

## First Things First



► **NOMINATIONS OPEN FOR “FACES OF INDUSTRY” FEATURE.** Nine people who help make local industry successful will be highlighted in The Sanford Herald’s 2008 Industrial Edition, an annual showcase of Central Carolina industry. Slated for publication in late September, the edition will include short profiles on outstanding people working at all levels of local industry. To nominate someone, contact special projects editor R.V. Hight at 919.718.1227 or [hight@sanfordherald.com](mailto:hight@sanfordherald.com).

► **CCCC PRESIDENT MATT GARRETT TO RETIRE.** Though the formal announcement was made months ago, current CCCC president Matt Garrett will retire on Sept. 1 after serving four years as chief executive. Garrett was the college’s fourth president — following William Martin, 1961-69; Jeff “J.F.” Hockaday, 1969-1983; and Marvin Joyner, 1983-2004 — and has always been an enthusiastic and tireless supporter of Lee County and its economic development effort. In all, Garrett worked for 21 years at CCCC and three decades in the state community college system. He also served on the Lee County Economic Development Corp. board of directors.

### Inside this issue

**2** ‘FREE’ INDUSTRIAL TRAINING, says Cathy Swindell, helps the state keep its competitive edge.

**3** INCENTIVES are almost always misunderstood, but the Lee EDC wants to set the record straight.

**No. 28 ■ SUMMER 2008**

# 100 Economic Indicators

## ‘TEAMWORK’

### A NEW ERA BEGINS THIS MONTH

when Eston “Bud” Marchant, Ed.D., is installed as president of Central Carolina Community College.

Changes this big often create a sense of uncertainty, and that could have been the case here for a business community that’s always enjoyed an exceptional level of cooperation from past college presidents.

But in his first interview with “Economic Indicators,” any concerns along those lines were immediately put to rest.

### developing workers

The college will remain in the forefront of economic development, says the incoming president, working with other agencies like the Lee County Economic Development Corp., Committee of 100 and Sanford Area Chamber of Commerce to make sure local companies have the skilled workforce they need to succeed.

CCCC has always made industrial training a high priority. And, apparently, that won’t be changing any time soon.

“I think the purpose of a community college is essentially what it’s always been,”



Marchant

Marchant explains. “The reason they were created, primarily, was workforce development. The mission has expanded in what the colleges do now, but the primary focus is helping people get skills, good jobs and provide for their families. The door of opportunity is upgrading skills and that we’re here for — to empower people.”

### no ‘I’ in team

Even the president, himself, plans to play an active role in economic development. While serving as vice president for

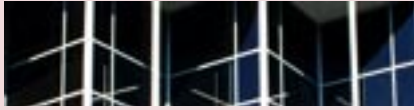
educational affairs at Piedmont Technical College in Greenwood, S.C., Marchant often worked to recruit expanding and relocating companies to his region.

Now he’s looking forward to playing that role in Sanford — a place he was pleased to learn was so highly ranked (now 34th) among small towns in the United States.

“It’s a team effort and I plan to be an active member of that team,” Marchant says about economic development.

“I’m trying to fill some big shoes, but I’m enthusiastic and looking forward to becoming part of the community.

“This is my home now and I’m working to make it the best possible place.”



## CATHY SWINDELL Developing Workers

When local industry expands or new prospects consider locating here, one question arises: "How can you help us develop our workforce?"

By state mandate, community colleges help train manufacturing employees. It's our charter and our passion. More than 70 percent of the state's workforce is trained in some way by the colleges, requiring dedication to the industries we serve, knowledge of their environment and partnerships with local stakeholders.

Central Carolina Community College provides that assistance through state-funded programs that are managed locally. New and Expanding Industry Training offers training for new employees to meet the company's workforce development goals, and Customized Industry Training provides that same kind of assistance for existing and new employees in companies needing to upgrade their employees' skills. At no cost to industry, both provide funding for an assessment to determine skill gaps, materials and instruction.

Focused Industry Training, a third option, helps fund more expensive training for fewer employees — vendor training, for example. Unlike other programs, FIT requires companies to pay a per-person registration fee and the cost of training materials. All three programs offer Continuing Education Units for those who complete the training.

North Carolina is known internationally for its successful workforce development initiative. By seeking to understand the needs of local industry, we help the state maintain its economic edge.

*Cathy Swindell is the industrial relations officer for Central Carolina Community College.*

## Host of 'Carolina Business Review' says ethics may be most important

Having spent years studying the behavior of corporate leaders, Chris Williams is convinced that ethical behavior is essential for success. He also believes that "doing the right thing" may be losing some ground.

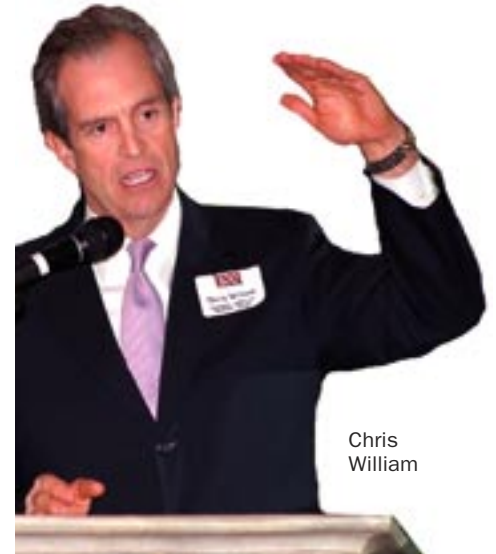
As an investment banker and executive producer-moderator of PBS' well-regarded "Carolina Business Review," William has had plenty of time to analyze business and what he calls "the corporate conscience."

Some people balk at the mere notion of ethics, pointing to wide-ranging views on the fundamental nature of right and wrong.

But William counters, saying that everyone shares a core set of values — honesty, respect, responsibility, fairness and compassion— and that nobody needs to cover from promoting them in public life.

"Not everything in life needs to be defended or explained, and I think ethics falls into this category," he told the Committee of 100 during its spring meeting in June. "It doesn't have to be defended or explained; you just know it. It's inherent to us. It's in our DNA."

Exactly how these values are applied to business decisions can be a little tricky. But, William believes, "transparency" — such as



Chris  
William

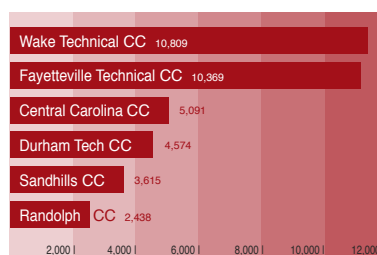
reporting financial earnings accurately and admitting when a company does something wrong — is a good place to start.

Some predictions made by the speaker:

- ▶ As the nation finds alternative energy sources and speculation cools, oil prices will decline — maybe not to levels from years ago, but less than we're seeing now.
- ▶ Public concern over escalating CEO salaries is reaching a pivotal point, where something will happen to reverse the trend, though change may be slow coming.

### THE REGION AT A GLANCE

**COMMUNITY COLLEGES.** With 5,091 students, Central Carolina Community College is the state's ninth-largest. The big dog is Central Piedmont CC in Charlotte, with 12,753 students. Who has the fewest? Pamlico CC in Grantsboro, with just 490. *Source: North Carolina Community College System Fact Book 2007. Based on annualized curriculum and continuing education full-time equivalents.*



## Economic Indicators

*Economic Indicators* is a quarterly newsletter of the Lee County Committee of 100, an organization of business leaders 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](mailto:info@lcedc.com) (e-mail). News and letters for *Economic Indicators* may be sent to the editor at [news@lcedc.com](mailto:news@lcedc.com).

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# EDC loans help Red Wolf, ACE expand

Two local businesses will soon be expanding with the help of loans provided by Lee County Economic Development.

Air Cleaning Equipment received \$35,000 in July for building renovation projects. The company in Broadway distributes products to create the best possible air quality in residential, commercial and industrial buildings.

Red Wolf will receive \$75,000 in August to purchase new equipment. Since opening last year, the company has provided manufacturing services to local industry on a contractual basis.

Both loans were made from a revolving loan fund. As loans are repaid, the money becomes available to assist other Lee County companies.

## New 'Q&A' explains how incentives work

Economic incentives, financial arrangements designed to help companies build or expand local facilities, are often controversial and nearly always misunderstood. But, now, Lee County Economic Development has an information sheet designed to dispel some widely-accepted myths and give the straight scoop on how incentives work here.

"Q&A: On Incentives" answers commonly-asked questions. Among them:

- ▶ Isn't this just gambling our money on the chance some company will succeed?
- ▶ What happens if a company fails? Haven't we just wasted our money?
- ▶ Just because everyone else offers incentives, that doesn't mean we have to. Won't

### DINNER TIME! | AT CHEF PAUL'S



Tony Lett (from right), Larry Aiken and Jan and Charles Hayes pass through the buffet line during the Committee of 100's spring luncheon at Chef Paul's in Sanford. Luncheon discounts and the "Economic Indicators" newsletter are just some of the membership benefits, and dues are used for projects to strengthen the economic vitality of Lee County. Don't forget to renew your membership for the new fiscal year! Contact Jane Haber today at 919.774.8439 or [info@lcedc.com](mailto:info@lcedc.com).

companies want to come here anyway?  
The information sheet will be updated from time to time and is available in PDF format from the media relations section of the economic development Web site at [lcedc.com/media/reports/QAonIncentives.pdf](http://lcedc.com/media/reports/QAonIncentives.pdf).

## Hospital receives award from Heart Association

Central Carolina Hospital has been named a 2008 Bronze Award recipient by the American Heart Association for its "Get With The Guidelines" initiative designed to improve medical care for patients suffering from heart failure.

Margaret Minuth, the hospital's marketing director, says Central Carolina Hospital is the first in North Carolina to receive the award and that the

designation shows the hospital's commitment to quality care.

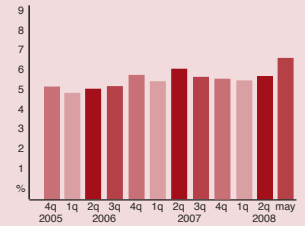
## Crime rate tumbles to lowest in a decade

Though the actual numbers may not seem all that different, the latest drop in Lee County crime figures have brought the rate to its lowest in a decade. Total crimes in Lee County, including Sanford, fell from 2,400 in 2006 to 2,215 last year, based on figures published in the Uniform Crime Report, an annual national assessment compiled by the Federal Bureau of Investigation.

The raw figures translate to a crime index of 4,086.6 crimes per 100,000 residents, down from 4,552.1 the year before. The crime index is a standard measure used to compare crime rates from one area to another.

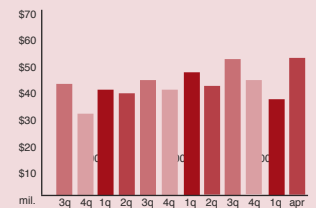
## Economic Indicators

### unemployment



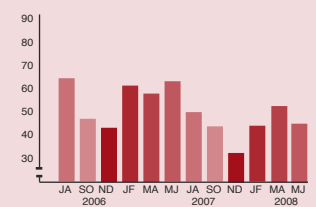
Lee County unemployment rose to 6.6 percent in May, the most recent report, up a full point since March. The labor force estimate stands at 26,738, down slightly. The state's seasonally-unadjusted rate is now 5.8 percent, with the regional figure at 4.9, both higher. Data listed from the last month of each quarter.

### taxable sales



Taxable sales for Lee County were estimated at a whopping \$54.05 million in April, just one month after posting a figure of \$38.28 million. For Sanford: \$40.07 million. Figures reported from last month of each quarter.

### building permits



Lee County issued an estimated 44 building permits for new residential construction in May and June combined, after issuing 51 over 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.

**August 2008**

**5 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.

**6 RTRP Economic Developers Association.** 10 a.m. 1000 Trade Drive, RDU International Airport. Contact Jane Haber, 919.774.8439 or info@lcedc.com.

**20 Lee Co. Economic Development Corp.** 11:30 a.m. Lee County EDC Office, 226 Carthage Street, Sanford. Contact Jane Haber, 919.774.8439 or info@lcedc.com.

**September 2008**

**3 RTRP Economic Developers Association.** 10 a.m. 1000 Trade Drive, RDU International Airport. Contact Jane Haber, 919.774.8439 or info@lcedc.com.

**17 Lee Co. Economic Development Corp.** 11:30 a.m. Lee County EDC Office, 226 Carthage Street, Sanford. Contact Jane Haber, 919.774.8439 or info@lcedc.com.

**11 Central Carolina Society for Human Resource Management.** Monthly meeting. 11:30 a.m. Chef Paul's Café, 610 E. Main Street, Sanford. Contact Jane Haber, 919.774.8439 or info@lcedc.com.

**CCCC Small Business Workshops**

▶ **Lunch & Learn: Improve Your Business Through Networking.** Thursday, Sept. 4, 11:30 a.m. to 1:30 p.m., \$10 includes lunch.

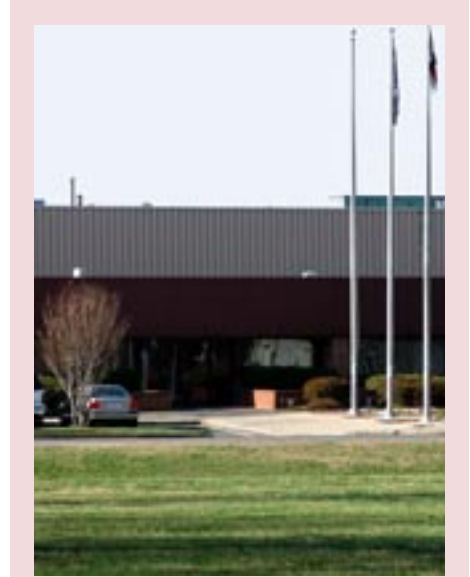
▶ **Finding and Writing Grants.** Thursday, Sept. 11, 6:30 to 9:15 p.m., free.

▶ **Lunch & Learn: Investing for Women.** Wednesday, Sept. 17, 11:30 a.m. to 1:30 p.m., \$10 includes lunch.

▶ **Business Record Keeping and Taxes.** Tuesday, Sept. 30, 6:30 to 9:15 p.m., free.

▶ **Lunch & Learn: Teamwork: Share Your Crayons and Say Thanks.** Wednesday, Oct. 1, 11:30 a.m. to 1:15 p.m., \$10 includes lunch.

▶ *For details on these and other small business workshops this fall, contact the CCCC Small Business Center at 919.774.6442 or visit [www.leesbc.com](http://www.leesbc.com).*

**FOCUS on Industrial Sites**

Prime industrial space is now available in the Lee County Industrial Park at the former GKN Driveline building, offering 260,486 square feet with several amenities on about 39 acres. For other available sites in Lee County, visit [www.lcedc.com](http://www.lcedc.com), click on "Buildings & Sites," and select either buildings or sites.

# Economic Indicators

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