

NCEDA DEVELOPMENTS



2011
Volume X Issue VI
Emily Massey, Executive Editor

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Registration Now Open ~ January Networking Luncheon

See page 3 for details.

Additional Dates to Note:

January 18, 2012

Networking Luncheon: Raleigh, N.C.

February 15, 2012

Professional Development Seminar: Raleigh, N.C.

March 1-2, 2012

2012 MidWinter Conference: Pinehurst, N.C.

June 26-28, 2012

2012 Annual Conference: Wrightsville Beach, N.C.

NCEDA President's Message

As the year closes, I would like to say thank you to all of our members for making NCEDA a superior organization. You, our NCEDA members, are the life blood of our association and the reason for our success.

I am also pleased to report that we have more members at this point in time than we did at this time last year. Our membership continues to grow every day. Please keep encouraging your colleagues to join our association so that we can continue to be the voice of economic development for our state.

While we have much to reflect on in 2011, there is even more to look forward to in 2012! To start off the year, we will host Treasurer Janet Colwell as our speaker at the January Networking Luncheon. Registration is now open, so please register for this event on the NCEDA website and mark your calendar to join us on January 18, 2012.

Another exciting event that's around the corner is the 2012 NCEDA Professional Development Seminar. The N.C. Biotechnology Center will host us again in the Research Triangle Park, and the professional development committee is working hard to plan an informative program around the theme of "Competition vs. Competitiveness." The committee is working on an agenda to discuss our state's competitiveness on a national and global landscape. Please look for more details about speakers and plan to attend this educational event on February 15, 2012.

A few weeks later we will reconvene in Pinehurst (March 1-2, 2012) for the 2012 MidWinter Conference. The conference committee has already confirmed several speakers who will bring valuable insights. Please see page 4 of this newsletter for more details and hotel reservation information.

In preparation for the New Year, the NCEDA Legislative Committee and Board of Directors established priorities for the 2012 Legislative Session. One item of particular interest is the sunset (January 2013) of the Article 3J Credits. NCEDA recommends that we extend these credits into 2013, and also support opportunities to make them a more effective tool for business location, retention and expansion. NCEDA continues discussions with our partners about programs that strengthen our state's economic development toolbox.

Please contact me or any Board Member with suggestions as we head into a new year. I look forward to continued growth and success for our organization, and thank you again for your membership and dedication to economic development in North Carolina. I wish you all a very Happy Holiday and a wonderful New Year!

Sincerely,

Bonnie R. Reyfu

NCEDA 2011-2012 President



Networking Luncheon: January 18, 2012

Join us for the NCEDA January Networking Luncheon featuring North Carolina's State Treasurer Janet Cowell. This event will provide a timely program and also the opportunity for networking with fellow economic developers and allies.

When: Wednesday, January 18, 2012; 11:45 a.m. - 1:15 p.m.

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

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

Deadline for registration will be Monday, January 16. Any cancellations after this date will be refunded, less a \$20 processing fee.

Register online today at nceda.org!

Professional Development Seminar: February 15, 2012

Discussions about economic development often bring up the issue of competition. But what does it really mean to be competitive? Please join us for the 2012 NCEDA Professional Development Seminar, where we will discuss "Competition vs. Competitiveness." The program will include an analysis of state rankings from Jonathan Morgan, UNC Government; a discussion of best practices from the N.C. Department of Commerce; and companies' first-hand accounts on what economic development tools brought them to our state.

When: Wednesday, February 15, 2012; 10:00 a.m. - 3:00 p.m.

Where: N.C. Biotechnology Center, Research Triangle Park, N.C.

Cost: \$85 (members or non-members)

Deadline for registration will be Monday, February 13. Any cancellations after this date will be refunded, less a \$20 processing fee.

To register visit nceda.org.

2012 MidWinter Conference: March 1-2, 2012

Hotel Information for MidWinter Conference

The room block at the Pinehurst Resort is now open. The NCEDA rates are as follows:

- Single Occupancy: \$165.00+taxes/fees (per person, per night)
- Double Occupancy: \$91.00+taxes/fees (per person, per night)

To make reservations via phone, call Pinehurst Resort at 800-487-4653. Please identify yourself as an NCEDA conference participant to receive the special room rate.

To make reservations online, use the link included in NCEDA announcement emails, or go to the event page found under the Calendar tab on www.nceda.org.

NCEDA's room block will be released on **Monday, January 30, 2012**. Reservations made after this date are on a space available basis.

For directions, visit www.pinehurst.com.

Welcome to Our Newest Members!

At the last meeting of the NCEDA Board of Directors in December, the following new members were approved. Please welcome them to our association!

- **Jeremy Cayton**, Wayne County Development Alliance, Inc. (*Goldsboro*)
- **Brooke Gibson**, Hart Corporation (*Charlotte*)
- **Jennifer Hogsed**, NC Department of Commerce (*Bryson City*)
- **Tommy Jenkins**, Macon County Economic Development Commission (*Franklin*)
- **Jim Seymour**, Town of Fuquay-Varina (*Fuquay-Varina*)
- **Ashley Sherrill**, Montgomery Economic Development Corporation (*Troy*)

NCEDA 2011-2012 Patron Sponsors

Memorandum

To: NCEDA Membership
From: Bonnie Renfro, *President*
Date: November 2, 2011
Re: NCEDA 2011-2012 Patron Sponsors

I wanted to take the opportunity to thank and recognize a very important group of NCEDA sponsors – the NCEDA Patron Sponsors.

AT&T North Carolina	N.C. Department of Commerce	Piedmont Natural Gas
Duke Energy	N.C. Electric Membership Corporation	Piedmont Triad Partnership
ElectriCities of NC, Inc.	Nexsen Pruet PLLC	Progress Energy
N.C. Community College System	Norfolk Southern Corporation	PSNC Energy

Our association has been blessed with a supportive membership base investing in the association at all levels. From your annual dues to conference sponsorship, your investment in NCEDA is vital to the success of the organization.

The NCEDA Patron Sponsors are a vital part of our organization. Their annual support has enabled us to remain a fiscally sound organization, well-equipped to meet the challenges needed to support all North Carolina counties as the statewide voice of economic development.

Sponsorships have allowed NCEDA to maintain its growth of recent years, to be as economical as possible for its members, and to offer exceptional programs, conferences and professional development opportunities to our members at an affordable price.

I want to take the opportunity to thank and recognize our current 2011-2012 Patron Sponsors, but also let the membership know about the Patron Sponsorship level and the annual benefits associated with it. As an NCEDA Patron Sponsor, you will be recognized with:

- Signage and recognition in all printed materials at each of the three NCEDA conferences (Fall, Midwinter and Annual) and our annual Legislative Reception.
- Company logo featured on the back cover of the 2011-2012 NCEDA Membership Directory.
- A feature article highlighting your organization in the NCEDA newsletter.
- Company advertisement featured on the NCEDA website.

The annual investment to become a Patron Sponsor is \$2,500. If you have interest or any questions about the program please feel free to ask me, a member of the NCEDA board or John Peterson. Thank you for your continued support of NCEDA!



27th Annual Emerging Issues Forum

Investing in Gen Z: Guaranteeing Our ROI

February 6-7, 2012
Raleigh Convention Center

Gen Z is the most highly connected, globally aware, and digitally savvy group in our history. While they may be named for the last letter of the alphabet, they represent the future of North Carolina. They are revolutionizing the workplace, the marketplace, and our communities.

Are we ready?

Join us as we explore Gen Z's impact on our economic and workforce development, how increased connectivity raises the bar, and how we can ensure their – and North Carolina's – overall wellbeing.

[Register Now!](#)

Higher Education, Government, Nonprofit: \$275 | Individual \$400

Here's what attendees have said about previous Forums:

"Mind opening – if not mind 'blowing'."

"The speakers were most knowledgeable and there was a great transfer of useful, inspiring information."

"It was an amazing two days! A fresh and intelligent approach to existing problems."

Forum Speakers include:

Zach Ware, Campus Development Manager, Zappos.com

Ryan Allis, Chief Executive Officer, iContact

Robert Safian, Editor and Managing Director, *Fast Company* magazine

Ami Dar, Executive Director, Idealist.org

Andrew Yang, Founder & President, Venture for America

Michael Crow, President, Arizona State University

Dorothy Stoneman, Founder and President, YouthBuild USA

Sally Jewell, President and CEO, REI, Inc.

Maya Enista Smith, Chief Executive Officer, [Mobilize.org](#)

...and many more!

Meet Your Board

This month we will feature your NCEDA Board Member Rodger Sauls



Rodger Sauls is the Manager of Economic Development Services with DavenportLawrence, a full service advisory firm specializing in support services for government and utility organizations. Prior to joining DavenportLawrence in 2011, Rodger worked for two years in Business Development for Yonkers Industries, a construction management firm focused on biotechnology and pharmaceutical clients. Previous to that, Rodger spent 30 years with Progress Energy (Formally CP&L).

His last 18 years were focused on economic development, working with allies from across the state to recruit, expand, and retain industry. During this time he served on the boards of several agencies including CarolinaWest, Inc., the Chatham County EDC, the Piedmont Triad Partnership, and the Yadkin - Pee Dee Lakes Project.

Rodger is a graduate of Barton College in Wilson, NC with a BS in Business Administration, completed the 3-year economic development program at EDI in 1998 and also holds a North Carolina Real Estate Broker's License. He and his wife Janet live in Garner NC and have two daughters, Adrienne and Heather & son-in-law Andy and grandson Tyson. Rodger and Janet are very active in their local church and with a marriage enrichment ministry they began in 2006 – 2 Become 1 Ministries.

Meet Your Patron Sponsor

This month we will feature Patron Sponsor: Electricities of North Carolina

Electricities provides leadership and services to unite its Members in the common purpose of improving the quality of life in their communities by helping them realize the full benefits of their locally owned and operated public utilities.

Electricities and the Power Agencies (NCEMPA and NCMAPA1) provide resources and services which enable their members to be successful owners and operators of their local public utilities.

Electricities provides: (1) Representation and advocacy for the members and their customers in the legislative and regulatory processes; and (2) Information, expertise and other resources that enhance the members' ability to meet or exceed the expectations of the communities they serve.

The Power Agencies provide (1) Economic and reliable generation and transmission services that enable the members to meet the needs of their customers; and (2) Additional opportunities that enhance the Members' ability to provide excellent services to their customers.

Contact: Brenda Daniels

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