

NCEDA DEVELOPMENTS



November 2009
Volume VIII, Issue 5
Cameron Macon, Executive Editor

Inside This Issue:

- A Message From Your President
- NCEDA Calendar
- November Networking Luncheon
- 2010 NCEDA MidWinter Conference Hotel Information
- Economic Development News
- NCEDA Scholarship Application
- Job Postings
- Meet Your Board
- Meet Your Patron Sponsor
- NCEDA Board



We had an outstanding 2009 Fall Conference in Concord last month and it was your participation that helped make it successful! The panelists provided timely examples of emerging trends and opportunities within the energy, biotechnology and aerospace/defense industries. The untapped economic development potential of these key industries is something we can all explore for our regions and local communities.

The sponsors of the Fall Conference deserve a big thank-you for supporting the event. The dedication of these organizations to NCEDA, even during these tough economic times, is commendable. Without the support of our sponsors, NCEDA could not continue to provide quality professional development opportunities to our members.

Much appreciation also goes to Harry Poovey, Mike Smith and the Fall Conference Committee for doing such a great job with the planning and execution of the conference. A lot of work goes on behind the scenes of these events to ensure their success. Thank you all for your hard work!

In other news, Governor Bev Perdue just returned from her trade mission to China and Japan. She reports that the trip was very successful and will help strengthen North Carolina's relationships with these Asian nations. NCEDA would like to applaud the Governor's work on behalf of economic development and the work being done by her staff and the Department of Commerce.

Job creation is clearly a top priority for this administration. I encourage you all to take full advantage of the momentum generated by this trade mission. Together, we can continue to make global connections and promote North Carolina as a valuable business partner on the international stage.

Katherine L. Thomas

NCEDA President
2009-2010



NCEDA 2009-2010 Event Calendar

November 18, 2009

Networking Luncheon: Capital City Club

December 9, 2009

Networking Luncheon: Capital City Club

January 13, 2010

Professional Development Seminar: TBD

March 4-5, 2010

2010 MidWinter Conference: Pinehurst, N.C.

April 14, 2010

Networking Luncheon: Capital City Club

May 12, 2010

Networking Luncheon: Capital City Club

June 14-16, 2010

2010 Annual Conference: Atlantic Beach, 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 November Networking Luncheon

Connecting Executive Orders, Complying with Ethics...and More!

Plan to join NCEDA for a timely discussion on recent regulatory and compliance issues with **Ernie Pearson** from Nexson Pruet. A representative from the Ethics Board will be available to help you better understand ethics compliance and how it directly affects you. In addition, Ernie will offer insight on several recent legislative/regulatory changes including the following:

- Executive Order No.17
- Recent legislation to enable tier modifications of two county industrial parks.

Relevant portions of the lobbying law and the ethics legislation based on Pearson's experience with his own clients.

When: Wednesday, November 18, 2009; 12:00-1:30 p.m.

Where: Capital City Club; Raleigh, N.C.

Cost: \$35 (members); \$55 (non-members)

Deadline for registrations will be Monday, November 16. Any cancellations after this date will be refunded, less a \$20 processing fee.

Register online at www.nceda.org.

NCEDA 2010 MidWinter Conference March 4-5, 2010

Hotel Information for MidWinter Conference

The room block at the Pinehurst Resort is now open. The NCEDA rates are as follows:

- Single Occupancy: \$181.00+taxes/fees (per person, per night)
- Double Occupancy: \$109.00+taxes/fees (per person, per night)

For reservations, call Pinehurst Resort at 1.800.487.4653 or 910.235.8507. Please identify yourself as an NCEDA conference participant to receive the special room rate.

NCEDA's room block will be released on **Monday, February 1, 2010**. Reservations made after this date are on a space available basis.

For directions, visit www.pinehurst.com.

North Carolina #1!



Site Selection magazine just announced that North Carolina remains the #1 state with the “Top Business Climate.” It is the fifth year in a row and the eighth time in nine years that North Carolina has taken the top honor in these annual rankings.

Congratulations to all our NCEDA members — economic developers and allies — who continue to keep North Carolina tops in the rankings! It is your hard work and dedication that have shaped our state into the nation’s #1 business destination.

MEMO

TO: NCEDA Membership
FROM: Joanna Helms and Pat Mitchell, *Scholarship Awards Committee Co-chairs*
DATE: November 5, 2009
RE: 2009-2010 Scholarship Applications

Our association 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).

****TO BE CONSIDERED, APPLICATIONS MUST BE RECEIVED AT NCEDA BY FEBRUARY 8, 2010 AT 5P.M. HARD COPIES AND ELECTRONIC COPIES ARE ACCEPTED. NO FAXES PLEASE****

NCEDA Scholarship Information

Each year the North Carolina Economic Developers Association (NCEDA) seeks to identify outstanding practitioners and to recognize and support their advancement. The following scholarships honor three individuals who contributed to the profession, had a strong commitment to high professional/personal standards, and were highly successful in achieving their goals while earning the respect of their peers and associates.

Dan Stewart EDC Scholarship (\$575 total value)

Dan Stewart was committed to economic development as a means of creating a better North Carolina. Stewart's career in economic development at NC State and CP&L led to his appointment as director of the North Carolina Department of Conservation and Development in the early 1960s. Stewart is also the author of "Thank You Lord for a Good Life."

The Dan Stewart scholarship provides \$575 toward the tuition cost of the Economic Development Course offered at UNC-Chapel Hill, a one-week program held in September. Accredited by IEDC (International Economic Development Council, formerly the American Economic Development Council), the Economic Development Course is for professionals and volunteers in the early stage of their careers. Topics include economic development tools for attraction, expansion and creation, as well as marketing, finance and management. Presenters include academia, site selection consultants and other noted professionals in the economic development field. A capstone case study is also featured during the program. Participants in

the course meet others from throughout the state, region and country, building invaluable contacts and forming lasting friendships.

Scholarship recipients are announced at the MidWinter Conference. Scholarship funds will be dispensed from NCEDA as a one-time reimbursement pending proof of payment in the form of a direct receipt from UNC-Chapel Hill.

Jack Ervin EDI Scholarship (\$650/year for three years)

Jack Ervin was the executive director of the Columbus County EDC for 11 years. During that time, Ervin located 21 new industries creating more than 1,800 jobs and was instrumental in organizing the Columbus County Committee of 100. Ervin also served as president of NCEDA in 1988-1989.

The Jack Ervin scholarship provides \$650/year for three years (a total value of \$1,950) toward the tuition cost for the Economic Development Institute (EDI) during the three years of the program. EDI is the premier, nationally renowned education program for the economic development professional.

EDI's mission is to:

- Offer an advanced level of training on a broad range of subjects and skills required to carry out an effective economic development program;
- Prepare participants for professional certification eligibility; and
- Provide graduates for a level of education in demand by employers.

The Economic Development Institute is offered in a structured “academic” style and format with progressively advanced course-content. A graduate of EDI may then apply to sit for the Certification Exam. . The scholarship requires a commitment to complete the entire three-year program, and must be completed within three years. Each one-week course is offered at a different location and time, including the University of Oklahoma, Indiana University and Town & Country Resort in San Diego, CA. Scholarship recipients are announced at the MidWinter Conference. Scholarship funds will be dispensed from NCEDA as a reimbursement pending proof of payment in the form of direct receipts from the Economic Development Institute. Only one reimbursement request will be accepted per calendar year.

Applicants must have completed two years in economic development work to be eligible. Additionally, applicants must show completion of or plans to complete the Basic course, a prerequisite to the Economic Development Institute.

Governor James E. Holshouser Professional Development Scholarship (\$1,000/year for three years) *Funded by Sanford Holshouser LLP and selected by NCEDA*

An old friend to NCEDA, Governor Holshouser began his political career with four terms in the General Assembly, where he was vice chairman of the House Judiciary and Rules committees. He served on the Study Commission on Reorganization of State Government and the Legislative Commission on Student Financial Aid. As governor, he served on the Executive Committee of the National Governors Conference, as chairman of the Southern Regional Education Board and the Southern Growth Policies Board, and as co-chairman of the Coastal Plains Regional Commission.

The James E. Holshouser Professional Development Scholarship will award a recipient \$1,000 per year for three years (a total value of \$3,000) against all costs of attending the Economic Development Institute. Scholarship recipients are announced at the MidWinter Conference. Scholarship funds will be dispensed as a reimbursement directly from the Sanford Holshouser Business Development Group, pending proof of payment in the form of direct receipts from the Economic Development Institute and/or travel and lodging vendors. Only one reimbursement request will be accepted per calendar year.

Applicants must show a demonstrated financial need to be eligible. Additionally, applicants must show completion of or plans to complete the Basic course, a prerequisite to the Economic Development Institute.

NCEDA Scholarship Criteria/Submission Instructions

NCEDA scholarships are intended to meet financial need in order to support deserving advancement. The primary criteria for selection will be demonstrated financial need followed by similarly demonstrated professional development. A third element will be the presentation of the application itself. The following information may help you in developing your application. **ALL INFORMATION SUBMITTED IS CONFIDENTIAL.**

Financial Need

Given the vast differences among organizational entities, budget structures, funding levels and sources, etc., it is difficult to impose a single “one size fits all” set of target numbers or ratios in order to determine need. The key is to state your case as factually and effectively as you think is necessary to demonstrate and document your need for financial assistance.

Professional Development

Is economic development your career or merely a “stop along the way” to something else? Demonstrate as convincingly as possible your career path in the profession (past, present and future) and how the program for which you are applying fits into your plans. **(NOTE: FOR THE ERVIN SCHOLARSHIP TO EDI, APPLICANT MUST HAVE COMPLETED TWO YEARS IN ECONOMIC DEVELOPMENT WORK.)**

Application Presentation

Be it to clients, boards, or communities, economic developers make their living making presentations. Consider this application exercise good practice. Is the information complete and easy to read? Is it well organized and attractively and creatively formatted? Most importantly, does it effectively tell your story? Supporting documentation or letters of recommendation are helpful.

Other Criteria

- Applicants must be residents of and work in North Carolina
- Applicants must be members of NCEDA for duration of the program
- Recipients must be willing to complete all course work
- Recipients will be responsible for all expenses not covered by the scholarship

Submission Instructions

Please submit **one** copy of your application package either hardcopy or electronic file. The **application deadline is February 8, 2010 at 5 P.M.** Applications must be received at the NCEDA office by this time. **NO FAXES WILL BE ACCEPTED.**

Send applications to: Louise Warena, NCEDA Scholarships, 1201 Edwards Mill Road, First Floor, Raleigh, NC 27607, or lwarenda@capstrat.com.

2009-2010 NCEDA SCHOLARSHIP APPLICATION

Applicants may apply for more than one scholarship. However, candidates are not eligible to receive more than one scholarship in a given year. Select the scholarship(s) to which you are submitting:

- The Dan Stewart EDC Scholarship** (*Open to all members.*)
 The Jack Ervin EDI Scholarship (*Applicant must have completed two years of economic development work to be eligible and must show completion or plans to complete the Basic course, a prerequisite to the Economic Development Institute.*)
 The Governor James E. Holshouser Professional Development Scholarship (*See page 2*)

Applicant Information

Name: _____
Organization: _____
Business phone: (____) _____ Business address: _____
Email address: _____

Professional Development Information

Title/Position: _____
Describe current duties: (Attach separate sheet)
How long in current position? _____
Percentage of time spent in economic development activity: _____
How long in economic development? _____

List any activities/memberships/awards, etc., in or related to economic development:

Previous Employment History and Educational Information (attach resume)
What benefits do you hope to derive from attending either the Basic Economic Development Course or the Economic Development Institute? (Attach separate sheet)

Financial Information

Employer Organization Type/Description (Attach Separate sheet if necessary)
 100% Public 100% Private Non Profit 100% Private For Profit
 Public/Private Partnership Other (Please Describe: _____)
Total budget for economic development program:
Last fiscal year \$ _____ Current fiscal year \$ _____
Projected next fiscal year \$ _____
Source of funds for economic development program and staff (Please describe – use additional sheets if necessary):

Have arrangements/commitments been made to cover additional expenses? Yes No
If yes, please provide name/title/organization of person authorizing additional expenses:

Additional Information

State your case. Please provide additional information using documentation, letters, etc., that best describes your need as these are very helpful to the selection committee.

Applicant Certification

Applicant resides and works in North Carolina; is a current member of NCEDA; will complete course if selected; has approval for additional costs associated with attendance; will submit application by February 8, 2010 at 5p.m.

Required Applicant Signature: _____

Signature of authorized person(s) committing to the additional expenses associated with the program (i.e. travel, lodging, food, etc.):

Signature: _____

Organization: _____

Signature: _____

Organization: _____

Submit Application to:
Louise Warenda, Scholarship Applications, NCEDA, 1201 Edwards Mill Road, First Floor, Raleigh, NC 27607, or lwarenda@capstrat.com.

Job Posting

Wake County Economic Development Assistant Executive Director

Wake County Economic Development (WCED) is the lead economic development agency for Wake County. As such, WCED assists businesses with their relocation and expansion plans, and markets Wake County as one of the best places for business in the United States. WCED is a program of the [Greater Raleigh Chamber of Commerce](#).

This opportunity offers the incumbent the opportunity to be a leader in the ongoing effort to represent Wake County in the attraction and retention of industry to our area.

The ideal candidate will have demonstrated ability in marketing or key relationship development. As the initial contact for all Requests for Information, the Assistant Executive Director should have strong project management skills and the ability to oversee others while executing on personal projects. Outstanding communications skills along with the desire and energy to serve in a public role are essential. The incumbent will frequently be called upon to represent the organization in front of groups and present the organization's mission in a positive and productive manner.

The ideal candidate will also be capable of managing the marketing planning and budgetary process for the organization. As a part of the management team, frequent interaction with the Greater Raleigh Chamber of Commerce representing the interests of Wake County Economic Development will occur.

Qualifications: Bachelor's Degree with preference for advanced degree; demonstrated knowledge of economic development process and issues; ability to access, interpret and communicate a variety of information to a variety of publics; ability to write, speak and listen clearly, and in a manner understood by diverse audiences; flexibility to be available to represent the organization at meetings and events and ability to travel.

This search is being conducted on behalf of WCED by Elinvar. To apply, email kim@elinvar.com.

Job Posting

Johnston County Economic Development Director

Economic Development Director needed for one of the fastest growing and most dynamic counties in N.C., population 157,000. We are located just minutes from part of the Triangle region which is considered one of the most desirable places to live in the country. Johnston County has attributes of small-town community life but is accessible to major cities, cultural centers, and universities. The Blue Ridge Mountains are less than three hours away and the coast two hours away.

Position reports to the Board of Commissioners. Excellent communication skills, solid management ability, and pertinent marketing experience in North Carolina is preferred. The candidate should have a proven track record for industrial growth through expansion and retention of existing industrial bases, and attraction of new business into the County. The ability to work aggressively with business leaders and government officials and to effectively interact with community, regional and state organizations is imperative. The position requires considerable planning and timely execution of work. Decisions must be made quickly with accuracy when dealing with industrial management teams.

Graduation from a four year college or university with a degree in business, planning, economics or related field supplemented by training in economic development and professional experience in industrial or economic development; or an equivalent combination of education and experience. Salary depends upon qualifications. Application deadline 11 p.m. on 12/09/09. Please visit www.johnstonnc.com to complete an online application. Johnston County is an Equal Opportunity Employer.

Meet Your Board

This month we will feature Mark Clasby.



Mark Clasby is the Executive Director of the Haywood County Economic Development Commission, he has served in this position since August 2003.

Prior to that time, Mark served in several management capacities in the private sector, CEO of Cedar Hill Studio, Senior Vice President of C R Anthony Department Stores, President & Owner of a 3M Company Dealership, Regional Vice President of Marriott In-Flite Services and numerous management positions with American Airlines in New York and Washington, DC.

Mark is a graduate of the University of Miami, with a BBA in Aviation Management and the Embry Riddle Aeronautical Institute, with a Commercial Pilots License, Multi-Engine and Instrument Ratings. He is a graduate of the OU Economic Development Institute.

A native of Oklahoma, Mark moved to Haywood County in 1993 from Oklahoma City. He has been involved in his community serving on the Haywood Regional Medical Center Board of Commissioners and as Board Treasurer, Haywood Regional Medical Center Foundation, President of CarolinaWest, Advisory Committee for Biotechnology in Western North Carolina, Vice-Chair Haywood County Chamber of Commerce Board, ex-officio member of the Haywood County Tourist Development Authority and board member of the NCEDA. He is a member of the Southern Economic Development Council and the Waynesville Rotary Club where he serves as President-Elect.

Meet Your Patron Sponsor

This month we will feature Piedmont Natural Gas.

In 1876, Alexander Graham Bell invented the telephone. That was the foundation of the company that would become AT&T — a brand that has become synonymous with the best, most reliable telephone service in the world.

In 1984, through an agreement between the former AT&T and the U.S. Department of Justice, AT&T agreed to divest itself of its local telephone operations but retain its long distance, R&D and manufacturing arms. From this arrangement, SBC Communications Inc. (formerly known as Southwestern Bell Corp.) was born.

Twelve years later, the Telecommunications Act of 1996 triggered dramatic changes in the competitive landscape. SBC Communications Inc. established itself as a global communications provider by acquiring Pacific Telesis Group (1997), Southern New England Telecommunications (1998) and Ameritech Corp. (1999). In 2005, SBC Communications Inc. acquired AT&T Corp., creating the new AT&T.

With the merger of AT&T and BellSouth in 2006, and the consolidated ownership of Cingular Wireless and YELLOW-PAGES.COM, AT&T is positioned to lead our industry in one of its most significant transformations since the invention of the telephone nearly 130 years ago.

AT&T currently ranks 10th among the 2008 Fortune 500 Companies. Headquartered in Dallas, TX, AT&T currently employs 307,500 and is traded on the New York Stock Exchange.

Contact: Herb Crenshaw
Phone: (919) 835-1448
Email: herb.crenshaw@att.com



NCEDA Board of Directors

2009-2010 OFFICERS

President

Katherine Thomas
Progress Energy
410 S. Wilmington St.,
Ste. PEB 1505
Raleigh, NC 27601
Phone (919) 546-2653
Fax (919) 546-7536
katherine.thomas@pgnmail.com

Vice President

Jimmy Smith
Four County Electric
Membership Corporation
PO Box 667
Burgaw, NC 28425
Phone (910) 259-1821
Fax (910) 259-1860
jimmysmith@fourcty.org

Secretary/Treasurer

Bonnie Renfro
Randolph County EDC
PO Box 2001
Asheboro, NC 27204
Phone (336) 626-2233
Fax (336) 626-0777
brenfro@rcedc.com

Immediate Past President

Scott T. Hamilton
AdvantageWest
134 Wright Brothers Way
Fletcher, NC 28732
Phone (828) 687-7234
Fax (828) 687-7552
shamilton@awnc.org

2010 DIRECTORS

Mark Clasby

Haywood County EDC
144 Industrial Park Dr.
Waynesville, NC 28786
Phone (828) 456-3737
Fax (828) 452-1352
mclasby@haywoodnc.net

Joanna Helms

Wayne County Development
Alliance
P.O. Box 1280
Goldsboro, NC 27533
Phone (919) 731-7700
Fax (919) 580-9147
joanna.helms@waynegov.com

Linda Weiner

N.C. Community College
System
Mail Service Center 5001
Raleigh, NC 27699-5001
Phone (919) 807-7146
Fax (919) 807-7164
weinerl@nccommunitycolleges.edu

2011 DIRECTORS

Jim Nichols

O'Brien/Atkins Associates
PO Box 12037
RTP, NC 27709
Phone (919) 941-9000 ext.279
Fax (919) 941-9006
jnichols@obrienatkins.com

Michael Smith

Greater Statesville
Development Corporation
115 E. Front Street
Statesville, NC 28677
Phone (704) 871-0062
Fax (704) 871-0223
msmith@greaterstatesville.org

Mike Wilkins

N.C. Biotechnology Center
PO Box 13547
RTP, NC 27709-3547
Phone (919) 549-8891
Fax (919) 549-8831
michael_wilkins@ncbiotech.org

2012 DIRECTORS

Dr. Pat Mitchell

Ashe County Government
150 Government Circle
Suite 2500
Jefferson, NC 28640
Phone (336) 846-5502
Fax (336) 846-5516
pmitchell@ashecountygov.com

Jenny Mizelle

Town of Holly Springs
P.O. Box 8
Holly Springs, NC 27540
Phone (919) 557-3906
Fax (919) 567-3980
jenny.mizelle@hollyspringsnc.us

Harry Poovey

Duke Energy
250 9th Street Ln., SE
Hickory, NC 28602
Phone (828) 323-2723
Fax (828) 323-2794
hcpoovey@dukeenergy.com

EX-OFFICIO

Dale Carroll

Deputy Secretary of Commerce
N.C. Department of Commerce
4301 Mail Service Center
Raleigh, NC 27699-4301
Phone (919) 733-4151
Fax (919) 733-8356
dcarroll@nccommerce.com

Keith Crisco

Secretary of Commerce
N.C. Department of Commerce
4301 Mail Service Center
Raleigh, NC 27699-4301
Phone (919) 733-4151
Fax (919) 733-8356
kcrisco@nccommerce.com

John Peterson

NCEDA
1201 Edwards Mill Rd., First
Floor
Raleigh, NC 27607
Phone (919) 882-1961
Fax (919) 834-7959
jpeterson@capstrat.com

Herb Crenshaw

AT&T North Carolina
128 West Hargett St.
Raleigh, NC 27601
Phone (919) 821-6849
Fax (919) 821-6013
herb.crenshaw@att.com

Allen Joines

City of Winston-Salem/
ED Board
P.O. Box 2511
Winston-Salem, NC 27102
Phone (336) 727-2058
Fax (336) 748-3241
allenj@cityofws.org