tax Payments  
<http://www.ncleg.net/Sessions/2011/Bills/Senate/PDF/S385v5.pdf>.  
Passed and signed into law by the Governor.

We feel that this has been a very successful year for economic development thanks to the hard work of the NCEDA membership and many of our economic development partners. It is also important to note the leadership of the N.C. Department of Commerce, who has worked tirelessly to keep North Carolina competitive.

Thank you for your support of NCEDA Legislative initiatives, which will make our state more competitive in the future.

Each of you has a direct impact by communicating with your Legislators. If you have not done so already, now is a good time to thank your Legislators for their support of economic development. For contact information please visit the [General Assembly's website](#).

Working together, we can keep North Carolina competitive, create new jobs and ensure that economic growth reaches all North Carolinians.

## NCEDA 2011 Fall Conference Room Block

The NCEDA 2011 Fall Conference is scheduled for October 12-13, 2011 at Grandover Resort and Conference Center in Greensboro.

More details about the conference program and registration will be forthcoming, but we encourage attendees to go ahead and make hotel reservations, as the room block will expire on September 8, 2011.

To book a room under the room block and get the discounted rate of \$155 plus tax, attendees will need the group code: nceda. Guests may book their reservations by either:

- Calling the hotel directly at 336-294-1800 or 800-472-6301 and speaking to the Grandover Resort and Conference Center reservations department, asking for the NCEDA 2011 Fall Conference group.

**OR**

- Going online to [www.grandover.com](http://www.grandover.com) and entering group online code: nceda.

## Job Posting

### **Wake County Economic Development Project Manager**

Wake County Economic Development is seeking to fill a project manager position immediately. This position is responsible for actively recruiting new industry by responding to requests for information, conducting site visits, and participating in trade shows and trade missions; assisting existing industry through visits and hosting networking events and forums; and developing and executing on strategic marketing initiatives to promote the county's core industry clusters.

This position is the primary lead responsible for technology industry projects, including but not limited to: Software Development, Information Technology, and Smart Grid. Candidates with economic development experience/education preferred. Core competencies and preferred experience include: direct experience or education in real estate, business development, and/or sales and marketing; strong skills and demonstrated experience in project management and community engagement; knowledge of the technology industry; outstanding communication skills; the ability to work collaboratively and communicate effectively with multiple partners; adaptable to a fast pace environment; and ability to manage multiple projects and meet deadlines.

Interested candidates should send their resume to [katkins@raleighchamber.org](mailto:katkins@raleighchamber.org) or fax to 919.664.7099.

# Development Finance Toolbox Course at UNC

## **Development Finance Toolbox Course**

September 20-21, 2011

School of Government, UNC-Chapel Hill

What tools are available to local governments to help stimulate private investment and assist Main Street businesses?

North Carolina communities can select from a wide array of financing tools in their efforts to attract and grow businesses, improve real estate, and build community assets. In order to select the right approach for your development project, it helps to understand the options. Participants in this workshop will learn the basics of economic development financing mechanisms used in North Carolina communities.

### **Program Topics:**

- Overview of pro forma financial analysis
- Local government capital financing
- Tax increment financing (also known as TIF or project development financing)
- Business improvement districts
- Incentive programs for Main Street businesses
- Federal financing programs and tax credit financing

**Who Should Attend:** Elected officials; city and county managers, assistant managers, and clerks; and community and economic development professionals seeking a greater understanding of the development finance options available to North Carolina local governments.

**Registration:** Register online at [www.sog.unc.edu/courses/0779](http://www.sog.unc.edu/courses/0779).

**Scholarships:** Scholarships are available for elected officials through the Local Elected Leaders Academy. Scholarships are available for all School of Government courses through the Local Government Federal Credit Union. See the course page for details.

**Faculty Coordinator:** Tyler Mulligan, Assistant Professor of Public Law and Government

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

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## **Meet Your Board**

**This month we will feature your new NCEDA Secretary/Treasurer Mark Clasby**



Mark presently serves as Executive Director of the Haywood County Economic Development Commission and the Haywood Advancement Foundation for the past eight years.

Mark serves as Board Chair of the MedWest Health System and Vice-Chair of Haywood Regional Medical Center. He currently serves as Secretary/Treasurer of the NC Economic Developers Association. He is a Board member of the Haywood County Chamber of Commerce, and a member of the Rotary Club of Waynesville, Southern Economic Development Council, and serves as an Ex-Officio member of the Haywood County Tourist Development Authority Board.

Mark is from Oklahoma, received a BBA degree from the University of Miami, earned his Commercial Pilots License,

Instrument and Multi-Engine Ratings from Embry-Riddle Aeronautical Institute; he worked in various corporate management positions with American Airlines, Marriott In-Flite Services, Anthony's Department Stores, owned a 3M Company Dealership, and other small businesses before becoming Executive Director of the Economic Development Commission.

## **Meet Your Patron Sponsor**

**This month we will feature Patron Sponsor: PSNC Energy**

PSNC Energy is a wholly owned subsidiary of SCANA Corporation and is franchised to serve a 28-county service area in North Carolina and distributes natural gas to approximately 480,000 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.psncenergy.com](http://www.psncenergy.com).

**Contact:**

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*Natural Gas. Making Everyday Life Better*<sup>SM</sup>



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