

NCEDA DEVELOPMENTS



2011
Volume IX Issue 12
Emily Gray, Executive Editor

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Renew your NCEDA Membership for 2011-2012 Today!

See page 5 for details.

Additional Dates to Note:

October 12-13, 2011

2011 Fall Conference: Greensboro, N.C.

March 1-2, 2012

2012 MidWinter Conference: Pinehurst, N.C.

June 26-28, 2012

2012 Annual Conference: Wrightsville Beach, N.C.

NCEDA President's Message

Last week, NCEDA returned to Asheville for the **2011 Annual Conference**. The program featured strong presentations in entrepreneurship and innovation, and conference activities spurred networking opportunities for over 220 economic developers and development allies. On behalf of NCEDA, we would like to extend special thanks to Bonnie Renfro, the Annual Conference committee members and all of our sponsors for making this great event possible. Please see pages 3-4 for the conference wrap-up and photos of the Economic Developer of the Year award winners.

Also, the **NCEDA 2011-2012 membership renewal** drive is upon us and members can renew online as well as prospective new members can join online. If anyone needs assistance in membership renewal or joining NCEDA, please contact Emily Gray at (919) 882-1966. Thank you to all of you who have already renewed your membership for next year. Each member is extremely valuable to our association as you are the ones who define NCEDA and make it possible for us to impact job and economic growth in North Carolina. To find instructions for membership renewal, see page 6.

This is my last newsletter message to you as NCEDA President. In closing, I would like to recognize each of our members for your involvement over the past year. I have seen NCEDA members reach out to their legislators to impact economic development policy, coordinate insightful conferences and events, and make strategic connections with key stakeholders as well as each other. Our association is as strong as ever, acting as the voice of economic development for North Carolina.

Along with our members, NCEDA's strength comes from our board members' leadership. To our outgoing board members Jim Nichols, Mike Wilkins, Mike Smith and Katherine Thomas, thank you for your dedication in making NCEDA the best it can be. To our incoming board members Mark Clasby, Raul Peralta, Mark Pope and Andrew Tate, thank you for volunteering your time and talent to our association in the coming years.

It has been an honor and a privilege for me to serve as your president. I look forward to remaining very active in NCEDA and keeping up with each of you. Also, I would like to extend my heartfelt thanks for your support in ensuring that North Carolina has the resources to stay competitive in the future.

NCEDA, as the voice of economic development for North Carolina, must continue our work to ensure that North Carolina always has the economic development tools to keep North Carolina competitive. Your active membership and participation in NCEDA will help us accomplish this goal immensely.

Thank you for supporting me as President and best wishes to all.

Sincerely,



NCEDA 2010-2011 President



NCEDA 2011 Annual Conference Wrap-Up



**Congratulations to the 2011 NCEDA
Economic Developers of the Year!**

Mark Pope

Lenoir County Economic Development
Department

Tom Johnson

Rutherford County Economic Development
Corporation

Thank you to NCEDA's Professional
Development co-chairs Pat Mitchell and
Jenny Mizelle for their leadership!

(Above): Mark Pope was nominated by
Brenda Daniels of Electricities and Donna
Phillips of the N.C. Department of
Commerce, who accredited Mark with
bringing growth and expansion to Lenoir
County—with nearly 3,000 new jobs
in 2010.



(Above): Nominated by Mary Taylor
(pictured on right), Tom Johnson was
recognized for his leadership in bringing
the \$450 million Facebook data center
project to Rutherford County.

(Left): NCEDA members and their
families enjoy an evening at
Taylor Ranch for
networking and entertainment.



NCEDA 2011 Annual Conference Wrap-Up

Thank you to our Annual Conference Sponsors!

Ashe County Economic Development
Business North Carolina
Chatham County Economic Development
Corporation
Charlotte Regional Partnership
City of Asheville Office of Economic
Development
COMtech
Duke Energy
ECS Carolinas, LLP
ElectriCities of North Carolina
The e-NC Authority
Greenfield
Henderson County Partnership for Economic
Development
John S. Clark Company
Lend Lease
Lenoir County Economic Development
North Carolina's Electric
Cooperatives
North Carolina Biotechnology Center
North Carolina Partnership for Economic
Development
North Carolina's Southeast
North Carolina State Port Authority
O'Brien/Atkins Associates, PA
Parker Poe
Piedmont Natural Gas
Progress Energy
PSNC Energy
Randolph County Economic Development
Corporation
Research Triangle Park
S&ME
SEPI Engineering
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Timmons Group

Wayne County Development Alliance
Wilkes Economic Development Corporation
Withers & Ravenel
Womble Carlyle Sandridge & Rice
The Wooten Company
W.K. Dickson & Co., Inc.

Thank you to our speakers!

(Presentations are located on nceda.org)

Barry Leonard
Roland Johnson
Bill Kalkhof
John Peterson, Ernie Pearson & Mike Wilkins
Leslie Scott
Steve Miller
Scott Hamilton

Thank you to the Annual Conference Committee!

Bonnie Renfro, Chair
Jane Brasier
Andy Coe
Brenda Daniels
Jeff Garstka
Randall Johnson
Maureen Little
Pat Mitchell
Crystal Morphis
Raul Peralta
Dianne Reid
Judy Stevens
Michael Trotter
Jim Walton
Alan Wood
Capstrat/NCEDA team

NCEDA 2011 Economic Developers of the Year



FOR IMMEDIATE RELEASE
JUNE 21, 2011

TWO INDIVIDUALS HONORED DURING RECENT NCEDA CONFERENCE

Tom Johnson and Mark Pope receive 2011 Economic Developer of the Year Awards

RALEIGH, NC – Overwhelming efforts by two of North Carolina's economic development leaders made it 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 – Thomas Johnson, executive director of the Rutherford County Economic Development Corporation, and D. Mark Pope, executive director of the Lenoir County Economic Development Department – in recognition of their outstanding achievements in economic development over the past year.

"Tom Johnson and Mark Pope have worked tirelessly to expand economic development and create jobs in their counties and throughout North Carolina," said Jimmy Smith, NCEDA president. "This award is a small recognition compared to the impact they have made in their communities and our state."

Tom Johnson's determination for business recruitment led to successful work with large data center projects looking in Rutherford County. Most impressively, Johnson's leadership led to the announcement that Facebook will be building their second data center in Rutherford County, investing at least \$450 million and creating over 300 jobs (including immediate construction jobs). Johnson was also integral in establishing CMI Industries in Rutherford County with a new manufacturing facility. These projects will have immense impact on a community that has been hard hit by the exodus of the textile manufacturing sector, as Rutherford County had an unemployment rate of 19.1 percent in January 2010.

Mark Pope was critical in bringing new projects to Lenoir County in 2010, gathering the right people and resources to provide assistance. These projects include expansion of DuPont and MasterBrand businesses, along with the establishment of Precision Shavings, Inc., Woodmen of the World Community Center, Spirit Aerosystems and Sanderson Famers' Processing Plant-Hatchery-Feed Mill. These projects bring a combined 2,974 jobs and \$817.8 million in new investment to Lenoir County. Throughout the year, Pope overcame obstacles, offered continuous guidance and maintained critical relationships to guarantee each project's success.

PHOTO OPPORTUNITY: Photos of award 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.

2011-2012 NCEDA Membership Renewal Information

Dear NCEDA Members:

On behalf of the Board of Directors of the North Carolina Economic Developers Association (NCEDA), I want to **thank you** for your continued support and invite you to renew your membership for the 2011-2012 year (July 1, 2011 – June 30, 2012). **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, Mid-Winter 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.

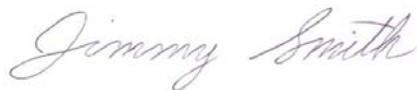
To make the renewal steps as simple as possible for you, we'll be processing all membership renewals online at www.nceda.org. We encourage you to renew your membership as soon as possible as your membership will automatically expire in our registration system on July 1, 2011.

Simply log onto your NCEDA Web account using your email address and password. (Unless you have changed it, your password is: blueberry.) 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 2011-2012 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.

Sincerely,



Jimmy Smith
NCEDA President

JOB POSTING: Duplin County

Economic Development Executive Director

Duplin County is seeking a dynamic individual to serve as Director of the Economic Development Commission. The position functions under direction of the county manager and board of commissioners. The position also reports to a 10 member appointed economic development commission. The position requires extensive personal initiative and interaction with industries, utility companies, state and local elected officials. The role of this position is to promote existing industries and recruit new and expanding industries consistent with the local economy and workforce.

Position represents Duplin County at events and functions; attends workshops and conferences related to economic development. The position requires the ability to perform professional and managerial work in association with developing strategic economic development plans; developing business plans and funding strategies to assist industries; presenting complex information to citizens and governing boards, preparing and maintaining reports and budgets.

Position administers the county's revolving loan program and performs other related work as assigned. Position requires Bachelor's degree in business administration or closely related field supplemented by three (3) to five (5) years relevant experience and/or training.

An equivalent combination of education, training, and experience may be considered. Salary is negotiable depending on qualifications.

Application will be accepted until **June 30, 2011**. Complete job description and applications are available at www.duplincountync.com. Resumes and applications may be sent to Duplin County Personnel at P. O. Box 910 Kenansville, NC 28349.

Duplin County is an Equal Opportunity Employer.

JOB POSTING: Town of Fuquay-Varina

Town of Fuquay-Varina

ECONOMIC DEVELOPMENT DIRECTOR

The Economic Development Director for the Town of Fuquay-Varina will be involved in economic development activities to enhance and broaden the tax base in corporate Fuquay-Varina. The activities will include, but are not limited to, industrial site development, recruitment of industrial and manufacturing prospects (in conjunction with economic development partners), coordination with existing industry for expansion, recruitment of desired major retail/commercial entities and other activities that diversify and strengthen the tax base. Work will be accomplished under the direction of the Town Manager with assistance from the Fuquay-Varina Economic Development Commission. Work will involve personal meetings with key industry representatives, interaction and partnering with Town department heads, interaction and partnering with economic development professionals from Wake County and the State of North Carolina, and personal meetings with local property owners, retail industry representatives and commercial real estate brokers. Work may include other duties and responsibilities for the betterment of the Town of Fuquay-Varina as determined by the Town Manager.

Minimum Requirements:

- Bachelor's Degree in Business Administration, Business Communications, Marketing, or other related degree (as determined by the Town Manager)
- Successful work experience in economic development/industrial recruitment activities **in the State of North Carolina**

Preferential Consideration will be given to the candidate who:

- Can demonstrate a minimum of one industrial park that he/she was instrumental in its development from land negotiation, to master planning, to infrastructure construction, and to sale to industrial tenant.
- Can demonstrate successful recruitment of multiple industries to their jurisdiction
- Can demonstrate successful partnering for expansion of existing industry within their jurisdiction
- Can demonstrate successful location of a major retail entity to their jurisdiction

Hiring Range:

Starting salary range is \$58,571-\$73,670 annually, depending on qualifications and experience. Additional benefits include participation in the North Carolina Local Government Employees Retirement System, a 5% Town contribution to the State 401(K) plan, health, dental, and vision insurance, paid leave, paid holidays, and a Town vehicle will be provided for business-related (non-commuting) travel.

How to Apply:

A completed Town of Fuquay-Varina employment application must be received in the Human Resource Department's office by the posted deadline. Resumes may be submitted in addition to, but **not** in lieu of, a completed employment application.

Deadline for Receipt of Application: Wednesday, July 01, 2011-5:00 pm EST

JOB POSTING: Wayne County

County of Wayne Human Resources Department

**134 North John Street
Goldsboro, NC 27534**

(919) 705-1882

Fax (919) 731-1628

Employment Opportunity

Attention Applicants: Applications must be submitted to the Human Resources Department by fax, at the above noted address or electronically to Kim.Wells@waynegov.com. Application forms are available in the Human Resources Department and online at www.waynegov.com. Applicants may submit a resume; however, resumes are not accepted in lieu of a completed employment application. All applicants will be contacted regarding the status of submitted applications. Criminal background checks required.

Position Title: Research and Marketing Specialist

Salary Grade and Range: Grade 68 \$35,412 - \$55,231

Key Duties: Serves as the principal assistant in business and industry recruitment through research and data collection; information organization and dissemination; and RFP/RFI response. Also serves as the primary coordinator of all internal and external marketing activities including website design and maintenance; promotional materials; advertising opportunities; special programs and special events implementation and serves as communications manager. Also manages and tracks all social media platforms. This position is responsible for assisting the Wayne County IT Department regarding website matters and also coordinates with the Wayne County Communications Director for publicity opportunities. Reports to WCDA President.

Knowledge and Skill Requirements: Four year college degree in one of the following areas - Marketing; Planning; Economics; Business; or a related equivalent – OR – At least 5 years experience in a economic development or marketing related field. Graduate of the Basic Economic Development Course preferred. (If not, the employee will be required to complete course and graduate.) Expertise in computer software, hardware, operating systems, and networking. Proficiency in Windows operating systems; Microsoft Office Programs (includes Word, Power Point, Excel, Access, and Publisher); web publishing software (Adobe Contribute); and graphic design software (Adobe Illustrator, Photoshop, InDesign). Experience in using social media tools to generate local and global awareness, specifically for economic development or related fields. Requires extensive knowledge of various social media platforms, such as Facebook, Twitter, Linked In, Wordpress, YouTube, etc.

Posting Date: June 2, 2011 (Will remain posted for a minimum of 7 working days)

The County of Wayne is an Equal Opportunity Employer

NCEDA 2011 Fall Conference Room Block

The NCEDA 2011 Fall Conference is scheduled for October 11-12, 2011 at Grandover Resort and Conference Center in Greensboro.

More details about the conference program and registration will be forthcoming, but we encourage attendees to go ahead and make hotel reservations, as the room block will expire on September 8, 2011.

To book a room under the room block and get the discounted rate of \$155 plus tax, attendees will need the group code: nceda. Guests may book their reservations by either:

- Calling the hotel directly at 336-894-1800 or 800-472-1800 and speaking to the Grandover Resort and Conference Center reservations department, asking for the NCEDA 2011 Fall Conference group.

OR

- Going online to www.grandover.com and entering group online code: nceda.

Annual Basic Economic Development Course at UNC

39th Annual Basic Economic Development Course at UNC

August 1-4, 2011

This four-day introductory course is designed for economic development professionals at all levels. The course provides intensive instruction on the fundamentals of economic development practice. Participants will have the opportunity to learn from knowledgeable economic development experts and fellow colleagues, as well as to network and form valuable professional relationships that will help them to work more effectively.

Program Topics:

Trends in Economic Development

- Marketing and business attraction
- Business retention and expansion
- Entrepreneurship
- Workforce development
- Financing economic development
- Strategic planning
- Community development
- Managing economic development organizations

Who Should Attend: Economic development professionals from public and private agencies, including individuals new to the field and those who wish to brush up on their skills

Registration: Visit www.sog.unc.edu/courses/0770/

Accreditation: This course is accredited by the International Economic Development Council and counts toward the CECD certification.

For more information: Contact Carla Stowe, program manager, at 919.843.8176 or cstowe@sog.unc.edu.

Meet Your Board

This month we will feature NCEDA Board Member Jenny Mizelle



Jenny Mizelle has been Director of Economic Development for the Town of Holly Springs since 1996 and has overseen the creation of one 240-acre Certified Site and a 130-acre Wake County Shovel Ready site. The successful recruitment of Novartis Vaccines and Diagnostics' US Flu Cell Culture manufacturing facility to Holly Springs has certainly been the highlight of her career and having been involved with the Town's development for 15 years has been challenging and personally gratifying.

Jenny is serving as Chair of the Holly Springs Business Alliance for the sixth year which is a volunteer-led partnership between the business community and Holly

Springs High School and two middle schools that supports activities that enhance career education for local students.

Prior to her employment with the Town of Holly Springs, Jenny worked for a national non-profit community development support organization, LISC, running the Palm Beach County, Florida program after several years in mortgage banking. She graduated from Virginia Tech with a B.A. in Urban Affairs.

Meet Your Patron Sponsor

This month we will feature Patron Sponsor: North Carolina's Electric Cooperatives

North Carolina's electric cooperatives serve more than 2.5 million people across North Carolina in 93 of the state's 100 counties.

The 26 electric cooperatives are private, independent and not-for-profit entities committed to providing a high standard of service to residential, commercial, industrial and agricultural customers with at-cost electric service. Each of North Carolina's electric cooperatives is governed by a board of directors elected from its membership.

Members are also owners. North Carolina's electric cooperatives emphasize the importance of community involvement, integrity, accountability and innovation.

Phone: (919) 872-0800 or (800) 662-8835
Fax: (919) 645-3410
E-mail: info@ncemcs.com

North Carolina's
Electric Cooperatives

Your Touchstone Energy® Cooperatives 

NCEDA Board of Directors

2010-2011 OFFICERS

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