



THE GROWING EDGE

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Dear John,

When we first received notification that Statesville-Mooresville had again been named Site Selection Magazine's #1 Micropolitan area for new and existing industry growth, the initial response was a mixture of joy and trepidation. While it is always nice to have the community recognized by a national publication, there was also a sense that with so many businesses and individuals experiencing difficulties in this down economy it would be hard to celebrate our accomplishment with any enthusiasm. After careful consideration, however, we determined that the real story isn't how Statesville-Mooresville won the award for this past year; the real story is the record of consistent performance over the past ten years. Since 1999, Statesville-Mooresville has ranked either #1 or #2 in Site Selection's annual rankings every year except 2004 (#8). That is a remarkable accomplishment, akin to reaching the Super Bowl 9 out of 10 years and WINNING more than half of them.

To state the obvious, the economy in Greater Statesville is feeling the effects of the economic downturn, just like everywhere else in the country. The news coming from our business community has not been uniformly good these past six months. Yet, the Site Selection honor highlights what many in that business community already know; our region's economy remains relatively strong, and we are well-positioned to come out of this recession even stronger. In a down economy, with credit tight and profits thin, companies are striving to reduce their risk and maximize the return on their investment. Where better to do that than with a consistent performer like Statesville?

Best regards,

John

Statesville-Mooresville Again Sets Pace for Business Growth in 2008

Ranked #1 in U.S. for Micropolitan Communities Economic Development by Site Selection Magazine

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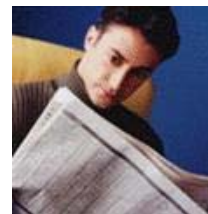
Quick Links

[GSDC Website](#)

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In The News

The Statesville Record & Landmark

Statesville-Mooresville, North Carolina, regained its number one micropolitan community ranking in 2008 for new and expanding facilities by Site Selection magazine, the official publication of the Industrial Asset Management Council. These Iredell County communities have achieved the top ranking four out of the past five years.



Statesville-Mooresville, which also includes the Town of Troutman and upper Iredell County, had an excellent year in 2008, with a total of 17 projects and total new capital investment of \$ 377 million.

"New capital investment and job creation is critical to the ongoing success of Iredell County," said Godfrey Williams, chairman of the Iredell County Commission. "Our past success is impressive and we can build off of this success to overcome what we are facing today as a result of the weak national economy."

Statesville-Mooresville is a key employment center in the Charlotte Region for industrial, headquarters/back office and motorsports. The area has seen a tremendous population growth over the past several years providing companies with a solid workforce along with unmatched quality of life, outstanding educational system, and excellent highway accessibility and low operating costs.

Although all of the 17 projects are important, the following announcements were especially significant in terms of jobs and investment. In Statesville: Providencia USA, 250,000 sq ft, \$133 million invested; and Lowes Planogram training facility, 298,000 sq ft, \$10.4 million invested. In Mooresville: motorsports related announcements adding up to 319,000 sq ft, \$34.5 million invested; Carolina Beer and Beverage, 300,000 sq ft, \$11 million invested; and Lakefield Corporate Center, 250,000 sq ft, \$15 million invested.

"While this is a testament to our extraordinary economic development efforts, it says even more about our city's efforts to make Statesville the most appealing place imaginable for all of its citizens, whether in business, industry or as residents," said Costi Kutteh, mayor of Statesville. "We continue to work in partnership with groups that make Statesville more accessible as a place to live, work and play, including our governmental and quasi-governmental partners, educational systems. Our future is even brighter than our present."

The Greater Statesville Development Corporation (GSDC) and the Mooresville South Iredell Economic Development Corporation (MSIEDC) are the economic development organizations working towards attracting new business and assisting existing business in Iredell County. They have held steadfastly to the belief that, while business in Iredell County and the entire country are feeling the effects of the downturn in the economy, the local economy is relatively strong compared to other areas in the region and the country.

"Considering the 2008 economy, we were very pleased to learn of our selection again as the # 1 micropolitan area in the country," said Bill Leach, chairman of GSDC. "This re-affirms the attractiveness of Statesville-Mooresville for locating and expanding a business."

recently published an article on local manufacturing firm ThorLo and what they are doing to overcome the economic downturn. Interesting reading.



The GSDC is a private/public partnership that receives support from the City of Statesville, Town of Troutman and Iredell County. Its private sector support is led through the Greater Statesville Area Committee of 100 which provides private sector financial support as well as volunteer support.

Statesville and Mooresville are combined into a single Micropolitan area for statistical purposes by Site Selection magazine (Micropolitans are cities with populations between 10,000 and 50,000). Iredell County is unique in that it has two economic development organizations working to grow private investment and jobs for one of the fastest growing counties in North Carolina.

Noted Intellectual Property Expert to Speak at March Breakfast Buzz

Jason Sneed, a partner with Alston+Bird LLP, will discuss copyright, trademark and patent law at free event

Ever wonder when you need to use the ®, ™ and © symbols in your advertising? Concerned about somebody stealing your domain name? Have an idea for a product and want to patent it, but aren't sure how to proceed? On Tuesday, March 24th, Jason Sneed, a partner with the law firm of Alston+Bird and a noted expert on intellectual property law, will speak at the Breakfast Buzz event at Mitchell Community College. Mr. Sneed specializes in trademark, copyright, patent and domain name protection and enforcement in the United States and internationally, and regularly represents clients in litigation in the U.S. federal courts and in contested trademark proceedings before the U.S. Trademark Trial and Appeal Board. He recently returned from California, where he served on the team of attorneys representing 20th Century Fox in its lawsuit against Warner Brothers over the rights to the "Watchmen" trademark.



The Breakfast Buzz is a series of informational seminars exclusively for business; featuring industry experts with information you can use to improve your company today. . . and a delicious breakfast. The Breakfast Buzz is held at the Mitchell Community College Technology & Workforce Development Center, 701 West Front Street, and is FREE for all members of the Greater Statesville business community. The program begins at 8:00 AM and ends with a Q&A session beginning at 8:45 AM. The courtesy of an RSVP is requested either [online](#) or by phone 704-871-0062.

NCEDA Conference Speakers Acknowledge Difficulties, Focus on the Future

Governor Bev Perdue and Commerce Secretary Keith Crisco lead outstanding list of speakers at Mid-Winter event

It's not often that local economic developers have an opportunity to hear the Governor, the Secretary of



Commerce, the CEO of the Research Triangle Foundation, the President of Golden LEAF Foundation, the President of the NC Community College system, the Director of Economic Development for the UNC system and a noted NC State economist all at one sitting, but that's exactly what happened at the NCEDA Mid-Winter Conference on March 6th.

More than 240 local developers and Department of Commerce officials gathered in Pinehurst to hear what government officials are doing to mitigate the effects of the current economic downturn and lead the way toward recovery.

Secretary Crisco jokingly introduced himself as a "Stanly County Redneck," but made it clear that his extensive personal experience in international business will bring a new, more global, perspective to his office. A graduate of Pfeiffer University and a Harvard MBA, he has traveled extensively in China and transformed his North Carolina-based elastics business into a model of global competitiveness. He specifically mentioned efforts to build strong relationships with trading partners in Europe, South America and the Far East as a fundamental goal. He also stated that it is not wise to focus on just one or two industries, but rather on a variety of industrial sectors that match the resources of the state and the skills of the workforce, mentioning agricultural biotechnology, military, aerospace, and green energy as sectors that warranted further emphasis.

For her part, Governor Perdue presented herself as a strong proponent of and accessible partner to local economic developers. It was noted that she has already participated in nine client visits throughout the state, an amazing number given that she has only been Governor for a few weeks. She vowed to fight the "creeping sense of pessimism" that has permeated the business community over the past few months, while acknowledging that the "numbers" (particularly unemployment) are likely to get worse before they get better. She also explained that she is working aggressively to funnel "recovery dollars" into projects that create jobs today; noting that 70 road projects -- expected to put 70,000 people back to work -- are in the pipeline. She also reiterated her commitment to wellness and building a "green" future for the state, saying that "the state that figures our green will own the future."

Dr. Mike Walden, economist and professor at NC State, closed the conference with his candid appraisal of the current economic situation and his projections for how long the downturn will last. He indicated that he, like most other economists, was taken by surprise by the speed at which economic conditions deteriorated and at the unprecedented drop in home values; noting that the prevailing theory -- up until a few months ago -- was that the rate of home appreciation would bottom out at around 2 percent. Looking forward, he believes that some sectors of the economy will begin to recover in the 4th quarter of this year, but that the recovery will be both uneven and slow. He projects that unemployment could top 12% statewide by early 2010 before falling back to single digits later in the year. Dr. Walden's complete presentation, [Economic Outlook: Panic or Recovery?](#) is available online. Dr. Walden was also the guest speaker at our 2008 GSDC Annual Meeting.

Going Global: NC Exporting Seminars Show You How to Profit Internationally

Commerce's International Trade Division 2009 Road Show, a seminar series on exporting, provides all the information you need to get started

If you are interested in selling your products or services to customers worldwide, North Carolina provides many resources to help you get started or to take your exporting program to the next level. The Road Show seminar series, to be held April 20-24 at locations throughout the state, offers foreign-based trade experts with insights into key markets you may be considering.



NC Foreign Trade Representatives come to your region to meet with you! Meet with experts from some of the world's most developed and fastest growing markets, as well as North Carolina-based trade consultants to achieve your international potential.

Hear from NC companies experienced in exporting to these markets and learn of the assistance they received from Commerce and other state agencies to be successful.

Assess your company's market opportunities through one-on-one meetings with foreign trade representatives from Germany, Hong Kong, Canada, Mexico, Japan and Korea.

Benefit from over 100 years of combined experience in foreign markets. Consultations and service provided free of charge.

Although each of the seminars throughout the state are valuable, Greater Statesville businesses may be particularly interested in the session on China to be held in High Point on April 22nd. [Click here](#) for more information or to register for one or more of the seminars

John Marek to Speak at Statesville Chamber of Commerce Business Show March 26th

Will discuss "Social Media Marketing: What's All This Twittering About?"

The Statesville Chamber of Commerce has announced that technomarketing expert John Marek will offer a seminar on using social media to promote yourself and your business as part of the Statesville Business Show at the Statesville Civic Center on March 26th. The program will begin at 2:00 PM and will conclude with a Q&A session at 3:30 PM.



Social media include networking sites such as LinkedIn, Facebook and Twitter. The seminar will provide an introduction to using social media tools to develop new prospects, better reach your existing customers, expand your understanding of your customers' needs and monitor the conversations taking place about your brand. In this economy, where everyone is trying to be resourceful and find low-cost and no-cost ways to market, social media is an attractive option.

Propelled by the growth of Facebook and LinkedIn, social networks are now more popular than emailing on the Internet, according to a recent Nielsen study. The study found that of Internet users throughout the world, two-thirds visited a social networking site last year. Of those Palo Alto Calif.-based Facebook is the leader, with visits every month by 3 of every 10 Internet users.

John Marek is Director of BRE & Marketing for the Greater Statesville Development Corporation and offers corporate training workshops in marketing strategy and technology through Mitchell Community College. He has more than 23 years combined sales and marketing experience in the industrial, technology, retail and public sectors and is the author of two books on marketing, *7 Secrets of Successful Neighborhood Marketing* and *Breakfast at Midway: A Lean Marketing Journey.*"

Contact [Cathy Morris](#) at the Chamber for more information or to sign up for this free event.

Just for Fun

Follow the GSDC, New York Times, Congresswoman Foxx and others on Twitter

The Greater Statesville Development Corporation is now on Twitter. Twitter is a social media network in which users, called Twitterers or Tweepers or Tweeples, post short 140 character statements (or Tweets) about what they are doing right then. These often take the form of mini press releases. Media outlets like the New York Times and NPR post up-to-the-minute information on breaking news. Government officials, like Congresswoman Virginia Foxx, post updates about what they are voting on and how they view current issues. The GSDC uses Twitter primarily as a marketing and business recruitment tool. We post building and site information, updates on projects, breaking news reports and links to important online content. Check it out at www.twitter.com, and be sure to follow GSDC!



Follow New York Times on Twitter

Follow NPR on Twitter

Follow Virginia Foxx on Twitter

Follow GSDC on Twitter



The Greater Statesville Development Corporation (GSDC) is a public-private partnership of local governments and business leaders. Our purpose is to promote the industrial and commercial development of the City of Statesville, the Town of Troutman and the surrounding area of upper Iredell County, North Carolina. We provide a variety of services and assistance to help locate, maintain and expand new and existing businesses and industries in our area.

View available [sites and buildings](#).

View [resources](#) for existing industry.

Learn more about the [Committee of 100](#).

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