

**Kay Chemical Breaks
Ground..page 2**

**Procter & Gamble
Expansion Project..page 2**

**ZINK Imaging Purchases
Konica Minolta Facility..page 2**

**Marketing Logistics Education
in Guilford County..page 3**

**Aviation Workforce
Development Initiative...page 3**

**Greensboro Economic
Development Website
Upgrade...page 4**

**Bartunek Joins GEDA
Staff...page 4**

HondaJet Breaking Ground

Take a drive down Chimney Rock Road toward the airport, but be prepared for the changes you'll see! PTIA has completed the grading of the site for the new Honda Aircraft Headquarters and aircraft certification hangar facility. Construction on the approximately 219,000 square foot world headquarters, R&D building and hanger space is expected to begin very soon, with projected completion January 2008. Construction of the 150,000 square foot of manufacturing space will begin soon after. American Honda Motor Company, Inc. hosted the Honda Aircraft World Headquarters groundbreaking ceremony on June 27.

Honda Aircraft Company held a Sub-Contractors Information Session at the Greensboro Coliseum Special Events Center in May with over 400 attendees.

Lenovo Announces First US Assembly & Distribution Facility

Lenovo US announced June 21 to the Guilford County Commissioners and the community that they will locate their first US-based final assembly, configuration and distribution facility in Rock Creek Center. Lenovo is an innovative, international technology company formed as a result of the 2005 acquisition by the Lenovo Group of IBM's Personal Computing Division, with US headquarters based in Raleigh. Lenovo US develops, manufactures, and markets cutting-edge, reliable, high-quality PC products. Current product lines include the ThinkPad notebook series and the ThinkCentre desktop series.

This project brings a \$10.5 million investment in Guilford County, including a new 241,000 square foot, cross-docked facility. This project represented over nine months of work for GEDA, as the company considered locations in Kentucky, South Carolina, and other areas of North Carolina. The 2006 commitment by Simpson, Schulman, & Beard to pre-grade two pads, which reduces the time required to build a facility by four months, was a key factor in successfully locating this project. The company expects to be operational by November 2007. The Lenovo project brings 132 new jobs to Guilford County.

In addition, the Rock Creek developers have begun construction on an approximately \$11 million, 272,000 square foot speculative building next to the new Lenovo site. This building will be ready October 2007. This new building will offer a strategic location for any additional Lenovo suppliers.



342 N. Elm St.
Greensboro NC 27401
337-387-8302

www.greensboroeda.com

North Carolina's Piedmont Triad

New Business Development and Expansion Services

Project activity is brisk, with fifteen (15) active new and expansion projects, twenty-two (22) site visits, and forty-three (43) inquiries/requests for information as of June 15th.

Kay Chemical Company Breaks Ground

Kay Chemical, an Ecolab Company, will be making a \$12 million dollar investment to expand its Capital Drive facility to accommodate an industry changing product line. The company plans to hire approximately 25 new employees and invest in new machinery and equipment over the next year. The groundbreaking ceremony for the expansion took place on June 26.

Kay is a leading supplier of cleaning and sanitizing products used in the fast food and grocery store markets. Kay also operates Research & Development, Microbiology and Engineering laboratories for the evaluation and testing of new products. GEDA helped the company go through the incentive request process and connected them to other resources during their decision process. "This expansion is exciting for Greensboro," said GEDA president Dan Lynch. "Kay is an excellent corporate citizen that has been in our community for 75 years and, with this expansion, will ensure that they will continue to provide high-quality jobs to Greensboro residents for years to come."

Procter & Gamble Expansion Announced

GEDA recently shepherded local P&G executives through the incentive request process for an expansion project. The Browns Summit P&G facility was in competition with another P&G manufacturing site for a new line of deodorant. The investment totals \$19 million and represents 25 new jobs. P&G is one of the world's most admired companies according to *Fortune* magazine. Greensboro is one of only a few cities to boast two P&G facilities. The Swing Road plant manufactures NyQuil, DayQuil, Prilosec OTC and Pepto-Bismol, while the Browns Summit plant manufactures most of North America's Crest toothpaste as well as Secret and Old Spice deodorants.

By winning the new business, Greensboro will become P&G's "Deodorant Center of Excellence" and the local plant will be positioned to capture future deodorant projects. GEDA staff facilitated multiple tours of the Browns Summit plant for County Commissioners and City Council members so that they could learn more about the project. Incentives for the project were unanimously approved by the City Council and approved 8-3 by the Guilford County Board of Commissioners and helped to provide a competitive advantage to the local facility to win the business and create new jobs.

ZINK Imaging Purchases Konica Minolta Facility

Greensboro Economic Development Alliance is pleased to announce that ZINK Imaging, a Waltham, Massachusetts-based company is purchasing the Konica Minolta facility in Whitsett. The facility will be used to manufacture ZINK paper for ZINK-enabled printers. ZINK Imaging plans to hire and utilize the experience of about 60 of the employees of Konica Minolta to successfully manufacture ZINK's paper, a patented, advanced composite material.

GEDA staff has been working with the company for several months and recently visited their corporate office near Boston. "We welcome ZINK Imaging to Guilford County and are delighted to attract such an advanced, innovative company to our community," Dan Lynch, GEDA President commented. "This is best-case scenario to replace the loss of a great corporate citizen like Konica Minolta with a new company ready to implement industry-changing technology."

Industry Cluster Updates

Aviation Workforce Development Initiative

Dan Lynch recently facilitated a meeting of the major aviation employers on the airport property to discuss their workforce needs both over the short and long term. The focus of the meeting was the presentation of an aviation academy, which is a partnership between Guilford County Schools, beginning in high school, and Guilford Technical Community College (GTCC) through the T.H. Davis Aviation Center. Students in the aviation academy would spend their senior year at GTCC after completing aviation coursework at the high school level. They would then finish their associate's degree a year earlier, ready for the workforce. The aviation academy cannot happen soon enough for the aviation companies, including Cessna, Atlantic Aero, and TIMCO, who all need to add to their existing workforce, and Honda Aircraft Company, who will begin their hiring process over the next two years. A taskforce will be formed, led by GEDA and comprised of the aviation companies, to tackle some of the workforce development issues particular to the aviation industry.

Marketing Logistics Education in Guilford County

GEDA staff has been facilitating a series of meetings to network the transportation and logistics educators in Guilford County. Representatives from Guilford Technical Community College, North Carolina A&T State University, The University of North Carolina at Greensboro, and the Guilford County Workforce Development Board have been meeting since 2006 to be better informed about the offerings of each institution and to brainstorm ways to collaborate more.

The first initiative the group has chosen to pursue is a marketing piece that presents the logistics education offerings as a continuum of education beginning with on-the-job training through GTCC progressing all the way to a Masters of Science in Management degree with a Supply Chain emphasis at NC A&T, with undergraduate degrees and post-baccalaureate degrees at various institutions along the way. The marketing piece is intended to demonstrate to existing companies and businesses considering Greensboro that the area has a breadth of transportation and logistics educational resources. It may also be used to convince high school students that transportation/logistics is a viable career field with many different options.

Marketing

Dan Lynch, President, Greensboro Economic Development Alliance, attended a Expansion Management Roundtable Conference (Colorado) during March. One-on-one meetings with national site location consultants from KPMG, PricewaterhouseCoopers, Site Selections Group, Cushman & Wakefield, and Angelou Economics provided Lynch the opportunity to acquaint them with Greensboro and the Piedmont Triad Region.

Lynch also attended the 7X24 Data Center Conference (Florida) along with Duke Energy representatives to better understand how location decisions are made in siting large complex data centers. "This conference provides us a great opportunity to showcase Greensboro and the critical assets necessary to land a data center project: very reliable low-cost dual feed energy, direct connectivity to the worldwide web, and a relatively safe and secure site with little risk of natural disaster," said Lynch.

Helen Cauthen attended the Biotechnology Industry Organization (BIO) 2007 Annual International Convention during May in Boston as part of a PTP delegation. Along with PTP, she participated in the North Carolina Reception and the North Carolina Pavilion, organized by the North Carolina Department of Commerce, and had ten appointments with life sciences companies representing expertise in areas such as anti-virals, 3D product simulation; ethics review committees for pharma companies, pharma real estate, medical device electronic patient diaries and more.

Kathi Dubel visited site location consultants in the Charlotte, Greenville/Spartanburg, and New York/New Jersey areas. During her IAMC (Industrial Asset Management Council) Professional Forum trip, she met with industrial asset management executives, corporate real estate executives and site consultants. The forum also offered the opportunity to attend high-quality industry presentations, workshops, and peer discussion sessions.



Greensboro Economic Development Alliance Website Upgrade

The Alliance has enlisted Symetri Internet Marketing, who designed the site in 2004, to assist with the upgrade of its site www.greensboroeda.com. Before beginning the upgrade project, a website analysis was performed by ED Solutions of Powell, Ohio. The site was examined not only for content but for its technical aspects as well. The result of the analysis gave the Alliance an executable document that would help determine aspects of a functional upgrade.

The upgrade will include but, is not be limited to:

- Building content around the focused industry clusters with flash technology
- Targeted information for site selection consultants with updated statistics
- Adding search and “print page” functionality to the site
- Orienting visitors to geography of the area from the home page
- Welcoming international visitors to the area by having the community profile in Korean, Spanish, French, Chinese, Japanese, German as well as English.

A launch date has been set for the first week in September 2007.

Bartunek Joins GEDA Staff



Gail Bartunek joined the Greensboro Economic Development Alliance in late May as Manager of New Business Development and Expansion Services. Her duties will include conducting research for potential new companies, coordinating site visits, preparing marketing packets for client visits and maintaining site location and client management systems for GEDA.

Bartunek was most recently a marketing director for Steven D. Bell and Company, a local real estate management firm. Originally from Long Island, New York, she moved to Greensboro in September 2004.

“Even in the past few years I’ve seen the exciting changes Greensboro has gone through,” Bartunek said. “I am proud to have a role in continuing that economic growth.”