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The Growing Edge

Greater Statesville Development Corporation

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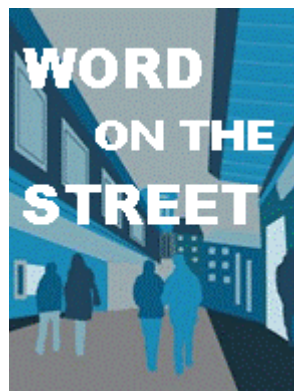
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Hot Topics

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.

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



With The Economy In A Downturn, It Is Time To Get Serious About Derailing "Card Check"

A few months ago, I wrote about the Employee Free Choice Act, which has become known in the press by the term "Card Check." This legislation, among other things, would subject workers to unionization without the benefit of a secret ballot and would take away a company's ability to negotiate a fair contract with its workers. As you are certainly aware, the United States is undergoing its most dire economic situation in the past seventy years. Like most states, North Carolina is in the midst of a significant economic downturn. Unemployment rates in North Carolina are hovering around 8% and many economists suggest that figure could reach double digits before beginning its decline. North Carolina's budget deficit will likely approach \$1.6 billion by the time the North Carolina General Assembly reconvenes in late January. Many cities and county governments are also faced with budget deficits. Businesses - both large and small - are struggling simply to stay alive and make payroll. Now is not the time to enact laws that make it more difficult to create and maintain jobs in our great State.

The United States Bureau of Labor Statistics estimates North Carolina's union membership at 3.9%, even lower than our neighboring states Virginia, South Carolina and Georgia. Due to this favorable business climate, North Carolina is well-positioned to exit this recession in good shape and be a place to create good paying jobs if it continues to chart its current

behavior. He received his Ph.D. with 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.

John Marek has announced his winter office hours at Mitchell Community College as Mondays from 1:00 PM until 5:00 PM and Fridays from 8:30 AM until noon.

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.

course. According to Forbes Magazine, between 1992 and 2002, the less unionized states - such as North Carolina - generated twice as many nonfarm jobs with better benefits than did more unionized states. Card Check would take away North Carolina's competitive advantage over other states in recruiting diverse industries and jobs to North Carolina and thwart any stimulus package that could be enacted by Congress. North Carolina would likely see job losses rather than job creation if Card Check is enacted.

In the last thirty years, North Carolina and its economy have been transformed. We have seen North Carolina leaders make prudent decisions to make our state an attractive destination for locating businesses and jobs. The Research Triangle Park, a AAA Bond Rating, the University System, strong local governments and maintaining our Right-To-Work laws have made North Carolina the number one place to locate a business according to Site Selection Magazine, and the third best state to do business by Forbes Magazine. Card Check would neutralize these selling points and negatively impact our ability to fight our way through this economic downturn.

Unfortunately, Card Check has a number of strong supporters in the new Congress. Please let your voice - the voice of North Carolina business - be heard by contacting your elected officials and expressing your opposition to "Card Check" in any form. If you would like more details about the Employee Free Choice Act and what it actually means for business, click [here](#).

Save The Date

January 1, 2009

GSDC Offices Closed for New Years Holiday

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

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

MITCHELL COMMUNITY COLLEGE AND GSDC PRESENT TECHNOMARKETING WORKSHOP SERIES

**FREE HANDS-ON CLASSES WILL BE
OFFERED OVER 12 WEEKS BEGINNING
IN JANUARY**



The Greater Statesville Development Corporation and Mitchell Community College are teaming up to present a series of hands-on workshops demonstrating the newest technology tools companies can use to improve their marketing. The TechnoMarketing Workshop Series will consist of four individual classes delivered over a 12 week period:

**January 16, 2009 - Networking with Social Media:
Using LinkedIn, Facebook and Twitter to Grow Your
Business**

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 - Permission-Based Email Marketing: Tips and Techniques for Reaching Your Customers with Constant Contact

February 27, 2009 - SEO and Internet Advertising: Targeting Your Markets with Google AdWords

March 20, 2009 - Digital Mass Media: How to Really Use Blogs, Podcasts and RSS to Build Your Brand

Just For Fun



Wizards In Winter

Okay, this is really cool and very festive... except, of course, if you happen to be these folks' next door neighbors. Not sure which would be worse; the constant flashing lights, the loud music or the cars stopping to catch it all on their camera phones? I understand there is a similar display here in Statesville. If anyone knows where that is, please email me.

Anyway, have a Merry Christmas!

Participants may sign up for the entire series or pick the specific class or classes that interest them. There is no fee for the training, but seating is limited and participants must register for the classes they wish to attend. The classes will be held from 9:00 AM to 11:30 AM in the computer lab at the Mitchell Community College Technology and Workforce Development Center. Basic familiarity with computers and the Internet are required, as this will be a hands-on interactive learning experience. The instructor will be John Marek, an AIPM Certified Marketing Practitioner and certified Google AdWords Professional.

In addition to businesses seeking innovative new ways to market their products and services, these workshops are open to individuals looking toward upgrading or updating their skills to make themselves more marketable in the workforce. For more information, or to register, click [here](#) or call Lisa Taylor at 704-871-0062.

NC AMONG FASTEST GROWING STATES

North Carolina is among the five fastest-growing states in the nation, according to the U.S. Census Bureau. The Tar Heel State's population increased 2 percent between July 2007 and July 2008.



Utah was the nation's fastest-growing state. Its population climbed 2.5 percent. Arizona was the second fastest-growing state, increasing 2.3 percent. Texas, North Carolina and Colorado completed the top five, each with a growth rate of 2 percent.

The only two states to lose population were Michigan and Rhode Island. Michigan's population declined 0.5 percent, while Rhode Island's fell 0.2 percent.

Texas had the largest increase in residents, at 483,542, followed by California, with 379,132 new residents. North Carolina was third, with 180,820.

Quick Links

[GSDC Website](#)

[The Growing Edge Blog](#)

[Mitchell Community College Website](#)

[PSNC Website](#)

Join Our List



PSNC TO REDUCE NATURAL GAS RATES

PSNC Energy has filed a request with the



N.C. Utilities Commission to reduce its natural-gas rates by 14 percent.

The filing is in response to the recent drop in the wholesale cost of natural gas. PSNC adjusts the rates it charges customers based on the amount it has to pay to buy natural gas.

The change, which would take place Jan. 1, would cut about \$19 from the average residential consumer's monthly bill. Gastonia-based PSNC is a subsidiary of Scana Corp. of Columbia, S.C. The utility serves a 28-county area in North Carolina, including Iredell, distributing natural gas to 460,000 customers in 96 communities.

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