



# ***THE GROWING EDGE***

Issue: #14

MAY 18 2009



**Dear John,**

Despite the economic slowdown - indeed, maybe because of it - the level of activity at the GSDC has been very high over the past several weeks. As recovery appears imminent, many firms who had put expansion or relocation plans on hold have rekindled their interest, and the GSDC has launched a number of proactive initiatives to capture this interest and build upon the momentum of our recent national recognition in *Site Selection* magazine.



## **Proactive Exercises**

Over the past two weeks, the Greater Statesville Development Corporation has been involved in two proactive economic development exercises. On May 6th, we conducted a mock client visit at the Statesville Regional Airport, and on May 12th, we held an information session for a national site selection consulting firm on the proposed Troutman-Lake Norman Business Park at Exit 42.

The mock visit at the airport was designed as a process review of the way we market and present the airport properties to prospective clients. We have been close to landing two major projects (Honda Jet Engine and Embraer) at the airport in the past year and a half, and continue to receive a lot of interest in that location. The exercise, with Harry Tsumas playing the client, allowed us to look step-by-step at the way a representative of a major company might view our community, and make changes as necessary to maximize our opportunity with the next prospect. Representatives of the City of Statesville, Iredell County, the airport and local utilities took part in the event along with representatives of the GSDC. A number of critical points, which had not previously been considered, came to light, including; the "wordiness" of our PowerPoint presentation, the potential for confusion over utility issues, and the way data is shown in our GIS system.

The Troutman-Lake Norman Business Park information session was arranged through Duke Energy and featured representatives from

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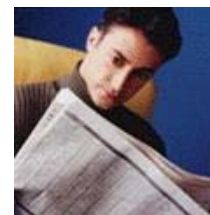
## **Quick Links**

[GSDC Website](#)

[PSNC Website](#)

[Mitchell Community College Website](#)

[GSDC Event Calendar](#)  
**\*NEW\***



**In The News**

Check out this recent

McCallum-Sweeney, a leading national site selection consulting firm. In this case, their role was to evaluate the potential for a new business park near Exit 42, and make recommendations about how we might best position such a park for maximum national exposure. Also participating in the session were representatives from Duke Energy, the Town of Troutman and Obrien-Atkins, an engineering firm that has been retained to begin the process of laying out and designing the location. Our partners at Energy United will also play a key role in the development of this site, moving forward.

### Focus on Biotech

Would it surprise you to learn that the Greater Statesville area is home to more than 30 biotech-related companies, including one of the largest medical device manufacturers in the Charlotte region and a company that is the acknowledged world leader in specialized laboratory fixtures? Many people think of "biotech" in terms of advanced pharma and biomedical research, but the category is actually much broader than that, encompassing everything from agricultural development to biomass fuels. Greater Statesville's proximity to the North Carolina Research Campus (NCRC) in Kannapolis and Wake Forest's Baptist Hospital make it an ideal location for future biotech development.

The GSDC is currently working with the City of Statesville, the Town of Troutman and the Barium Springs Home for Children on the development of a new technology park on land owned by the Home and within 2 miles of I-77. This park would be marketed as a destination for biotech, data center and renewable energy companies who are seeking to build high-value research, manufacturing and headquarter facilities in an environment-friendly campus setting; and specifically to companies in the life sciences who might leverage the site's proximity to the NCRC.

The GSDC has created a preliminary marketing brochure for the park, which is being distributed to biotech manufacturers and consultants at the BIO 2009 Conference in Atlanta this week.

Have a great week and a fun holiday weekend,

John

As always, feel free to email me with news about your company's events, awards, new products, honors, etc. and I will include them in an upcoming issue of *The Growing Edge*.

[jmarek@greaterstatesville.org](mailto:jmarek@greaterstatesville.org)

*Charlotte Observer*  
feature article about  
Troutman's  
Robincrest Resort &  
Conference  
Center.



## Mitchell Community College to Offer "Business Success in Tough Times" Seminar

**Luncheon event will feature expert speakers on a variety of business-success topics**

On June 2, 2009, Mitchell Community College is teaming up with the Greater Statesville Chamber of Commerce, Greater Statesville



Development Corporation (GSDC), U.S. Small Business Administration (SBA), Small Business and Technology Development Center (SBTDC) and Small Business Center Network (SBCN) to provide a luncheon seminar titled, Business Success in Tough Times.

This seminar will provide expert speakers on a variety of topics of importance to small business; finance, accounting, marketing and general practices. The purpose is to: 1) Decrease the number of small businesses in North Carolina that fail due to the current economic constriction; 2) Mitigate the negative impact to the community when business failure is unavoidable; 3) Encourage small businesses to seek one-on-one confidential counseling from the SBTDC and/or SBCN; and 4) Increase awareness of other free or low-cost assistance available through local agencies.

Guest speakers for the event will be: David Bradley (Greater Statesville Chamber of Commerce) - Moderator; Blair Abee (SBTDC) - Cash Flow; John Marek (GSDC) - Lean Marketing; Karen Hoskins (SBA) - SBA Loans; and Mike Tucker (SBC) - Survival Strategies.

The program will be held from noon until 2:00 P.M. on Tuesday, June 2nd at the Mitchell Community College Technology & Workforce Development Center (701 W. Front St., Statesville), Room 108. The registration fee is \$15. Lunch will be provided for all registered participants.

To register, or for more information, please contact Mike Tucker at 704-878-3227 or visit [www.nextgenbizthink.com](http://www.nextgenbizthink.com).

## Breakfast Buzz Scheduled for June 23rd

**Free event will feature Ron Smith discussing expense reduction strategies for difficult economic times**

The next Breakfast Buzz has been scheduled for Tuesday, June 23rd, 2009. The featured speaker will be Ron Smith of Expense Reduction Analysts. Mr. Smith has provided more than 16 years of financial and operational leadership and analysis as Product Division Controller for PeopleSoft (acquired by Oracle); Vice President of Finance for Avaltus, an eLearning company; and Operations Support Manager for Guardian Industries, a global company with glass, automotive and building products divisions. He has a B.S. in Accounting from Brigham Young University and a MBA. from BYU's Marriott School of Management.



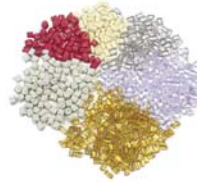
Since 1992, Expense Reduction Analysts has helped thousands of organizations of all types and sizes find savings hidden in their non-core expense categories ("overhead", such as office supplies, insurance, small-package freight, etc). No matter how much you have saved through your own cost-cutting efforts, ERA is still routinely able to find additional meaningful savings. Find out how.

The Breakfast Buzz will be held in room 108 of Mitchell Community College's Technology and Workforce Development Center (701 W. Front Street, Statesville) Contact Lisa Taylor at 704-871-0062 to register for the FREE event.

## PolyOne Corporation Wins Supplier Award

**Statesville plastics distribution center recognized for commitment to customer service**

PolyOne Corporation, a premier provider of specialized polymer materials, services and solutions, announced that it has received the Supplier of the Year Award from Pass & Seymour/Legrand.



This award underscores the Company's commitment to placing customer needs first by providing prompt service at the highest level in areas such as material selection, technical assistance, inventory management, and just-in-time delivery.

Pass & Seymour/Legrand, specializing in wiring devices, is the North American arm of Legrand, a \$3.7 billion global leader in products and systems for electrical installations and information networks in residential, commercial and industrial buildings. The award recognizes PolyOne's service excellence at Pass & Seymour's Concord, N.C. production facility, which is serviced primarily through the Statesville facility. "We are honored to have been selected for this award," said Michael Rademacher, PolyOne senior vice president and general manager, Distribution. "By continually focusing on speed and solutions, we are able to provide a competitive advantage for our customers, as confirmed by this recognition from Pass & Seymour."

Surpassing a field of 24 other suppliers in winning the award, PolyOne excelled in each of the four major scorecard components used to rate suppliers, including responsiveness, commercial support, product quality, and on-time delivery. According to Paul Mackinzie, Pass & Seymour's director of purchasing, "With its strong reputation for service and reliability, PolyOne has done an outstanding job. From everyone at Pass & Seymour, we sincerely appreciate the support and dedication we've received from the PolyOne team."

## RP Machine Acquires Alpha/Sullivan Steel

**Company adds Statesville Division to growing corporate portfolio**

RP Machine Enterprises, Inc. has acquired the Statesville Division of Alpha/Sullivan Steel. The service center in North Carolina features large Blanchard grinding applications up to 144". This acquisition also provides a superior magnetic division that will now allow RP to offer a line of magnetic lifting devices, fixturings, tables and chucks.



The new division name will be "Alpha Machining and Grinding Inc." The new division exhibited some of their products and services at RP's booth at the Windpower 2009 conference and exposition. The event is sponsored by the American Wind Energy Association (AWEA) and was held May 4-7 in Chicago

Established in 1992, RP Machine Enterprises is a multimillion-dollar

company that now encompasses several divisions/companies under the RP Machine umbrella, including: Abundant Manufacturing, a production gear cutting and machining; Carolina Gear & Components, a large gear manufacturing; RP/Fletcher, woodworking machinery and FAB; and now ALPHA Machining and Grinding, Inc., contract grinding and work-holding solutions.

## BB&T Passes Government Stress Test

**Winston-Salem-based financial institution one of nine major banks considered sufficiently capitalized to weather more adverse economic conditions**

BB&T Corporation announced that its capital levels are more than sufficient and exceed the government's minimum stress test requirements under a "more adverse" economic scenario, according to a report issued by federal regulatory agencies following a rigorous forward-looking examination of the nation's 19 largest financial institutions. The findings confirmed that BB&T will not be required to raise additional capital.



Results of the stress test revealed that BB&T was one of nine large financial institutions sufficiently capitalized under a "more adverse" macroeconomic scenario projecting a prolonged and deepening recession using assumptions more severe than BB&T's estimates. The stress test results also revealed that BB&T surpassed minimum capital requirements for regulatory and tangible capital.

Our capital levels have remained strong throughout this economic downturn, and we continue to lend to creditworthy borrowers in our markets, with loan originations exceeding \$6 billion per month," said Chief Executive Officer Kelly King. "While we do face credit-related challenges, our own adverse-case scenario is more favorable than the government's stress test results.

"Now that the stress test is behind us, we will proceed with efforts to implement a capital plan that accomplishes our three strategic objectives," said King. "First, we must remain a very well-capitalized financial institution throughout this credit cycle. We also want to repay the government's investment under the Capital Purchase Program as soon as possible. Finally, our strong capital position will help us take advantage of future opportunities on the other side of this economic correction."

With \$143 billion in assets, BB&T is the nation's 11th largest financial-holding company and operates more than 1,500 financial centers in 11 states and Washington, D.C.

## Leadership Statesville Class of 2009 Competes Project

**Community park will serve residents of Habitat for Humanity's Fourth Creek Village**

The Leadership Statesville Class of 2009 has



announced that its class project, a community park at the Fourth Creek Village development has been completed. An opening ceremony will be held on Thursday, May 21st, from 4:00 PM until 5:00 PM. The park, which will serve resident's of the new Habitat for Humaity development, was built by members of the Leadership class with funds and materials donated by local businesses. The park features a variety of landscaping features, along with beches. picnic tables and a shelter area. Fourth Creek Village is located off Garner-Bagnal Blvd., behind the post office.

Leadership Statesville is a leadership development program offered by the Greater Statesville Chamber of Commerce. If you would like to be part of a program that that informs, challenges and motivates you by enhancing leadership skills through information, dialogue and hands-on experience, please click [here](#).

To view more pictures of the park, click [here](#).

## Just for Fun

### The Big Bang Theory; Rock, Paper Scissors, Lizard, Spock

Need to make a difficult decision? Can't decide who gets the last dumpling? Try this inventive method of conflict resolution, as per the gang on The Big Bang Theory.



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](#).

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