



# THE NORTH STAR

The Newsletter of Rockingham County's Business Community

Volume 1, Issue 1

1st Quarter 2007

## CONSULTANTS SAY PARTNERSHIP IS ON THE RIGHT TRACK

The Sanford Holshouser Business Development Group completed its organizational and program review of the Rockingham Partnership in February. The final report affirms that the Partnership is on the right track for accomplishing its mission and tasks.

The Partnership Board hired the firm, which is based in Cary, NC, in November 2006. The Sanford Holshouser Business Development Group is an economic development consulting firm that provides action planning, site selection services and unique strategies to communities, organizations, and companies worldwide. It is affiliated with the Sanford Holshouser law firm, which was founded by former US Senator and North Carolina Governor Terry Sanford and former North Carolina Governor, Jim Holshouser.

"It is obvious that the Partnership is working very hard to recruit new business, retain existing business and develop the tourism economy. Given Graham Pervier's leadership and a professional staff that is committed to the goals of the organization, we believe that the RCP is on track for accomplishing the

organization's mission and tasks," said Crystal Morphis, managing partner with Sanford Holshouser.

Other key comments and recommendations in the report provided by Sanford Holshouser include:

- *Projects are moving forward, clients are receiving timely services, and the team effort is well coordinated.*
- *Staff positions are well-aligned with the activities and mission of the Partnership.*
- *The contracted existing industry tasks should be transitioned to the President and Vice President of Sales & Marketing once a permanent President has been named.*
- *Rockingham County has been eliminated from projects because of lack of shovel-ready sites, therefore the Partnership should continue to prioritize the development of current parks/sites and prepare a product development/investment plan.*
- *The marketing package developed by the Partnership is one of the best Sanford Holshouser has ever seen. The use of images, color and clear messages makes this package stand out from others in the region and state.*

In addition, the Sanford Holshouser Group also made specific programmatic recommendations to the Partnership's Existing Industry Program and Strategic Marketing Plan.

The group also reviewed the actions and strategies and made recommendations to the Prosperity 2010 work plan, the Partnership's new, five-year plan. From the Prosperity 2010 plan, Sanford Holshouser recommends that three programs that should remain at the core of the Partnership's work are:

- *Attract and Recruit Business and Industry.*
- *Support and Expand Existing Businesses.*
- *Promote and Expand Tourism Industry.*

"We are pleased by the overwhelming, positive report provided by the Sanford Holshouser Group," said Graham Pervier, interim president of the Partnership. "Their organization is highly respected in the economic development industry in North Carolina so we will seriously consider all their comments and putting their recommendations into practice as we work to strengthen the Partnership."

## INDUSTRY NEWS

**Plastic Revolutions** is expanding in Reidsville. The plastics recycler and manufacturer purchased the former AMI Doduco building on Barnes St. and has already begun renovating the facility. The company plans to add 60 new jobs to its current workforce of 42. It plans to be operational in the new building by the end of April.

**Air Products** in Reidsville announced plans to expand its production capacity to 400 tons per day. The plant, which produces liquid hydrogen and oxygen, currently employs 37 people and plans to complete the expansion between April and June 2008.

**Commonwealth Brands** has been sold to British company, Imperial Tobacco Group, PLC. The purchase of Commonwealth will give Imperial Tobacco its first share of the U.S. tobacco market, the world's largest tobacco market. Commonwealth currently has 200 employees in the Reidsville plant. Local executives believe the purchase will be a very positive move for the local plant and have a beneficial impact to the local community.

**WhiteRidge Plastics**, a Reidsville-based plastic blow molding company, has been sold to Myer's Industries. Myer's Industries, Inc. is an international manufacturer of polymer products for industrial, agricultural, automotive, commercial, and consumer markets.

### Inside this issue:

Letter from the Interim President	Pg 2	Board Approves New By-Laws	Pg 4
Partnership Staff	Pg 2	Rockingham County Bike Guide	Pg 5
Prosperity 2010 Update	Pg 3	Autumn Creek Vineyard Expands	Pg 5
2006 Project Roundup	Pg 3	Chinqua-Penn Resumes Regular Hours	Pg 5



## Letter from the President

Dear Friends of the Partnership,

While the Partnership is still in a time of transition, we are happy to report the progress we have made over the last couple months.

Our Board reacted quickly in late 2006 with the departure of the former president by filling the interim president position and seeking the assistance of Watts Carr. They also set in motion the necessary steps to address some of the lingering discontentment with the makeup of our Board.

That process brought about the amended by-laws, which are discussed in detail in this newsletter. Those by-laws are now in place and the new Board will be in place for our March meeting. The Governance Committee is now a standing committee under the new by-laws so the Board makeup will be assessed on a regular basis going forward.

The Partnership received very high remarks from the Sanford Holshouser Group as well as some recommendations for improvement. The staff and I have plans in place for implementing those recommendations over the next several months.

We have completed "phase one" of our Prosperity 2010 campaign with the fulfillment of our contract with SmartFunding Plus. Our staff, Board members and gracious volunteers will work through May towards meeting our funding goals.

The Search Committee has narrowed the field of candidates for the President position. They have begun the interview process and we will continue to update you as that process continues.

I want to take this opportunity to remind you that our staff is still very hard at work and in fact, hasn't even skipped a beat amidst all the transition. We have some very exciting projects underway in our recruitment, expansion and tourism sectors.

Therefore, we need your continued collaboration and support as we all work together for the greater good of Rockingham County.

Sincerely,

*Graham Pervier*

Graham Pervier  
Interim President



**Graham Pervier, Interim President**  
Rockingham County Partnership

## Our Staff

The Partnership staff is here to work for you!  
Please contact any one us for assistance.

**Graham Pervier, interim president**  
[gpervier@ncnorthstar.com](mailto:gpervier@ncnorthstar.com)

Graham was named the Partnership's interim president in November 2006 and he oversees all the functions of the organization. He has an extensive career in county government, having served as the Forsyth County Manager for 19 years.

**Wade Taylor, vice president of sales & marketing**  
[wtaylor@ncnorthstar.com](mailto:wtaylor@ncnorthstar.com)

Wade joined the Partnership in October 2006. He is responsible for the planning, organization, external promotion and marketing of Rockingham County in order to attract new jobs and investment.

**Robin Yount, vice president of tourism**  
[ryount@ncnorthstar.com](mailto:ryount@ncnorthstar.com)

Robin has been leading Rockingham County's tourism initiative since 2000. Since that time she has re-directed the county-wide tourism marketing effort to focus on outdoor recreation and nature-based tourism.

**Jamie Rorrer, existing industry coordinator/PR consultant**  
[jrorrer@ncnorthstar.com](mailto:jrorrer@ncnorthstar.com)

Jamie has worked with the Partnership since 2002 and she implements the organization's existing industry program. She is also responsible for all the public relations and marketing activities of both the Partnership and Tourism Development Authority.

**Kerry Taylor, data coordinator**  
[ktaylor@ncnorthstar.com](mailto:ktaylor@ncnorthstar.com)

Throughout her 13 years with the Partnership (and former Economic Development Commission), Kerry has worked on hundreds of new business or expansion projects. She is responsible for maintaining all the databases and information related to new business recruitment and industry expansions for the Partnership.

**Linda Smoak, administrative assistant**  
[lsmoak@ncnorthstar.com](mailto:lsmoak@ncnorthstar.com)

Linda joined the Partnership in January 2007 and she oversees all the office functions for the organization. She is also responsible for coordinating all meetings and special events, as well as handling some accounting and investor functions.



## Welcome to our Staff

Ms. Linda Carter Smoak is the newest member of the Partnership staff. She was hired as administrative assistant and began on January 8th.

Linda oversees all the office functions for the Partnership. She is also responsible for coordinating all meetings and special events, as well as handling some accounting and investor functions.

Linda currently holds certification with the Society for Human Resources



Management (SHRM) as Professional in Human Resources and holds the Lean Six Sigma-Green Belt Certification. She has an Associate's Degree in Business Administration from Roanoke Community College in Virginia. She has been involved in manufacturing and production facilities since 1985 in all areas of management including Production Manager, Quality Assurance Manager, Human Resources Manager and Safety Manager.

Most recently, Linda has worked with two very successful manufacturing start-ups

in Rockingham County. She served as Human Resources Manager at both AFG Wipes and Alcan Packaging in Reidsville. She assisted both companies with assessments, recruitments and orientation of new employees.

Linda is a native of Rockingham County. She and her husband, Jesse, currently live in Stoneville. They enjoy spending time with their three sons and three grandchildren. Please join us in welcoming her to the Partnership!

## Prosperity 2010 Update

The Partnership's contract with fundraising consultants, Bob and Ciari Johnson of SmartFunding Plus, ended in January. This first phase of Prosperity 2010 included an assessment of the Partnership's programs, development of a new five-year action plan, and initial fundraising efforts.

The goals of the campaign are to reach \$2,050,000 in public sector support and \$1,600,000 in private sector support for a total of \$3,650,000 over the next five years.

**For additional updates on the Prosperity 2010 Campaign please visit the Campaign Section on our Web site:**  
[www.ncnorthstar.com](http://www.ncnorthstar.com)

During "Phase One," SmartFunding Plus was successful in securing renewed financial commitments and resolutions of support from the county's six municipalities as well as the County government. That support totals \$2,082,500 million over the next five years. In addition, the consultants secured over \$480,000 in private sector pledges for the Partnership over the next five years for a total of \$2,562,500.

SmartFunding Plus also initiated over \$2.3 million in pending pledges on behalf of the Partnership. Graham Pervier and

Jamie Rorrer from our staff, some Board members, and campaign volunteers will do the necessary follow up work on these requests to work towards reaching the campaign goals.

Thank you to all who have assisted the Partnership with Prosperity 2010 and to those who have already pledged your support for the upcoming five years. We want to especially thank Jonathan Jobe, Home Savings Bank in Eden, LeGrand Bennett, First Bank in Mayodan, John Kolessar, Wachovia Bank in Reidsville, and Duke Energy Corporation for their extra efforts in assisting with Phase One of the campaign.

## 2006 Project Roundup

The following chart outlines the announced projects in Rockingham County in 2006. We are currently working on our Annual Report, which will be distributed in late March and provide more details on these and other community projects.

ANNOUNCED PROJECTS	INVESTMENT	JOBS	LOCATION	Product Mfg.
Bridgestone Aircraft Tire	\$14,000,000.00	95	Mayodan	Aircraft Tires
Innofa	\$10,500,000.00	50	Eden	Innovative Fabrics
Global Textiles	\$7,835,000.00	50	Reidsville	Upholstery Fabrics
Plastic Revolutions	\$4,000,000.00	60	Reidsville	Recycled Plastics
<b>TOTALS</b>	<b>\$32,335,000.00</b>	<b>195</b>	<b>Rockingham County</b>	



## Board Approved New By-Laws

In our January Full Board Meeting, the Rockingham County Partnership for Economic & Tourism Development Board of Directors voted to accept amended by-laws for the organization.

The changes to the by-laws include:

**Board of Directors.** The four towns of Madison, Mayodan, Stoneville and Wentworth will each have a voting municipal representative. In the past, all four towns were represented by only one voting municipal representative on a rotating basis.

The makeup of the Board now includes a voting representative appointed from the County, City of Eden, City of Reidsville, Town of Madison, Town of Mayodan,

Town of Stoneville, Town of Wentworth, Rockingham Community College, and the Tourism Development Authority Chair. The County, City and Town Managers will be ex-officio (non-voting) members of the Full Board. In addition, private sector members will be elected from Eden, Reidsville, Western Rockingham, the unincorporated area of the county, and Duke Energy.

The total number of Full Board members is now 20 as compared to the previous 22-member Full Board.

In the new structure, the local government representatives do not necessarily have to be elected officials. The Rockingham Community College

Representative will be appointed by the RCC Trustees, rather than specifying the RCC President.

**Executive Committee.** A new, five-member Executive Committee will replace the current 14-member Executive Committee and will meet only on a limited basis and act only in extraordinary circumstances.

Instead, under the new structure, the Full Board of Directors will meet monthly and handle all the business of the Partnership. The Executive Committee will be elected when the new Board is in place.

**Committees.** Three standing committees are created: Personnel, Finance and Governance (the present Personnel, Finance and Governance committees were appointed by the Chair, with limited responsibilities).

**Officers.** The offices of Secretary and Treasurer are combined. In the new structure, the Chair and 2nd Vice Chair will always be from the private sector. The 1st Vice Chair will always be the appointee of the Rockingham County Board of Commissioners. The former by-laws stated that all officers were to be from the private sector.

Craig Cardwell, interim chair of the Partnership Board, appointed a Governance Committee in November 2006 to work on amendments to the by-laws. The Governance Committee was chaired by Pam Cundiff, 1<sup>st</sup> vice chair of the Partnership board. Committee members included Kelly Almond, Reidsville city manager, Brad Corcoran, Eden city manager, Dwight Lake, Mayodan Town Council representative, Jerry Owens, former county commissioner, Bob Scott, Madison town manager, and Elton Trent, secretary of the Partnership Board.

“We are pleased that the Full Board accepted these changes and we realize that amending our by-laws will be a continual process,” said Craig Cardwell, interim chair.

“We are confident these changes to our by-laws will make the Partnership a stronger and more effective organization,” said Pam Cundiff, 1<sup>st</sup> vice chair. “We now have a strong, standing committee structure and equal representation from all sectors of the county.”

<b>Partnership Board Structure</b>	
Old Board Structure	New Board Structure
<u>Public</u>	<u>(Public Ex-Officio)</u>
1 County	1 County
1 Eden	1 Eden
1 Reidsville	1 Reidsville
1 { Madison {Note 1} Mayodan Stoneville Wentworth	1 Madison
	1 Mayodan
	1 Stoneville
	1 Wentworth
1 RCC President	1 RCC Representative
1 TDA Chair	1 TDA Chair
1 Past Chairman	Local Government Managers {Note 2}
President (Non-Voting)	
<u>Private/Elected</u>	<u>Private/Elected</u>
3 Eden Area	3 Eden Area
3 Reidsville Area	3 Reidsville Area
3 Western Rockingham Area	2 Western Rockingham Area
6 At Large	2 “Unincorporated Area”
	1 Duke Energy
22 Voting	20 Voting

**Note 1** - Voting member on a rotating basis. Others are ex-officio members, without vote.

**Note 2** - Any local government manager not otherwise appointed to serve as a voting representative will be an ex-officio member without a vote.



## Tourism News

### Rockingham County Bike Guide

The Tourism Development Authority is developing a bike guide and map to promote cycling in Rockingham County. The Rockingham County Bike Guide is a 10-panel brochure and fold-out map. The map details five bike routes throughout all parts of the County, a 100-mile "challenge" route called



the Rockingham Century Challenge, and the connecting state designated bike route. The guide also provides information about lodging, camping and other attractions in Rockingham County. The bike guide is designed to look like our other guides and has been produced by King's English, an advertising

and public relations agency in downtown Greensboro.

Special thanks to Billy Vestal of Eden who was an instrumental advisor in the development of this guide as well as the creator of the Rockingham Century Challenge. The guides should be printed and distributed in early March.

### Autumn Creek Vineyards Plans Expansion

Autumn Creek Vineyards, located at 390 Means Creek Road in Mayodan, is undergoing a major expansion that includes the construction of a tasting room and winery, eight-room inn and conference center, and second cabin for overnight lodging. In addition, Autumn Creek will launch seven varieties of wine under its own label this summer. Once construction is complete, Autumn Creek Vineyards will be Rockingham County's first winery.

A second, two-bedroom overnight cabin will be the first phase of Autumn's Creek's expansion to be complete. The cabin will be ready for guests in April and the vineyard is already taking reservations.

The tasting room and winery will be complete early this summer. Autumn Creek officials are currently renovating the "old farmhouse" on the property for use as the tasting room and winery. Once the renovations are complete, Autumn Creek will announce a grand opening and hold regular hours for the public Thursdays through Saturdays.

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 may eventually connect with a distributor for wider retail sales.

The biggest portion of Autumn Creek's current expansion is the development of an inn and conference center on the property. Plans call for a 10,000 square foot, eight-room inn to be open in early 2008. The facility is designed for special events, weddings, meetings and retreats. It will also feature a full commercial kitchen and two conference/event rooms.



Quint Haley 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. They 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.

The Haley's also partnered up with Scott Stanley, another local land owner and farmer, last year. Their interest in grapes and the growing wine industry brought them

together.

For more information on Autumn Creek Vineyards or to rent the "Cabin in the Vines," please visit their website at [www.autumncreekvineyards.com](http://www.autumncreekvineyards.com) or call 336-548-1846.

### Chinqua-Penn Plantation Resumes Regular Hours

Chinqua Penn Plantation, 2138 Wentworth Street in Reidsville, N.C., resumed its regular tour hours in January.

The house will be open to the public for tours every Saturday and Sunday. The hours are 10 a.m.



until 4 p.m. on Saturdays and 1 p.m. until 4 p.m. on Sundays.

The grounds will remain open for self-guided tours until 5:30 p.m. Covered picnic tables are available.

Admission is \$12 for adults, ages 16 - 61, \$10 for senior citizens (62 and over), \$10 for students with a college I.D., \$8 for youths, ages 6 - 15 and free for children 5

and under.

Chinqua Penn may also be reserved for private events, corporate gatherings and group tours by calling (336) 477-4453.

For more information, contact Lynn Umstead, Marketing Director at (336) 477-4453 or visit [www.chinquapenn.com](http://www.chinquapenn.com).

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

Rockingham County Partnership for Economic &  
Tourism Development  
P.O. Box 205,  
Wentworth, NC 27735

Phone: 336-342-8138  
Fax: 336-342-8226  
Email: [info@ncnorthstar.com](mailto:info@ncnorthstar.com)

Visit our Web Site  
[www.ncnorthstar.com](http://www.ncnorthstar.com)

Mail To:



North Carolina's North Star

## Rockingham County Upcoming Events

**Chinqua Penn Plantation Tours** - Chinqua Penn Plantation will be open to the public for tours every Saturday from 10:00am - 4:00pm and every Sunday 1:00pm-4:00PM by appointment for group tours and private functions. For More information contact Lynn Umstead -336-477-4453. [www.chinquapenn.com](http://www.chinquapenn.com)

**March 2, 2007 - March 11, 2007  
Theatre Guild of Rockingham County  
Presents: "Seussical: The Musical"** Join a herd of classic Dr. Seuss characters as they come to life in one great musical tale. When chaos erupts in the Jungle of Nool, it takes the Cat in the Hat, Horton the Elephant, and many more to restore harmony to the magical world of Seuss. Show runs 2 weekends! March 2nd, 3rd, 9th and 10th at 8:00pm; March 4th and 11th at 3:00pm RCC Auditorium. Tickets may be purchased at the door.

**March 17, 2007  
Bass Tournament - Lake Reidsville**  
Bass Tournament, Lake Reidsville: Pre-registration \$50 per two person team, \$60 day of tournament. 7:00 am start, weigh-in at 3:00 pm. Cash and trophies

will be awarded. Contact Lake Reidsville for more info. 336-349-4738.

**April 7, 2007**

**Lake Reidsville Easter Egg Hunt** - Designed for children ages 10 and under. Hunts begin at 10:00 am for 4 and under, 11:00 ages 5-7 and 12:00 noon for children ages 8-10. All children receive a prize. Bring your own basket or container for the eggs. Gate fees will be charged. Egg Hunt is free.

**April 13, 2007**

**Ez Street Car Club Cruise Ins - Downtown Reidsville** : April through September: Monthly Ez Street Car Club Cruise in Downtown Reidsville 2nd Friday of the Month—Beginning April 13th, Settle Street Parking Lot. For more information call RDC at 336-349-1045

**April 21, 2007**

**Rockingham County MS Walk**, Penn House: Five mile walk around the City of Reidsville. Registration begins at 9:00 am. For more information contact the MS Society at 299-4136.

**April 27, 2007 - April 28, 2007**

**26th. Annual Antique Engine & Tractor Show**— Free Admission—Open to the Public - Events include: \*Corn Mill Grinding \*Saw Milling \*Wood Sawing / Splitting \*Old Gas Engines \*Antique Tractors And Much More! Sponsored by the Antique Engine Association, Inc. of Reidsville. For more information call Ronald Jones 336-627-7723

**May 5, 2007 - May 6, 2007**

**Rockingham County Folk Festival** - Rockingham Community College First weekend in May each year. 15th annual two-day event includes musical entertainment, food arts & crafts, game activities for the entire family. Rockingham Community College, NC Hwy 65, Wentworth, NC 2737. For more information call 336-342-4261

For more upcoming events please visit the Calendar of Events on our web site: [www.ncnorthstar.com](http://www.ncnorthstar.com).