

NCEDA DEVELOPMENTS



February 2008
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 Amy Jackson, Executive Editor

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The new year is already speeding by, and it's almost time for the 2008 MidWinter Conference! The committee has been working hard and the program will no doubt be pertinent to all of our members. The conference will be held March 6-7th at the Pinehurst Resort in Pinehurst, NC. Please see page 5 for more information on how to reserve a room. Also take a moment to look over the conference agenda, which you will find on page 6.

Applications have been sent to each of you for an opportunity to receive one of NCEDA's three scholarships. This is a great opportunity for our members, and I encourage each of you who have not participated in these programs to take advantage of this. More information about the scholarships is on page 12.

I would also like to point out the Economic Developer of the Year application on page 12. In an effort to get applications in early and allow ample time for nomination forms to be submitted, we would like to encourage you to reflect on projects from 2007 and start thinking of those you would like to nominate. We would like you to devote some time and thought to these entries and give the selection committee as much information as possible for review. The winner will be announced on during the 2008 Annual Conference in June.

I look forward to seeing all of you next month in Pinehurst!

Sincerely,

Donny Hicks



Meet Your Board
This month we will feature board member Ronnie Goswick.



Ronnie Goswick is the Director of Franklin County Economic Development Commission – a position he has held for eight years. Prior to his appointment as Director, he served as the Economic Development Coordinator for Kerr-Tar Council of Governments, a five-county regional organization that serves Franklin, Granville, Person, Vance and Warren counties.

The Franklin County Economic Development Commission is responsible for recruiting new businesses, retaining existing companies, marketing Franklin County and developing products (sites and buildings). He also works closely with Research Triangle Regional Partnership as a regional partner to market the RTP region. He is currently serving as Chairman of the Regional Advisory Committee.

He is a graduate of N.C. State University, Louisburg College and UNC-Chapel Hill. Mr. Goswick is a graduate of the Rural Economic Development Institute, Economic Development Institute at the University of Oklahoma and Basic Economic Development Course in Chapel Hill.

In 2001, Ronnie was selected as “Citizen of the Year” in Franklin County for his involvement as a County Commissioner for 12 years and Franklinton Town Council Member for five years. He has also served as a volunteer on the Franklinton Rescue and EMS for 20 years.

Ronnie was elected to the Board of Directors of NCEDA in 2001 and was installed as President of NCEDA in Asheville in June 2006. Ronnie was appointed by Governor Easley to the N.C. Economic Development Board in July 2006. Ronnie will also serve as Chairman of the Workforce Career Development Task Force for the Kerr-Tar Council of Governments Workforce Development Board.

Ronnie is the father of two sons, Joey and Rodney, and the grandfather of Megan Goswick, daughter of Rodney Goswick.

Meet Your Patron Sponsor
This month we will feature Patron Sponsor Progress Energy.

Progress Energy (NYSE: PGN), headquartered in Raleigh, N.C., is a Fortune 250 diversified energy company with more than 24,500 megawatts of generation capacity and \$9 billion in annual revenues. The company's holdings include two electric utilities serving approximately 2.9 million customers in North Carolina, South Carolina and Florida. Progress Energy also includes nonregulated operations covering competitive generation, energy marketing, natural gas production, fuel extraction and broadband capacity.

Contact: Katherine Thomas
 Phone: 919-546-2653
 Email: katherine.thomas@pgnmail.com



NCEDA MidWinter Conference Information



NCEDA MidWinter Conference Program

Join NCEDA as we discuss the changing political and economic climate in our state for 2008. We'll have exciting presentations from seasoned site consultants, Jeannette Goldsmith and Bob Hess. Learn how to make your area desirable to businesses across the nation. We will also hear from long time political consultants Gary Pearce and Carter Wrenn as they give their insight on the upcoming national, state and local elections.

Below is a tentative program schedule:

Thursday, March 6, 2008:

Golf Tournament at Pinehurst Resort - Course No. 1	12:00 p.m.
Croquet Tournament at Pinehurst	2:00 p.m.
Conference Registration	6:00 p.m. – 7:30 p.m.
Welcome Reception	6:30 p.m. – 8:00 p.m.
Dinner	8:00 p.m. – 9:30 p.m.
Networking Reception	9:30 p.m. – 11:00 p.m.

Friday, March 7, 2008:

Breakfast	7:30 a.m. – 8:30 a.m.
Conference Program	8:30 a.m. – 12:30 p.m.
• NCEDA Updates and Announcements	
• N.C. Department of Commerce Update	
• Political Panel Discussion: Gary Pearce and Carter Wrenn	
• Site Consultant Presentation: Jeanette Goldsmith and Bob Hess	

A Message From Your Conference Chairs

The NCEDA 2008 MidWinter Conference will be held March 6-7, 2008, in Pinehurst, N.C. and is a great way to get your organization's name in front of your NCEDA colleagues. We have provided a list of sponsor benefits below, but please know that it is one of NCEDA's goals to acknowledge our sponsors as much as possible throughout our conferences.

Your support and participation will ensure that we have another successful conference. We look forward to working with you to provide opportunities to educate our association about your organization. The deadline to sign up to sponsor the MidWinter Conference is **Monday, February 11, 2008.**

Please contact Amy Jackson at ajackson@capstrat.com to express interest in a sponsorship or call (919) 882-1928.

Below are sponsorships opportunities during the conference:

Sponsorship	Amount
Thursday Golf Tournament	\$500/each
Thursday Croquet Tournament	\$500/each
MidWinter Conference Program Sponsors	\$500/each

Below are benefits that come with your organization's sponsorship:

Sponsor Boards

We will create a sponsor recognition board for your company that will be displayed at every opportunity available during the conference – primarily at the event you sponsor.

Sponsor Insert

We will include an insert in the conference packets to give a brief overview of our 2008 MidWinter Conference sponsors.

PowerPoint Recognition

We will post our 2008 MidWinter Conference sponsors' logos electronically during the program on Friday. Sponsor logos will be displayed on the screen in-between speaker presentations.

Brand Awareness – Conference Materials

As always, sponsors have their logo and name branded on all conference materials.

Verbal Recognition

As an NCEDA Conference sponsor, your company will receive verbal recognition throughout the conference.

We look forward to an excellent meeting in Pinehurst and hope that you will consider supporting this conference.

Sincerely,
 Michael Trotter and Linda Weiner
 MidWinter Conference Chairs



MEMO

TO: NCEDA Membership
FROM: Len Kulik & Mark Clasby, Awards Committee Co-chairs
DATE: January 17, 2008
RE: 2007-2008 Scholarship Applications

Our association proudly sponsors three scholarships to support professional advancement in the economic development field: the Dan Stewart Scholarship to the Economic Development Course, the Jack Ervin Scholarship to the Economic Development Institute and the Governor James E. Holshouser Professional Development Scholarship to the Economic Development Institute.

- **Dan Stewart EDC Scholarship** pays \$575 toward tuition to the one-week basic economic development course at UNC-Chapel Hill. The winner pays all travel costs.
- **Jack Ervin EDI Scholarship** pays \$650/year for three years (a total value of \$1,950) toward three years of tuition to the Economic Development Institute (EDI). The winner pays all travel costs.
- **Governor James E. Holshouser Professional Development Scholarship** pays for general funding support of the cost of attending EDI. The scholarship is in the amount of \$1,000/year for three years (a total value of \$3,000).

****TO BE CONSIDERED, APPLICATIONS MUST BE RECEIVED AT
NCEDA BY FEBRUARY 20, 2008 AT 5P.M.****

****NO FAXES WILL BE
ACCEPTED, NO DEADLINE EXTENSIONS WILL BE GRANTED****

NCEDA Scholarship Information

Each year the North Carolina Economic Developers Association (NCEDA) seeks to identify outstanding practitioners and to recognize and support their advancement. The following scholarships honor three individuals who contributed to the profession, had a strong commitment to high professional/personal standards, and were highly successful in achieving their goals while earning the respect of their peers and associates.

Dan Stewart EDC Scholarship (\$575 total value)

Dan Stewart was committed to economic development as a means of creating a better North Carolina. Stewart's career in economic development at NC State and CP&L led to his appointment as director of the North Carolina Department of Conservation and Development in the early 1960s. Stewart is also the author of "Thank You Lord for a Good Life."

The Dan Stewart scholarship includes \$575 toward the tuition cost of the Economic Development Course offered at UNC-Chapel Hill, a one-week program held in September. Accredited by IEDC (International Economic Development Council, formerly the American Economic Development Council), the Economic Development Course is for professionals and volunteers in the early stage of their careers. Topics include economic development tools for attraction, expansion and creation, as well as marketing, finance and management. Presenters include academia, site selection consultants and other noted professionals in the economic development field. A capstone case study is also featured during the program. Participants in the course meet others from throughout the state, region and country, building invaluable contacts and forming lasting friendships.

Information is mailed directly by the UNC EDC program to the winner. Scholarship recipients are announced at the MidWinter Conference. Scholarship funds will be dispensed from NCEDA as a one-time reimbursement pending proof of payment in the form of a direct receipt from UNC-Chapel Hill.

Jack Ervin EDI Scholarship (\$650/year for three years)

Jack Ervin was the executive director of the Columbus County EDC for 11 years. During that time, Ervin located 21 new industries creating more than 1,800 jobs and was instrumental in organizing the Columbus County Committee of 100. Ervin also served as president of NCEDA in 1988-1989.

The Jack Ervin scholarship provides \$650/year for three years toward the tuition cost for the Economic Development Institute (EDI) during the three years of the program. EDI is the premier, nationally renowned education program for the economic development professional.

EDI's mission is to:

- Offer an advanced level of training on a broad range of subjects and skills required to carry out an effective economic development program;
 - Prepare participants for professional certification eligibility; and
- Provide graduates for a level of education in demand by employers.

The Economic Development Institute is offered in a structured "academic" style and format with progressively advanced course-content and capped with a required thesis. The scholarship requires a commitment to complete the entire three-year program, and must be completed within three years. Each one-week course is offered at a different location and time, including the University of Oklahoma, Indiana University and Town & Country Resort in San Diego, CA. Program information is mailed directly by the Institute. Scholarship recipients are announced at the MidWinter Conference. Scholarship funds will be dispensed from NCEDA as a reimbursement pending proof of payment in the form of direct receipts from the Economic Development Institute. Only one reimbursement request will be accepted per calendar year.

Applicants must have completed two years in economic development work to be eligible. Additionally, applicants must show completion of or plans to complete the Basic course, a prerequisite to the Economic Development Institute.

NCEDA Scholarship Information cont.

Governor James E. Holshouser Professional Development Scholarship (\$1,000/year for three years)

An old friend to NCEDA, Governor Holshouser began his political career with four terms in the General Assembly, where he was vice chairman of the House Judiciary and Rules committees. He served on the Study Commission on Reorganization of State Government and the Legislative Commission on Student Financial Aid. As governor, he served on the Executive Committee of the National Governors Conference, as chairman of the Southern Regional Education Board and the Southern Growth Policies Board, and as co-chairman of the Coastal Plains Regional Commission. The James E. Holshouser Professional Development Scholarship will award a recipient \$1,000 per year for three years against all costs of attending the Economic Development Institute. Scholarship recipients are announced at the MidWinter Conference. Scholarship funds will be dispensed as a reimbursement from the Sanford Holshouser Business Development Group, pending proof of payment in the form of direct receipts from the Economic Development Institute and/or travel and lodging vendors. Only one reimbursement request will be accepted per calendar year.

Applicants must show a demonstrated financial need to be eligible. Additionally, applicants must show completion of or plans to complete the Basic course, a prerequisite to the Economic Development Institute

NCEDA Scholarship Criteria/Submission Instructions

NCEDA scholarships are intended to meet financial need in order to support deserving advancement. The primary criteria for selection will be demonstrated financial need followed by similarly demonstrated professional development. A third element will be the presentation of the application itself. The following information may help you in developing your application.

**ALL INFORMATION SUBMITTED IS
CONFIDENTIAL.**

Financial Need

Given the vast differences among organizational entities, budget structures, funding levels and sources, etc., it is difficult to impose a single "one size fits all" set of target numbers or ratios in order to determine need. The key is to state your case as factually and effectively as you think is necessary to demonstrate and document your need for financial assistance.

Professional Development

Is economic development your career or merely a "stop along the way" to something else? Demonstrate as convincingly as possible your career path in the profession (past, present and future) and how the program for which you are applying fits into your plans. **(NOTE: FOR THE ERVIN SCHOLARSHIP TO EDI, APPLICANT MUST HAVE COMPLETED TWO YEARS IN ECONOMIC DEVELOPMENT WORK.)**

Application Presentation

Be it to clients, boards, or communities, economic developers make their living making presentations. Consider this application exercise good practice. Is the information complete and easy to read? Is it well organized and attractively and creatively formatted? Most importantly, does it effectively tell your story? Supporting documentation or letters of recommendation are helpful.

Other Criteria

- Applicants must be residents of and work in North Carolina
- Applicants must be members of NCEDA for duration of the program
- Recipients must be willing to complete all course work
- Recipients will be responsible for all expenses not covered by the scholarship

Submission Instructions

Please submit **four (4)** original copies of your application package. The **application deadline is February 20, 2008 at 5 P.M.** Applications must be received at the NCEDA office by this time. **NO FAXES WILL BE ACCEPTED.**

**Send applications to: Amy Jackson, NCEDA
Scholarships, 1201 Edwards Mill Road, Suite 102,
Raleigh, NC 27607.**



TO: NCEDA Members

FROM: Mark Clasby, Professional Development Committee Co-Chair
Len Kulik, Professional Development Committee Co-Chair

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

DATE: February 2008

NCEDA is proud to open up 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 and projects **completed during the 2007 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, non-profit organizations, a state developer, local developer or regional developer.

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 2008 NCEDA Annual Conference during the awards presentation on Friday, June 13, 2008.

All entries must be received by **Friday, May 16, 2008.** Please submit **five (5)** original copies of your application package to: NCEDA Service Award, c/o Amy Jackson, 1201 Edwards Mill Rd., Ste. 102, Raleigh, NC 27607.

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 2007 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 **five (5)** original copies of your application package to: NCEDA Service Awards, c/o Amy Jackson 1201 Edwards Mill Rd., Ste. 102, Raleigh, NC 27607. All entries must be received by **Friday, May 16, 2008.**

SAVE THE DATE!

NC Go! Transportation Summit & Candidate Forum

Make plans now to join transportation advocates and officials from around the state at the *NC Go!* Transportation Summit on April 15, 2008.

Date: **April 15, 2008**

Time: **9 AM. – 2 PM.**

Location: **Embassy Suites Hotel and Conference Center, 201 Harrison Oaks Blvd, Cary, NC 27513**

The Summit will include:

Welcome: Beau Mills, *NC Go!* Chair and director, NC Metropolitan Coalition

Opening Remarks: Brad Wilson, chief operating officer for Blue Cross and Blue Shield of NC, and chair, 21st Century Transportation Committee

Panel discussion featuring:

Tom Lambeth (Moderator), N.C. Rural Economic Development Center	Duane Long , Longistics
Dan Gerlach , Executive Office of Governor Mike Easley	Keith Parker , Charlotte Area Transit System
Tom Eagar , North Carolina State Ports Authority	Max Borders , John W. Pope Civitas Institute
Scott Saylor , North Carolina Railroad Company	Christine Mackey , N.C. Dept. of Tourism, Film and Sports Development
Betty Huskins , AdvantageWest North Carolina	Chris Fitzsimon , N.C. Policy Watch

Break-out sessions: Sessions on public transportation, innovative financing and condition and safety of transportation infrastructure

Lunch and Keynote Speaker: Janet Kavinoky, director of transportation infrastructure in the Congressional and Public Affairs Division at the U.S. Chamber of Commerce

Gubernatorial Candidate Forum

Registration is \$45 and includes lunch and refreshments.

To register online visit

www.ncgo.org/event_registration

Registration deadline is March 26, 2008

Please forward this invitation to colleagues and peers

For more information or sponsorship info email ncgo@ncgo.org

Job Openings

GRANVILLE COUNTY ECONOMIC DEVELOPMENT DIRECTOR

The Granville Economic Development Commission is seeking applicants for the position of Economic Development Director. The Director will work under the administrative direction of the Granville Economic Development Commission board.

Duties include working with existing industries, all levels of government, the NC Department of Commerce and the Research Triangle Regional Partnership. Manage budget and expenses in a professional manner.

Bachelor's degree in Business Administration or related field, five years experience and training, and CECD preferred. Granville County is part of the Research Triangle Region located just north of Raleigh on I-85.

Send resume and cover letter with salary history to GEDC Director, P.O. Box 26, Oxford, NC 27565. Applications close on March 1, 2008.



Business Development Manager

The Wilson Chamber of Commerce seeks qualified individual to recruit new and expanding retail and service businesses and small companies to Wilson as part of a program jointly funded by the City of Wilson and Wilson Chamber of Commerce. Responsibilities include: proactively recruiting business prospects to locate or expand in Wilson; creating and maintaining databases; business planning; supervising development of a marketing plan and materials; maintaining a web page; and providing a clearinghouse of business development information. This person also will be staff director for the Wilson Multicultural Business Partnership and Chamber business development programs including the Small Business Council, and will assist with the Business EXPO. Preferred candidates are those with previous experience in sales, including but not limited to commercial real estate, economic development and/or owning and operating a small business. The ability to work closely with city and county governments as well as private enterprises is also essential. Must have excellent computer skills and experience working under tight deadlines. Send resume, salary requirements and references to:

President
Wilson Chamber of Commerce
P.O. Box 1146
Wilson, NC 27894-1146

NCEDA Board of Directors

Officers 2008

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2008

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2009

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