



THE GROWING EDGE

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Dear John,

This past week, representatives of the GSDC traveled to Charlotte to attend the Charlotte Regional Partnership "Jerry" Awards presentation. Making the trip along with Mike Smith were several members of the GSDC Executive Committee, including Bill Leach, David Steele, Harry Tsumas; and Statesville Mayor Costi Kutteh. The Jerry Awards were created in 2007 to honor individuals and organizations from both the public and private sectors who have significantly impacted economic development of the Charlotte Region. This year's public sector winner was the University of North Carolina at Charlotte. The private sector winner was David H. Murdock, founder of the North Carolina Research Campus in Kannapolis.



While, on the surface, it might appear that neither of these honorees has had much of an impact on the Greater Statesville area, a more thoughtful examination reveals an extremely significant link between the winners and the future of our region. As an engineering school, UNCC is ranked among the very best programs nationally in the area of precision metrology. This distinction is not lost on companies looking to relocate; especially companies in the aerospace, biotech and electronics fields where highly precise measurements are required. UNCC also graduates hundreds of BBA's and MBA's every year, creating a ready pool of entry and middle-level management talent in the areas of finance, marketing, IT, and human resources.

The North Carolina Research Campus (NCRC) is bringing an increased interest in biotechnology to the region. Expected to create 35,000 jobs directly in Kannapolis, the NCRC will also draw dozens of affiliated businesses who wish to locate proximate to the campus, but not necessarily within the campus. This will create opportunities to recruit technology and life science companies to Greater Statesville.

And while we are on the subject of the Charlotte Regional Partnership (CRP), this might be a good time to discuss the value which this organization, in general, brings to the Greater Statesville. The CRP is a

In This Issue

[Mitchell Community College to Offer "Business Success in Tough Times"...Seminar](#)

[Breakfast Buzz Scheduled for June 23rd](#)

[PolyOne Corporation Wins Supplier Award](#)

[RP Machine Acquires Alpha/Sullivan Steel](#)

[BB&T Passes Government Stress Test](#)

[Leadership Statesville Class of 2009 Completes Project](#)

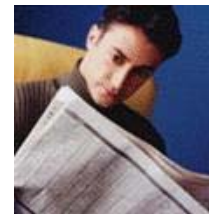
Quick Links

[GSDC Website](#)

[PSNC Website](#)

[Mitchell Community College Website](#)

[GSDC Event Calendar *NEW*](#)



In The News

The Statesville Record & Landmark recently ran this

public-private economic development organization representing the 16 counties of "Charlotte USA." Its mission is to allocate and leverage regional economic development resources to sustain and enhance the economic growth, vitality, and global competitiveness of the Charlotte region as a superior business location. Functionally, the CRP acts as a joint marketing effort for the area, positioning the Charlotte USA brand in a way that would not be possible for each of the individual counties on their own. These efforts include; advertising placements in national and international economic development publications, presence at major national and international trade shows and conferences, one-on-one visits with corporate executives and site selection professionals in the United States and overseas, and access to market research.

article about the future of biotech in Greater Statesville..



From a cost-benefit standpoint, our relationship with the CRP is clearly a winning proposition. A booth at just one national event -- such as the Motor Sports Industry Show, where our region was first introduced to Kook's Custom Headers -- would cost as much or more than our annual support for the CRP; not to mention the dozens of active leads the CRP provides every year, and the valuable market research the CRP provides on-demand. As a former marketing consultant, I can say without hesitation that the kind of customized data the CRP routinely provides on demographics, employment and market trends would cost thousands of dollars annually if developed by a third-party source.

For more information about the Charlotte regional Partnership and the valuable resource they are for Greater Statesville, check out www.charlotteusa.com.

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*.

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Iredell County Unemployment Inches Down in April

Second consecutive month of employment gains may be indication of economic rebound

The unemployment rate in Iredell County dipped to 12.6 percent in April from 12.7 percent in March.

In April, 10,363 residents were unemployed among the county's labor force of 82,249, according to the N.C. Employment Security Commission.



Unemployment in the Charlotte/Gastonia/Concord area was 11.4 percent, down from 11.6 percent in March.

In the Hickory/Lenoir/Morganton region, unemployment was 14.9 percent, down from 15.4 percent.

Here are county unemployment rates in April compared with March:

- Anson: 13.4 percent, down from 14.8 percent.
- Cabarrus: 10.8 percent, down from 11.3 percent.
- Catawba: 15 percent, down from 15.6 percent.
- Cleveland: 15.1 percent, down from 15.7 percent.
- Gaston: 14.8 percent, up from 14.7 percent.
- Lincoln: 14.2 percent, down from 14.7 percent.
- Mecklenburg: 10.2 percent, down from 10.6 percent.
- Rowan: 12.5 percent, down from 12.8 percent.
- Stanly: 11.6 percent, down from 12.4 percent.
- Union: 10.1 percent, down from 10.6 percent.

Statewide, the unemployment rate was 10.5 percent in April, down from 11 percent in March.

Orange County had the lowest unemployment rate in North Carolina in April at 5.8 percent. Scotland County had the highest, at 17.3 percent.

Southern Prestige Industries Celebrates Anniversary and AS-9100 Award

Special event for employees marks 30th year in business and the achievement of AS-9100

On Wednesday, May 20th, Southern Prestige Industries celebrated its 30th year in business with a "steak and potato" cookout for its employees. Also celebrated was the award of AS-9100 certification, making SPI one of only 45 manufacturers in North Carolina to achieve this quality standard for the aerospace industry.



In addition to SPI employees and management, the event was attended by representatives of the NC State extension service and GSDC Director of BRE & Marketing John Marek.

The NC State professionals worked with Southern Prestige to help them achieve AS9100 certification - a global seal of approval for quality management systems. The university provided pre-assessment training and certification preparation.

"Growth is the reason for this certification," said President James Wilson. "AS9100 opens up doors for us that we haven't explored before. Our quality is superior and our systems are in place. Now we can back it up. My goal is that after I retire, you will all still be here."

Aerospace makes up 65 percent of the company's business. The AS9100 standard was created specifically for the aerospace industry and incorporates all the requirements of the ISO 9001:2000 quality management standard. It includes aerospace-specific requirements such as safety and reliability components.

With the expected increase in aerospace business, Wilson hopes to grow his staff to 100 employees within two years. "This certification will help us do what we need to grow," he said. Bracing for this growth, Wilson recently bought the building behind the current facility.

Southern Prestige Industries was also the Greater Statesville Chamber of Commerce Industry of the Year.

For more information about the company, please visit www.southernprestige.com.

US Airways Begins Nonstop Flights to Brazil in December

Daily service between Charlotte and Rio de Janeiro will help new Statesville company Providencia USA stay connected with HQ

One of the first questions international companies ask when looking to locate a facility in Greater Statesville is the availability of nonstop, or at least convenient, flights between Charlotte Douglas Airport and their home country. In this regard, CLT is a major recruiting asset, particularly to companies in Western Europe.



Connectivity to South America will be significantly improved starting December 2nd when US Airways will launch service between Charlotte and Rio de Janeiro, Brazil. The nonstop, daily flights are expected to win easy approval from the Brazilian government.

US Airways says it will serve the route with Boeing 767 aircraft, with seating for 204 passengers. Flights will originate in Philadelphia. "The introduction of a nonstop flight from Charlotte, North Carolina, to Rio de Janeiro, Brazil, is further evidence of our state's growing presence on the global stage," says N.C. Gov. Bev Perdue. "North Carolina's potential for international trade and tourism is limitless. There is much to be gained by connecting North Carolina and Brazil."

One local company, in particular, stands to gain from the announcement. Providencia USA, which announced last year that it would be building a \$120 million facility at West Industrial Park in Statesville is based in Brazil. The nonstop flight could cut the travel time to and from corporate headquarters in Parana by several hours, an important consideration for busy executives.

NC State Brings Lean 100 Workshop to Charlotte June 9th

Program is one-day introduction to lean manufacturing principles with a factory simulation exercise

In this introductory lean manufacturing seminar, you will learn the basics of the lean production system through group discussion and hands-on simulation. The principal goal of the lean production system is to satisfy the customer by achieving products and services of the highest quality, lowest cost and shortest lead times. This goal is achieved by the



supporting structure which includes stability in the manufacturing process, just-in-time production and quality at the source. Employee involvement is the lifeblood of the lean production system.

The hands-on simulation includes a factory setting where attendees will assume various production roles, perform the processes, and measure the results after each round. As the day progresses, new topics will be introduced, and then incorporated into the production simulation. By the end of the simulation, you will have observed how lean manufacturing principles can improve cycle time, reduce work-in-process inventory, improve quality, reduce floor space and increase profit.

Registration for the program is \$395.

<http://www.ies.ncsu.edu/events/eventdesc.cfm?cid=1464&cp=29>

Governor Perdue Announces Reforms to Strengthen Green Economy

Plan focuses on renewable energy, conservation and "green" job creation

On May 21st, Governor Bev Perdue announced her energy reform package to attract businesses, create jobs and promote a strong and sustainable green economy in North Carolina. She made the announcement at the SAS Solar Farm in Cary, which provides solar-generated power to Progress Energy.



"Developing our green economy is a cornerstone of my vision for North Carolina's economic future," Gov. Perdue said. "Creating green jobs and businesses is a key part of my JobsNOW initiative, and the energy reforms I am implementing will lay the foundation for North Carolina to lead the nation in green energy."

Gov. Perdue's energy plan refocuses state energy policymaking, makes strategic investments in North Carolina's green economy and increases green-collar workforce development.

"The state that gets green right will own the next 50 years," Gov. Perdue said. "I intend for North Carolina to be that state."
Governor Perdue's energy plan:

Relocate the State Energy Office and state weatherization program to the Department of Commerce: The weatherization program will be transferred to the State Energy Office from the Department of Health and Human Services. The State Energy Office will be transferred to the Department of Commerce from the Department of Administration, and will be led by a new energy advisor. Establishing the Department of Commerce as the home for state energy policy will improve coordination across programs to deliver these services more efficiently and effectively.

Reinvigorate the Energy Policy Council: The plan reduces the number of council members and improves representation for environmental groups, alternative energy producers and energy services specialists. The council will work with the State Energy Office and the energy advisor to help create a comprehensive energy policy that encompasses renewable energy and energy efficiency and that uses existing energy assets wisely.

Establish an Energy Investment Revolving Loan Fund: With \$18 million in federal recovery monies, this innovative fund will provide low- and no-interest loans to finance energy-saving projects at businesses, local governments, non-profits, state agencies, community colleges, universities and public schools. The loans will be awarded for up to \$1 million. The fund will extend the scope of federal recovery funds and will ensure that these funds continue to support the state's commitment to renewable energy and energy efficiency well into the future.

Expand the Green Business Fund: \$10 million in federal recovery funds will be used to expand the Green Business Fund, which Gov. Perdue led the drive to create in 2007. The fund awards competitive grants to North Carolina businesses and organizations with innovative projects in biofuels, green construction, environmentally friendly technology and renewable energy products.

Grow North Carolina's green workforce: Gov. Perdue's JobsNOW initiative will provide green-collar jobs training and retraining in community colleges. As part of JobsNOW, the governor will use nearly \$7 million in federal recovery funds to develop a program in universities, community colleges and workforce agencies that will meet the training and workforce needs of the emerging green economy.

Invest federal recovery monies for other energy efficiency and renewable energy projects in small businesses, communities and homes across North Carolina: Other investments using federal recovery funds include \$12 million to support energy savings and renewable energy initiatives in small businesses and industries, \$58 million for energy and efficiency block grants to cities, counties and tribes, and \$12 million for energy efficiency audits and improvements for new and existing homes, among others.

Rural Center Releases Report on Agriculture in North Carolina's Regions

Cites increased demand for local, natural and organic foods and sees potential for direct marketing, especially in natural and organic niches

A report just released by the Rural Center's Agricultural Advancement Consortium examines farming in each of North Carolina's seven economic development regions. The report was designed to help the regions mix agriculture into policies on economic development. Included in the report are basic facts and recommendations for strengthening each region's agriculture, and opinions about the state of farming from extension agents and farmers.



Download and read the complete report [here](#).

Just for Fun

Who needs Will Ferrell; we've got Rick, Will and Holly!

Chances are, if you are somewhere between 35 and 45 years old, you have fond memories of Pakune, Sleestacks and rubbery tyrannosaurs. While the new Land of the Lost movie opens this coming weekend, I'm going to pass on that and watch episodes of the classic Saturday morning TV show on Hulu.com. Just two things; it's a lot cheesier-looking than you probably remember (and I remember it being pretty cheesy); and I still have trouble getting my head around a "routine expedition."



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

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