

# NCEDA DEVELOPMENTS



May 2010  
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Cameron Macon, Executive Editor

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## Renew your NCEDA membership for 2010-2011 today!

### Details on membership renewal on page 4.

## NCEDA Event Calendar

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

**June 22, 2010**  
NCEDA 2010 Legislative Reception  
N.C. Museum of Natural Sciences  
Raleigh, N.C.

**October 13-14, 2010**  
2010 Fall Conference  
Embassy Suites  
Concord, 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

Believe it or not, it's that time of year again: time to renew our NCEDA membership for 2010-2011! If you haven't already, you will soon receive instructions in the mail directing you to renew your membership online. This is efficient, painless and will generate all necessary invoices and receipts to assist with any internal accounting requirements.

It is you, our NCEDA members, who make this association viable and successful - **thank you** for your continued support. I look forward to your membership, engagement and suggestions, which will continue to shape our future success!

Before this NCEDA year ends, there are still a few items to keep on our calendars:

### **NCEDA 2010 Annual Conference: June 14-16; Atlantic Beach, N.C.**

The Annual Conference Committee, led by Conference Chair Jimmy Smith, has put together a great program – “Moving North Carolina Forward in a Global Economy.” The conference will focus on the logistics of doing business – from air, water and rail transportation to overarching efforts from the state to improve our logistics infrastructure. More details about registration and the program agenda are found on page 3 of the newsletter.

### **NCEDA Legislative Reception: June 22; Raleigh, N.C.**

Legislators and NCEDA members alike have found this event to be extremely valuable. The Legislative Reception is a great opportunity for us to connect with our state's Senators and Representatives and to share our legislative priorities and real world examples of economic development in North Carolina. For more information regarding registration, please see page 3 of the newsletter. To review NCEDA's 2010 Legislative Priorities, please see page 7 of the newsletter.

This has been a productive year for NCEDA thus far. Between the effective outreach to economic development stakeholder groups – resulting in stronger, more consistent messaging to state leadership – to the thought-provoking professional development opportunities presented throughout the year, our members and Board have worked diligently to strengthen critical connections with each other and with our partners.

NCEDA was recently asked to present during the N.C. Chamber of Commerce's Jobs Summit. I was honored to represent NCEDA on one of the panels and to share our views on the current economy, job creation efforts and the necessary tools needed to keep North Carolina competitive.

Opportunities like the Jobs Summit provide a forum to tell our story and promote economic development priorities among business and state leaders. I encourage each of you to seek out these opportunities. The more we can educate our local business and civic leaders about the benefits of our economic development toolbox, the more successful North Carolina will be overall.

Please join me in committing to a strong finish for our NCEDA year as we gain valuable insights during our Annual Conference, strategic connections during the Legislative Reception, and record-breaking membership renewals for the future success and viability of our association! I am confident that all of these objectives will become a reality by June 30.

All the best,

*Katherine Thomas*

NCEDA 2009-2010 President



# **2010 NCEDA Annual Conference: June 14-15** **“Moving N.C. Forward in a Global Economy”**

Join us as NCEDA heads back to the beach for the 2010 NCEDA Annual Conference. This year's Annual Conference will focus on the logistics of doing business – from air, water and rail transportation to overarching efforts from the state to improve our logistics infrastructure.

## **Conference Registration**

### ***Full conference EARLY REGISTRATION options:***

NCEDA Member—\$340

Non-Member—\$540

Guest/Spouse Full Registration—\$200

***\*NCEDA Member and Non-Member rates increase \$100 if submitted after May 21, 2010.***

Golf Tournament—\$65

Sea Kayak Tour—\$45

### ***Spouse/Guest and Family individual options:***

Guest/Spouse Monday Welcome Reception—\$45

Youth (12 – 16 years) Monday Welcome Reception—\$15

Guest/Spouse Tuesday N.C. Aquarium Dinner—\$85

Youth (12 – 16 years) Tuesday N.C. Aquarium Dinner—\$25

*\*Children, under 12, may receive a complimentary registration for the Monday and Tuesday evening activities.*

**For more information about the program agenda, registration, hotel accommodations, please visit the NCEDA Web site at [www.NCEDA.org](http://www.NCEDA.org).**

## **\*\*SPECIAL NOTICE\*\***

**Governor Jim Hunt will be in attendance at the NCEDA Annual Conference — receiving a special award from NCEDA President Katherine Thomas.**

## **NCEDA Legislative Reception** **June 22, 2010**

### **Strengthening Connections With Our State Legislators**

As part of our legislative outreach this summer, NCEDA will be hosting its annual Legislative Reception on June 22 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:** June 22, 2010; 5:30-7:00 p.m.

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

**Cost:** \$50 (members); FREE (legislators)

**Register online at [www.NCEDA.org](http://www.NCEDA.org).**

## 2010-2011 NCEDA Membership Renewal Information

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 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](http://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, 2010.

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 remain the same for the 2010-2011 year – \$200. 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](mailto:nceda@capstrat.com).

We value your membership and look forward to another outstanding year.

Sincerely,



Katherine K. Thomas  
NCEDA President

# NCEDA 2010 Economic Developer of the Year: Application Deadline Extended to Friday, May 21

NCEDA is proud to open nominations for its **N.C. Economic Developer of the Year** award. The N.C. Economic Developer of the Year award is given annually, recognizing the individual who has provided outstanding leadership in economic development and rewarding the nominee's contributions to expansions, projects, or overall efforts in economic development both inside and outside of their organization, which were **completed during the 2009 calendar year.**

The criterion for the award is as follows:

**N.C. Economic Developer of the Year:** The successful nominee will demonstrate significant and measurable leadership for economic development in any area. This person's job duties could include:

- working with economic developers to promote economic development;
- a person whose primary job responsibilities do not include economic development, but who has demonstrated significant and measurable contributions in a volunteer capacity to economic development in an area; or a person whose primary job is economic development.

Eligible candidates could include employees of utilities, banks, contractors, developers, realtors, nonprofit organizations, a state developer, local developer or regional developer. Please note that "developer" can include any person within an economic development organization, such as an Existing Industry Representative, a Vice President, a Director of Marketing or a Project Manager, as examples.

You are encouraged to make as many nominations as you wish. Attached is the nomination form for the N.C. Economic Developer of the Year award.

The award will be presented at the 2010 NCEDA Annual Conference, June 14-16, 2010.

All entries must be received by **Friday, May 21, 2010.** Please submit your application electronically to: [nceda@capstrat.com](mailto:nceda@capstrat.com).

# NCEDA “N.C. Economic Developer of the Year” Nomination Form

(Please print or type)

## Nominee:

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Organization: \_\_\_\_\_

Address: \_\_\_\_\_ City/State/Zip: \_\_\_\_\_

Phone: (\_\_\_\_) \_\_\_\_\_ Fax: (\_\_\_\_) \_\_\_\_\_ E-mail: \_\_\_\_\_

## Nominator:

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Organization: \_\_\_\_\_

Address: \_\_\_\_\_ City/State/Zip: \_\_\_\_\_

Phone: (\_\_\_\_) \_\_\_\_\_ Fax: (\_\_\_\_) \_\_\_\_\_ E-mail: \_\_\_\_\_

## Criteria:

Explain how the nominee has made significant and measurable contributions to economic development. Please be specific and concise. Use separate sheets for each question.

- (1) Identify by name and description the project(s) the nominee contributed to and which were completed in calendar year 2009 and how the nominee contributed to the project(s).
- (2) Explain any obstacles overcome in completing the project(s) that are attributable to the nominee's efforts.
- (3) Provide supporting material such as letters, news stories, and other items documenting accomplishments and community and peer support.

## Submission:

Nominations should be professional in appearance, similar to an economic development client proposal. Please submit your application electronically to: [nceda@capstrat.com](mailto:nceda@capstrat.com). All entries must be received by **Friday, May 14, 2010.**



## North Carolina Economic Developers Association 2010 Legislative Priorities (Updated on 4-28-10)

### Summary

North Carolina's economic development policy needs to encourage economic prosperity and job creation among all of North Carolina's 100 counties.

The North Carolina Economic Developers Associations (NCEDA) enthusiastically supports the creation of jobs and economic prosperity as a top priority for North Carolina. Despite the fiscal challenges facing our state, we know that job creation will enable North Carolina's economic recovery to be accelerated. Now is the time to invest in programs and policies that have a positive return to our state. North Carolina economic development policies are revenue generators, not expenses.

In today's global community, business retention and recruitment requires the options of incentives and competitive corporate tax rates to attract new businesses and retain current industries. Nearly every state and major country uses these tools and continually adapts them to remain competitive. North Carolina must continue to do the same. Our state must recognize the immense competition that exists for bringing in and retaining businesses, and thus continue to support these policies.

The North Carolina Economic Developers Association is committed to economic incentive policies, workforce training and infrastructure and the value they bring to our state when competing for jobs.

Our priorities to move North Carolina's economy forward are listed below. Please note that these are not listed in rank order.

### **Preserving our Economic Development Toolbox**

- **Article 3J Credits (3 J Sunsets on January 1, 2011)**

**NCEDA strongly supports the continuation and rapid renewal of the 3J credits for growing businesses.** Tax credits for investment and job creation are one of the primary economic development tools to support business growth in North Carolina, from both the new and existing industry perspective. **We also recommend permanent removal of the wage standard and investment thresholds in Tier 2 counties,** which would increase the effectiveness and utilization of these credits in applicable communities. **We also**

support the altering of 3 J Credits eligibility rules for businesses with minor environmental infractions.

○ **One North Carolina Fund**

The One North Carolina Fund is one of our state's long-standing economic development tools; yet, it is funded with non-recurring dollars at varying amounts. **NCEDA strongly supports a \$20 million annual appropriation to the One North Carolina Fund from a dedicated funding source that would also provide an allowance for carry-forward.**

○ **North Carolina Community College System**

North Carolina Community Colleges Customized Training Program reaches across all 100 counties to both new and existing industries to meet the workforce development needs of our business community. **NCEDA supports maintaining the current funding level for the North Carolina Community Colleges' customized industrial training program, which has not received additional funding in 10 years and will be essential for post-recession company expansions.** NCEDA also supports fully funding the colleges' unprecedented enrollment growth and the corresponding equipment growth needs to continue to ensure that North Carolina has a well-trained, high-quality workforce to respond to the recovering economy.

○ **Support for Small Businesses**

Small businesses make up a significant portion of North Carolina's tax base and job pool throughout the state. **NCEDA supports efforts to assist small businesses in creating and maintaining jobs – specifically through the Governor's proposed JobsNOW Small Business Assistance Package,** which includes \$15 million for a "Back to Work" Incentive Fund providing direct rebates to small businesses that hire long-term unemployed workers. The proposed package also includes credits for small businesses that provide health insurance to their employees.

### **Funding the Foundation of Economic Development**

○ **Increased Funding for the North Carolina Department of Commerce**

**NCEDA supports the increase of General Assembly funding for the North Carolina Department of Commerce.** North Carolina needs to fund Commerce marketing efforts (Business and Industry and Travel and Tourism) for a competitive advantage and provide the ability to **complete current initiatives.** Continued state support is critical to North Carolina's short- and long-term competitiveness.

○ **Restoration of Funding for the Seven Regional Partnerships**

**Supported by the findings of the N.C. General Assembly's Program Evaluation Division, NCEDA recommends that the funding for the seven regional economic development partnerships be returned to the recurring budget.** Further, we support restoring the **5% reduction in funding by the legislature in the 2008 Legislative Session to the partnerships.** Recurring state support for these vital economic development organizations is critical to North Carolina's economic success.

○ **N.C. Biotechnology Center Loan Program**

**NCEDA supports the continued funding of the Center's loan program, which helps biotechnology company inception, research and growth activities.** Since its launch,

the Center's loan program has provided approximately \$19 million in funding to companies and has helped these companies raise an additional \$1.8 billion in follow-on funding.

- **University of North Carolina System**

**NCEDA supports efforts across the UNC System to stimulate economic development** through basic and applied research, technology transfer and commercialization, outreach and engagement, and targeted recruitment and retention efforts.

- **N.C. Rural Center**

NCEDA supports the work of the N.C. Rural Economic Development Center, Inc. to create jobs and to address critical water and wastewater infrastructure needs in rural communities. **NCEDA supports the continuation and expansion of funding in support of the Rural Center's job creation programs. Furthermore, NCEDA supports additional funding for the center's Clean Water Partners Program,** which addresses the need to upgrade and replace the water and sewer infrastructure that exists in many rural communities, as well as **funding for the "Building Reuse Program,"** designed to stimulate job creation and put vacant buildings back into productive use.

# 38th Annual Basic Economic Development Course

August 2-5, 2010



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.

## Program Topics:

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

**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/](http://www.sog.unc.edu/courses/0770/)

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

**Faculty Coordinator:** [Jonathan Morgan](#), Assistant Professor of Public Administration and Government

**For more information:** Contact Carla Stowe, program manager, at 919.843.8176 or [cstowe@sog.unc.edu](mailto:cstowe@sog.unc.edu).

## **Meet Your Board**

**This month we will feature Patricia Mitchell.**



Patricia Mitchell is the Director of Economic Development for Ashe County, a position she has held since 2004. She is responsible for business recruitment, business retention, and small business development initiatives. She reports to the County Manager and Board of Commissioners, working along with the Economic Development Commission. In her economic development role, she serves on various boards and commissions including the National Association of Counties Steering Committee for Community and Economic Development and the NC Rural Center Board of Directors.

In addition to her position with Ashe County, she is Graduate Affiliate Faculty with the MPA program at Appalachian State University teaching economic development and grants courses; she does online teaching in the MPA program at Nova Southeastern University (FL) and is doing course development for the Leadership in the Public Sector program at North Carolina State University.

## **Meet Your Patron Sponsor**

**This month we will feature 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](mailto:info@ncemcs.com)

North Carolina's  
Electric Cooperatives

Your Touchstone Energy® Cooperatives 

# NCEDA Board of Directors

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