



THE NORTH STAR

The Newsletter of Rockingham County's Business Community

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Nov-Dec 2007

LETTER FROM THE PRESIDENT

Dear Friends of the Partnership,

Because many of you and/or your constituents have inquired about how the Partnership markets Rockingham County, we thought we would explain it.

Marketing is an important component of a complete economic development program. We rely on the Piedmont Triad Partnership (our regional economic development and marketing organization) for help with: advertising, media relations, trade show participation, and contacts with consultants and industry clients.

However, we don't find new industries by advertising or cold calling. Actually, new industries find us. Industry location decisions are rigorous, strategic business decisions. They are almost always driven by cost! cost! cost!

In a 2006 survey, *Area Development* magazine identified these as the top ten industrial site selection factors, in order of importance:

1. Labor Costs
2. Highway Accessibility
3. Corporate Tax Rate
4. State and Local Incentives
5. Availability of Telecommunications Services
6. Tax Exemptions
7. Occupancy or Construction Costs
8. Availability of Skilled Labor
9. Energy Availability and Costs.
10. Availability of High Speed Internet Access

All of these factors relate to the cost of doing business. And, a company can now find out everything it needs to know about any community using the Internet. We often don't know when we are under consideration!

These ten site selection factors speak for themselves. But what about some other things we usually think of as important? Like the availability of buildings and sites? Too basic to make the list. Obviously, if you don't have any buildings and sites, no one will be looking. The same for water and sewer utilities. We've done a great job with our water and sewer in Rockingham County, but that doesn't give us a competitive advantage over many communities. How about rail service? It's absolutely necessary if a company needs rail, but only about 6% of the projects that come along actually must have rail.

OK, then, what about "Quality of Life"? It doesn't get any better than Rockingham County. Do you show them our new schools, our rivers and parks, Chinqua-Penn, or our wonderful rural landscapes and small towns? Sorry, no. It's a cold business. We meet them at the particular building or site they have come to see and they move quickly on to look at other buildings and sites in the region.

Even so, marketing is not a waste of time and money. Economic development, like most businesses, is about relationships. We need to get to know the commercial realtors, site selection consultants and as many industry decision makers as possible. We want them to know what we have in Rockingham County, and we need to have a reputation of being able to put things together quickly and effectively at the local level. When they have a project that is a good fit for our community, we want them to think about Rockingham County first!

Graham Pervier
President

24TH ANNUAL IAD UPDATE

The 24th Annual Industry Appreciation Day Golf Tournament was held on October 10th at Deep Springs Country Club.

This year's Corporate Sponsor was Wolf Creek Harley-Davidson along with their sponsorship they offered a new



Sponsor for the Hole in One Prize for Hole 16. There were a few players that were close but no one took the prize. The tournament also featured a \$10,000 Putting Contest sponsored by Osborne Company and a Dinner and Social Hour.

Melvin Gantt was remembered during the tournament events. Melvin has been a co-organizer of the event for many years his efforts were key to making the tournament a success. A special thanks goes out to all of our sponsors and volunteers without their help the tournament would not be a success.

The Winners - First Place Team was Rodney Vaden, Charles Rakestraw, Davis Montgomery and Charlie Rhodes. The Second Place Team was Bret Kinney, Eric Whitten, Greg Light and Chris Hicks. Third Place team was Joe Hinton, Claude Sexton, Charles Burton and Sherry Lawrence.



Project Roundup & Yearly Comparison

As 2007 comes to a close, we thought many of you would be interested to see our project totals for the year. We have also included a comparison to previous years in order to see what kind of progress the Partnership is making in enhancing Rockingham County's economy.

2007 Completed & Announced Projects

PROJECT	LOCATION	INVESTMENT	JOBS
General Tobacco	Mayodan	\$55,000,000.00	200
JL A Fabrics	Reidsville	\$500,000.00	40
Glass Dynamics	Stoneville	\$8,000,000.00	100
Tiger Tek	Stoneville	\$880,000.00	40
2007 TOTALS	4 projects	\$64,380,000	380

Comparison of Projects from Previous Years

Year	No. of Projects	INVESTMENT	JOBS
2002	10	\$20,878,572	572
2003	8	\$60,765,000	612
2004	9	\$41,992,000	861
2005	5	\$80,270,000	283
2006	4	\$40,800,000	280

TigerTek Announces Expansion in Rockingham County

Gov. Mike Easley announced in September that TigerTek Industrial Services will expand in Rockingham County, creating 40 jobs and investing \$880,000 during the next three years. The announcement was made possible in part by a \$12,000 One North Carolina Fund grant.



"TigerTek's decision to expand in Rockingham County reflects the value companies see in North Carolina's talented workforce," Easley said.

Formally based in Eden, TigerTek is a re-manufacturer of electric servo motors, pumps, gearboxes and components. The company also provides specialized machine shop and electro-mechanical repair services. While wages will vary by job function, the average weekly wage of

the new jobs will be \$811 plus benefits, which is more than the Rockingham County average weekly wage of \$555 not including benefits.

Tiger Tek purchased the former PowerBuff building on NC 135 in Stoneville. The company, which currently employs 40 workers, will move operations into that building by the end of 2007.

"Rockingham County has provided us with a great base for our repair operations," said Peter Mitchell, president of TigerTek Industrial Services. "Many of North Carolina's manufacturing plants are now more highly automated with extremely complex production equipment. These plants require rapid repair response times. TigerTek has assembled a team of highly skilled maintenance technicians who can handle these complex repairs."

"The General Assembly has developed policies that help workers get the education and training they need for the

jobs that new and expanding companies, such as TigerTek, are providing," said state Rep. Nelson Cole (D-Rockingham). "I will continue to work for policies that make more opportunities available to people in our community."

Other partners who helped make this announcement possible include the N.C. Department of Commerce, Rockingham County, the Rockingham County Economic Development Partnership, and the City of Eden.



For more information about the company and employment opportunities, visit www.tigertek.com.



Miller Forms Joint Venture with Coors

In October, SABMiller and Molson Coors Brewing Company announced that they have signed a letter of intent to combine the U.S. and Puerto Rico operations of their respective subsidiaries, Miller and Coors, in a joint venture to create a stronger, brand-led U.S. brewer with the scale, resources and distribution platform to compete more effectively in the increasingly competitive U.S. marketplace.

The new company, which will be called MillerCoors, will have annual production of a combined beer sales of 69 million U.S. barrels and net revenues of approximately \$6.6 billion. Closing of the transaction is subject to reaching final agreement, obtaining clearance from U.S. competition authorities, certain other regulatory clearances and third-party consents, as required.

SABMiller and Molson Coors will each have a 50% voting interest in the joint venture and have five representatives each on its Board of Directors. Based on the economic value of the contributed assets, SABMiller will have a 58% economic interest in the joint venture and Molson Coors will have a 42% economic interest.

Pete Coors, Vice Chairman of Molson Coors, will serve as Chairman of MillerCoors. Graham Mackay, SABMiller CEO, will serve as Vice Chairman of MillerCoors. Leo Kiely, current CEO of Molson Coors, will be the CEO of the joint venture, and Tom Long, current CEO of Miller, will be



appointed President and Chief Commercial Officer.

Commenting on the transaction, Graham Mackay, Chief Executive of SABMiller, said, "We are excited by the enhanced prospects for growth and the considerable benefits to all stakeholders that this joint venture offers. Given the highly complementary nature of our U.S. assets, operations and geographic footprint, this is a logical and compelling combination that we expect will create significant value for shareholders while benefiting distributors, consumers, retailers and the market overall. We look forward to working with Molson Coors to jointly develop the combined business."

Pete Coors, Vice Chairman of Molson Coors, said, "This transaction is driven by the profound changes in the U.S. alcohol beverage industry that are confronting both of our companies with new challenges. Consumers are broadening their tastes and are increasingly looking for greater choice and differentiation; wine and spirits companies are encroaching on traditional beer occasions, and global beer importers and craft brewers are both taking a larger share of volume and profit growth. Creating a stronger U.S. brewer will help us meet these challenges, compete more effectively and provide U.S. consumers with more choice, greater product availability and increased innovation. The Molson and Coors families are firmly in support of this strategic transaction."

The transaction is subject to reaching final agreement, which is expected in early 2008.

Horse Park of the South Update

The Regional Advisory Committee continues to make progress on the Horse Park project. The Committee is currently seeking to secure the proceeds from the sale of Chinqua-Penn from the University of North Carolina System for this project. To that end, the Board of Governors of the UNC System asked that the county form a partnership with NC A&T State University's Equestrian Program.

A team from Rockingham County recently met with Dr. Rusty Miller, who heads up the fledgling Equestrian Program for A&T. The group also met with A&T Chancellor, Dr. Stanley Battle, the Provost, Dr. Janice Brewington, the Dean of the School of Agriculture, Dr. Alton Thompson, and Dr. Ken Murray, the Associate Vice Chancellor for Academic Affairs. The group learned that A&T has been pursuing an equestrian tract almost parallel to the one planned for The Horse Park of the South.

Dr. Thompson stated that the Rockingham County project addresses four of nine tenets of their School of Agriculture's Strategic Plan. He wrote a "white paper" that outlines how the School of Agriculture and the Horse Park of the South can partner together. To all involved, it seems to be a perfect fit and both parties recognize the tremendous opportunities and benefits of working together. Chancellor Battle called it a "Generational Opportunity". Both Dr. Miller and Dean Thompson have been invited to join the Regional Advisory Committee to the Horse Park of the South, Inc.

Reprints of Guides Are Here!!

After several months of revising and updating, the new Rockingham County Visitors Guide is here. The staff has been busy distributing the guides throughout the state and country. The new Visitors Guide includes some new photography and updated information throughout.

In addition, reprints of the Rockingham County Bike Guide are also here. Due to such great demand for this guide, we had to do a re-print after only one year. Please contact our office if you would like to have some of these guides.



Tourism Updates

Piedmont Heritage Wine Trail Forms

A group of five wineries and vineyards in this portion of the Northern Triad have been meeting for the past six months to explore the creation of a wine trail. All entities involved have officially signed on to the project and have developed some specific

criteria for joining the wine trail. At the October meeting, the group penned the trail's official name: The Piedmont Heritage Wine Trail. The wineries involved include Autumn Creek Vineyards in Mayodan, Chinqua Penn in Reidsville,

Stonefield Cellars in Stokesdale, The Grove Winery in Gibsonville, and Creekside Winery in Elon. We look forward to bringing you new information on this wine trail as it develops.

Autumn Creek Vineyards open to Public

Autumn Creek Vineyards, located at 364 Means Creek Road in Mayodan, North Carolina officially opened its new Tasting Room to the public at the beginning of December. In addition, Autumn Creek is launching seven varieties of wine under its own label. Autumn Creek Vineyards is Rockingham County's first complete vineyard and winery.

The Tasting Room's hours are:

- Thursdays 1-6 p.m.
- Fridays and Saturdays 11 a.m.-6 p.m.
- Sundays 1-6 p.m.

A \$5.00 fee will be charged to taste all of Autumn Creek's wines as well as receive a commemorative wine glass.

Autumn Creek Vineyards, which is just seven miles off US 220 North, is a partnership between Quint and Kim Haley and Scott Stanley.

"We are thrilled to finally open the Tasting Room and introduce our own wines," said Quint Haley, one of the partners in Autumn Creek Vineyards. "This is a huge step in this dream for our vineyard that Kim, Scott and I have had for several years. We hope

it will help showcase Rockingham County and this region."

Along with the tasting room and winery, Autumn Creek will introduce seven varieties of its own wine: Merlot, Chambourcin, Cabernet Sauvignon, Chardonnay, Viognier, Rockingham County Niagara, and Muscadine. Wines will be available for purchase directly at the vineyard. Haley says they are also looking to wholesale their wines locally in specialty shops and restaurants and may eventually connect with a distributor for wider retail sales.



Quint and his wife, Kim, purchased the 100-year-old hay, cattle and tobacco farm that is now Autumn Creek Vineyards in 2000. Initially they planted two acres of French Vinifera red grapes and have expanded to eight acres of both red and white grape varieties. The Haleys also restored the century-old log cabin located on the farm into a relaxing, secluded

getaway called the "Cabin in the Vines." It opened for guests in 2005.

Earlier this year, Autumn Creek opened a second, two-bedroom overnight cabin. The "Cabernet Cabin" is a newly constructed, luxury getaway retreat available for overnight lodging or meetings and small events. Both cabins are available for weekday and weekend rentals throughout the year.

The owners are also in the beginning stages of constructing a third cabin on the property and have plans for more in the future. The big ideas continue with Autumn Creek's plan to construct an inn and conference center on the property in 2008. Plans call for a 10,000 square foot, eight-room inn to be open sometime next year. The facility is designed for special events, weddings, meetings and retreats. It will also feature a full commercial kitchen and two conference/event rooms.

"With all these plans, we hope that together we can offer a nice, unique destination for people in this area as well as provide education about North Carolina's wine industry and farming," said Haley.

Chinqua-Penn Wines win awards

Chinqua-Penn Plantation and Vineyards, 2138 Wentworth Street, Reidsville, is pleased to announce that it received top honors for three wines in the 2007 Mid-Atlantic Southeastern Wine Competition held August 25 & 26. Judges selected the Chinqua-Penn wines from hundreds of wines submitted from six states.

The estate grown Muscadine Blush dessert wine won the silver medal. Other winners

were the 2006 Lenox Castle Red, a blend of Syrah and Cabernet Franc and the 2006 Niagara. All of the grapes were grown locally in Rockingham County. Winemaker Max Lloyd noted, "This was our first wine contest and our first vintage. So it was nice to get recognition for these fine wines."

The Chinqua-Penn Wine Tasting Room is open Wednesday through Saturday from

noon until 5 p.m. and Sundays, 1 - 5 p.m. The tasting includes samples of six Chinqua-Penn wines and a commemorative wine glass. Wine is also sold by the glass or the bottle and can be enjoyed on the outdoor patio as well as inside the wine room. The wine tasting is \$5 and is available with or without tours of the mansion and/or grounds.



County Ranks in Top 10 for Tourism Rise

Article from The Reidsville Review dated November 29, 2007
By Brian J. Ewing
Staff Writer

Rockingham County ranks eighth in the state for tourism spending growth, according to a new report from the state Department of Commerce. A study by the Travel Association of America estimates tourists spent more than \$60 million last year in the county, over 11 percent more than 2005.

Robin Yount said the growth doesn't surprise her. Yount is vice president of tourism development for the Rockingham County Partnership. She said the numbers reflect the efforts of the partnership and local groups. "There's so much going on in the entire community," said Yount, pointing to downtown revitalization efforts in Reidsville and Eden and attractions such as Lake Reidsville, Freedom Park and the Mayo River State Park, which is still in development.

Revenues have climbed at Lake Reidsville in recent years as the city developed new campsites and other amenities at the lake. The City Council voted last year to allow year-round camping at the lake. Reidsville Parks and Recreation Director Harry Brown

said the lake had more than 38,300 visitors and made about \$75,000 during the 2006-07 budget year. "Tourism, I think, now is looked at in this county as an industry," Brown said. Brown's counterpart in Eden agreed. "I've been touting parks and recreation for tourism for 30 years," Eden Parks and Recreation Director Johnny Farmer said.

Freedom Park in Eden offers soccer fields, three baseball fields, a skateboard park and amphitheater. Plans are under way for an aquatic center, including a large swimming pool. Farmer said the park had more than 254,000 visitors last year. He estimates as many as 30 percent are from out of town. Farmer and Brown said sporting tournaments are another major draw for tourists. Tournaments hosted by both cities brought hundreds to the area this summer. One example is the Dixie Youth Baseball AAA State Tournament held in Eden this past summer. Chris Mackey, state director of Tourism and Programs, said those types of events and amenities draw people from nearby communities into their neighbors' backyards.

"I think that's where we in North Carolina have changed; people see tourism as economic development," she said. Mackey said the remarkable thing about the latest

report is not who saw tourism revenues increase, but how many communities did see increases. "The thing that was unusual about 2006 is that all 100 counties grew," she said.

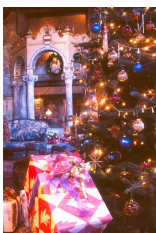
Tourism spending statewide was up 8.3 percent, according to the study. Mackey said some of the growth could be attributed to rises in travel costs such as gasoline, food and lodging. But, she said, it's obvious the state continues to grow as a tourist destination.

Yount said it should be more of the same for Rockingham County when this year's tourism numbers are analyzed. During Wednesday's meeting of the Partnership board, she said hotel occupancy was up 4.7 percent this month compared to the same time last year.

Looking ahead, Yount said the Partnership will focus on promoting the county's arts community. The Partnership is working on an arts and crafts guide, and the county's vineyards and wineries will also be included in an upcoming, multi-county wine trail, she said.

Staff Writer J. Brian Ewing can be reached at jewing@edendailynews.com or 349-4331 ext. 31.

Chinqua-Penn Offers Candlelight Tours for a Special Holiday Treat



Chinqua-Penn Plantation in Reidsville will again be hosting Holiday Candlelight Tours this year beginning the Friday after Thanksgiving (November 23) through the last Sunday in December (December 30).

Visitors will experience the splendor of this 27-room English-country manor filled with the radiance of the season. Christmas reigned throughout this grand country estate! Soft luminaries will brighten the path to the front door. Stepping inside, the abundance of the holiday surrounds you. Candlelight and

carols, wreaths and boughs of holly, poinsettias and Christmas trees, and all the scents of the seasons. Our holiday exhibition includes many of the icons and tapestries, china and crystal, ornaments and holiday arrangements recalling Mrs. Penn's taste in holiday finery. Musical entertainment, visits by Santa Clause as well as Betsy and Jeff Penn in period costume, will take place on varying schedules throughout the season.

Hours are:
FRIDAYS: 5 - 9 pm
SATURDAYS: 10 am - 8 pm
SUNDAYS: 1 - 4 pm.

Group Tours are available anytime by appointment. Group Rate during the week is \$20 adults, \$15 Seniors and Students, \$12 Youth, Children 5 & under are free.

Regular admission is \$25 (\$20 if purchased in advance). Seniors and Students with College I.D. - \$15, Youth - \$12.



**The Newsletter of Rockingham County's
Business Community**

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**Happy Holiday's from
North Carolina's North Star**

Rockingham County Upcoming Events

Now through December 30th

Chinqua-Penn Plantation will be open for Holiday and Candlelight Tours **Wednesday through Sundays**. Beginning November 23 - December 30, 2007 Holiday Tour hours are: Wednesday and Thursday 10 a.m. - 3:00 p.m. Friday and Saturday 10 a.m. - 8 p.m. Sunday 1:00 - 4:00 p.m. The wine tasting room at Chinqua-Penn is available at 12 noon on all days that the Plantation is open, except Sunday. Chinqua-Penn Plantation is also pleased to announce that two additional rooms of the house will be available to the public for the first time during Holiday Candlelight Tours. Group tours are available by appointment anytime by calling Lynn Umstead, Director of Marketing at (336) 477-4453

On December 11th, Candlelight Downtown - Olde Leaksville Shopping District—take a holiday stroll down the decorated streets of the Olde Leaksville Shopping District. From 6:00 p.m. to 8:00 p.m. participating merchants will be open extra hours to serve you and help with your holiday shopping, while

getting you into the holiday spirit as well. Enjoy special sales, refreshments and drawings at various shops as well as holiday music and caroling. Call 627-1332 for more information.

December 15th

Photos with Santa at Draper Village Park—Photos with Santa are scheduled for at the Draper Village Park located at the corner of Fieldcrest Road and Stadium Drive. For more information, contact Linda Wyatt at 635-4940.

December 20 and Dec. 21

Phone Calls from Santa - Santa will be making phone calls on . For more information contact the Eden Parks and Rec. at 623-2110 or visit their office at Eden City Hall.

December 20th

Eden Youth Christmas Parties - Bridge Street Center - 1:30 and Mill Avenue Center 3:00

December 24th, 25th & 26th

Christmas Holiday - Governmental Center Offices will be closed.

January 1st

New Year's Day - Governmental Center Offices will be closed.

January 16

Annual Meeting - The Partnership's Annual Meeting will be held on January 16th, 2008 at noon at the Whistle Jacket Grille in Eden. For additional information please contact our office at 342-8138.

January 16

Countywide Coffee sponsored by RCC, Hwy 65, Wentworth, (held in the Whitcomb Student Center); 8:00 a.m.

For more upcoming events please visit the **Calendar of Events** on our web site: www.ncnorthstar.com.

