

First Things First

► **INDUSTRY SHOWCASE COMING NEXT MONTH.** The Sanford Herald's annual Industrial Edition, a showcase for local manufacturing, is set to be published in late September. Titled

2.0 "2.0 | the next version of industry," this year's edition considers how manufacturing

today is different from the earlier version that dominated American culture for decades. It also features profiles on top local companies.

► **KELLER JOINS AERONAUTICS COUNCIL.** Carter Keller of Sanford has been appointed to the North Carolina Aeronautics Council, an advisory board to the state Secretary of Transportation. He replaces Joe Brinn of Chapel Hill and is serving a four-year term on the council.

► **NEW FACES IN EMPLOYMENT.** Edith Edmond has been named manager for the North Carolina Employment Security Commission office in Sanford and Meg Moss is now executive director of LCI Inc., which, among other services, provides employment and training for local companies.

Inside this issue

2 Today's bankers, says Howard Willett, are no Milburn Drysdales.

3 '211' service rolls out this fall, providing a valuable source of information for citizens.

No. 24 ■ SUMMER 2007

100 Economic Indicators

Money. Money. Money.

DESPITE ENJOYING a vibrant financial sector — and even being the birthplace of respected institutions like Capital Bank — many Lee Countians rarely consider how important local banking is to our economic success.

It's true that major industries building here usually arrive with multimillion dollar financing already in place from their preferred lenders back home. But even in the case of new industry, area banks make it easier for employees to relocate and may help companies expand once they're here.

Still, that's the tip of this economic iceberg.

Growing Business

Much economic activity is the result of smaller companies, and local banks help architects, entrepreneurs and retailers establish themselves in business and then grow.

Banks no longer simply loan dollars when someone walks through the door; they're now taking a far more active role in their customers' planning. Jimmy Keen, senior vice president and city executive for BB&T, says bankers now spend time learning their customers' operations and helping them find ways to achieve their goals or take advantage of emerging opportunities.

"The most successful bankers are taking a more advisory or consultative role," he says. "They're adding value by reviewing financial statements with their clients and

doing things that weren't done in the past — offering nontraditional services such as insurance and employee benefits."

Niche Banking

To be effective in their new approach, many banks are developing specialties — courting particular kinds of businesses that their own professionals understand best.

And since banks are increasingly carving out niches, having a large number of banks in the community is not redundant. It helps provide a full portfolio of services to the broadest range of businesses, and having a good selection of banks makes the area more attractive for business development of all kinds.

Creative Finance

Strong banking relationships also can help find innovative financial solutions, like the

Industrial Revenue Bond now being developed by BB&T to help Solus expand.

IRBs typically fund construction and equipment cost and are repaid from revenue produced by expansion. While the bonds are backed by private investors, they're arranged through economic development or governmental agencies, and their tax-exempt component translates into lower costs for the company.

It's just one of the many options available to local business when banks are plentiful and active in the community.





HOWARD WILLETT

No More Drysdales

Your banker today isn't a remake of Milburn Drysdale, who tried to con the Clampetts out of their oil fortune on 1960s TV. Today's bankers are interested in you and your business — and how they might help you save money, save time or earn more money from your investments.

As the banking profession moves from a more service-oriented industry to a sales-based industry, bank customers will have more opportunities to discuss their financial goals and objectives with their banking advisors. Bankers want to understand your business, help you anticipate your next banking need and provide options as you grow your business.

This proactive approach is how banks work to grow our community. Businesses are responsible for capital growth by initiating new plant expansion, housing, industries and jobs for our residents. Banks, in turn, work with business owners and professionals to fund that growth, while reaching out to the general population to find ways to help them reach their personal financial goals. Satisfied clients and employees deposit more into their banks, they spend more in their communities, and business opportunities grow, continuing the circle of money.

Banking, like most businesses, is very competitive. Price is important, but so is the relationship created when clients and bankers discuss financial goals and work cooperatively to build a plan to reach those goals. Businesses and individuals would be well-served to be receptive to their account officer when she or he calls to check up on them. This "service after the sale," or in some cases, "before the sale," is how strong relationships are formed.

Milburn Drysdale wouldn't last long in today's banking environment.

Howard Willett is the senior market executive for business banking with RBC Centura in Sanford.

State education chair says schools require radical change to succeed

Pointing to an intensely-competitive global economy and rapidly-changing culture, North Carolina State Board of Education Chairman Howard Lee told the Committee of 100 in June that radical change is needed for public school students to succeed in the future.

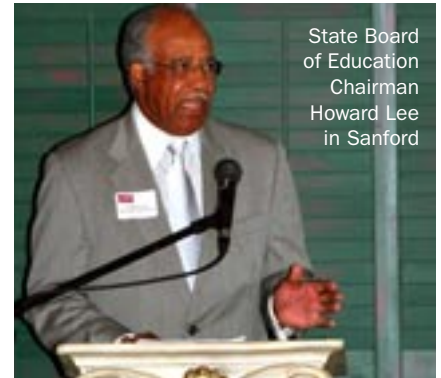
Changes, he believes, must begin with what's taught in the classroom. Science, higher math, communication skills and second languages have all become more critical than ever before.

Even that basic fact has met resistance, Lee lamented, usually from people who still don't believe learning a foreign language is all that important.

But curriculum changes were just the beginning. He had others in mind, too, including a few that could become even more controversial.

Among them:

- ▶ Lengthening the school day and extending the school year from 180 days closer to the 220 typical in other nations.
- ▶ Finding new ways to help accelerated students thrive in schools now designed primarily to make sure lower-achieving students are improving.



State Board of Education
Chairman
Howard Lee
in Sanford

▶ Making schools smaller, even creating separate schools, or "learning communities" operating within the same building.

▶ Changing what he called the "cathedral model" of learning from lecture-based teaching to a more individual and dynamic approach using available technology.

"One size of education," he said, "should not be designed to fit all."

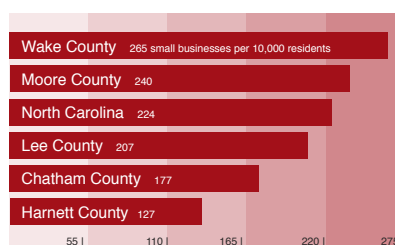
Mark Your Calendars Now

"The Health of Lee County," an annual look at how our community stacks up against others in the region, has been set for December 5. It's a presentation you won't want to miss.

THE REGION AT A GLANCE

Entrepreneurial Opportunity.

Local financial institutions help small businesses grow, and Lee County has a good share of small businesses — an estimated 1,180 establishments with fewer than 20 employees. That's about 207 small businesses per 10,000 residents. Here's how that figure stacks up with in the region. *Source: 2006 data from the North Carolina Employment Security Commission and the U.S. Census.*



Economic Indicators

Economic Indicators is a quarterly newsletter of the Lee County Committee of 100, an organization of business men and women committing their time, energy and resources to enhance the economic well-being of Lee County and its citizens.

For information about membership, contact the Lee County Committee of 100 Inc., P.O. Box 4846, Sanford, N.C., 27331-4846. 919-774-8439 (phone). 919-775-5410 (fax). info@lcedc.com (e-mail). News and letters for *Economic Indicators* may be sent to the editor at news@lcedc.com.

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Lee industry booms with expansion

Summers are typically a quiet period for industry, with vacations taking priority over major business moves. But not this year, with several local companies making plans to expand as fall approaches.

▶ Frontier Spinning Mills announced in July a \$20 million project to add 70,000 square feet for manufacturing, purchase new equipment and hire 42 new employees.

▶ Challenge Printing Co. is expected to move into its new, state-of-the-art facility some time in early September. The company has already doubled its workforce in anticipation of the move and could double its new space and add even more employees in the next year.

▶ Caterpillar has unveiled plans to place a cutting-edge training center in Sanford, one of just two in the United States and six worldwide.

▶ Wyeth has already started clearing land for its \$50 million administration building, which will house offices, quality control labs and a cafeteria.

Not bad for the “slow season.” For details on the expansions, visit lcedc.com/media/.


‘211’ service set to debut this fall

Lee Countians looking for help in a time of need will have a new option when “211” phone service begins in September.

Sponsored locally by the United Way of Lee County, the service connects callers 24/7 with an operator who can provide information and referrals to health and human service agencies in the area.

United Way Executive Director Jan Hayes says the

MAYBE YOU CAN GO HOME AGAIN



New Sanford City Manager Hal Hegwer, left, talks with another guest after the Committee of 100’s quarterly meeting in June. Hegwer, who previously served a dozen years as city engineer for Sanford, was working as city manager for the Town of Spring Lake when he was tapped for his new position. Hegwer isn’t the only new governmental executive making a return engagement in Sanford. John Crumpton, who served as Lee County’s finance director in the early ‘90s, began his current tenure as county manager on July 1. Before accepting his new appointment, Crumpton held the same position in Scotland County.

service can be used by anyone seeking child care, counseling, health services, senior services or emergency assistance.

“211” already operates in several North Carolina counties. To learn more, visit nc211.org.

CCCC posts perfect score in evaluation

Most people already recognize Central Carolina Community College as one of the premier institutions of its kind, but more proof keeps rolling in.

CCCC received a superior rating and either met or exceeded all 12 standards of excellence used to evaluate community colleges in the state.

According to the “2007 Critical Success Factors Report”

released in July, the college had the highest score for the progress of basic skills students and posted an 87 percent passing rate among those taking licensure and certification exams for the first time.

An impressive 99.62 percent of all graduates were employed within one year of their last attendance.

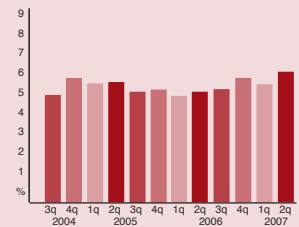
Sanford’s Temple Theatre welcomes new director

Peggy Taphorn, an award-winning actress, director and choreographer, has been named producing artistic director of the Temple Theatre.

She replaces David Matthews, who resigned earlier this year to pursue other opportunities.

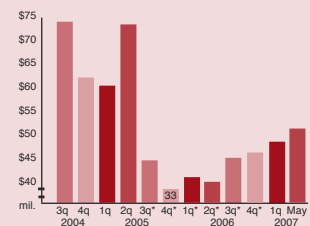
Economic Indicators

unemployment



Lee County unemployment rose to 6.0 percent in June, the most recent report, an increase of 0.7 percent since April. The labor force estimate stands at 26,713. The state’s seasonally-unadjusted rate also rose from 4.5 percent in April to 5.1 in June. Data listed from the last month of each quarter.

retail or taxable sales



Taxable sales for Lee County was estimated at \$51.99 million in February, the most recent report, an increase over a flat period earlier in the year. For Sanford: \$37.94 million. Figures reported from last month of each quarter. *Due to changes in the state reporting methods, figures through the second quarter of 2005 report gross retail sales, while later figures are for taxable sales.

building permits



Lee County issued an estimated 63 building permits for new residential construction in May and June combined, after 58 for the previous two months. Figures show total permits issued over a two-month period from Lee County and do not include apartment or commercial construction.

area industrial closings

None reported.

September 2007

4 Downtown Sanford Inc. Board.
8 a.m. Lee County EDC Office,
226 Carthage Street, Sanford. Contact
David Montgomery, 919.775.8332 or
downtown@sanfordnc.net.

**5 RTRP Economic Developers
Association.** 8 a.m. 1000 Trade Drive,
RDU International Airport. Contact Jane
Haber, 919.774.8439 or info@lcedc.com.

**5 Lee Co. Economic Development
Corp.** noon. Monthly meeting features
an “insiders” tour of Central Carolina
Hospital. Lee County EDC Office, 226
Carthage Street, Sanford. Contact Jane
Haber, 919.774.8439 or info@lcedc.com.

**13 Central Carolina Society for
Human Resource Management.**
The monthly meeting in September focuses
on recruiting. 11:30 a.m. Chef Paul’s Café,
610 E. Main Street, Sanford. Contact Jane
Haber, 919.774.8439 or info@lcedc.com.

**26 North Carolina Society for
Human Resource Management**

Annual State Conference. “Mountain
Magic: A New Bag of Tricks for HR
Professionals,” runs through Sept. 28. Grove
Park Inn, Asheville. Contact Lori Halula at
828.213.5611 or lori.halula@msj.org.

October 2007

17 NCEDA 2007 Fall Conference.
State economic development
conference. Grandover Resort, Greensboro.
Contact nceda@capstrat.com.

Upcoming CCCC Seminars

- ▶ **Finding & Writing Grants.** Tuesday,
Sept. 11, 5:30 to 8:45 p.m., \$6.50.
- ▶ **The Customer: The Most Powerful
Marketing Tool.** Wednesday, Sept. 20,
11:30 a.m. to 1:30 p.m., \$7.
- ▶ **Business Record Keeping & Taxes.**
Tuesday, Sept. 25, 6:30 to 9 p.m., free.
- ▶ **Ten Steps to Starting a Business.**
Monday, Oct. 1, 6:30 to 9 p.m., free.
- ▶ **For information,** contact Betty Pace at
919.774.6442 or bpace@ccc.edu.

**FOCUS on Industrial Sites**

Wide open space awaits in the former
Redman Building, a 125,400-square-
foot insulated metal structure with out
buildings on 45.96 acres near the U.S.
421 Bypass now under construction. For
other available sites in Lee County, visit
www.lcedc.com, click on “Buildings &
Sites,” and select either buildings or sites.

Economic Indicators

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