

NCEDA DEVELOPMENTS



2011
Volume IX Issue II
Emily Gray, Executive Editor

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Register Today: May Networking Luncheon is Next Week
Wednesday, May 18; 12:00—1:30 p.m.
Raleigh, N.C.

See page 3 for details.

Additional Dates to Note:

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

October 12-13, 2011
2011 Fall Conference: Greensboro, N.C.

NCEDA President's Message

Time is quickly moving toward renewal of our NCEDA memberships. By now, you should have received renewal instructions by mail. Please contact the NCEDA staff if you have any questions.

This is a very important time of the year because it is you – our members – who make this association great and contribute significantly to the economic development success in our state. Thank you for your membership. I look forward to your continued involvement.

The N.C. General Assembly continues to meet in the current 2011 session. NCEDA has provided updates on House Bill 709, *Protect and Put NC Back to Work*, which sets to provide balance to North Carolina's Workers' Compensation system. As this bill continues to be discussed, it is important to have legislators hear from economic developers like you on the challenges of our state's workers' compensation system and how it has affected employers in your communities.

Our May 18 Networking Luncheon is quickly approaching next week. I hope you can attend. Straight from the Governor's Office, Al Delia will discuss the pending recommendations for the proposed consolidation of state government. This program is a relevant and timely issue for all. Also, you will also have the opportunity to network with fellow economic developers and their allies. See page 3 of the newsletter for additional information.

NCEDA's Annual Conference will be held from June 14 to June 16, 2011 at The Grove Park Inn in Asheville. The NCEDA Conference Committee has planned an excellent program with speakers from diverse fields to provide insights on "Entrepreneurship and Innovation." This topic is extremely relevant as North Carolina's innovative industries grow in both rural and urban areas. Registration is now open. Be sure to take advantage of the 'early bird' pricing by the end of this month. Also, please take a close look at the conference information on NCEDA's website as there are several additional activities offered.

Additionally, sponsorships are still available for NCEDA's Annual Conference. This is the perfect way for your organization to express support for economic development and have a strong presence in front of our members and conference attendees. Please see pages 6 and 7 of the newsletter for a current listing of sponsors and available sponsorship opportunities.

Lastly, I would like to strongly encourage you to send in your nominations for the 2011 Economic Developer of the Year Award which will be announced at the Annual Conference. Nominations are due this **Friday, May 13**. There are countless individuals who have provided admirable leadership in economic development, and we want to make sure that their contributions are known. Please consider nominating someone who has made a significant impact in our state over the past year. Information on this award and the nomination form can be found on pages 8 and 9 of the newsletter.

I sincerely hope that you continue to gain value in your NCEDA membership and encourage you to reach out to any Board Member if you have suggestions as we move into the 2011-2012 year. Thank you for your dedication to NCEDA. I look forward to seeing you at our upcoming events.

Sincerely,



NCEDA 2010-2011 President



NCEDA Networking Luncheon May 18, 2011

Please join NCEDA on May 18, 2011 for a NCEDA Networking Luncheon. We will hear from Al Delia, Senior Adviser to Governor Perdue. Al will be sharing information on pending recommendations for the proposed consolidation of state government. This is a timely issue and one of interest to North Carolina's economic developers.

When: Wednesday, May 18, 2011; 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, May 16. Any cancellations after this date will be refunded, less a \$20 processing fee.

Register online at www.nceda.org

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.

NCEDA Annual Conference: June 14-16, 2011

Join us as NCEDA returns to the mountains for the 2011 NCEDA Annual Conference.

North Carolina's efforts to support and sustain high-growth, high-impact companies and promote the state's entrepreneurial culture are critically important to economic development. Join us at the 2011 NCEDA Annual Conference to discuss "Entrepreneurship and Innovation" and how we can continue to move North Carolina's innovative industries forward in both rural and urban areas.

Below is a list of invited speakers to address the 2011 NCEDA Annual Conference attendees:

- Deputy Secretary Dale Carroll, *N.C. Department of Commerce*
- Roland Johnson, *Piedmont Pharmaceuticals*
- Bill Kalkhof, *Downtown Durham Inc.*
- Pam Lewis, *Advantage West*
- Barry Leonard, *Survivor of Miracle on the Hudson*
- Steve Miller, *The Biltmore Company*
- Leslie Scott, *N.C. Rural Center*

The 2011 NCEDA Annual Conference activities will run Tuesday, June 14 through Thursday, June 16.

Tentative Agenda:

Tuesday, June 14

- 12:30 p.m. NCEDA Golf Tournament Luncheon
- 1:00 p.m. NCEDA Golf Tournament Shotgun Start
- 1:00 p.m. Architectural Walking Tour of Asheville
- 5:30-7:30 p.m. Conference Registration
- 6:00-8:30 p.m. Welcome Reception in Honor of NCEDA Past Presidents

Wednesday, June 15

- 7:00-9:00 a.m. Conference Registration
- 7:30-8:30 a.m. Breakfast Buffet
- 8:30-11:45 a.m. Conference Program
- 12:00-4:30 p.m. White Water Rafting Trip
- 1:00 p.m. Fly Fishing
- 6:00 p.m. Buses arrive at Grove Park Inn for Taylor Ranch
- 6:30-10:00 p.m. Annual Conference Networking Dinner and Activities at Taylor Ranch

Thursday, June 16

- 7:30-8:30 a.m. Breakfast Buffet
- 8:30-11:45 a.m. Conference Program
- 11:45 a.m. Conference adjourns

Register online today: www.nceda.org

NCEDA Annual Conference: June 14-16, 2011

Conference Registration

Full conference EARLY REGISTRATION options:

| | |
|-------------------|-------|
| NCEDA Member..... | \$350 |
| Non-Member..... | \$550 |

Spouse/Guest and Family individual options:

| | |
|--|------|
| Spouse/Guest Tuesday Welcome Reception..... | \$50 |
| Youth/Child (12-20 years) Tuesday Welcome Reception..... | \$25 |
| Spouse/Guest Wednesday Taylor Ranch Dinner..... | \$75 |
| Youth/Child (12-20 years) Wednesday Taylor Ranch Dinner..... | \$25 |

**Children under the age of 12 can receive a complimentary registration to Tuesday and Wednesday evening's activities.*

Additional Activities:

| | |
|--|-------------------------|
| Golf Tournament..... | \$135 |
| Architectural Walking Tour of Asheville..... | FREE |
| White Water Rafting Tour..... | \$52 adults, \$46 youth |
| Fly Fishing..... | FREE |

**For information on additional activities, visit the Annual Conference page on nceda.org.*

NCEDA Member and Non-Member rates increase \$100.00 if submitted after Monday, May 23, 2011.

NCEDA Cancellation Policy

Refunds will be made, minus a \$25 processing fee, if cancellations are received at NCEDA by Friday, June 3, 2011 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 today: www.nceda.org

NCEDA Annual Conference Sponsorship Opportunities

The NCEDA 2011 Annual Conference will be held June 14-16 at the Grove Park Inn in Asheville, N.C. The conference offers numerous sponsorship opportunities for your organization.

It is NCEDA's goal to acknowledge and thank our sponsors as much as possible throughout the conference. And we look forward to working with you to provide opportunities to educate our association about your organization.

This year, an expansion of sponsorship opportunities are available as NCEDA's Annual Conference dinner and evening activity will be held at Taylor Ranch, a venue located in Cane Creek Valley in Fletcher, NC. The "Mountain-Style" dinner and networking event will include horse-drawn covered wagon rides, music and a clogging team, corn hole, Sport Fishing, Calling of the Cattle and more. Sponsorship opportunities to reflect these activities are included below.

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

Below are sponsorships opportunities during the conference:

| Sponsorship | Amount |
|---|---------------|
| Golf Tournament Sponsors (Unlimited)..... | \$500/each |
| Annual Conference Sponsors (Unlimited)..... | \$500/each |
| Taylor Ranch Wagon Rides Sponsor (Exclusive)..... | \$1,000 |
| Taylor Ranch Band Sponsor (Exclusive)..... | \$1,000 |
| Taylor Ranch Calling of the Cattle Sponsor (Exclusive)..... | \$1,000 |
| Taylor Ranch Clogging Sponsor (Exclusive)..... | \$1,000 |
| Thursday Networking Break (Exclusive)..... | \$1,000 |

Below are benefits that come with your organization's sponsorship:

Sponsor Boards

We will create a sponsor recognition board for your company that will be displayed at every opportunity available during the conference – primarily at the event you sponsor.

Sponsor Table Cards

We will create sponsor recognition cards for your company that will displayed at each table during your sponsored event (for Welcome Reception, Dinner, Networking Reception, Breakfast and Networking Break sponsors only).

PowerPoint Recognition

We will post our 2011 Annual Conference sponsors' logos electronically during the program on Wednesday and Thursday. Sponsor logos will be displayed on the screen in-between speaker presentations.

Brand Awareness – Conference Materials

As always, sponsors have their logo and name branded on all conference materials.

Verbal Recognition

As an NCEDA Conference sponsor, your company will receive verbal recognition throughout the conference.

NCEDA Economic Developer of the Year Award **Nominations due this Friday**

MEMORANDUM

TO: NCEDA Members

FROM: Pat Mitchell and Jenny Mizelle
Professional Development Committee Co-Chairs

RE: Call for Nominations: NCEDA's N.C. Economic Developer of the Year

DATE: March 31, 2011

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 2010 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. The nomination form for the N.C. Economic Developer of the Year award can be found on the next page of this newsletter and also on the homepage of nceda.org.

The award will be presented at the 2011 NCEDA Annual Conference, June 14-16, 2011.

All entries must be received by 5:00 p.m. **Friday, May 13, 2011.** Please submit your application electronically to: nceda@capstrat.com.

NCEDA Economic Developer of the Year Award **Nominations Due This Friday**

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 that were completed in calendar year 2010 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. All entries must be received by 5:00 p.m. Friday, May 13, 2011.

Institute of Emerging Issues: Community Forums

The Institute of Emerging Issues (IEI) is continuing conversations started at its annual Emerging Issues Forum in February on the opportunities inherent in innovating healthcare in order to create jobs and bolster economic and workforce development in North Carolina. In an effort to continue to build upon these conversations, IEI will convene diverse stakeholders at four Community Forums across the state. At these Forums, IEI will share with participants the messages and themes heard at the Forum, raise awareness of the healthcare sector's role in stimulating NC's economy, and encourage collaboration to identify state and local strategies to strengthen the states healthcare workforce.

Four Community Forums will be held in May and June 2011. These regions include:

May 19 - Western NC

Including Buncombe, Cherokee, Clay, Graham, Haywood, Henderson, Jackson, Macon, Madison, McDowell, Mitchell, Polk, Rutherford, Swain, Transylvania and Yancey Counties.

June 10 - Southern NC:

Including Bladen, Cumberland, Harnett, Hoke, Moore, Richmond, Robeson, Scotland, and Sampson counties.

June 21 - Charlotte Area:

Including Anson, Cabarrus, Cleveland, Gaston, Lincoln, Stanley, Mecklenburg and Union Counties.

June 27 - Northeastern NC:

Including Edgecombe, Halifax, Nash, Northampton and Wilson Counties.

By participating in a Community Forum, you will have the opportunity to collaborate with other community leaders and help identify and build support for policy initiatives to expand the healthcare workforce in your region.

Please contact Sarah Langer, health policy manager, if you are interested in attending on these Community Forums, or if you would like further details. For more information and to register visit http://www.ncsu.edu/iei/?page_id=1433 .

Meet Your Board

This month we will feature NCEDA Board Member Harry Poovey



Harry Poovey is Manager of Economic Development for Duke Energy. He is responsible for new and expanding industrial and commercial business recruitment in the 16 Western North Carolina counties within Duke Energy's service territory.

Since 1904, Duke Energy's Economic Development team has helped build the Carolinas' economy with the textile industry, furniture industry and others. Today, we're evolving into an East Coast center for high-tech manufacturing: automotive, data centers, pharmaceuticals, biotech, medical devices and supplies.

High economic growth occurring in the region is attracting suppliers such as glass, plastic and metal fabricators. Harry joined Duke Power in 1977. His 33 plus years with the company include over 16 years of experience in Power Delivery prior to his current role in Economic Development. In 2008 Harry was honored by his peers as a recipient of the James B. Duke Award, the company's highest employee award for service to the company and community.

Meet Your Patron Sponsor

This month we will feature Patron Sponsor: Norfolk Southern

Norfolk Southern Corporation (NYSE: NSC) is one of the nation's premier transportation companies. Its Norfolk Southern Railway subsidiary operates approximately 21,000 route miles in 22 states and the District of Columbia, serving every major container port in the eastern United States and providing superior connections to western rail carriers. Norfolk Southern operates the most extensive intermodal network in the East and is North America's largest rail carrier of metals and automotive products.

Contact: Jim Bowman

Phone: (919) 831-3092

Email: jsbowman@nscorp.com



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