

NCEDA DEVELOPMENTS



2011
Volume IX Issue 8
Emily Gray, Executive Editor

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NCEDA's Professional Development Seminar Is One Week Away! Wednesday, Feb. 16; 11 a.m.—1 p.m.

See page 3 for details.

Additional Dates to Note:

March 3-4, 2011
2011 MidWinter Conference: Pinehurst, N.C.

March 23, 2011
2011 Legislative Reception: Raleigh, N.C.

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

NCEDA President's Message

The N.C. General Assembly convened January 27th for the long Session. We look forward to forging new relationships with freshmen legislators and continuing to build relationships with veteran legislators throughout the year. We will keep NCEDA members informed with regular legislative updates, along with any calls to action for bills relevant to economic development. NCEDA is dedicated to promoting North Carolina's need for an economic development toolbox to keep our state competitive. You can help make a difference in NCEDA being a successful organization regarding our collective legislative efforts when we have a legislative alert and call for action with your active engagement in legislative calls, visits, letters and e-mails to legislators.

The 2010 North Carolina legislative elections brought about much change as the Republicans became the majority in both houses for the first time in 112 years. Also, many legislators retired. **With the changes in leadership for the NC House and Senate, as well as many new members seated, NCEDA's upcoming Professional Development seminar is most important to our NCEDA members.** The seminar will offer insights into connecting with elected officials during the current session. Please join us for this program and networking luncheon Wednesday, Feb. 16 from 11 a.m. – 1 p.m., and be sure to register online today. Optional legislative visits will follow the luncheon for those attendees who wish to participate in visits before Session.

Looking ahead, please remember to register for our 2011 MidWinter Conference in Pinehurst, N.C. on March 3-4. We have a real treat in store for the program, featuring several panels and speakers who will provide insight for "Taking on the Competition." We have strong attendance thus far. This conference will be one that you will want to attend. We also have a robust list of sponsors, and you still have the chance to be one of them. Details on the conference program, registration and sponsorship opportunities can be found on pages 4-5.

Applications for **NCEDA's Annual Scholarship Awards are due this Friday, February 11.** If you are interested in applying, please take a look at the scholarship information provided on page 6. 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.

We will be hosting the 2011 NCEDA Legislative Reception on March 23. This will, again, be held at the N.C. Museum for Natural Sciences, and we look forward to taking this opportunity to thank our elected officials for their continued support for economic development. Please visit the NCEDA website to register online.

Thank you again for your participation and support of NCEDA. I look forward to seeing you at the Seminar and MidWinter Conference.

Sincerely,



NCEDA 2010-2011 President



Professional Development Seminar: February 16, 2011

Don't miss this opportunity to attend the upcoming Professional Development Seminar with a shortened format to bring you insights on connecting with the N.C. General Assembly during the current session. **Our updated program from 11 a.m. to 1 p.m. will feature panels and a networking luncheon.**

An optional guided session following the luncheon will allow attendees to gain practical experience that can be applied to future opportunities with the N.C. General Assembly.

When: Wednesday, February 16, 2011; 11:00 a.m. - 1:00 p.m.

Where: Local Government Federal Credit Union (LGFCU) Conference Center; Raleigh, N.C.

Cost: \$45 (members); \$65 (non-members)

Deadline for registration will be Monday, February 14. Any cancellations after this date will be refunded, less a \$20 processing fee.

To register and view location details, visit www.nceda.org

Job Posting

City of Raleigh Economic Development Director

This is your opportunity to represent a city with too many accolades to list! Wake County Economic Development is currently seeking an experienced economic development professional to direct the City of Raleigh economic development program. The Greater Raleigh Chamber of Commerce contracts with the City of Raleigh to provide sales and marketing strategy for the city through the creation of jobs and expansion of the tax base. This is an annual contract that has been renewed annually since 1996.

The successful candidate will have experience leading projects and working with economic development consultants along with a proven track record of successfully providing services to local, regional or state elected officials and staff. The chosen candidate will serve as a critical member of a large urban economic development community.

If you are excited by a fast-paced, challenging opportunity, a high visibility position with frequent interaction with local governmental leaders and the ability to continue to build the economy of a superlative place to live, **please submit your resume to kim@elinvar.com.**

2011 MidWinter Conference: March 3-4, 2011

The competition for job creation and the expansion of tax base knows no boundaries. North Carolinas's economic developers are competing against neighboring states, throughout the region, across the nation and around the world. Join us at the 2011 NCEDA MidWinter Conference, entitled "Taking on the Competition," where we will share insight into the state's competitive positioning, and hear firsthand more about the ever increasing challenges we face in the global economy.

Confirmed Speakers Include:

Leslie Boney, *The University of North Carolina*
Bill Bullock, *N.C. Biotech Center*
Manfred Emmrich, *The Employment Security Commission of N.C.*
Billy Ray Hall, *N.C. Rural Center*
Bob Leak, Jr., *Winston-Salem Business Inc.*
Lynn Minges, *N.C. Department of Commerce*
Scott Ralls, *N.C. Community College System*
Rick Sago, *Richmond County*
Chip Sisk, *Hollingsworth Companies*

The conference will be held at the Pinehurst Resort in Pinehurst, N.C. Guests may book their reservations by calling Pinehurst Resort at 1.800.487.4653 or 910.235.8580. Please identify yourself as an NCEDA conference participant in case the special room rate is still available.

NCEDA Member:

\$250 (early registration, before February 14)
\$350 (regular registration rate after February 14)

Non-Member:

\$450 (early registration, before February 14)
\$550 (regular registration rate after February 14)

Golf Tournament:

\$130

Croquet Tournament:

\$35

Tentative agenda:

Thursday, March 3, 2011:

Golf Tournament Luncheon	11:00 a.m.
Golf Tournament at Pinehurst Resort - Course No. 1	11:30 a.m. (12:00 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 and Dessert Reception	9:30 p.m.

Friday, March 4, 2010:

Breakfast (for Pinehurst Resort guests)	7:30 a.m. – 8:30 a.m.
Conference Registration	8:00 a.m. – 9:00 a.m.
Conference Program	8:30 a.m. – 12:05 p.m.

Register online at www.nceda.org

2011 MidWinter Conference Sponsorships

The NCEDA 2011 MidWinter Conference will be held March 3-4, 2011, in Pinehurst, N.C. and is a great way to get your organization's name in front of your NCEDA colleagues. 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 has been extended to **Friday, February 18, 2011.**

Please contact Emily Gray at egray@capstrat.com to express interest in a sponsorship or call (919) 882-1966.

Below are available sponsorship opportunities during the conference:

<u>Sponsorship</u>	<u>Amount</u>
Thursday Golf Tournament	\$500/each
Thursday Golf Luncheon (Exclusive)	\$1,500
Thursday Croquet Tournament	\$500/each
Thursday Dinner Co-sponsorship (One remaining)	\$1,250
Friday Networking Break (Exclusive)	\$1,000
MidWinter Conference Program Sponsors	\$500/each

Below are current sponsorships, organizations and levels:

Sponsorship	
Welcome Reception Sponsor	Womble Carlyle Sandridge & Rice
Dinner Sponsor	Progress Energy
Networking Reception Sponsor	NC Association of Electric Cooperatives, Inc.
Program Sponsor	Ashe County Department of Economic Development
Program Sponsor	Business North Carolina
Program Sponsor	Convergent Nonprofit Solutions
Program Sponsor	G.L. Wilson Building Company
Program Sponsor	NC Ports
Program Sponsor	North Carolina Biotechnology Center
Program Sponsor	North Carolina Railroad Company
Program Sponsor	North Carolina's Southeast
Program Sponsor	PSNC Energy
Program Sponsor	SEPI Engineering
Program Sponsor	Withers & Ravenel
Program Sponsor	W.K. Dickson & Co, Inc.
Program Sponsor	Yonkers Industries
Golf Tournament Sponsor	Duke Energy
Golf Tournament Sponsor	Moss & Associates
Golf Tournament Sponsor	Myrick Construction
Croquet Tournament Sponsor	Duke Energy
Croquet Tournament Sponsor	ECS Carolinas, LLP

NCEDA 2010-2011 Scholarships—Due THIS FRIDAY

NCEDA 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).

Submission Instructions

Please submit your application package as an electronic file. The **application deadline is this Friday, February 11, 2011 at 5 P.M.** Applications must be received at the NCEDA office by this time.

Send applications to: Emily Gray, egray@capstrat.com.

To access the NCEDA 2010-2011 Scholarship application, visit http://www.nceda.org/prodevelopment_scholarships.php

For questions about the application, contact Emily Gray at (919) 882-1966 or egray@capstrat.com

NCEDA 2011 Legislative Reception

Strengthening Connections With Our State Legislators

As part of our legislative outreach , NCEDA will be hosting its annual Legislative Reception on March 23 at the N.C. Museum of Natural Sciences. This is a great opportunity to network with legislators and share with them NCEDA's legislative priorities. Please join us for this popular event and reach out to your local legislators to encourage them to attend as well.

When: March 23, 2011; 5:30-7:30 p.m.

Where: N.C. Museum of Natural Sciences; Raleigh, N.C.

Cost: \$50 (members/guests); FREE (legislators)

Register online at www.nceda.org.

NCEDA Annual Conference – June 14-16, 2011

Hotel Information

Because demand for accommodations and spa appointments at Grove Park Inn is so high, conference attendees and family members are urged to make reservations well in advance of the conference.

To make reservations, please call 800-438-5800. Identify yourself as an NCEDA conference participant to receive the special room rate of \$219.00.

NCEDA's room block will be released on **Friday, April 29, 2011**. Reservations made after this date are on a space available basis.

NORTH CAROLINA Capital Access Program



REGIONAL BRIEFINGS

In September, the U.S. Congress passed the federal Small Business Jobs Act of 2010. Under the act, North Carolina has received \$46.1 million to boost business and job growth through the North Carolina Capital Access Program (NC-CAP). Governor Beverly Perdue has designated the N.C. Rural Economic Development Center to administer the program in all 100 counties. The potential impact of NC-CAP on the economy of our state is immense, but only if we all do our parts – banks, businesses and the state's business support network. Find out what you can do to help make NC-CAP a success. Please *join us for a regional briefing near you* or learn more about the program through the sources listed in this announcement.

Charlotte and Hickory: Friday, February 18

8:30 a.m. Central Piedmont Community College
Levine Campus, Auditorium/Room 2150,
2800 Campus Ridge Road, Matthews

12:30 p.m. Catawba Valley Community College
Cuyler A. Dunbar Building, Auditorium, U.S. 70 Southeast, Hickory

Raleigh: Thursday, February 24

12:30 p.m. North Carolina Rural Economic Development Center
Education and Training Center, 4021 Carya Drive, Raleigh

Asheboro and Winston-Salem: Friday, February 25

8:30 a.m. Randolph Community College
Learning Resource Center, 629 Industrial Park Avenue, Asheboro

12:30 p.m. Forsyth Technical Community College West Campus
West Campus Auditorium, 1300 Bolton Street, Winston-Salem

Lumberton and Wilmington: Monday, February 28

8:30 a.m. Robeson Community College
Workforce Development Center, BB&T Room,
5160 Fayetteville Road, Lumberton

12:30 p.m. Cape Fear Community College, North Campus
McKeithan Center Auditorium, 4500 Blue Clay Road, Castle Hayne

Sylva and Asheville: Monday, March 7

8:30 a.m. Southwestern Community College, Jackson Campus
Myers Auditorium, Room 148B, 447 College Drive, Sylva

12:30 p.m. Asheville-Buncombe Technical Community College, Enka Site
Large Conference Room, 1459 Sand Hill Road, Candler

Greenville and Elizabeth City: Monday, March 14

8:30 a.m. East Carolina University
Willis Center, Auditorium, 300 East First Street, Greenville

12:30 p.m. Elizabeth City State University
K.E. White Graduate Center, 1806 Weeksville Road, Elizabeth City

The Format

An opening session (45 minutes) will provide a general overview of NC-CAP for lending institutions, business owners, local officials, economic development professionals, business service providers and other interested individuals. A second session (60 minutes) will be an orientation for lending institutions only.

A light breakfast will be provided at morning meetings and a light lunch at midday meetings. Registration and food service will open 30 minutes before the briefing begins.

To Register

Seating is limited, and registration is required. **To register, send an e-mail to nc-cap@ncruralcenter.org.** Please include the names of all individuals who will attend from your organization, the name of your organization and which session you plan to attend.

Details about the briefings and the Capital Access Program are available on the N.C. Rural Center website: www.ncruralcenter.org.

SPONSORS

North Carolina Department of Commerce

North Carolina Bankers Association

North Carolina Rural Economic Development Center

Meet Your Board

This month we will feature NCEDA Board Member C. Michael Smith



Prior to being recruited as Executive Director of the Greater Statesville Development Corporation in 2006, Smith worked in Raleigh for seven years at the Department of Commerce. He worked three years as a state wide Project Manager, and four years as the Client Services Manager. Smith was a part of the first industry sector teams, serving on the Transportation team, and the Life Science team.

Since moving to the Statesville-Troutman area, the community has continued to build on the previous record of success and landed several significant projects. These include the January 27 announcement of the second phase on a 130,000,000 Brazilian nonwovens manufacturing operation, Providencia USA, Newell-Rubbermaid's North American flight operations center at Statesville Regional Airport, and over 300 jobs at Doosan Infracore's construction equipment manufacturing facility and World Headquarters.

Smith's private sector experience includes over nine years in the executive recruitment industry, working in both the medical and information technology industries. During that period he spent two years in Atlanta and two years in Dallas, before returning home to North Carolina. Smith is on the city visioning committee, the steering committee for the 2011 community branding initiative, the Downtown Statesville board and is a board member of the Statesville Chamber of Commerce.

He is a 2005 Economic Development Institute graduate from the University of Oklahoma, and was a 2003 recipient of the Gov. James Holshouser professional development scholarship from NCEDA. Smith holds an MA in Geography and a BA in Political Science, both from East Carolina University.

Smith was born in Durham, and lived in a number of places growing up in North Carolina as the son of a United Methodist minister. He is married to Fairmont native Phyllis Floyd Smith, a Registered Nurse. They have one daughter, in the 6th grade at the American Renaissance Charter School in downtown Statesville.

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



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