



THE GROWING EDGE

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Dear John,

On Wednesday, July 8th, North Carolina Secretary of Commerce Keith Crisco addressed 90 business and community leaders at the Greater Statesville Committee of 100 quarterly luncheon.



In his remarks, the secretary made specific mention of Iredell County and the Greater Statesville area, noting that several of his classmates at Pfeiffer University were from Statesville and Troutman. He used this point to segue in a discussion of how the quality of the people from this region are responsible for the success and recognition it has achieved on a national level, specifically #1 Micropolitan and All-America City honors.

The secretary then went on to explain how the Perdue administration and the Department of Commerce are working to mitigate the effects of the recession through wise use of the stimulus dollars coming from Washington, and through creative programming like the 12 in 6 retraining initiative and the green economy plan. He also noted that Governor Perdue has been very proactive on matters of economic development; meeting with clients and working to address their concerns and requirements.

He finished by taking several questions from the audience on topics ranging from balancing the state budget to incentives for tourism-related industries in North Carolina.

The next Committee of 100 luncheon will be Wednesday, October 7th, and will feature Ernie Pearson, Special Counsel at Nexsen Pruet, LLC. Nexsen Pruet is a multi-specialty business law firm headquartered in Columbia, South Carolina, with more than 170 attorneys and offices in North and South Carolina.
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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In The News

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The Statesville Record & Landmark recently ran this [article](#) about the success of Statesville-based Kewaunee Scientific.

Iredell County Unemployment Up Slightly in May Increase in jobless rate the first since February.

The unemployment rate in Iredell County rose to 12.9 percent in May from 12.6 percent in April. Unemployment in the Charlotte/Gastonia/Concord area rose to 12 percent from 11.3 percent in April.



In the Hickory/Lenoir/Morganton region, unemployment increased to 15.4 percent from 14.9 percent. Here are county unemployment rates in May compared with April:

- Anson: 15.1 percent, up from 13.3 percent.
- Cabarrus: 11.4 percent, up from 10.8 percent.
- Catawba: 15.5 percent, up from 15 percent.
- Cleveland: 15.6 percent, up from 15 percent.
- Gaston: 14.8 percent, up from 14.7 percent.
- Lincoln: 14.4 percent, up from 14.1 percent.
- Mecklenburg: 11.0 percent, up from 10.2 percent.
- Rowan: 13.6 percent, up from 12.5 percent.
- Stanly: 12.5 percent, up from 11.5 percent.
- Union: 10.8 percent, up from 10 percent.

The N.C. unemployment rate rose to 11.1 percent in May from 10.5 percent in April.

Currituck County had the lowest rate in North Carolina in May at 6.3 percent. Scotland County had the highest at 17.2 percent.

City of Statesville Seeks Community Input on Transportation Issues

Any Statesville resident or business owner, or persons who commute into Statesville to work or shop may participate

The City of Statesville is working with the N.C. Department of Transportation and other partners to create a Comprehensive Transportation Plan (CTP) for the Statesville area.



Public input is a key part of the plan. That's why it's important for you to provide your opinions & concerns about local transportation issues and structures.

The survey is online and will take about five minutes to complete. Just go to:

www.surveymonkey.com/Statesville



You will be prompted to complete each question. Just click on "done" and your responses will be submitted automatically.

The survey is anonymous and must be completed by July 30, 2009.

New Marriott Courtyard Opens in Statesville

State-of-the-art facility designed to meet the needs of upscale business travelers

In a previous life as a consultant for a national business development firm, I had the "pleasure" of spending 80-90 night each year in hotel rooms; often in wonderful and exotic locations like Bloomington, Illinois, Cadillac, Michigan and Fenton, Missouri. So, if there is one thing I know about, it is "business class" hotels; and based on my experience, the new Marriott Courtyard here in Statesville offers some of the finest, best thought-out accommodations for the business traveler I have ever seen. The Courtyard is the first of several new hotel projects currently under construction in Greater Statesville. In fact, one might be tempted to say that the area is undergoing some thing of a lodging renaissance.



Last week, I dropped in on General Manager Andy Briggs and his staff for a tour of the newly opened facility on Cinema Drive. From the minute you pull into the parking lot, you can tell that this isn't a business-as-usual-type establishment. The generic stucco mid-scale hotel facade has been scrapped in favor of a more modern, artistic look. Once inside, the MoMA-influenced decor becomes even more evident, with red and gold the dominant colors. But the real innovations here aren't in the colors or the art, but in the small details. The front desk is open in the middle, so the staff can easily come out to greet guests, assist them with their bags or give them a personal tour of the lobby amenities. A large LCD Go-Board



provides easy, interactive access to information about the area such as weather, restaurants, shopping and things to do. One of the niftiest new features, in my opinion, are the pods, private booth-like areas in the lobby which feature an integrated LCD screen. These would be great for small group (3-4 people) meetings or for just kicking back and watching a little TV with travel companions. Like previous Courtyard incarnations, the new design includes a bar/dining area, offering cocktails and lite fare until 10:00 each night. As Sales Manager Jessica Dildine was quick to point out, there is also a large conference room with a 72 inch SmartBoard that can be rented on a daily basis for presentations, meetings seminars and the occasional Super Bowl party.

The rooms themselves are spacious and decorated in the same style and tones as the lobby. King rooms feature a walk-in shower with glass doors. Suites have a full-function kitchenette. All rooms have flat screen TV's. From the top floor, guests facing north and west have an excellent view of the Brushy Mountains.

Touring the new Courtyard made me just a bit nostalgic for my old "road warrior" days. While I have no desire to travel to that extent again, if I did,

I'd want to stay someplace just like the Statesville Courtyard.

Apple Announces Plans to Build \$1 Billion Data Center in Catawba County

Site less than 30 minutes from Statesville will increase focus on area as a destination for Apple suppliers and vendors

On July 6th, Apple announced plans to build its new \$1 billion data center in the Catawba County town of Maiden. The announcement followed a joint meeting of the Catawba County Board of Commissioners and the Maiden Town Council during which both boards approved economic incentives packages. Commerce Sec. Keith Crisco, Deputy Commerce Sec. Dale Carroll and senior economic developer Peggy Anderson were on hand for the announcement.



Mike Foulkes, director, Local and State Governmental Affairs, Apple Inc., said in a statement: "Apple is looking forward to building a new data center in North Carolina, and we appreciate the efforts of Gov. Perdue, the state lawmakers, the County and the Town, and all who helped make it possible."

The site's proximity to Greater Statesville -- Maiden is less than a 30 minute drive from downtown -- will make the area an attractive option for some of the third-party providers and suppliers that are certain to follow Apple to North Carolina.

Mitchell Community College Offers Expanded ISO 9000 and ISO/TS 16949 Training

Assistance with the development of quality systems available through MCC technology and workforce training

Mitchell Community College offers area companies education and assistance with ISO Quality Systems Training. ISO 9000 is a series of international standards that provide guidance in the development and implementation of an effective quality management system. Not specific to any particular product, these standards are applicable to manufacturing and service industries alike. If you are a supplier to the automotive industry then ISO/TS 16949 may be of interest to you.



The goals of ISO are to embed a quality management system within an organization, increase productivity, and reduce unnecessary costs. ISO was created to make the attainment of quality, consistent products easier by providing specific steps for development. Companies that fulfill the standards may seek registration from an accredited registrar. Even companies not concerned with becoming registered may be well advised to consider ISO as a basis for improving their quality capabilities and customer satisfaction. Now, more than ever, our business climate is one of

survival of the fittest.

Provide your company with a powerful tool to improve quality and your bottom line. Contact Betty Scipione, Directory of Customized Industry Training at 704-878-3234 today for a free consultation.

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Mack Molding Looks to Medical Market to Support Continued Growth

Arlington-based plastics molding company has strong Statesville presence

The sluggish economy isn't keeping Mack Molding Co. from growing its medical business - which didn't even exist until eight years ago. "This is a real nice roll we are on," said Jeff Somple, president of the company's northern division, where most of Mack's medical work is concentrated. "We are probably going to have half of our business in medical by next summer" when production fully ramps up on two major medical devices that Mack will start making in the next few months.



Currently, medical accounts for roughly 35 percent of the Arlington company's sales, estimated to be \$292 million for its fiscal year that ended June 30, 2008. That is up from 25 percent two years ago, when the company was Plastics News' Processor of the Year.

Because of the growth in its medical business, Mack announced June 8 at Medical Design and Manufacturing East in New York that it has formed MackMedical, based in Arlington, to manage all of its medical business.

"We have developed a robust medical products group within Mack Molding" that accounts for 30 percent of the company's sales today, said Somple. It is expected to grow to 50 percent of Mack's business in the near future with the addition of large-part clean room molding and other medical design services, he added. "We now have all the markers in place to legitimately call ourselves Mack Medical."

Mack entered the medical market shortly after reinventing itself in 2001 from a company that derived 70 percent of its sales from molding related to computer equipment, servers and storage devices.

"If you come up with a vision, stick to it, and put some resources behind it, you can be successful," Somple said.

Mack has a workforce of 1,800, more than 1.5 million square feet of manufacturing space and 120 injection molding machines, with clamping forces of 28-4,000 tons. The northern division, with plants in Arlington, East Arlington and Cavendish, Vt.; and Gardiner, Mass., has 80 injection molding machines. Its plants in Statesville, N.C., and Inman, S.C., which make up its southern division, have 40 presses, more than half of them over 1,000 tons.

While the company has scaled back its short-term sales growth expectations from 10-20 percent to 5-10 percent because of the economy, it is not holding back on its plans to grow, Somple said.

"I think a lot of American manufacturers get scared in this type of economic environment," he said. "But in an economy like this, you have to get aggressive with sales and constantly sell. We are stepping up in that arena when others are cutting back. And financially we are strong. To grow 10 percent in this economy would be remarkable."

But Mack isn't only making advances in its medical business - which is divided among disposables, medical devices and orthopedic products.

It also is finding success in manufacturing:

- * Products such as large, durable heavy-duty truck assemblies and truck floorboards.
- * Items in low to medium volumes that come in different configurations and colors.
- * Big, bulky products that are difficult to ship from overseas, and complex products with many parts.

"Our capabilities lend themselves to large, complicated products of all kinds," Somple said. "Things that are hard to make are our specialties."

Just for Fun

Odyssey Marine Exploration brings TREASURE to Charlotte!

COdyssey Marine Exploration, Inc., a company in the field of deep-ocean shipwreck exploration, announced its SHIPWRECK! Pirates & Treasure exhibit will next drop anchor at Discovery Place in Charlotte, NC starting July 4.



The exhibit will run through January 31, 2010, in the museum's newly renovated, traveling exhibition hall.

In Odyssey's SHIPWRECK! Pirates & Treasure exhibit children and adults plunge into an interactive journey to learn about the history of some of the world's most fascinating shipwrecks while learning about the research, search, archaeological recovery and conservation techniques Odyssey uses in its quest to discover sunken artifacts.



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 existng industry.

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

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