

NCEDA DEVELOPMENTS



February 2010
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Cameron Macon, Executive Editor

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**Don't miss NCEDA's
2010 MidWinter Conference!**
Conference registration details on page 3

NCEDA 2009-2010 Event Calendar

February 10, 2010
Networking Luncheon:
Capital City Club, Raleigh

March 4-5, 2010
2010 MidWinter Conference:
Pinehurst, N.C.

April 14, 2010
Networking Luncheon:
Capital City Club, Raleigh

May 12, 2010
Networking Luncheon:
Capital City Club, Raleigh

June 14-16, 2010
2010 Annual Conference:
Atlantic Beach, N.C.

Additional Dates to Note:

March 2-3, 2011
2011 MidWinter Conference: Pinehurst, N.C.

June 14-16, 2011
2011 Annual Conference: Asheville, N.C.

NCEDA President's Message

Our January Professional Development Seminar, "Marketing 2.0: Social Media," was a great success. The seminar helped shed light on the connections between our objectives for economic development and the possibilities available to us through social media channels. For those of you who were unable to attend, our speaker presentations have been posted to the NCEDA Web site. Thank you, to all NCEDA members and guests who attended the seminar and to our Professional Development Co-chairs, Joanna Helms and Pat Mitchell, who orchestrated the event. A big thanks as well to Mike Wilkins and the N.C. Biotechnology Center for being a wonderful host and site sponsor!

Looking ahead, please plan to attend the February NCEDA networking luncheon on February 10, at the Capital City Club in Raleigh as we take "**An Insider's Look at the General Assembly.**" We will learn how to better connect with the General Assembly as Representative Cullie Tarleton shares his insight into how we can effectively engage with our elected officials. More details about the February Networking Luncheon can be found on page 4.

Also, please remember that our 2010 MidWinter Conference is approaching quickly on March 4-5 in Pinehurst, N.C. This year's conference will provide key pointers and perspectives for "**Connecting to State Leadership.**" The MidWinter Committee has lined up expert speakers to share their insights regarding ways to strengthen our connections to statewide leaders and elected officials. With a better understanding of the perspectives and objectives of our state leadership, attendees will be equipped to better communicate, engage and work with state government leaders while advancing our mutual goal: more jobs for North Carolina.

Registration is now open, so 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.

Applications for **NCEDA's Annual Scholarship Awards are due February 8**, so please take a look at the scholarship information provided on pages 5-10. With many of us facing decreased budgets due to the economic downturn, now is the time to take advantage of these types of professional development opportunities. The NCEDA Scholarships are granted to economic developers with limited resources for the purpose of professional advancement in the economic development field.

As always, thank you for your dedication to and support of NCEDA.

I look forward to connecting with each of you at one of our upcoming events!

All the best,

Katherine Thomas

NCEDA 2009-2010 President



NCEDA 2010 MidWinter Conference; March 4-5, 2010

REGISTER NOW FOR EARLY-BIRD RATE!

Join us for NCEDA 2010 MidWinter Conference - "Connecting to State Leadership"

Does the state capitol sometimes feel like it's a million miles away from your community - even if it's right down the road? Join NCEDA for the 2010 MidWinter Conference.

Confirmed Speakers Include:

Secretary Keith Crisco, N.C. Department of Commerce
Stewart Dickinson, N.C. Department of Commerce
Susan Fleetwood, N.C. Department of Commerce
Mayor Allen Joines, N.C. Economic Development Board
Gary Pearce, Political Strategist
Carter Wrenn, Political Strategist

Early Registration— NCEDA Member:	\$225 (until February 8)
General Registration—NCEDA Member:	\$325 (after February 8)
Early Registration—Non-Member:	\$425 (until February 8)
General Registration—Non-Member:	\$525 (after February 8)
Guest/Spouse:	\$125
Golf Tournament:	\$110
Croquet Tournament:	\$35

The Conference is being held at the Pinehurst Resort. You are responsible for making your own reservations at the hotel. For reservations, call Pinehurst Resort at 1.910.235.8580. **NCEDA's room block expired on February 1, 2010.** All reservations made at this point are on a space-available basis. For directions, visit www.pinehurst.com.

Tentative Conference Agenda

Thursday, March 4, 2010:

6:00 p.m. - 7:30 p.m. Conference Registration
6:30 p.m. - 8:00 p.m. Welcome Reception
8:00 p.m. - 9:30 p.m. Dinner
9:30 p.m. - 11:00 p.m. Networking Reception

Friday, March 5, 2010:

7:30 a.m. - 8:30 a.m. Breakfast (for Pinehurst Resort guests only)
8:00 a.m. - 8:30 a.m. Conference Registration
8:30 a.m. - 12:00 p.m. Conference Program

Optional Activities on Thursday, March 4

11:30 a.m. Golf Tournament at Pinehurst Resort - Course No. 1 (12:00 p.m. shotgun start)
12:00 p.m. Sporting Clay Shooting
2:00 p.m. Croquet Tournament at Pinehurst

NCEDA Cancellation Policy

Refunds will be made, minus a \$25 processing fee, if cancellations are received at NCEDA by Friday, February 19, 2010 at 5:00 p.m. For cancellations please call 888-246-2332 or e-mail nceda@capstrat.com. No refunds will be granted after this date.

For any questions regarding registration, please contact the NCEDA office: (888) 246-2332

Register online at www.NCEDA.org.

2010 MidWinter Conference Sponsorship Opportunities

Becoming an NCEDA Conference Sponsor 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.

Below are remaining sponsorship opportunities during the 2010 MidWinter Conference:

Sponsorship	Amount
Thursday Golf Tournament	\$500/each
Thursday Golf Luncheon (Exclusive)	\$1,500
Thursday Croquet Tournament	\$500/each
Thursday Networking Reception (Exclusive)	\$1,500
Friday Breakfast (Exclusive)	\$1,000
Friday Networking Break (Exclusive)	\$1,000
MidWinter Conference Program Sponsors	\$500/each

Below are organizations who have already committed to supporting the 2010 MidWinter Conference:

ACEC NC	Brand Acceleration, Inc.	Convergent Nonprofit Solutions
Duke Energy	ECS Carolinas, LLP	Haywood County Economic Development
N.C. Railroad Company	The Wooten Company	Myrick Construction
N.C. Biotechnology Center	Progress Energy	PSNC Energy
Research Triangle Foundation	RSM McGladrey	Wayne County Development Alliance, Inc.
WK Dickson	Womble Carlyle Sandridge & Rice	

NCEDA February Networking Luncheon "An Insider's Look at the General Assembly"

Plan on attending the next NCEDA networking luncheon on **February 10, at the Capital City Club in Raleigh** as we take "An Insider's Look at the General Assembly."

Learn how to better connect with the General Assembly as Representative Cullie Tarleton shares his insight into how we can effectively engage with our elected officials. Rep. Tarleton will explore the concept relationship-building with your legislators and tips for keeping them engaged all year, not only during a legislative session. In addition, we will learn key issues that will likely arise in the Short Session and how communicating with your representative in an effective manner could be beneficial.

When: Wednesday, February 10, 2010; 12:00-1:30 p.m.

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

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

Deadline for registration will be Monday, February 8. Any cancellations after this date will be refunded, less a \$20 processing fee.

Register online at www.NCEDA.org.

NCEDA 2009-2010 Scholarships
APPLICATION DEADLINE—FEBRUARY 8TH!

TO: NCEDA Membership

FROM: Joanna Helms & Pat Mitchell, *Scholarship Awards Committee Co-chairs*

RE: 2009-2010 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 scholarship recipient is responsible for 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 scholarship recipient is responsible for 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 8, 2010 AT 5P.M. HARD COPIES AND ELECTRONIC COPIES ARE ACCEPTED. NO FAXES PLEASE****

See pages 6-10 of the newsletter for more information and the official application form.

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 provides \$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.

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 (a total value of \$1,950) 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. A graduate of EDI may then apply to sit for the Certification Exam. . 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. 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.

**Governor James E. Holshouser Professional Development Scholarship (\$1,000/year for three years)
*Funded by Sanford Holshouser LLP and selected by NCEDA***

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 (a total value of \$3,000) 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 directly 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 **one** copy of your application package either hardcopy or electronic file. The **application deadline is February 8, 2010 at 5 P.M.** Applications must be received at the NCEDA office by this time. NO FAXES WILL BE ACCEPTED.

Send applications to: Louise Warena, NCEDA Scholarships, 1201 Edwards Mill Road, First Floor, Raleigh, NC 27607, or lwarenda@capstrat.com.

2009-2010 NCEDA SCHOLARSHIP APPLICATION

Applicants may apply for more than one scholarship. However, candidates are not eligible to receive more than one scholarship in a given year. Select the scholarship(s) to which you are submitting:

- The Dan Stewart EDC Scholarship** (*Open to all members.*)
 The Jack Ervin EDI Scholarship (*Applicant must have completed two years of economic development work to be eligible and must show completion or plans to complete the Basic course, a prerequisite to the Economic Development Institute.*)
 The Governor James E. Holshouser Professional Development Scholarship (*See page 2*)

Applicant Information

Name: _____
Organization: _____
Business phone: (____) _____ Business address: _____
Email address: _____

Professional Development Information

Title/Position: _____
Describe current duties: (Attach separate sheet)
How long in current position? _____
Percentage of time spent in economic development activity: _____
How long in economic development? _____

_____ List any activities/memberships/awards, etc., in or related to economic development:

Previous Employment History and Educational Information (attach resume)
What benefits do you hope to derive from attending either the Basic Economic Development Course or the Economic Development Institute? (Attach separate sheet)

Financial Information

Employer Organization Type/Description (Attach Separate sheet if necessary)
 100% Public 100% Private Non Profit 100% Private For Profit
 Public/Private Partnership Other (Please Describe: _____)

Total budget for economic development program:
Last fiscal year \$ _____ Current fiscal year \$ _____
Projected next fiscal year \$ _____

Source of funds for economic development program and staff (Please describe – use additional sheets if necessary):

Have arrangements/commitments been made to cover additional expenses? Yes No
If yes, please provide name/title/organization of person authorizing additional expenses:

Additional Information

State your case. Please provide additional information using documentation, letters, etc., that best describes your need as these are very helpful to the selection committee.

Applicant Certification

Applicant resides and works in North Carolina; is a current member of NCEDA; will complete course if selected; has approval for additional costs associated with attendance; will submit application by February 8, 2010 at 5p.m.

Required Applicant Signature: _____

Signature of authorized person(s) committing to the additional expenses associated with the program (i.e. travel, lodging, food, etc.):

Signature: _____

Organization: _____

Signature: _____

Organization: _____

Submit Application to:

Louise Warenda, Scholarship Applications, NCEDA, 1201 Edwards Mill Road, First Floor, Raleigh, NC 27607, or lwarenda@capstrat.com.

Job Posting

Columbus County Economic Development Director

Columbus County is seeking a full time Economic Development Director to be responsible for encouraging the expansion of existing industries and the establishment of new industries in the County. Graduation from a four year college or university with course work in planning, economics or a specialty area related to economic and industrial development; ideally five (5) or more years of experience in planning, industrial development and/ or a related field; or an equivalent combination of experience and training. For a more detailed description or to apply online visit: www.columbusco.org. Salary negotiable, **Closing Date: Open until Filled.** Columbus County is an EOE.

Job Posting

Wilkes County Economic Development Executive Director

Position Description: Supervises the Wilkes Economic Development Corporation, strengthen the local tax base, improve the economic environment of the community, and assists in the retention and expansion of business in Wilkes County, NC.

Education and Experience

Bachelor's Degree in a relevant field of study preferred.

A minimum of 5 years experience in community and economic development in a senior management position with a record of success in economic development projects.

Certification in economic development is preferred.

Economic Development Finance Professionals are encouraged to apply.

Political astuteness and knowledge of state and federal economic/community development agencies and programs.

History of involvement in the community through civic clubs, non-profit agencies, etc.

Excellent interpersonal and group facilitation skills.

History of strong business retention skills.

Compensation and Benefits

Salary: \$70,000 +/- Commensurate with experience.

Health Insurance including Dental and Vision

Relocation Assistance

IRA with match

Residency Expectations

Must live in Wilkes County once hired.

Application Process

Submit resumes to: Wilkes Economic Development Corporation, c/o Robin Hamby, 717 Main Street, North Wilkesboro, NC 28659 or rhamby@wilkesedc.com. Resume packages will be accepted until position is filled.

Meet Your Board

This month we will feature NCEDA Secretary/Treasurer Bonnie Renfro.



NCEDA's 2009-2010 Secretary/Treasurer Bonnie Renfro has served as President of the Randolph County Economic Development Corporation since 1999.

Prior to becoming President, Bonnie held the position of Vice President and Existing Industry Coordinator for three years, establishing the existing industry retention and expansion program for the Randolph County EDC.

Bonnie received her Certified Economic Developer Certification in 2002 and attended the Economic Development Institute at the University of Oklahoma in 1999. In addition, she has participated as an instructor at both the Basic Economic Development Course at UNC

Chapel Hill and the N.C. School of Government's economic development seminars.

Currently she serves on a number of local and regional boards of directors, in addition to her position with NCEDA and the N.C. Economic Development Board.

Meet Your Patron Sponsor

This month we will feature Duke Energy.

Duke Energy Carolinas has a long history of supporting economic development in the State of North Carolina. Our first generating plants and transmission and distribution grid were built over a hundred years ago to fuel industrial development in the Carolinas. More recently, Duke Energy Carolinas has initiated various programs to stimulate new and existing industrial development in our service area, including our Economic Development and Economic Redevelopment Riders that offer credits for customers locating new load on the Duke Energy Carolinas system.

Our Economic Development and Business Development team has played a significant role in locating many major industries within the Carolinas service territory. Our team is highly qualified in providing hands-on, expert services tailored to meet the needs of our clients and their unique business requirements. Services are performed timely, accurately, confidentially and always *free-of-charge*. Duke Energy Carolinas continues to be recognized by *Site Selection* magazine as having one of the "Top 10 Best" utility economic development programs across the U.S.

For more information regarding Duke Energy Economic Development, please visit us at:

<http://www.ConsiderTheCarolinas.com>.

Contact: Clark Gillespy
Phone: (704) 382-8184
Email: csgillespy@dukeenergy.com



NCEDA Board of Directors

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