



THE NORTH STAR

The Newsletter of Rockingham County's Business Community

Volume 2, Issue 1

Jan-Apr 2008



IN THIS ISSUE

- CAMCO- Locates to Reidsville
- WEK Industries expands in Reidsville
- General Tobacco Begins Production
- Liquip International Acquires Beta Systems
- Mayodan - Lowe's Home Improvement Store
- All-American City Finalist
- Annual Meeting Update
- Partnership gets New Board Members
- New Rockingham County Art Guide
- Eden Industries Expand
- TDA Marketing Grants
- Haw River State Park
- 6th Annual Business Expo

NOTE FROM THE PRESIDENT

Dear Friends of the Partnership,

The uncertainty in the national economy seems to be affecting the amount of new industry and expansion activity in Rockingham County. At least one large expansion has been shelved indefinitely. We have had several site visits, but only a couple of these can be called "active projects".

We are using the time to revitalize our Existing Industry Program; to step up our contacts with brokers and site selections consultants, and; to get a plan in place for some targeted marketing.

Dave Maner has been helping us with our Existing Industry program. His report begins with this quote: "The most important customer is the one you already have... Existing Industries account for around 70% of all new investment and job creation in a community." Dave reviewed our current program, and he visited several other Economic Development agencies in the Piedmont Triad to identify best practices for an existing industry program.

Dave's findings and recommendations are summarized as follows: "The good news is that the Rockingham County Partnership already has an effective Existing Industry effort which has been focusing on the most important element of a successful program, visitation. Unfortunately, that effort has not been consistent for a number of months." The recommendations contained in Dave's report focus on getting back to the basics: industry visitation, data/information management and analysis, support of existing industry and dedicating appropriate resources to get the job done.

We have set a schedule for fully implementing the recommendations in the report during the next three to four months.

Graham Pervier
President



CAMCO Announces Expansion In Rockingham County

The City of Reidsville, Rockingham County and The Rockingham County Partnership for Economic and Tourism Development announced that Camco Manufacturing, Inc. was expanding its manufacturing operation to Reidsville in Rockingham County. Camco manufactures RV accessories, hardware replacement parts, RV antifreeze and



windshield washer fluid and has facilities in

Indiana, Massachusetts, Oregon and Greensboro.

"We are delighted Camco has chosen Reidsville for their expansion," said

Mayor James Festerman "we welcome this outstanding company and great management team as they will only make this fine community even better".



The company has acquired an 88,000 square foot facility on Vance Street and will employ 20 people initially. Additionally, the company will invest over \$2 million in machinery and equipment. Camco was founded in 1968 with one employee and one product. Today the company employs over 200 and has over 400 products.

Expansion & Improvements at WEK Industries

WEK Industries™ is proud to call Reidsville, North Carolina, its home—and excited to be growing its business there. Ever since 2004, when Premium Molding sold the business to WEK's parent company, Myers Industries, Inc. the plant has implemented vast improvement initiatives—the kind of improvements that have allowed WEK to grow as a specialty custom molder of plastic components and products for industrial, automotive, agriculture and various other key markets. The Plant Manager Wayne DeCamp, stated "The facility is continuing the process of being modernized and updated by local contractors, new equipment being reviewed and purchased to meet the demands of our expanding customer base, and employees are being trained in all aspects of quality control and continuous improvement.



be installed later this year. Eight WEK employees will spend a week in Pennsylvania for specialty training on the new equipment. If that weren't enough, the 270,000 square-foot facility will soon be able to include high-speed injection-molding capabilities on its resume. With the additions, operations will most likely shift to a twenty-four hour, seven day a week schedule.

WEK Industries is a premier designer and manufacturer of custom engineered, blow-molded and injection-molded plastic components and products. Markets served range from automotive, off-road vehicle and motorcycle to industrial, commercial and agriculture. Products include HVAC ducts, air induction components, fluid reservoirs, and a wide variety of specialty products.

In order to meet customers' needs, additional blow-molding equipment will



General Tobacco begins production at Mayodan Plant

General Tobacco has begun manufacturing and distributing its first U.S. made tobacco products at its new, state-of-the-art manufacturing plant in Mayodan. This was their first production run using the new, high-speed German engineered manufacturing equipment. Production will soon begin on producing the GT One, Silver, and 32 Degree cigarettes. General Tobacco will also be producing its Vaquero Little Cigars as additional

new machines are put into service in the coming weeks.

“Today is a significant milestone for GT as now the company is manufacturing 100 percent of our tobacco products in the United States,” said J. Ronald Denman, Executive Vice President of General Tobacco.

General Tobacco is the sixth largest tobacco company in the nation with \$300 million in annual sales.

Liquip International Expands Operations in Reidsville

Liquip International is expanding its employee base and annual revenue. U.S. Rep. Brad Miller visited the Reidsville plant in March to see some of the improvements. Beta Fluid Systems was formed in 1972 producing Military refueling equipment including filter vessels, refueling hydrant trucks and refueling carts as the main product lines. Competing successfully in this market through the 1970's, Beta then moved into the commercial market supplying Narrow Body refueling carts and Commercial hydrant dispensers.

In 2006 Liquip International acquired Beta because it was a wonderful opportunity for expansion into the military sector. The acquisition positions Liquip in a perfect location to grow commercial business in the North American market and to allow the company manufacturing options for servicing South America and Africa as a group. Beta's quality and ability to deliver on it's commitments coupled

with Liquip's acknowledged global standard of refueling equipment manufacturing has allowed the business to expand 3 fold within the first 18 months. And they see this as just the beginning.



Liquip International have invested heavily in North Carolina and will continue to improve our state of the art facility. They leverage their excellence in design to provide new efficiencies to the commercial aviation sector while they continue to grow their military business. In particular Research and Development will play an important part in their quest to lead the global Aviation Refueling market with new vehicle types built to suit specific products and to meet customer requirements.

Congratulations to Liquip for their expansion and to their continued success!



LOWE'S STORE SLATED FOR MAYODAN

A new Lowe's will soon be under way at the southwest quadrant of NC Highway 135 and NC Highway 220. The new Lowe's store is expected to open in the third quarter of 2008. The home improvement store will have 94,000 square feet of retail sales space. An additional 27,700 square foot garden center will offer an impressive selection of flowers, bushes, trees and garden supplies tailored to the North Carolina climate and lifestyle.

A store of this size represents an average investment in the community of approximately \$12 million and creates up to 120 new jobs.

Lowe's Companies, Inc. is a FORTUNE® 50 company that serves approximately

13 million customers a week at more than 1,525 home improvement



stores in the United States and Canada. Founded in 1946 and based in Mooresville, N.C., Lowe's is the second-largest home improvement retailer in the world. For more information, visit www.Lowes.com.

Lowe's opened their first North Carolina store in 1946; they currently have 100 stores in North Carolina with one store under construction in Central Charlotte. Lowe's employs approximately 210,000 people, including more than 20,000 employees in North Carolina.

Reidsville named 2008 All-America City Award Finalist

Reidsville has been honored by the National Civic League as one of 17 cities/counties chosen as finalists for the distinguished 2008 All-America City Award. Ten winners will be announced June 6.

Leaders examined the challenges that emerged when large industries fled the area. The chamber identified the Reidsville Outreach Center, which provides food and other assistance to the needy, and the Free Clinic of Rockingham County as two organizations that have taken the lead in addressing those problems. Other finalists are: Marana, Arizona; Cerritos, California; Aurora, Colorado; New Haven, Connecticut; Kissimmee-Osceola County, Florida; Sarasota County, Florida; Somerville, Massachusetts; Goodyear, Arizona; Gladstone, Missouri; the St. Louis

Region, Missouri-Illinois; Lenoir, North Carolina; Akron, Ohio; Upper Dublin Township, Pennsylvania; Abbeville County, South Carolina; Selma, Texas, and Caroline County, Virginia.



Next steps include preparing a 10-minute presentation and naming a delegation for a three-day awards competition and innovations forum, June 4 – 6 in Tampa. During the competition, each community will present its programs and solutions to a jury of national experts from across the United States.

The National Civic League is a Denver-based organization that is a leader in the science of local government, the art of public engagement, and the promotion of collaboration within communities.



Annual Meeting

In January the Partnership held its Annual Meeting at Meadow Greens Country Club. During the meeting, Ronnie Taylor with Duke Energy presented this year's Duke Energy Citizenship & Service Award in tribute to Melvin Gantt: banker, community leader, public servant and friend.



Remembered by many as an outstanding individual who touched many lives, Melvin lost his battle with cancer in July of last year. Though this has been a huge loss to the community,

Melvin leaves behind a wonderful legacy of citizenship and true community service and serves as a role model to us all. Faye Gantt, his wife along with his son and grandchildren were present to accept the award on behalf of the family.

Bob Leak with Winston-Salem Business Inc. was our Guest Speaker for this year's meeting. Mr. Leak stressed the importance of cooperation between the public and private sectors for successful economic development. He cited the examples of the US 311, Union Cross and Alliance business parks in Forsyth County. He also talked about public-private cooperation in the recruitment of the Dell Computer facility to Winston-Salem.

Partnership Elects Officers & Gets New Board Members

Pam Cundiff, of Eden, was re-elected as Chair of the Board. Harold Bass, County Public Member Director, will continue to serve as 1st Vice Chair, LeGrand Bennett, of Mayodan, was re-elected as 2nd Vice Chair and Alex Rothrock, of Reidsville, was elected Secretary-Treasurer.

New Partnership Board of Directors Members are:

- Arnold Robertson, Reidsville Area—Private Member Director
- Mark Collins Reidsville Area— Private Member, filling unexpired term for Craig Cardwell
- Robert Hartman, unincorporated area, filling unexpired term for Graham Pervier.

TDA To Create A New Art Guide For The County

One of the Tourism Development Authority's biggest projects in this next fiscal year will be the production of a county-wide arts guide.

The arts guide will promote the variety of arts and artists found in Rockingham County. It will include categories such as visual arts, performing arts and heritage crafts. The guide will also include lists of galleries, working

studios, annual arts-focused events, and other resources. It will also feature a map of the county that highlights area attractions and local accommodations.

The arts guide will be is designed to complement previous guides that the TDA and Partnership have produced over the last five years to promote the county's unique attractions to out-of-town visitors.



Eden Industries Expansions

At the end of last year, two existing industries in Eden announced expansion



Loparex announced plans to invest over \$2 million in new machinery and equipment by the end of this year. This expansion will create 33 new jobs by the end of 2008. The company, which manufactures coated papers in the Eden plant, currently employs 94 people.

Loparex is a leading, global manufacturer of siliconised release liners, and of speciality papers for numerous end-use areas. The company's extensive product line has been designed to meet the varying needs in the medical, hygiene, graphic arts, label and tapes industries and in other special industries and applications. Loparex has

production and service facilities located in Asia, Europe and North America.

Weil-McLain was the second Eden-area company to announce an expansion in late 2007. The company plans to invest \$1.7 million in improvements to its plant and create 10 new jobs. Weil-McLain currently has 215 full time employees in Eden and manufactures boilers for residential and industrial heating purposes.

Since 1881, Weil-McLain has been the leader in



WEIL-McLAIN

comfort heating. Headquartered in Michigan City, Indiana the company has over 700 employees worldwide. The Eden plant consists of a production facility as well as support and training center.

TDA Now Accepting Marketing Grant Applications

The Rockingham County Partnership for Economic & Tourism Development is pleased to announce that the Tourism Development Authority (TDA) Board of Directors will be accepting applications for its 2008-2009 Annual Marketing Grants Program. Grants will be considered for marketing efforts and events that take place from July 2008 through June 2009. Applications are available in hard copy or electronic files, and are due by 5:00 p.m. on April 30, 2008. The TDA will vote on and announce the grant recipients during its June meeting.

The TDA has budgeted \$40,000 for marketing grants which are designed to assist attractions and events with their

efforts to increase tourism as well as to enhance, promote and market Rockingham County so that visitors are drawn to our area on an overnight basis. By helping organizations expand and improve their offerings to visitors, the grant program helps to improve the quality of life for local residents of Rockingham County. Rockingham County agencies and organizations which host tourism-related activities are encouraged to apply.

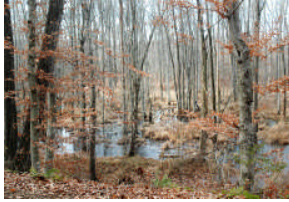
Grant applications and guidelines may be received by contacting Robin Yount, vice president of Tourism with the Partnership, at 336-342-8138 or ryount@ncnorthstar.com.



Haw River State Park Expands

Officials with the N.C. Department of Environment and Natural Resources and Bluegreen Corp. have reached an agreement for the state parks system to acquire 692 acres near the headwaters of the Haw River in Guilford and Rockingham counties to expand the developing Haw River State Park. The agreement is subject to approval by the governor and the Council of State. Under the agreement, the state will purchase three tracts held by Bluegreen for \$14 million. The acquisition will be financed through certificates of participation to be repaid with future revenues into the Parks and Recreation Trust Fund.

The property, assembled by Bluegreen for a residential golf course community, will instead be added to about 300 acres the state parks system acquired since 2004 and which includes The Summit environmental education center. The acquisition will give the new state park a larger land base of significant natural resource value and the potential to develop traditional state park amenities.



The acquisition is possible because of a commitment to conservation by the General Assembly, said Lewis Ledford, director of the state parks system. "The legislature's decision in its last session for up to \$50 million in certificates of participation to be issued through the Parks and Recreation Trust Fund allows us to respond quickly to opportunities such as this. Local park supporters, including the Friends of Haw River State Park, were strong advocates for the conservation of this property and its inclusion in the state park."

The property was identified by the state parks system early on as important to the park's development, and is contiguous with existing state park property to the east. However, development of Haw River State Park remains in the land acquisition stage, and negotiations with other willing sellers in the vicinity are ongoing. A map and photographs of Haw River State Park and the property to be acquired are available on our Web site, www.ncparks.gov - Click "News."

6th Annual Business Expo

The Eden Chamber of Commerce is very excited about this year's 6th Annual Business Expo. The response to the event has been overwhelming. All Exhibits spaces have been booked.

The Expo will be located in the former Goodwill located in Kingsway Plaza on Thursday, May 1, 2008 from 11:00 am to 6:00 pm.

There will be an on-site blood drive, during the hours of 12:00 -4:30. Please bring a photo ID if you would like to give.

Sealmaster will have their Orange County Chopper on display, Eden Fire Department will have their Fire Life Safety House, William Chilton will have his Motorsport Mini Stock Ford Mustang for children to have their pictures made with, and also Miss North Carolina, Deanna Chambers will be there. Door prizes will be given out every fifteen minutes all day with the Grand Prize being \$250 Cash plus \$250 Gas Card.

For additional information please contact the Eden Chamber of Commerce at 336-623-3336 or info@edenchamber.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

Mail To:

