

First Things First

► CELEBRATE THE YEAR OF THE RABBIT! Dancers, musicians and martial artists from Xiamen University usher in Chinese New Year with a performance on Sunday, Feb. 20, 3 p.m., at the Dennis A. Wicker Civic Center. Tickets are \$5 and can be reserved by calling 919.718.7268. The celebration is sponsored by the CCCC Confucius Classroom and the Confucius Institute at North Carolina State University.



► CENTRAL CAROLINA HOSPITAL RECEIVES ACCOLADE. Central Carolina Hospital was recently recognized as a Certified Quality Breast Center by the National Consortium of Breast Centers, a nonprofit working to promote excellence in breast care. CCH is the first hospital in North Carolina and one of only 22 in the nation to be recognized with this certification.



Inside this issue

2 The Sanford Pottery Festival, says cocreator Don Hudson, elevates the city's visibility and reputation.

3 More good news: Coty and Magneti Marelli continue a strong trend toward industrial expansion.

100 Economic Indicators

festival!

When the idea was first floated for a Sanford Pottery Festival, some people probably didn't give it a snowball's chance.

You can't really blame them. Good ideas had been tried before, including successful street fairs featuring arts and crafts.

But nothing seemed to gain any traction.

Now, it would be hard to find any skeptics. When the Sanford Pottery Festival opens its doors this spring, the event many doubted will be celebrating a full decade of success.

Attracting Visitors

The Sanford Pottery Festival almost became a victim of its own success.

So many people poured into town that first year that the civic center became gridlocked. For the next few years, organizers

worked feverishly to create additional space and lure back people who might have been turned away at the door.

It worked. Attendance has grown steadily ever since, despite several years of miserable weather that weekend before Mother's Day.

People from more than 5,000 Lee County households — and 20,000 other homes across the state — have attended. If you mention Sanford pretty much anywhere outside our immediate area, you're likely to hear one question in return: "Isn't that where they hold the pottery festival?"

Supporting Arts Education

What people may not know about the Sanford Pottery Festival is how important it has become for local arts education.

The festival contributes time, money and materials to support art classes at Lee County elementary, middle and high schools.

Cash contributions to date are upward of \$140,000. But that's just part of the picture.

Kenneth Nielsen, featured potter for this year's show, visits schools. Art teachers have an open invitation to visit DK Clay Pottery and can call for technical help. And in the past, organizers have contributed clay for student projects.

Creating Opportunity

All along, the idea was to use the Sanford Pottery Festival to create even more opportunity for the community.

With a growing wine festival now incorporated into the signature event and a successful winter show, too, there's no telling what the state's largest pottery festival could become in its next decade.

► **10th Anniversary Sanford Pottery Festival.** April 30 and May 1, 2011. Dennis A. Wicker Civic Center, 1801 Nash Street, Sanford. Photo: Kenneth Nielsen, this year's featured potter.





DON HUDSON Festival blooms

North Carolina is famous nationally for its pottery, and pottery has deep roots in Sanford.

When Clyde Atkins and I began planning the first Sanford Pottery Festival, we were challenged to think big by people who never thought small.

Richard Gillson, creator the original Seagrove Pottery Festival, was always there to inspire us, and Jerry Miller, a Sanford native who created Lazy Daze in Cary, helped any way he could.

Koka Booth, Jerry's good friend and then-mayor of Cary, encouraged us to create "a signature event" for Sanford. He told us that the benefits to our community would extend far beyond hosting a prestigious festival.

Thanks to strong support from the community, volunteers and financial sponsors, the festival immediately became that "signature event." It projects a positive image of Sanford and Lee County across North Carolina and well beyond.

Festival promotions always emphasize the broader community — including Historic Downtown Sanford and the Temple Theatre, its crown jewel.

Residents have attended from more than 5,000 households in Lee County; 20,000 from the rest of our state; and 2,000 beyond North Carolina.

The Sanford Pottery Festival was created explicitly to be a *means* to promote our community, rather than merely an *end* unto itself.

It is proof that we can promote our traditions while inviting the community to develop broader visions — and that placing value and hard work behind our visions can help make them a reality.

Don Hudson is cocreator and director of the Sanford Pottery Festival.

The HEALTH of LEE COUNTY 2010 Good News and The Bad Economy

While the struggling economy received most of the attention, there was plenty of optimistic news from Lee County last year.

Granted, unemployment has been too high and sluggish growth left some companies scrambling to stay afloat. Election-year rhetoric didn't help either.

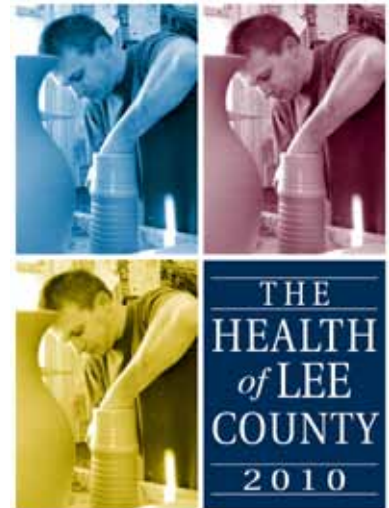
But several industrial expansions hadn't worked their way into the job numbers. They include Coty's \$12 million expansion that's adding eight production lines and 140 jobs along with Magneti Marelli's plan to bring in more high-tech equipment and 65 new employees by the end of the current year.

That's on top of the 325 new jobs coming as part of the Caterpillar expansion announced in Sanford last summer by Gov. Bev Perdue.

Encouraging news came from other directions, too. Here are some highlights:

Crime Declines. Lee County's crime rate fell for the seventh consecutive year. This year's drop from 3,640 to 3,393 incidents per 100,000 inhabitants is significantly lower than the 7,201 rate posted in 2002.

We're Smarter. The proportion of Lee County residents with at least some college rose from 48.7 to 53.1 percent. Higher percentages also hold the associate and



bachelor's degrees essential for success.

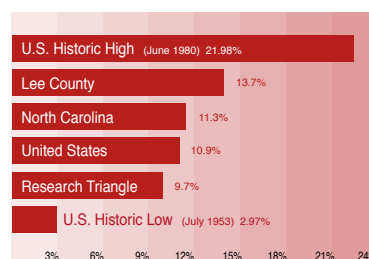
Education Soars. CCCC was ranked 49th nationally among community colleges in Washington Monthly's 2010 College Guide, high-profile national leaders helped Lee County announce its Head of Class Project to encourage excellence, and nearly all typical measures of educational progress improved.

► For a recap and analysis, visit LeeC100.com and click on links below the Health of Lee logo.

CURRENT MISERY INDEX

MEASURING ECONOMIC "PAIN"

The "Misery Index," a gauge of economic discomfort combining the unemployment and inflation (1.5 percent) rates, was 10.9 percent nationally for December and 13.7 percent in Lee Co. for November, the latest data. The high was 21.98 in June 1980. Sources: U.S. Department of Labor, N.C. Employment Security Commission and InflationData.com.



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 (e-mail). News and letters for *Economic Indicators* may be sent to the editor at news@lcedc.com.

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Business expansions continue

Local business expansions continue with major projects announced by Magneti Marelli Powertrain USA and Coty.

Magneti Marelli's \$15 million expansion will include facility improvements, new high-tech equipment and about 65 additional jobs in all areas of production.

The project, scheduled to be finished by end of this year, will allow Magneti Marelli to manufacture three new fuel systems for Chrysler cars.

Coty's \$12 million expansion will add 140 new jobs and eight production lines to manufacture nail color lacquers by the time full operations begin in the next few months. New jobs include both professional and hourly positions paying competitive wages.

Soon after, Coty announced a partnership with Central Carolina Community College to provide workforce training for at least 600 employees in a project receiving about \$174,000 in funding from the North Carolina Community College System's Customized Training Program.

Several other local companies expanded last year. Among them: Frontier Spinning, Parkdale America and Static Control Components.

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CCH named a top rural hospital

Central Carolina Hospital has been named one of America's top rural hospitals by The Leapfrog Group, a consortium of organizations that buy employee health care.

Only five rural hospitals nationwide received the

A Welcomed Recovery



WE HEAR A LOT ABOUT ECONOMIC RECOVERY, but an even more important kind of recovery took place last fall, when Jerry Pedley rebounded from a serious accident at one of his buildings along Hawkins Avenue. The president of Mertek Solutions, which designs and builds manufacturing equipment, is pictured here after The HEALTH of LEE COUNTY 2010 review in December.

distinction based on patient safety and quality; others were in Colorado, Iowa and Maine.

Based on results of a national survey, Leapfrog's annual list includes top university and teaching hospitals, children's hospitals and community hospitals in rural, suburban and urban settings.

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Innovation center preparing to open

If innovation is the key to success, local companies will soon have a big leg up on the competition when an industrial innovation center opens at the Lee County Industrial Park.

The yet-to-be-named center is designed to help companies develop innovative business processes and to foster creative new companies by providing

low-cost space during a limited start-up period.

Caterpillar will be using the center initially to help employees master robotic welding techniques, and Nova Materials will be the first company to take advantage of the start-up opportunity.

Based at the former Trans-Matic Building, the innovation center is owned and operated by the Lee County Government.

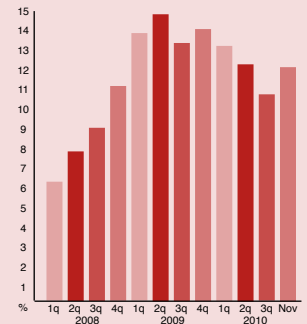
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C100 now posting news on Facebook

Occasional news about community events and the latest updates from the Committee of 100 are now available at Facebook.com/LeeC100.

Recent posts include a series in January featuring local highlights from last year.

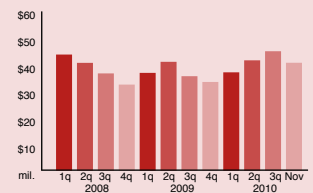
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unemployment



Lee unemployment was 12.2 percent in November, the most recent report, a one-point increase, with the labor force estimate at 26,406. The state's seasonally-adjusted rate rose slightly to 9.8 percent in December, with the regional figure rising a half point to 8.2 percent in November. Data from the last month of each quarter.

taxable sales



Taxable sales for Lee County were estimated at \$42.41 million in November, the latest report, down slightly from \$42.68 million the previous month and \$43.33 million the previous year. Figures reported from last month of each quarter.

building permits



Lee County issued 11 building permits for new residential construction in November and December combined, compared with 19 during the same period last year. Figures are for permits issued over a two-month period for new home construction, including modular homes.

area industrial closings

None.

February 2011**10 Central Carolina Society for Human Resources Management.**

Monthly meeting. 11:30 a.m. to 1 p.m. Chef Paul's Café, 610 E. Main Street, Sanford.

Contact Jane Wesley, 919.774.8439.

16 Lee County Economic Development Board.

4 p.m. Dennis A. Wicker Civic Center, 1801 Nash Street, Sanford. Contact Jane Wesley, 919.774.8439 or info@lcedc.com.

20 "YEAR OF THE RABBIT" CELEBRATION.

Dancers and martial artists from Xiamen University in China celebrate The Year of the Rabbit with a cultural performance sponsored by the CCCC Confucius Classroom. \$5 per person. 3 p.m. Dennis A. Wicker Civic Center, 1801 Nash Street, Sanford. To reserve a ticket, contact CCCC at 919.718.7268.

March 2011**1 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.

8 10 Steps to Starting a Business.

Get an overall understanding of the steps you need to make your dream a reality, not a nightmare. The seminar guides you through financial resources, markets and tax requirements. Free. 6:30 to 9 p.m. Dennis A. Wicker Civic Center, 1801 Nash Street, Sanford. Contact the Lee County Small Business Center, 919.774.6442.

10 Central Carolina Society for Human Resources Management.

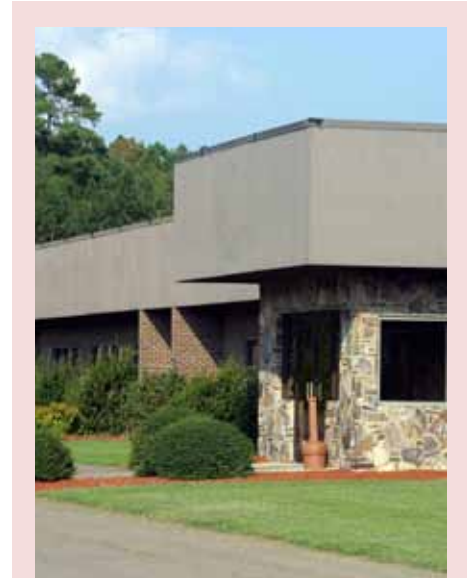
Monthly meeting. 11:30 a.m. to 1 p.m. Chef Paul's Café, 610 E. Main Street, Sanford. Contact Jane Wesley, 919.774.8439.

16 Lee County Economic Development Board.

4 p.m. Location to be announced. Contact Jane Wesley, 919.774.8439 or info@lcedc.com.

15 Military Business Opportunity Workshop (for businesses only).

Find out how to position your business to tap into federal contracts. Free. 1:30 to 3:30 p.m. Dennis A. Wicker Civic Center, 1801 Nash Street, Sanford. Contact the Lee County Small Business Center, 919.774.6442.

**FOCUS on Industrial Sites**

The Colfax/Zenith Pumps building offers 14,891 square feet of office space and 34,122 square feet with 22-foot ceilings for light manufacturing on 12 acres in the Lee County Industrial Park. For other available sites in Lee County, visit www.lcedc.com, click on "Buildings & Sites," and select either buildings or sites.

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