



fall 2010

# chamber

CONNECTION

## Supporting Our Schools



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A publication of the Alamance County Area Chamber of Commerce



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## letter from the president

Alamance County competes for economic development projects with other localities across the state and nation for precious jobs and tax base. In the course of these competitions, confidentiality and incentives are commonly employed as standard "tools of the trade." There are logical and important reasons for the application of these tools by both the company and the competing locales.



**Mac Williams**  
Chamber President

Confidentiality is important to both parties, first, and most obviously, for competitive reasons. Neither party wants (nor needs) their competitors knowing what is happening until they are ready to go public. Second, confidentiality helps both sides manage risk. For example, as the project narrows in on a specific site, both parties are concerned real estate prices may escalate potentially making the deal that much more expensive (for the company) and uncompetitive (for the locale). Third, confidentiality helps manage change and transition. If a company is going to close an existing operation and relocate, they will want to carefully manage communicating the situation with employees at the location to be closed, both for operational concerns as well as for personal concerns of the employees in the location being negatively affected. Finally, and actually most importantly, confidentiality is employed to facilitate a dynamic process. In the course of a site selection, many things can, and often do, happen that can change the nature, scope, and even viability of a project. Both parties need the freedom confidentiality provides for flexibility to make changes and adjustments to the project during the process until it is determined what, if anything at all, will ultimately, be publicly announced.

Thus, confidentiality is employed *temporarily*, as a *necessary operating condition*, to facilitate an event and should not be confused with 'secrecy', the term critics use to imply a darker tactic to permanently circumvent the laws and required public processes established to protect the public interest in these matters.

As for incentives, from the perspective of the company, they serve as mitigation against or compensation for what may be considered shortcomings, risks, and/or uncertainties inherent in an otherwise competitive location. Site selections are a process of *elimination*, on the part of the company, of various options. Workforce, infrastructure, education, tax rates, etc. are all necessary to get any location into the position as a finalist. From the perspective of the competing locales, incentives offer a final, extra level of differentiation they feel will help them survive elimination and become the ultimate choice. Incentives cannot make a bad location good but they can make a good location better. From the perspective of competing locales, there is no prize for second place. Indeed, the old saw, "*close only counts in horseshoes and hand grenades*" rings very true.

Critics of confidentiality and incentives portray them as messy tangles often describing their employment in terms of "mystery" projects involving "clandestine" meetings or "secret" briefings leading to "corporate welfare" or "taxpayer giveaways" and, they routinely impune the fairness, efficacy, and even legality of both tools. As an economic development practitioner, I consider confidentiality and incentives as tools vital to successful economic development.

Site selections by companies arise out of their responses to market-driven competition. States and communities are in similar market-driven competitions for jobs and tax base. Confidentiality and incentives, properly and legally deployed, are two key tools necessary for managing projects, surviving elimination, and securing jobs and capital investment.

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## workforce &amp; leadership DEVELOPMENT



Sixty rising seventh graders participated in the Alamance Youth Leadership Academy Summer Program hosted by the Elon University Center for Leadership.

## Leadership Alamance Alumni Continue to Learn and Lead

On May 25, more than 85 Leadership Alamance Alumni came together for their first *Lunch with Leaders*. Class members greeted each other with hugs and laughter and exchanged their favorite stories from the year they spent learning about Alamance County, leadership and each other. Derek Steed, Class of 1999, was the keynote speaker, delivering a leadership challenge to those in attendance. Participants offered feedback for future events and their desire to stay connected, continue to study local issues and work together for a stronger Alamance County.

In response to their feedback, a second *Lunch with Leaders* was held on August 31 and featured an informative and interesting debate between two of the state's experts on economic incentives. Ernest C. Pearson, an attorney with Nexsen Pruet and former Assistant Secretary of Economic Development for the North Carolina Department of Commerce, represented the pro side of the debate. Justice Robert Orr, retired from the N.C. Judiciary after 18 years of service to the citizens of North Carolina and Executive Director and Senior Counsel for the N.C. Institute for Constitutional Law, represented the con side of the debate. The fact that these two have been friends since law school made the exchange more interesting!

If you are a Leadership Alamance Alumnus and have not received information about *Lunch with Leaders* or other upcoming activities of the alumni group, please submit updated contact information to the chamber office.

## Thank You, Educators!

On Friday, August 20, chamber members helped area educators celebrate the start of a new school year. Representatives from the local business, civic and nonprofit community participated in the Educator Appreciation Expo sharing valuable discounts, information community resources with area educators.

800 staff members from our chamber educator community attended. In addition to sampling foods from Panera Bread, The Village Grill, Texas Roadhouse, Buffalo Wild Wings, K&W Cafeteria, Costco and Chick-fil-A, guests had a chance to win great door prizes including an Avermedia Averpin Starter Pack from Camcor. Other winners left with flip video cameras, gift certificates from Carolina Biological and gift baskets.

Barbara Massey, Vice President of Workforce and Leadership Development, was pleased with the response from everyone involved. "It isn't often that our business and education communities come together in such large numbers. This was a lot of fun and a great way to recognize the hard work and dedication of area educators."

## Thank You for Your support!

You always come through! Once again, the Classroom Collection Campaign was a huge success. Designed to ensure that every student has the basic supplies for a successful school year, the ninth annual campaign collected more than 27,000 items. All donations are stored in a central location and distributed by school social workers based on need.

A special thanks to corporate sponsors Alamance Regional Medical Center, Capital Bank, Chick-fil-A Huffman Mill and University Commons Locations, LabCorp and Times-News. And thank you to the many other chamber businesses, community groups and the public at large who supported the cause.





## convention &amp; visitors BUREAU

**Did you know?**

This September, Burlington City Park is celebrating the 100th birthday of its cherished centerpiece, the Dentzel Menagerie Carousel. Even though the exact creation date of the carousel is unknown, 1910 was chosen as the carousel's birth year based on markings and dates from various features of the ride. Burlington's Dentzel Carousel has been a landmark in the Alamance County Area since 1948, and the hand-made animals, hand-painted pastoral scenes, and authentic carousel callipe have intrigued and entertained children of all ages since it was erected at its current site. The Carousel, one of very few that remains in working order in the United States, has been placed on the National Register of Historic Places, and has been the focal point of Burlington's most anticipated annual festival. The 2010 Burlington Carousel Festival is scheduled for September 18-19 and promises to be one of the best yet.



Sand sculpting is just one of the attractions at the annual Carousel Festival held in Burlington.

**Now Open****The Town Table**

112 N. Williamson St., Elon

336-584-7126

Monday-Friday: 11:30am-2:30pm and 5-10pm

Saturday: 5-10pm

**Thai Similun**

3275 S. Church St., Burlington

336-524-9865

Monday-Friday: 11am-2:30pm and 5-9:30pm

Saturday & Sunday: 5-10pm

**Mykonos Grill**

2253 S. Church St., Burlington

336-222-1141

Monday-Saturday: 11am-9pm; Closed Sunday

**Opening Soon at Holly Hill Mall & Business Center**

Hursey's BBQ

Hibachi Buffet

La Cocina Mexican Restaurant

The Main Event

**New Maps!**

The CVB has just completed a new Visitor Information Points of Interest Map. The new map has over 140 attractions that have been pinpointed in a larger format to make locating all those Alamance County Attractions a little easier.

**New Tourism Development Authority Board Members**

The Convention and Visitors Bureau is proud to announce the appointment of two new Tourism Development Authority Board Members. They are Mike Brown and Deven Patel; they will each serve two year terms. Mike Brown was born in Alamance County March of 1966. He and his wife Melissa have two kids, Mikayla and McPherson. He loves all things made in North Carolina, especially things made right here in Alamance County. He is an active member at St. Marks Church and enjoys cycling, jogging and being at the beach. Deven Patel grew up on the hospitality side of the family's real estate business, where he gained valuable operating experience in every position, from housekeeping and rooms, to sales and engineering. Mr. Patel graduated from North Carolina State University, where he earned a Bachelor of Science degree in Accounting and Business Management. Mr. Patel received his Juris Doctor from the University of North Carolina School of Law and is a member of the North Carolina State Bar. His hobbies include, travel, working out, participating in various races and golf.

**Travel Writer Visits the Haw River**

The CVB recently hosted Bruce Ingram, a freelance travel writer, who is writing a story for *Wildlife in North Carolina* about the Haw River. During the visit, the group paddled the Haw River from Red Slide Park to Swepsonville, where Ingram was able to get an excellent taste of all the wonderful things the Haw offers, including fishing and bird watching.

The Bureau would like to thank Barbara and Greg Massey, Alamance County Recreation and Parks, River Landing Inn and Dick Shirley Chevrolet for their assistance with this endeavor.

## Upcoming Events

### Sports Tradeshows in North Carolina

In the next 7 months, the state of North Carolina has the honor of hosting the two largest Sport Event Planners tradeshows. The CVB and The North Carolina Sports Association are working to show off the best that North Carolina has to offer. In October, Charlotte will be hosting the Travel Event and Management in Sports Tradeshows (TEAMS), which will bring in approximately 1,000 people to the area, including over 200 event rights holders. In April 2011, Greensboro will be hosting the National Association of Sports Commissions (NASC) Annual Symposium, with over 500 people including approximately 100 event rights holders. The CVB will be attending both tradeshows in an effort to attract the event rights holders to Alamance County. This is a tremendous opportunity to have both conferences in North Carolina in such a short time frame and we will be working hard to make sure they're the best ever.

### Piedmont Carolina Cake Show

The Convention and Visitors Bureau is working with Alamance County Meals on Wheels in the Piedmont Carolina Cake Show on Saturday, November 6, 2010, at the Mebane Arts and Community Center. The event will consist of a drop off cake decorating challenge and a workshop by a Food Network celebrity. General admission is \$3.00 for age 3-12, and \$6.00 for 12 years old and up. The cost to enter a cake in one of the divisions is \$15, and includes general admission. The workshop with a Food Network celebrity will be an additional charge. For more information call 336-228-8815 or email [piedmontcakeshow@alamancemow.org](mailto:piedmontcakeshow@alamancemow.org).

### ASA Senior Nationals

The City of Burlington & Alamance County recently had the pleasure of hosting the 2010 ASA Senior National Softball Tournament over Labor Day Weekend. This is typically the largest sports tournament that is held here. Alamance County has been fortunate to host a National Tournament for the past eight years.



ASA Senior National Softball Tournament

### Elon University Football

September 11   Elon vs. Shaw - Hall of Fame  
 October 2       Elon vs. Samford - Family Weekend  
 October 23      Elon vs. Wofford - Homecoming Weekend  
 November 13    Elon vs. Furman  
 November 20    Elon vs. Western Carolina  
 Game times TBD; Priority seats: \$20; Reserved seats: \$15

### Musical Chairs - Countywide Concert Series (7-9pm)

September 10 - Sunset Rhythms featuring Bertha Young  
 North Park Burlington; Admission is free

September 17 - Clay Street After Work  
 featuring Rough Cut; Mebane; Admission is free

September 24 - Friday's on Front  
 featuring Harvey Dalton Arnold Blues Band  
 Burlington; Admission is free

### 23rd Annual Carousel Festival

September 18-19 (Saturday: 10am - 6pm; Sunday: 1-6pm)  
 Burlington City Park; Admission is free

### Thursday @ Seven Concert Series featuring Hip Pocket

September 23; Downtown Graham; Admission is free

### Autumn Fest

October 2 (10am - 6pm)  
 Downtown Mebane; Admission is free

### Colonial Living Week

October 11-15 (9am - 2pm) Alamance Battleground  
 State Historic Site; Admission is free

### Alamance Studio Tour

October 16-17 (Saturday: 10am-5pm; Sunday: 12-5pm)  
 Various locations; Admission is free

### Saxapahaw Oktoberfest

October 23 (3-9pm)  
 Saxapahaw Rivermill; Admission is free

### Dark in the Park Halloween Celebration

October 31 (6:30pm)  
 Burlington City Park  
 Admission is free; Charge for amusement rides

### Hometown Holiday Celebration

November 19-20 (9am)  
 Downtown Mebane; Admission is free

[www.visitalamance.com](http://www.visitalamance.com) for full details

economic DEVELOPMENT

“Premier Forecaster” to Speak at October Economic Summit

Mark your calendar to join the chamber at the fifth annual Economic Summit. The Summit will be held on Tuesday, October 19, 2010 from 4:30-7:00 p.m. We are pleased to announce our keynote speaker, Dr. Michael Walden, a William Neal Reynolds Distinguished Professor and Extension Economist in the Department of Agricultural and Resource Economics at North Carolina State University. Dr. Walden has teaching, research, and extension responsibilities at NCSU in the areas of consumer economics, economic outlook, and public policy and can be frequently seen, heard, and read in the media. He has daily radio programs aired on stations around North Carolina for which he has won two national awards. Dr. Walden directs the semiannual economic forecast, The North Carolina Economic Outlook. He has won a Premier Forecaster Award from the American Agricultural Economics Association, and he has won three Applied Consumer Economics Awards from the American Council on Consumer Interests.



Dr. Michael Walden, NC State University

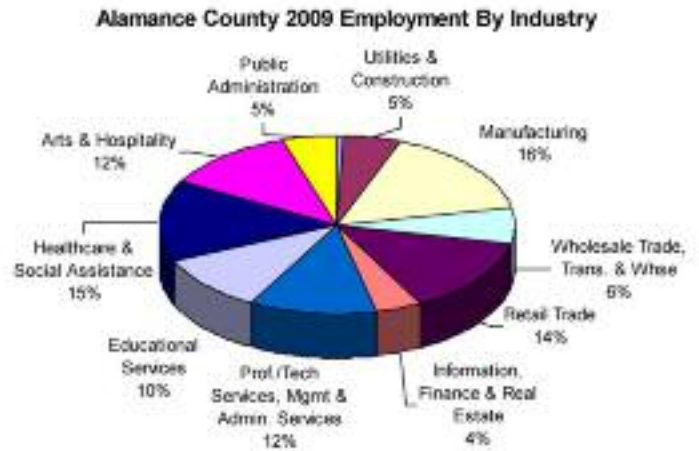
Lew Elbert, President & CEO of the North Carolina Chamber will also be speaking at the event. He will provide some insight into the state of business from his perspective as head of a state-wide membership organization encompassing both large and small member companies across a wide range of industry sectors.

The presentations will be followed by a reception and the opportunity to network with chamber members, sponsors and our speakers.

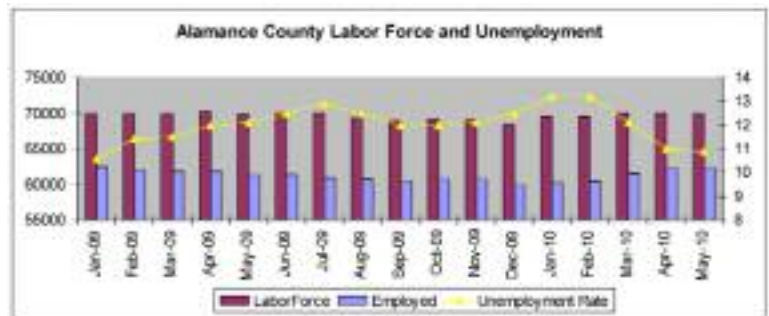
The event will be held at Elon University, Koury Business Center, from 4:30-7:00 p.m. Tickets are \$50 per seat.

Register online at [www.alamancechamber.com](http://www.alamancechamber.com).

Labor Trends



Manufacturing continues to be the largest industry in Alamance County. Healthcare and Arts & Hospitality follow just behind.



Although still high, unemployment figures for Alamance County are beginning a downward trend. From a peak of 13.2% in January, the current rate for the county as of June 2010 is 11.1%

For additional data on Alamance County and the surrounding area, see [www.choosalamance.com/data](http://www.choosalamance.com/data).

Source: The North Carolina Employment Security Commission.

## members

## in the NEWS

Holly Hill Mall is back! Exciting exterior and interior changes have been taking place at **Holly Hill Mall & Business Center** this summer and new tenants are already open for business, plus more are on the way. Look for five new restaurants to open soon. The goal of the development team, comprised of local businessmen, is to make it a thriving, community centered mall again. Come see what's new at Holly Hill Mall!

Kim Scott has joined **DMJ Wealth Advisors, LLC** as a Client Service Coordinator. Kim is a graduate of Virginia Polytechnic Institute, earned a B.S. in Finance, and completed the Certified Financial Planner (CFP) Certification Education Track.

**Keller Williams Realty** is thrilled to welcome four new agents to the family. All are experienced agents ready to serve your real estate needs. They welcome Barney Lawrence (919-452-1708), Nanette Taitt (336-212-3464), Diane Anderson (336-516-3470), and Sandy Sparks (336-263-6325).

The Sign Biz Vehicle Wrap Awards (VEWAs), the country's only nationwide competition celebrating the accomplishments of the Sign Biz Network's most successful digital sign designers and installers, has just announced this year's award winner for most successful company-branded vehicle wrap. Doug Pierce of **Innovative Signs & Graphics** received the most votes and was recognized for his compelling vehicle wrap by more than 120 business owners and industry dignitaries. The wrap was designed by Dave Perry and installed by Michael Teague and Joe Schembari.

The Distressed Property Institute, LLC has confirmed that **RE/MAX International** has reached the goal it announced a year ago to have 10,000 of its agents earn the Certified Distressed Property Expert (CDPE) designation. In March 2009, RE/MAX Chairman and Co-Founder Dave Liniger ambitiously promised that by the end of the year, 10,000 RE/MAX agents would earn the CDPE designation in an effort to help stem the rising tide of foreclosures. RE/MAX agents have met that goal and now hold approximately 60 percent of all CDPE designations in the United States. Among the RE/MAX Agents earning their designations are local RE/MAX Diamond Realty Brokers Frankie Kendall, Ken Walker, Wynell Lowery, Trisha Whitaker and Judy Pfeiffenberger. Frankie Kendall, Judy Pfeiffenber and Renee Lee have also earned the SFR (Short Sale Foreclosure Resource) designation from the National REALTOR Association.

Dr. Lane Anderson of the **Anderson Center for Marriage and Family Therapy** in Mebane has recently published the second edition of *Care Enough to Discipline: Raising Children for the 21st Century*. The first edition sold out in less than six months and over 105 testimonials have been received from New York to Florida. It is a universal guide and a one hour read for busy parents and educators who really care about children becoming successful adults. Many grandparents have bought his book for their children raising grandchildren. For more information, go to Dr. Anderson's website: [www.CareEnoughToDiscipline.com](http://www.CareEnoughToDiscipline.com).

In May, Eric Henry of **TS Designs**, along with t-shirt maker Brian Morrell and cotton farmer Ronnie Burleson, gave a presentation on Cotton of the Carolinas, a t-shirt line made 'dirt to shirt' in North Carolina. The presentation was held at the BALLE Conference (Business Alliance for Local Living Economies) in Charleston, SC to an audience of over 300 owners and leaders of businesses all promoting local-sourced products and services. Their talk was the only one at the conference to receive a spontaneous standing ovation. They are also unveiling their new Cotton of the Carolinas online store where individual, pre-designed t-shirts can be purchased.

Jessica Conlon of **Davenport, Marvin, Joyce & Co., LLP (DMJ)** joins a nationally recognized group of consultants who have completed a comprehensive Quickbooks training course and examination in order to be named a QuickBooks Certified ProAdvisor.

**PIP Printing and Marketing Services**, owned by Jimmy and Judy Brumley, located at 825 South Main Street in Burlington, was recognized as the 5th highest producing center in the PIP Network for their sales performance in 2009 for the 3rd consecutive year. The award was announced at the PIP Annual Convention held in San Antonio, Texas, July 21- July 25.

**new MEMBERS**

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Tom Gamble  
1145-C St. Marks Church Rd.  
Burlington, NC 27215  
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134 Millstead Dr.  
Mebane, NC 27302  
(919)563-8747  
www.actiontravelinc.com  
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2322-B S. Church St.  
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(336)229-6103  
allstate.com/shawnsmith  
Insurance

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5533 Burlington Rd.  
McLeansville, NC 27301  
(336)698-0045  
ashtonplacehealth.com  
Healthcare

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Burlington, NC 27215  
(336)584-0288  
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3008 S. Church St., Ste. A  
Burlington, NC 27215  
(336)584-9932  
www.drbrugger.com  
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cardinalselfstorage.com  
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www.chick-fil-a.com  
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www.chmontessori.org  
Education-Private

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dingle3@elon.edu  
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dashwebconsulting.com  
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www.becomplete.org  
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Beverage

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Burlington, NC 27215  
(336)380-8478  
Advertising-Marketing  
Services

**Mayes Telephone & Data**

Duncan Mayes  
PO Box 1016  
Graham, NC 27253  
(336)376-9663  
Technology-Software &  
Services

**Naylor Clinic of Chiropractic & Acupuncture**

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(336)229-4226  
www.thenaylorclinic.com  
Healthcare-Specialists



**NC Treasure Traders, Inc.**  
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 Retail

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 www.oreillyauto.com  
 Automobile-Services

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 www.penningtonpro.com  
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 Burlington, NC 27215  
 (336)584-0833  
 Florist

**R.I.S.E. Enrichment Services**  
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 Graham, NC 27253  
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# Ribbon Cuttings



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1. ZBowl 2. Chick-fil-A at University Commons 3. BD-Women's Health & Cancer 4. Loaves & Fishes  
 5. Quarry Hills Country Club 6. Keller Williams & KW Commercial 7. Coyle CPA 8. Action Travel Too  
 9. R.I.S.E. Enrichment Services 10. Salon Sapphire 11. O'Reilly Auto Parts 12. Taco Bell (Burger  
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Leadership Alamance Alumni Association came together for the first Lunch with Leaders in May.

The chamber partners with Alamance Magazine to bring you Ribbon Cutting announcements.

The pictured ribbon cuttings were celebrated between April and August 2010.



## calendar OF EVENTS

SEPTEMBER **28** Business After Hours –  
Color Landscapes  
Date: Tuesday, September 28  
Time: 5:30-7:00 p.m.  
Location: 1145-D St. Marks Church Rd., Burlington

SEPTEMBER **30** Career Fair  
Date: Thursday, September 30  
Time: 1:00-4:00 p.m.  
Location: Holly Hill Mall & Business Center, Burlington

OCTOBER **5** Candidates' Reception  
Date: Tuesday, October 5  
Time: 5:30-7:00 p.m.  
Location: Alamance Country Club

OCTOBER **8** Business Before Hours -  
Harry and David  
Date: Friday, October 8  
Time: 7:30-9:00 a.m.  
Location: 3177 Waltham Blvd., Ste. F-3  
Burlington

OCTOBER **15** OctoberFit  
Date: Friday, October 15  
Time: 10:00 a.m.-2:00 p.m.  
Location: Alamance County Community YMCA

OCTOBER **19** Economic Summit  
Date: Tuesday, October 19  
Time: 4:30-7:00 p.m.  
Location: Ernest A. Koury Sr. Business Center, Elon University  
Cost: \$50  
Registration: by October 14

OCTOBER **26** Business After Hours –  
Proponent Federal Credit Union  
Date: Tuesday, October 26  
Time: 5:30-7:00 p.m.  
Location: 3504 Forestdale Dr. Burlington

OCTOBER **29** Joint Golf Tournament with  
Greensboro Chamber –  
Grandover Resort  
Date: Friday, October 29  
Location: Grandover Resort, Greensboro

NOVEMBER **12** Business Before Hours -  
Mimi's Cafe  
Date: Friday, November 12  
Time: 7:30-9:00 a.m.  
Location: 3111 Waltham Blvd., Burlington  
Cost: \$10

NOVEMBER **13** Elon Phoenix Day Tailgate  
Date: Saturday, November 13  
Time: 11:00 a.m. -1:00 p.m., game 1:30 p.m.  
Game: Elon Phoenix v. Furman  
Cost: Free tailgate, discounted game tickets  
Registration: by November 8

NOVEMBER **30** Business After Hours -  
Cox Toyota-Scion  
Date: Tuesday, November 30  
Time: 5:30-7:00 p.m.  
Location: 3860 Danbrook Rd. Burlington

SAVE THE DATE  
Annual Dinner - January 28, 2011





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Dr. Johnetta Cole, former President of Bennett College



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The 2010-2011 Working Women's Wednesday series is made possible through the Major Corporate Sponsorship of Alamance County Area Chamber of Commerce, Alamance Regional Medical Center, Davenport, Marvin, Joyce & Co.,LLP, Gilliam Coble & Moser, LLP, Image Apparel & Marketing, Morrison Video Productions, and the Times News. Other corporate sponsors included Ameriprise Financial Services, Inc., Applied Copier Concepts, Burlington Manor, Carolina Bank, Cindy Dudley-REALTOR/Broker-Keller Williams, Glen Raven, Inc., Diane Heath-Independent Consultant for Rodan & Fields, Kernodle Clinic, Olde Forest Racquet Club, Sharp Business Solutions, Solgarden, STOUT STUART MCGOWEN & KING, LLP, The Anderson Center for Marriage and Family Therapy, VantageSouth Bank and Wishart Norris Henninger & Pittman, PA Attorneys and Counselors at Law. Please thank them! We appreciate their support. To learn more about becoming a sponsor call the WRC at 227-6900.

### September 22, 2010: North Carolina Governor's Conference for Women

Jill Dinwiddie, Executive Director of the NC Council for Women will discuss the upcoming North Carolina Governor's Conference for Women, a powerful annual convening of more than 1,500 women from across the state for energizing dialogue on a variety of women's issues. Launched in 2006 (then as the North Carolina Conference for Women), this day-long experience includes a mix of dynamic speakers, entertainment, and an interactive expo for networking, information sharing, and education. The mission of the conference is to provide a platform for women of all ages and backgrounds across North Carolina to network with peers and become informed on timely issues that are of value to today's women.

Working Women's Wednesdays has brought dynamic speakers and proven leaders to Alamance County for the past seven years. Why travel outside of the county to hear about the best professional strategies for improving your career or business? Dates and speaker announcements will be sent through the Women's Resource Center email list. To join go to [www.wrcac.org](http://www.wrcac.org). Don't miss the opportunity to hear from fascinating women of leadership, creativity and vision. Meetings are held from 11:30am to 1:00pm over lunch at Alamance Country Club. Individual meeting reservations are \$25 for Women's Resource Center members and \$30 for non-members. **BEST VALUE-purchase the entire series for only \$225 for all 10 luncheons.** Prepaid reservations are required to attend WWW and must be made by the Friday preceding the luncheon date. To register, visit [www.wrcac.org](http://www.wrcac.org) where you can use PayPal to easily make your reservation.

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