

NCEDA DEVELOPMENTS



July 2010
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Emily Gray, Executive Editor

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In my first message to you as NCEDA President, let me say thank you for your leadership in supporting economic development in North Carolina. Our membership is valuable to this state because of your commitment in bringing jobs and prosperity to North Carolinians. Thank you for your hard work!

The past year's successes cannot be recognized without thanking Katherine Thomas for her service as NCEDA President. During the 2009-2010 year, she challenged us in "Making Critical Connections," and on behalf of NCEDA, I would like to thank Katherine for her leadership.

My sincere appreciation to those who have already renewed your membership for the 2010-2011 year, and welcome to all of our new members. Your continued support of NCEDA is greatly appreciated.

Last month NCEDA hosted its 44th Annual Conference, with the theme "Moving North Carolina Forward in a Global Economy" – focusing on transportation by air, land and sea. We experienced excellent visible support by our members and guests, fantastic programs and speakers, and a special appearance by Governor Perdue's Chief of Staff, Britt Cobb. We also presented the NCEDA President's Award to Governor Jim Hunt, recognizing a true champion of economic development. We should all remember and take to heart Governor Hunt's words encouraging all NCEDA members to continue our work in creating jobs for North Carolina.

Due to the extremely positive feedback we received regarding the program content, all presentations and hand-outs have been posted on the NCEDA homepage (www.nceda.org). Whether you were able to attend the conference or not, these presentations could be very useful resources.

***President's Message continued on page 2 ***



President's Message Continued

Our Legislative Committee and members have been working tirelessly over the past two months to share NCEDA's legislative priorities with the General Assembly Members, and we have positive advancements as a result. House Bill 1973 - the Keeping North Carolina Competitive Act - has made its way through the House and awaits approval from the Senate. In addition, NCEDA has worked with other economic development stakeholder groups to voice our strong opposition to the recent ruling that SEPA should apply to economic development projects. Through calls to action and legislative updates, NCEDA has kept our members up to date on the latest legislative developments, and you all have responded in force. In fact, many of our members participated in the recent Legislative Reception to personally connect with Legislators to share our messages supporting economic development. I want to thank each of you for your efforts on behalf of NCEDA's legislative agenda - every voice counts!

Moving forward, we will continue to work together this year to grow North Carolina's economy through our economic development efforts. NCEDA will support these efforts through professional development programs, conferences and membership communications.

The input from our members is vital to our continued improvement and success. Please get involved with the Association by joining a committee, attending events and actively seeking out economic opportunities for our state. To join a committee, contact the NCEDA staff (nceda@capstrat.com).

I look forward to working with each of you during the next 12 months, hearing your feedback and sharing best practices. I am honored to serve as your 2010-2011 NCEDA President, and thank you for the opportunity!

Sincerely,



NCEDA 2010-2011 President

NCEDA 2010 Fall Conference Information

The NCEDA 2010 Fall Conference is scheduled for October 13-14, 2010 at the Embassy Suites Hotel in Concord, N.C.

More details about the conference program and registration will be forthcoming, but we encourage participants to go ahead and make hotel reservations, as the room block will expire on September 10, 2010.

To book a room under the NCEDA room block and get the discounted rate of \$129, attendees will need the group code: EDA. Guests may book their reservations by either:

- Calling the hotel directly at 704-455-8200 and speaking to the Embassy Suites Hotel reservations department.
- Calling 1-800-EMBASSY
- Going online to www.embassysuitesconcord.com and entering the Group/Convention Code: EDA.

2010 NCEDA Annual Conference Wrap-Up

Joanna Helms (NCEDA Board Member) and Katherine Thomas (NCEDA Immediate Past President) presented the NCEDA Economic Developer of the Year Award to Don Porter (Raeford-Hoke County EDC) and Scott Millar (Catawba County EDC).



Katherine Thomas presented Governor Jim Hunt with the NCEDA President's Award. Governor Hunt addressed Annual Conference attendees, encouraging NCEDA to keep up the good work in legislative outreach and creating North Carolina jobs.



NCEDA members enjoyed an evening among sea life at the N.C. Aquarium—Pine Knoll Shores. Special thanks to Electricities of N.C. and North Carolina's Electric Cooperatives for sponsoring this dinner event.



Thank you to our Annual Conference Sponsors

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FOR IMMEDIATE RELEASE
JUNE 22, 2010

THREE INDIVIDUALS HONORED
DURING RECENT NCEDA CONFERENCE

Donald Porter and Scott Millar receive 2010 Economic Developer of the Year Awards and Governor Jim Hunt presented with NCEDA President's Award

RALEIGH, NC – Overwhelming efforts by two of North Carolina's economic development leaders made it simply too difficult to select just one honoree for this year's North Carolina Economic Developers Association's (NCEDA) Economic Developer of the Year Award.

As a result, two winners were selected – Donald Porter, executive director of the Raeford-Hoke County Economic Development Commission, and Scott Millar, president of the Catawba County Economic Development Corporation – in recognition of their outstanding achievements in economic development over the past year.

“Each of these individuals has faced unique challenges in their efforts to promote economic development in their counties and throughout the state,” said Katherine Thomas, NCEDA president. “And yet, their work on behalf of our state can be felt by all North Carolinians.”

Donald Porter's achievements in business recruitment and expansion projects in rural Hoke County would be impressive regardless. But in the midst of a national economic recession, Porter seems to have accomplished the impossible. Recruitment of a \$100 million ethanol plant; the creation of 75 new jobs as part of bringing Alpha, Inc. to Hoke County; and an expansion project for Hoke Rubber Products to include 49 additional jobs – these statistics merely scratch the surface of the results from Porter's economic development vision and leadership over the past year.

Playing an integral role in one of North Carolina's most publicized economic development projects of the year, **Scott Millar** worked tirelessly to locate the Apple datacenter in Catawba County – resulting in 300 jobs when complete, a \$1 billion capital investment by Apple and 1,100 jobs as part of its construction. In addition to the Apple project, Millar also coordinated business recruitment and expansion projects with Fiserv, Ethan Allen, FedEx Ground, BSN Medical, Legacy Furniture and Von Drehle Corporation in 2009 alone.

Thomas also presented the rarely bestowed NCEDA President's Award to former Governor Jim Hunt, honoring his legacy as one of North Carolina's strongest supporters of economic development – during his time in office and beyond.

While Porter and Millar were recognized for their achievements over the past year, the NCEDA President's Award, presented to former **Governor Jim Hunt**, encapsulates a lifetime of dedication to economic development in North Carolina. Under Governor Hunt's leadership, North Carolina consistently ranked at the top of the nation in economic growth, job creation and capital investment, and was nationally recognized for its business climate. Ever mindful that establishing the future economic prowess of his state depended on the “new economy,” he established the North Carolina Biotechnology Center, the Microelectronics Center of North

Carolina, and the North Carolina School of Science and Mathematics. Since leaving office, Governor Hunt continues his promotion of North Carolina as a business friendly destination.

PHOTO OPPORTUNITY: Photos of award ceremony and recipients are available upon request.

ABOUT NCEDA:

The North Carolina Economic Developers Association is the leading statewide association of professional economic developers and their allies in North Carolina. The nearly 600 members promote the state and its communities as places for new economic activity. They are on the front line of economic development in North Carolina. Based in Raleigh, NCEDA provides professional development, advocacy and information services for its members.

For more information, visit NCEDA's website, www.nceda.org.

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FOR IMMEDIATE RELEASE
June 22, 2010

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NCEDA ANNOUNCES 2010-2011 BOARD OF DIRECTORS

RALEIGH, N.C. – The North Carolina Economic Developers Association (NCEDA) has elected its 2010-2011 board of directors.

The 2010-2011 officers are:

- President – **Jimmy Smith**, Director of Economic and Community Development, Four County Electric Membership Corporation
- Vice-President – **Bonnie Renfro**, President, Randolph County Economic Development Corporation
- Secretary/Treasurer – **Linda Weiner**, Special Assistant to the President – Engagement & Economic Development, N.C. Community College System
- Immediate Past President – **Katherine Thomas**, Director – Community Relations and Economic Development, Progress Energy

NCEDA's incoming President has been employed with the Four County Electric Membership Corporation for the past 23 years. Jimmy Smith serves as the Director of Economic and Community Development, with the primary responsibilities of: economic and community development, key accounts for large commercial and industrial customers, government relations and legislative lobbying.

Active in his community, Smith serves on a number of boards across the state. He is currently Chairman of Wilmington Regional Film Commission, President of the Pender County Community Foundation, Chairman of the Pender Economic Development Alliance, board member and past Chairman of Pender Adult Services, board member of North Carolina's Southeast, a board member and past Chairman of Cape Fear Resource, Conservation & Development, past board member of Wilmington Committee of 100, Inc., and past board member of the Wallace 100 Committee.

A graduate of East Carolina University (ECU) with a Bachelor of Arts in Geography and a minor in Urban & Regional Planning, Smith also participated in graduate studies in Geography at ECU.

Smith is a native of Lenoir County and currently resides in New Hanover County

NCEDA also elected three new board members, who will serve until 2013:

- **Ernest C. Pearson**, Member, Nexsen Pruet PLLC
- **Rodger M. Sauls, Jr.**, Director – Marketing & Business Development, Yonkers Industries, Inc.
- **Judy Stevens**, Director, Montgomery County Economic Development Corporation

“The 2009-2010 NCEDA board members should be commended for their tireless efforts on behalf of job creation and retention in our state, and I have no doubt that the individuals taking on the roles of new board members and officers will continue to add to the legacy of great leaders in economic development,” said Scott T. Hamilton, NCEDA past president and chair of NCEDA’s Nominating Committee.

The new officers and board members officially assume their positions July 1, 2010.

About NCEDA

NCEDA is the leading statewide association of professional economic developers and their allies in North Carolina. Its nearly 600 members promote the state and their communities as places for new economic activity. They are on the front line of economic development in North Carolina. Based in Raleigh, NCEDA provides professional development, advocacy and information services for its members.

For more information, visit www.nceda.org.

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2010-2011 NCEDA Membership Renewal

Thank you for your continued support!

The Board of Directors of the North Carolina Economic Developers Association (NCEDA), *thanks you* for your continued support and invite you to renew your membership for the 2010-2011 year (July 1, 2010 – June 30, 2011). **Your support of NCEDA has allowed us to have a very successful year.**

NCEDA offers a full slate of programs and networking opportunities including the Fall, MidWinter and Annual conferences, networking luncheons, a monthly newsletter, a resource Web site, legislative updates and alerts while the legislature is in session, and the membership directory.

To make the renewal steps as simple as possible for you, we'll be processing all membership renewals online at www.nceda.org.

The deadline for membership renewals has been extended to July 31, 2010. However, we encourage you to renew your membership as soon as possible.

Simply log onto your NCEDA Web account using your email address and password. Review your personal contact information listed online and please make any necessary changes. All changes you make will update our online database immediately.

The cost for dues will be \$200 for the 2010-2011 year. We accept checks and credit cards (VISA or MasterCard ONLY). Please indicate your payment type on the online form.

The members make NCEDA the organization that it is, and we thank you for your continued support. If you have any questions, please contact the NCEDA office at (888) 246-2332 or e-mail us at nceda@capstrat.com. We value your membership and look forward to another outstanding year.

NCEDA Staff Update

Cooper Allen Macon was born Saturday, June 26 at 8:54 p.m. Mom and baby are doing great. We send Cameron a warm NCEDA congratulations!

Position/Title

Economic Development Liaison

The Liaison will serve an 11 county region of NC impacted by BRAC 2005. Assisting these counties with client lead generation, marketing and client visits are core duties. For more information please visit www.bractf.com.

Qualifications

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. It is desired that this position be filled by an individual with a working knowledge of the military whether that be as a veteran of military service, as a civilian employee of one of the service branches or through a history of a relationship with the military that has created such knowledge.

Professional Skills

- Self-motivated and self-directed.
- Ability to communicate professionally in oral and written communications.
- Professional manner, appearance and attitude.
- Ability to attend conferences/seminars to gain greater knowledge and network with peers.
- Hold a valid NC Drivers License
- Ideally have combined skills and experience with the military and/or defense contractors
- Have a firm grasp of current marketing methods and venues.
- Ideally have an existing understanding of the basics of economic development as to recruitment methods, retention and expansion.

Key Duties

- Create a working relationship with existing contractors and clients of the BRAC RTF.
- Generate new leads through contacts, inquiries, referrals, trade shows, etc. of defense businesses.
- Provide assistance to existing defense contractors in the BRAC region.
- Network with the NCDDBA, NCMBC, Dept. of Commerce, local economic development entities, regional economic development partnerships, and existing defense contractors.
- Evaluate and mine the existing database of defense contractors in coordination with NCSE, PTP via the Montgomery County developer and RTRP.
- Generate additional contacts to be added to the current database through collaboration with the NCDDBA, NCMBC, the NC Military Foundation, trade shows and other defense businesses.
- Attend and coordinate the BRAC RTF attendance at AUSA and other trade shows to generate leads and to promote the BRAC region.
- Follow-up on leads from trade shows through coordination with RTRP, NCSE, the PTP developer and local developers.
- Leverage and coordinate resources and expertise with NCSE, RTRP, and local developers for marketing proposals.
- Follow-up with leads and contacts by providing timely information, data, and accurate responses fairly representing all eleven counties as assets meet the needs stated in the inquiry.
- Handle client visits to the BRAC region as appropriate, document results and continue follow-up as long as the project is active.
- Assist the BRAC ED Marketing Committee in the development of a new collateral brochure and related marketing materials. The brochure would include a list of all resources for the defense industry and a list of all existing defense contractors in the BRAC region.
- Ensure the website is a strong marketing and promotional tool for the BRAC region.

- Ensure the web site continues its link to the available buildings and sites database as customized for the BRAC region by the NC DOC.

Computer Skills

To perform this job successfully, an individual should have a working knowledge of Microsoft Office Suite products to include Word, Excel, Access, and PowerPoint. Prefer database experience. Preferred candidate will have knowledge of above and basic knowledge of the ACT database or similar program and understand how it functions and how to produce reports. Ability to record notes and details into databases is very important.

Meet Your Board

This month we will feature one of your new Board Members
Judy Stevens



Judy Stevens is the Executive Director of the Montgomery Economic Development Corporation and the Montgomery County Chamber of Commerce, a position she has held since 1993. Prior to this she was the owner and manager of a clothing store, Judy's Ladies Apparel. She completed the basic Economic Development Course at UNC Chapel Hill, the Rural Economic Development Institute, and she is a graduate of the Economic Development Institute in Norman, Oklahoma. Judy directs the Chamber's Leadership Montgomery Program which has over 350 graduates. She has held various board seats and offices including two terms on the Montgomery County Board of Education, Chairman 1981-88, Board of Directors,

Piedmont Triad Partnership, Vice Chair, Board of Directors, Yadkin Pee Dee Lakes Project, Chairman 1992-98, and served on the Board of Directors for several other organizations. Judy also served as Chairman of the CEDS, Comprehensive Economic Development Strategy for the 10 counties in the 8th District.

Judy's accomplishments include:

- 1999 Outstanding Rural Leader Award, NC Rural ED Center
- 1999-2000 Practitioner of the Year, NCEDA
- 1999-2000 Recruited over \$130M and 1,030 new jobs to Montgomery County
- 2005 The Judy Stevens Endowment for Economic & Community Development

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 non-regulated operations covering competitive generation, energy marketing, natural gas production, fuel extraction and broadband capacity.

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