

# NCEDA DEVELOPMENTS



February 2009  
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Emily Atkinson, Executive Editor

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I would like to start by thanking all NCEDA members and guests who participated in the Professional Development Seminar, on January 27, that focused on responding to requests for proposals. More than 150 people turned out for this seminar, far exceeding our expectations. Attendees heard presentations from the N.C. Department of Commerce, local and regional economic developers, site selection consultant Jeannette Goldsmith, Deputy Commerce Secretary Dale Carroll and Lt. Governor Walter Dalton. Materials and presentations from the seminar have been posted online. Please visit our Web site, [www.nceda.org](http://www.nceda.org) if you would like any of this information. Professional Development Co-Chairs Michael Trotter, Mike Smith and George Sharpe along with NCEDA Staff John Peterson, Cameron Sheffield and Emily Atkinson are all to be congratulated on developing and hosting such a successful event. The N.C. Biotechnology Center deserves a special acknowledgement for being a terrific host and site sponsor of this event.

Please remember our MidWinter Conference is being held March 5-6 in Pinehurst, N.C. Registration is now open, be sure to go online and sign up for this exciting conference. More information about the MidWinter Conference can be found on pages 3-4.

Also, we are still accepting economic development scholarship applications. These scholarships are granted to economic developers with limited resources for the purpose of professional advancement in the economic development field. If you would like to apply, please visit [http://www.nceda.org/prodevelopment\\_scholarships.php](http://www.nceda.org/prodevelopment_scholarships.php) and complete the application form.

As most of you know, the North Carolina General Assembly is now in session. NCEDA worked with the Joint Select Committee on Economic Development Incentives throughout 2008, and we look forward to continuing our work supporting incentives that have a positive impact on all 100 counties during this session. The NCEDA legislative committee has also been working to create our 2009 legislative priorities which focus on preserving the economic development toolbox and funding the foundation of economic development. Please visit our Web site, [www.nceda.org](http://www.nceda.org) to read our detailed agenda.

Thank you for making the start of NCEDA's year such a success. I look forward to seeing what we will accomplish in the coming months.

*Scott T. Hamiet*

NCEDA President  
2008-2009



# Professional Development Seminar Wrap-Up

Economic Developer Steve Yost presents to the crowd of more than 150.



NCEDA Members mingle during one of the two Networking Breaks at the N.C. Biotechnology Center.



Lt. Governor Walter Dalton addresses the NCEDA Membership.



Michael Trotter, Professional Development Co-Chair; Scott Hamilton, NCEDA President; Lt. Governor Walter Dalton; Michael Smith, Professional Development Co-Chair



# 2008-09 NCEDA MidWinter Conference

## **Registration Now OPEN!**

### **NCEDA 2009 MIDWINTER CONFERENCE**

#### **“Ready to Respond – North Carolina Rising to the Challenges and Opportunities”**

#### **March 5-6, 2009**

Program to include presentations from:

Dan Gerlach – Golden LEAF Foundation  
Norma Houston – UNC System  
Kevin Johnson – Research Triangle Foundation  
N.C. Department of Commerce  
Scott Ralls – N.C. Community College System  
Mike Walden – N.C. State University

*Special Invited Guest: Governor Bev Perdue*

Throughout the past year and the beginning of 2009, our state and the nation have met a number of challenges. From the economic downturn, changes on Wall Street and Main Street, to a change in administrations, economic developers are facing a completely new business landscape. Are we ready to respond to these new challenges? Join NCEDA for the 2009 MidWinter Conference, where we will discuss these challenges and strategies that will help us overcome them together. The conference will cover topics such as the economy, education and the new state government outlook.

### Tentative Program Schedule

#### Thursday, March 5, 2009:

Golf Tournament at Pinehurst Resort - Course No. 1	12:00 p.m. (12:30 p.m. shotgun start)
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 6, 2009:

Breakfast	7:30 a.m. – 8:30 a.m.
Conference Program	8:30 a.m. – 12:00 p.m.

#### Tentative Program

- NCEDA Updates and Announcements
- N.C. Department of Commerce Update
- N.C. State Government Outlook
- Meeting the Challenges of North Carolina’s Long-term Economy: *Mike Walden*
- North Carolina’s Education System – Responding to Change: *Norma Houston and Scott Ralls*

# 2008-09 NCEDA MidWinter Conference

## Conference Registration

The registration fee covers all conference materials, Thursday's receptions and dinner, and Friday's breaks. Friday breakfast costs are included in your Pinehurst hotel reservation. For any questions about registration, please contact Cameron Sheffield at the NCEDA office at (919) 882-1977.

*Please note: If you are not staying at Pinehurst Resort, your breakfast on Friday is not included.*

**Register Online:** [http://www.nceda.org/calendar\\_detail.php?event\\_id=42](http://www.nceda.org/calendar_detail.php?event_id=42)

Payment accepted by check or credit card (Visa or MasterCard Only). Make all checks payable to NCEDA.

## Dress Code

The dress code for all activities is business attire.

## Hotel Information

**You are responsible for making your own reservations at the hotel.**

For reservations, call Pinehurst Resort at 1.800.487.4653 or 910.235.8507. Please identify yourself as an NCEDA conference participant to receive the *special room rate of \$176 /night + tax for single occupancy.*

For more information, visit [www.pinehurst.com](http://www.pinehurst.com).

*Please note: You must complete the hotel reservation form, which is available online at [http://www.nceda.org/calendar\\_detail.php?event\\_id=42](http://www.nceda.org/calendar_detail.php?event_id=42). You will need to complete this and send to the hotel to guarantee your reservation.*

## Golf Tournament

The NCEDA Golf Tournament will be held at Pinehurst Resort's Course No. 1 and will begin promptly at 12:00 p.m. on Thursday, March 5. Registration and lunch begin at 11:30 a.m. Lunch, on course beverages, practice range, green fees, cart and prizes are included in the \$110 golf fee. Metal golf spikes are prohibited. Remember, in order to play golf you must be registered for this meeting.

## Croquet

For those of you not interested in golfing, the very popular croquet tournament will be held from 2:00 p.m. until 5:00 p.m. on Thursday, March 5. Croquet will be played rain (inside) or shine (outside). The fee is \$35 and includes your court fee, game instruction, your favorite beverage and loads of fun. No experience is necessary. In keeping with the traditional rules of croquet, please wear white.

## Registration Pricing

Member	\$225
Non-Member	\$425
Spouse/Guest Thursday evening receptions/dinner only	\$125
Croquet Tournament	\$35
Golf Tournament	\$110

*Late Fee:*

*Registrations received after February 20, 2009 will include a **\$100** late registration fee. This fee is non-negotiable.*

## NCEDA Cancellation Policy

Refunds will be made, minus a \$25 processing fee, if cancellation is received at NCEDA by **Friday, February 20, 2009** at 5:00 p.m. by mail, fax (919-882-1902) or e-mail ([nceda@capstrat.com](mailto:nceda@capstrat.com)). Cancellations received after **Friday, February 20, 2009** at 5:00 p.m. will **not** be refunded.

For any questions regarding registration, please contact Cameron Sheffield at the NCEDA office: (919) 882-1977.

## 2008-09 NCEDA Calendar of Events

### 2008-09 Scheduled Events and Dates to Note

**March 5-6, 2009**

2009 MidWinter Conference: Pinehurst, N.C.

**March 25, 2009**

Legislative Reception: N.C. Museum of Natural Science

**April 15, 2009**

Networking Luncheon: TBD

**May 13, 2009**

Networking Luncheon: Capital City Club

**June 15-17, 2009**

2009 Annual Conference: Atlantic Beach, N.C.

### Hotel Information for 2009 Annual Conference

**June 15-17, 2009**

**Atlantic Beach, NC**

The room block at the Sheraton - Atlantic Beach is now open. The NCEDA rates are as follows:

- Oceanview - \$175
- Oceanfront - \$225
- Oceanfront suite - \$295

If you would like to go ahead and make your room reservations, please feel free to contact the Sheraton at 800-624-8875 and tell them you are with NCEDA.

## NCEDA Information for Members

### LinkedIn

NCEDA can now be found on the networking site, LinkedIn. If you are on the site, please make add NCEDA to your network and encourage other LinkedIn users to join us as well. [www.Linkedin.com](http://www.Linkedin.com)

### Follow-up to Professional Development Seminar

If you would like to see the presentations made during the January Professional Development Seminar "Ready to Respond to Requests for Proposals," they can be found online. Please visit our Web site, [www.nceda.org](http://www.nceda.org), and click on the presentation of choice.

## **Meet Your Board**

**This month we will feature board member Joanna Helms.**



Joanna has served as President of the Wayne County Development Alliance, Inc. located in Goldsboro, North Carolina since 2000, having previously served as Vice President since 1994. The Alliance is a private/public, non-profit economic development agency serving all of Wayne County and its 7 municipalities. She oversees a staff of 3 and an 11 member Board of Directors.

She is a native of Syracuse, New York; moved to Cary, North Carolina in 1974 and moved to Goldsboro in 1993. Joanna is a graduate of Western Carolina University with a BS Degree in Planning. She also attended graduate school at North Carolina State University and is a graduate of the Economic Development Institute at Oklahoma University. Other leadership and economic development courses completed include the North Carolina Rural Economic Development Institute and Leadership NC.

Joanna is a member of several professional organizations; such as: North Carolina Economic Developers Association (Board of Directors); North Carolina's Eastern Region Marketing Advisory Group; North Carolina Citizen's for Business & Industry; International Economic Development Council; and the Southern Economic Development Council. Joanna also serves on the National Association of Counties Steering Committee on Community and Economic Development.

Locally, she is involved in many activities; including: Downtown Goldsboro Development Corporation (Board of Directors); Seymour Johnson Air Force Base - Military Affairs Committee and an Honorary Squadron Commander; Wayne County Chamber of Commerce (Board of Directors); and the Goldsboro Rotary Club.

## **Meet Your Patron Sponsor**

**This month we will feature Patron Sponsor: Piedmont Triad Partnership..**

The Piedmont Triad Partnership is the primary economic development marketing arm of North Carolina's Piedmont Triad Region. The Piedmont Triad region is made up of the twelve central North Carolina counties surrounding the cities of Greensboro, Winston-Salem and High Point. This dynamic region includes a population of more than 1.5 million residents and a labor force of approximately 820,000 workers.

The Piedmont Triad Partnership markets the Triad domestically and internationally to attract new business investment and new job creation in the region. The Partnership teams with the local economic development offices in the region and with the North Carolina Department of Commerce to provide economic, demographic, site, building and labor information to companies and consultants around the globe.

Contact: Penny Whiteheart  
Phone: (800) 669-4556  
Email: [pwhiteheart@piedmonttriadnc.com](mailto:pwhiteheart@piedmonttriadnc.com)



# Economic Development News

## N.C. initiative fosters economic development, enhances environment

Economic development and environmental protection in North Carolina go hand-in-hand, thanks to state and federal clean water regulations.

North Carolina launched an innovative initiative in 2003 to ensure that these environmental safeguards would not become an impediment to timely, affordable and responsible economic development. Since then, the N.C. Ecosystem Enhancement Program has facilitated the necessary clean-water permitting of hundreds of projects across the state.

EEP's partners include the state Department of Transportation, economic developers, municipalities, schools, churches, military bases, hospitals and both big-box and mom-and-pop retailers. The program's objective: to offset unavoidable environmental damage to the state's wetlands and waterways through a process known as compensatory mitigation. Streams and wetlands are restored and enhanced by EEP to earn credits that can be applied to permit applications for economic development.

EEP is housed in the N.C. Department of Environment and Natural Resources and performs compensatory mitigation on a voluntary basis (developers may use EEP, do the mitigation themselves or hire a private firm to do it for them). The initiative is a non-regulatory, receipt-based program that has earned six state and national awards for its innovative approach to the mitigation challenge.

EEP provides the state what is known as environmental lift in the course of its work. Mitigation projects are carried out where the need is greatest in order to enhance and protect the state's water quality. And EEP works in partnership with local communities and willing landowners on planning efforts to fix threatened or degraded streams and wetlands, all to secure the mitigation needed to keep the economic engines of the state firing.

EEP's innovation lies in part in the alliance between NCDENR, NCDOT and the U.S. Army Corps of Engineers that created EEP. No other state can boast such a partnership, and it's working on a variety of levels. Prior to EEP's founding, as many as 40 percent of NCDOT road projects were being sidelined by delays in necessary mitigation. Since EEP started, not a single project has been delayed, and about \$5 billion in transportation infrastructure crucial to economic development has moved forward.

Along with providing NCDOT's mitigation, EEP's service to the broader realm of economic developers is carried out through its in-lieu fee programs. These programs include a stream- and wetland-mitigation program for private developers; a program to meet permit requirements associated with stream-side (or buffer) impacts in the Neuse, Tar-Pamlico and Catawba River basins; and another initiative to counterbalance pollutants carried in runoff from development in the Neuse and Tar-Pamlico basins. (For more information on the programs, please contact EEP In-Lieu Fee Coordinator Kelly Williams at (919) 715-1921 or [Kelly.Williams@ncmail.net](mailto:Kelly.Williams@ncmail.net).)

Through partnerships with biological, engineering and management firms, EEP outsources the bulk of its program needs to the private sector. EEP's philosophy of doing business is based on strategic planning that determines the size, location and result of known or anticipated environmental impacts from transportation-infrastructure improvements and other economic development in the state.

In carrying out its mission, EEP has restored and enhanced more than 400 miles of streams and 15,000 acres of wetlands from the mountains to the coast. Conservation agreements that it enters into with landowners have preserved more than 40,000 acres of natural areas for future generations, adding to the quality of life that makes North Carolina special.

"In my view, this is among the most important work we can do – protecting and preserving the natural beauty that is our state – because the effect of this work is so far-reaching: public health... economic prosperity... quality of life... an investment in the future," said N.C. Board of Transportation member Nina Szlosberg.

For more information, visit the EEP Web site at [www.nceep.net](http://www.nceep.net).



# Job Announcement



The Piedmont Triad Partnership is seeking an experienced economic development professional as its Vice President, Client Development. Responsibilities include lead and prospect generation and development; client tracking and relationship management; significant out-of-state travel; planning and execution of external marketing tactics for the Piedmont Triad Region; and collaboration with and support of the local economic development offices in the region, the Raleigh and Piedmont Triad offices of the NC Department of Commerce and other economic development allies.

A successful candidate will have excellent sales and marketing skills, will work well as part of a dynamic team, will thrive on multiple and changing priorities, and will have significant experience in economic development sales and marketing.

Please send a letter of interest describing your strengths for this position along with a resume to Penny Whiteheart at [pwhiteheart@piedmonttriadnc.com](mailto:pwhiteheart@piedmonttriadnc.com) before February 12, 2009.

**Piedmont Triad Partnership**  
7025 Albert Pick Road, Suite 303  
Greensboro, North Carolina 27409  
(800) 669-4556  
(336) 668-4556

# Job Announcement

## **CSX TRANSPORTATION** **Manager Regional Development**

CSX Corporation, a Fortune 500 company headquartered in Jacksonville, Fla., is a multi-modal freight transportation company serving customers across North America. Through its primary subsidiary, CSX operates the largest railroad in the eastern United States with operations in 23 states, the District of Columbia and two Canadian provinces. CSX also includes an integrated intermodal company which serves customers with its own truck and terminal operations as well as a dedicated domestic container fleet. Other CSX subsidiaries provide technology and real estate support to the company. These subsidiaries combine to allow CSX to deliver efficient freight alternatives to customers in a variety of industries, including coal, chemicals, automobiles, metals, agricultural and forest products, food and consumer goods.

CSX Transportation is the largest company in the CSX family employing 34,000 management and union employees. CSXT's primary focus is the operation, maintenance and management of the largest railroad in the eastern United States

Tax Status: Railroad Retirement  
Relocation Assistance Offered: Yes  
Location: Charlotte or Raleigh, North Carolina  
Travel: Up to 60% (primarily with in assigned territory)

### **PURPOSE/BACKGROUND:**

Regional Development Manager, working with the AVP of Regional Development, must sell the value of rail transportation and attract new industry on CSX and connecting short line properties. The manager must have expertise in industrial site development and existing relationships with major industrial real estate investment firms. The manager must understand the operating rail network sufficiently to positively influence the development of new sites for customers at locations that complement Network Operations and induce third party capital for the development of rail served sites. The manager must be a skillful advocate of rail use to the business community, prospective customers and economic development partners. This manager will prioritize efforts in collaboration with sales and marketing team members. The position will manage strategic projects such as industrial park development, and lead system wide site location projects.

### **PRINCIPAL DUTIES AND RESPONSIBILITIES:**

Duties include, but are not limited to, develop and execute market strategy including national network development and lead generation; promoting the development of quality rail sites and industrial parks (must understand the real estate development process including due diligence and be able to accurately flag fatal flaws in a site or process); consulting with state and local officials on the development of economic opportunity by

supporting and using rail as part of the logistics infrastructure; understand and communicate rail's role in logistics industry; understand the business strategy and drivers for each customer's site selection; establish a reputation as an excellent communicator, team player, and professional role model for the industry. The position will work directly with the AVP, Regional Development, in designing and implementing new strategic projects.

### **QUALIFICATIONS**

Years of Experience Preferred: 10

Master's Degree in Economics, Business or Real Estate is Preferred; Bachelor's degree in Business Administration, Real Estate, Economics, Sales and Marketing or related field is required. Experience in industrial development, project management, sales lead generation, effective negotiation approaches, market strategy implementation, land use planning, rail design/operations, and transportation/logistics are required knowledge, skills and abilities for this position. Additionally, the successful candidate will represent CSX Transportation in various venues and must be able to establish rapport and relationships with individuals at all levels internally and externally to include local rail managers, senior leadership executives and community representatives. A professional demeanor and adherence to CSX core values is a must. Develop and qualify leads for new projects. Complete, publish and market industrial sites and parks (10 per year). Solicit business and conduct site tours and briefings on rail design and service specific to a customer's needs, recruiting new facilities with annual rail revenue of \$10 million or greater. Speak as a transportation expert at five (5) meetings of 10 or more attendees during the year, advocating the merits of rail use receiving a rating of "good" or better.

Accurate and timely accounting of site data base and prospect lists. Maintain current and accurate data base. Identify sources of public funding for CSX infrastructure improvements in collaboration with CSX State Relations VP. Understand CSX Network Strategy interpreting its impact on customer locations and nodal traffic concentration, incenting customer behavior to choose CSX preferred locations. Promote channel use, e.g., TRANSFLO, where available for small volume generators. Promote safety at all times and exemplify CSX core values. Publish annually a strategy for the economic development of the State. Be/become familiar with the use of ShipCSX and other e-business tools. Support team goal to meet General and Administrative Budget. Complete various training including but not limited to safety, ethics, operations, engineering conceptual design.

**PLEASE GO TO [WWW.CAREERS.CSX.COM](http://WWW.CAREERS.CSX.COM) TO APPLY OR CONTACT KELLY GRANT FIELDS [grant\\_fields@csx.com](mailto:grant_fields@csx.com) for more information**

# NCEDA Board of Directors

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