



# The Growing Edge

Greater Statesville Development Corporation

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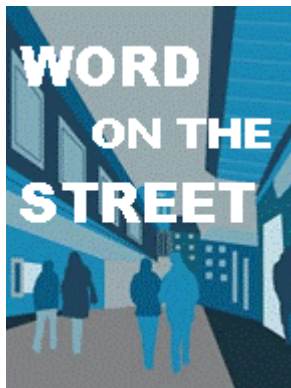
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### Hot Topics

**Ever read an article** in *The Growing Edge* and wish you could comment on it? Now you can! The Growing edge is now a weblog where you can read and comment on the most current issues affecting the Greater Statesville business community. Have your say today at [thegrowingedge.wordpress.com](http://thegrowingedge.wordpress.com).

**The Committee of 100** Annual Meeting is scheduled for January 21, 2009 at noon in the Statesville Civic center. The guest speaker will be Dr. Donald R. McNeeley. Dr. McNeeley is a professor at Northwestern University's McCormick Graduate School of Engineering and an expert in global economics. In 2005, Dr. McNeeley was a finalist for the prestigious Ernst & Young Entrepreneur of the Year award. He is a graduate of the Harvard Business School. He holds a B.A. degree in business and an M.B.A. with a concentration in human resource development, as well as a M.S. degree in management and organizational behavior. He received his Ph.D. with



### Which Advanced Marketing Technologies Are Most Effective For Manufacturing Companies?

Every business should have a web site, an enewsletter, and an email marketing strategy, right? If you're not taking maximum advantage of web technology to market your company, you are behind the times, and missing out on huge opportunities. At least that's what most marketing experts would have you believe. But how valid is this advice? And is it for everyone?

Before email was widely available, marketing newsletters were printed on paper and sent by mail. There's no question that email is a more economical solution for sending a newsletter. Instead of being able to afford only a few hundred newsletters at a cost of \$1 or more each, you can send tens of thousands for only pennies, allowing you to extend your marketing reach. This is one of the many ways that web technology can be your friend. Here are some others:

- A web site can attract new customers to your business from across the street or far outside your local area. If your site has high rankings in the search engines under appropriate categories, or many links from keywords prospective clients might search for, you may get dozens of inquiries from people who otherwise would never hear of you.
- Using email autoresponders can help you automate

a major in business and concentration in economics.

**The next Breakfast Buzz** has been scheduled for Tuesday, January 27th from 8:00 AM to 9:00 AM in Room 108 in the Mitchell Community College Technology and Workforce Development Center. The topic will be Hiring Best Practices: Using the Career Readiness Certificate (CRC) to Pick the Best Candidates. The speaker will be Suzanne Wallace from Mitchell Community College. Please [join](#) us for this interesting and informative presentation.

**The Greater Statesville** Development Corporation and Mitchell Community College are presenting a FREE workshop entitled *Networking with Social Media: Using LinkedIn, Facebook and Twitter to Grow Your Business*. This program,, which will be the first in a series of four TechnoMarketing Workshops, will be held from 9:00 A.M. until 11:30 A.M. in the computer lab at Mitchell Community College's Technology and Workforce Development center. Registration is required. Click [here](#) for more information or to register.

**Iredell County will be featured** in the February edition of NC Magazine. This profile will consist of 15-20 pages of Iredell-centric articles, photos and advertising. If your business or organization would be interested in advertising in this special section of NC Magazine, please contact Chris Tutino toll free at (800) 608-7500. The deadline for advertising placement is January 23rd.

### Save The Date

**January 16, 2009**  
TechnoMarketing Workshop Series -  
Networking with Social Media  
9:00 AM - 11:30 AM  
Mitchell Community College  
Technology and Workforce  
Development Center

**January 19, 2009**  
GSDC Offices Closed for Martin  
Luther King Jr. Day

your follow-up with likely prospects. Just subscribe a prospect to an autoresponder list once, then send periodic broadcasts to the whole list, encouraging prospects to use your services or buy your products.

- Participating in online networking and discussion lists can allow you to connect with a large group of people in your target market without leaving your office.

For these reasons and more, it appears that using web technology is an affordable way for manufacturers to reach prospective customers. You can potentially attract larger numbers of prospects for fewer dollars than with many more traditional methods of outreach. In one interesting recent case in the Greater Statesville area, a manufacturer leveraged a very modest investment in online search engine advertising into a new distributor in Australia that may result in up to a million dollars in new business in 2009.

But there are pitfalls. Broadcast email can be an efficient solution for following up with prospects who already know about you. But it's a terrible way to introduce yourself to a prospect for the first time. Far too many businesses add subscribers to their enewsletter or autoresponder lists without their permission. Not only is this ineffective as a marketing strategy since most readers simply delete email from people they don't recognize, but it can seriously backfire when someone is offended by your unsolicited mail. Here are some other ways that using technology in marketing can become your foe:

- Technology makes it easy to hide. When you have a web presence, an enewsletter, and use email autoresponders to contact your customers, you may think there's no reason to contact them in person. You may feel justified in not picking up the phone, attending a business event, or suggesting a lunch date if you think your technology is doing the job for you. But a web site or email isn't an equal substitute for a prospect hearing your voice or seeing your face. It's pretty rare for someone to buy a product or service without talking to a live person first, so if you put off the talking, you may also be putting off the sale.
- Launching and maintaining an attractive and useful website, and achieving high search engine rankings for it, can be an expensive and time-consuming project. Unless you pay close attention to your budget, you can easily find yourself spending much more to land each client than you would ever pay using offline marketing methods. A high-traffic web site is a valuable resource for a business that can take advantage of a global presence or a large volume of new clients. But if your business is primarily local or you only need a few new

**January 21, 2009**

Committee of 100 Annual Meeting -  
Dr. Donald McNeeley guest speaker  
Noon-1:30 PM  
Statesville Civic Center

**January 27, 2009**

Breakfast Buzz  
Hiring Best Practices: Using the CRC  
to Find the Best Candidates -  
Suzanne Wallace guest speaker  
8:00 AM - 9:00 AM  
Mitchell Community College  
Technology and Workforce  
Development Center, Room 108

**February 6, 2009**

TechnoMarketing Workshop Series -  
Permission-Based Email Marketing  
9:00 AM - 11:30 AM  
Mitchell Community College  
Technology and Workforce  
Development Center

clients each year, you may end up paying for a level of visibility you don't really need.

- Too many inquiries from the web can waste your time. Anonymous visitors to your site will often email to ask about prices and other details. These inquiries are completely unqualified -- you don't know anything about the people who are writing. If you take the time for a thorough reply to each one, they can consume a significant amount of energy.

Web technology is really no different than any other method of marketing in that you must judge the appropriateness of each strategy for your unique circumstances. If you find writing to be a chore, perhaps a regular enewsletter is not the best choice for you. If you only need a few large, local clients each year, you may want a web site for prospects to explore after you contact them, but not spend your money on web directory listings or search engine optimization.

Just because a strategy is the latest and greatest doesn't mean it's the best. Publishing a blog may be terrific if your target market spends a lot of time online, but not so good to reach those who rarely open their browser. Webinars can be an effective tool for attracting high-tech or corporate clients, but not for small business owners or consumers who operate older, slower computers with dial-up Internet access. Relying completely on technology to bring in clients can also give you a false sense of productivity. When you are writing copy for your web site or setting up autoresponders, you feel like you are taking action about marketing. And these activities can be important behind the scenes steps, but you shouldn't confuse them with direct outreach to prospective clients. Web copy won't make any sales until people see it, and autoresponders will have no effect until people are subscribed to them. Web technology provides just another set of marketing tools, not a complete solution.

Using every marketing tool the web has to offer is not a requirement of doing business. The purpose of your marketing should be to bring you enough clients to earn the level of profit you desire. When marketing technology adds to your bottom line, it's worth employing. When it doesn't, there's no reason to use it.

To learn more about which current marketing technologies may or may not work for you, plan to attend the four-part TechnoMarketing Workshop Series presented by the Greater Statesville Development Corporation and Mitchell Community College. The first workshop, *Networking with Social Media: How to Use LinkedIn, Facebook and Twitter to Grow Your Business*, will be held Friday, January 16th from 9:00 A.M. until 11:30 A.M. in the computer lab at Mitchell Community College's Technology and Workforce Development Center. For

**Just For Fun**



**Panthers in the PLAYOFFS!!!**

The Carolina Panthers equaled their best regular season record ever at 12-4, won the NFC South and earned a first-round bye in the playoffs. That sounds like cause for another CONTEST. Correctly guess the score of Saturdays' game against the Arizona Cardinals and win a Panthers NFC South Champions cap. Click [here](#) for contest details or to submit your entry.

**Quick Links**

[GSDC Website](#)

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[Mitchell Community College Website](#)

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[PSNC Website](#)

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Join Our List



more information or to register, click [here](#) or contact Lisa Taylor at 704-871-0062.

## EMPLOYERS IN SOUTH ARE MORE UPBEAT ABOUT HIRING THAN OTHER PARTS OF COUNTRY

### **EIGHTEEN PERCENT SAY THEY WILL ADD FULL-TIME EMPLOYEES IN 2009**



As the new year approaches, many employers are taking a wait-and-see approach to hiring, according to a job forecast by CareerBuilder.com.

Fourteen percent of employers surveyed said they planned to increase their work force of full-time, permanent employees in 2009. That's down from 32 percent who a year ago said they would hire in 2008. Sixteen percent say they plan to decrease their hiring in 2009. The remainder say they aren't sure, or don't plan to make any changes to their head count in the coming year.

Eighteen percent of employers in the South and 14 percent of employers in the West plan to add full-time, permanent employees in 2009. Thirteen percent in the Midwest and 11 percent in the Northeast plan to add workers.

Among the employers surveyed in the Northeast, 19 percent expect to decrease their staff size. Such reductions are expected by 17 percent of the respondents in the Midwest, 16 percent in the West and 14 percent in the South.

Information technology promises to be a growing sector, with 28 percent of the employers in that industry expecting to hire. That's followed by 23 percent in the professional and business-services category, and 20 percent in transportation and utilities.

The survey, which was conducted online, targeted 3,259 hiring managers and human-resources professionals between Nov. 12 and Dec. 1.

## GOVERNOR-ELECT PERDUE NAMES COMMERCE SECRETARY

Governor-Elect Perdue has announced her selections for the new N.C. Secretary of Commerce and Deputy Secretary of Commerce. The new Secretary will be J. Keith Crisco, and the new Deputy Secretary will be Dale Carroll.



J. Keith Crisco has 38 years experience in business and commerce. Since 1986, he has served as President and Chairman of Asheboro Elastics Corporation. For the 8 years prior, Crisco worked as President of Stedman Elastics in Asheboro, North Carolina. After receiving his M.B.A. from Harvard Business School in 1968, Crisco took a job as Assistant to the Executive Vice President for Burlington Industries. During his ten-year tenure with the company he would be promoted to Account Manager in Chicago, Illinois and then National Accounts Manager in New York, New York. From 1970-1971 Crisco would serve as a White House Fellow in Washington, D.C. as Assistant to the Secretary for Commerce. Crisco, 65, has served 16 years on the board of Randolph Community College and is a member of the Dean's Advisory Council at the North Carolina School of Public Health.

Crisco was born and raised on a farm near Aquadale, NC. He now lives in Asheboro, NC with his wife Jane. They have two sons, John and Jeff, and a daughter, Julia.

Dale Carroll has over 29 years experience in business management and executive leadership. For the last decade, Carroll has served as President and Chief Executive Officer of AdvantageWest Economic Development Group, one of seven regional economic partnerships in North Carolina. During his eleven-year tenure as CEO, the AdvantageWest Board and Staff have been recognized nationally by the U.S. Department of Commerce, National Association of Manufacturers, Southeast Tourism Society, Georgia Tech Economic Development Institute, Entrepreneur Magazine and Southern Economic Development Council.

Prior to joining AdvantageWest, Carroll worked 18 years with Carolina Power & Light (Progress Energy) where he served as the Section Manager of Economic Development. During Carroll's tenure, Progress Energy's economic development efforts were recognized for best practices by the Edison Electric Institute, Utility Management Services, and a CNN "Science & Technology Report."

Carroll is a past President and current member of the North Carolina Economic Developers Association where, in 2003, he helped lead statewide efforts to promote the passage of landmark legislation through the "Economic Stimulus and Job Creation Act." In 2005, Governor Mike Easley reappointed Carroll to serve on the State Economic Development Board.

Carroll and his family live in Asheville, NC.

### **BREAKFAST BUZZ SCHEDULED FOR JANUARY 27**

The next GSDC Breakfast Buzz has been



scheduled for Tuesday January 27th. The event will feature guest speaker Suzanne Wallace and the topic will be *Hiring Best Practices: Using the CRC to Pick the Best Candidates*. If you manage a small business or are involved in HR for a larger company, this is a "must attend." Continental breakfast will be provided. For more information or to register for the event click [here](#), or contact Lisa Taylor at 704-871-0062.

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