

VIRGINIA

CQ

Commerce Quarterly

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The Beetle Has Landed



In German, Volkswagen means "the people's car."

In Fairfax County, an utterance of the word means 400 new jobs and a more than \$100 million investment. Volkswagen of America, Inc., became Virginia's newest corporate partner September 6 when Governor Kaine announced the company's decision to locate its U.S. headquarters in Herndon's Woodland Park.

(Story continued page 4)



It's high time we all take a bow.

Virginia has achieved great economic success in the last few years. Our allies and legislative supporters across the Commonwealth deserve a round of applause. Virginia is a state known for collaboration. Without your active involvement, we would not be held in such high standing. In a recent newspaper article, Bengt Danielsson, Project Manager and President of Swedwood North America, said Virginia was the chosen location for its first North American manufacturing

facility because no other competing state demonstrated the same level of support they knew would continue for years to come. You can read more about Swedwood's progress in this issue.

But Swedwood is not the only marquee project to find its home in Virginia. Since September 2005, we have covered all six regions of the state with critical projects. The projected impact of these announcements is 2,866 new jobs, \$770 million in capital investment and nearly \$210 million in state revenue over the next 10 years. In addition to Southern Virginia's success, we landed CGI and Northrop Grumman in Southwest Virginia, SRI in the Valley, Wolseley's North American headquarters in Hampton Roads, MeadWestvaco's headquarters operations in Central Virginia and the most recent announcement that Volkswagen of America will relocate its U.S. headquarters in Northern Virginia. This list doesn't include the numerous expansions we've announced such as Coors in Rockingham County and Bostwick Laboratories in Henrico. Add to that list the recent grand opening of APM Terminals' new \$450 million Portsmouth terminal and you can see why Virginia has received high marks this year from Pollina Corporate Real Estate, CNBC and Forbes.com, which ranked Virginia "Best State for Business" for the second consecutive year.

These accolades shine an important spotlight on Virginia in the international marketplace, which views the United States as a whole more than by its state boundaries. In fact, Stefan Jacoby, CEO of Volkswagen of America, touted Virginia's honors during his company's announcement event in Herndon, saying "as a CEO...this is the kind of partner you want to have."

We will leverage this recognition in our continued efforts outside our borders. VEDP's International Investment Manager Kim Weir and Business Development Project Manager Dave Enghauser shared Virginia's message during a recent series of seminars in Canada. The relationships developed during that visit have prompted the Canadian Embassy to bring 25 M&S company representatives to Virginia this month with a program planned in Hampton Roads. We are also encouraged by the continued success of the AIM and VALET programs, which recently graduated another 14 Virginia companies that are growing their business in the global marketplace.

Rest assured that our recent successes will not cause us to rest on our laurels. With your continued support and active involvement, we plan to raise the bar even higher in years to come.

Congratulations,

Jeffrey M. Anderson

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Executive Director:
Jeffrey M. Anderson
Virginia Economic Development Partnership

Editor: Christie Miller

Designer: Bill Crabtree

Contributors: Holly Allen, Jeff Anderson, Jenee Andreev, Martina Arel, Vince Barnett, Steve Bridges, Elizabeth Morgan-Brown, Paul Grossman, Terri Jones, Mary Kay Land, Rob McClintock, Michelle Mende, Kevin Miller, Sally Morgan, Terri Noll, Leslie Parpart, Anne Piedmont, Rick Richardson, Chuck Rogers, Laura Leigh Savage, Brent Sheffler, Patrick Tremblay, Kim Weir, Suzanne West, Michael White

Write to *Commerce Quarterly*
Virginia Economic Development Partnership
P.O. Box 798
901 East Byrd Street
Richmond, VA 23218-0798
(804) 545-5600

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Prillaman Finds Role Rewarding

When Ike Prillaman was asked by Governor George Allen to serve on VEDP's board of directors in 1997, he jumped at the chance. During his 36 years with Norfolk Southern, Prillaman had the opportunity to be introduced to economic development as the company's Vice President of Properties.

He worked with the public sector and corporate clients on numerous projects and became familiar with the confidential nature of the business. He also saw the rewards that successful economic development can bring. And he loved it.

"I love economic development—and it's because of the end result," he said, "which means jobs are created, commerce is increased and it brings happiness to everyone."

Since his retirement from Norfolk Southern in 2006—where he served as everything from an internal auditor to controller and his most recent post as Vice Chairman and Chief Marketing Officer—he enjoys traveling, spending time with his wife, two daughters and their families, and reading a good book in his favorite Adirondack chair overlooking the Virginia Beach oceanfront.

And doing what he can to support VEDP's mission.

"VEDP is a very professional organization, has great leadership and focus, and I'm honored to serve on its board," he said. "But I don't have to say what a great job VEDP does—the national accolades of being No. 1 in the U.S. for the past two years say it all." ■



Ike Prillaman has served on VEDP's board for 10 years.

(continued from cover)



Governor Kaine (above) welcomed Volkswagen of America to Fairfax County.



David Geanacopoulos, Director, Industry-Government Relations for Volkswagen of America (from left), Governor Kaine and company CEO Stefan Jacoby pose for a photo prior to the event.

In addition to serving as the U.S. headquarters for Volkswagen of America, the new 185,000-square-foot facility will include the U.S. headquarters for Audi of America, Inc., Audi Financial Services, Volkswagen Credit and other affiliated operations.

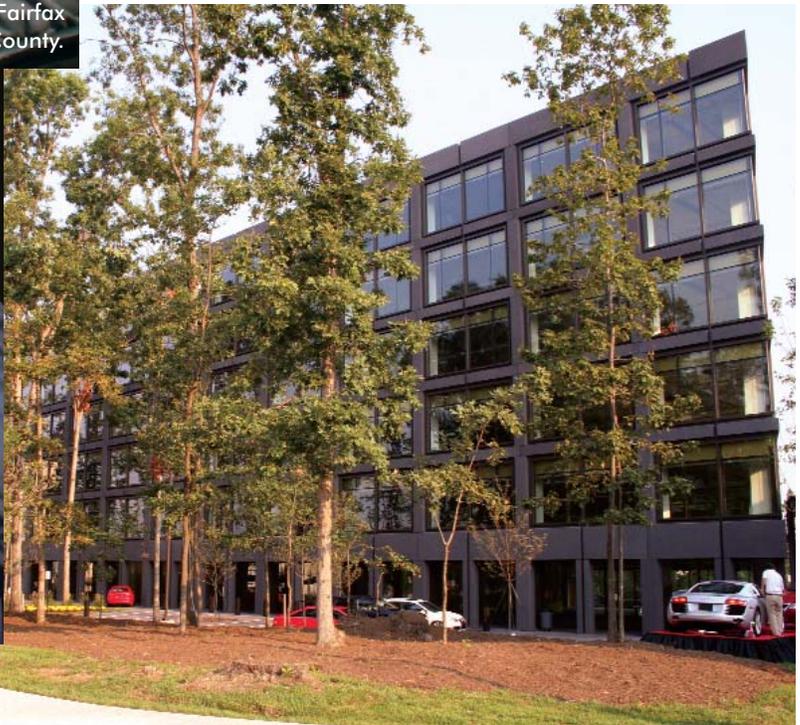
“Volkswagen’s mission is to encourage fresh ideas and bold thinking in everything they do,” Governor Kaine said after arriving at the event in an Audi. “Here in Fairfax County, the company found an environment that stimulates innovation and a workforce that will take Volkswagen’s product to new levels.”

Company officials cited Virginia’s numerous accolades, its business-friendly environment, location and market access as factors that drove the company’s decision. Northern Virginia has one of the highest concentrations of Audi and Volkswagen vehicles in the country.

“Virginia is an influential trend-setter,” said Stefan Jacoby, company CEO. “It has great international prestige...and it gives us the perfect infrastructure for our new beginning.”

Founded in 1955, Volkswagen of America, Inc. is a wholly-owned subsidiary of Volkswagen AG, headquartered in Wolfsburg, Germany. Volkswagen is the world’s fourth largest producer of passenger cars and is Europe’s largest automaker.

Virginia’s incentive package included \$1.5 million from the Governor’s Opportunity Fund and \$4.5 million from the Virginia Economic Development Incentive Grant (VEDIG). The Virginia Department of Business Assistance will provide training and training assistance through the Virginia Jobs Investment Program. ■



The grounds of the new facility served as a makeshift showroom during the event.

**What You Didn't Know
About The Original Beetle:**

In 1933, Adolf Hitler commissioned the first Volkswagen, dubbing it "the people's car" capable of transporting two adults and three children at a speed of 100 km/h (62 mph).

Thanks to its sealed floor pans and overall tight construction, the VW Beetle floats.

The Beetle can be found on the cover of The Beatles' album "Abbey Road."

The Beetle is the only vehicle to prompt painful fun in a car-sighting game known as "Punch Buggy."

Beetle sightings have been made in numerous Hollywood films; most notably Disney's "The Love Bug."

Despite criticism for its "rough ride" and high noise levels, the Volkswagen Beetle was ultimately the longest and most produced automobile for a single design.

The Beetle was first exhibited and sold in the U.S. in 1949.

The Beetle is the benchmark for both generations of American compact cars.

The VW Beetle is one of the most commonly reproduced cars as a toy or model of all sizes.

On July 30, 2003, the final original VW Beetle (No. 21,529,464) was produced and shipped off to the company's museum in Wolfsburg, Germany, making way for the new Beetle.

**Merck Expands
for Second Time
in Six Months**

Rockingham County has again received additional jobs and investment, thanks to Merck & Co., Inc. The company will invest an additional \$193 million to expand its Elkton facility, further enhancing production capabilities for the pharmaceutical company's medicines and vaccines. The project is expected to create 70 new jobs at the facility. Last December, Merck announced a \$57 million expansion at the Elkton facility, which was established in 1941.

Merck, headquartered in Whitehouse Station, New Jersey, is a global pharmaceutical company. Established in 1891, Merck currently discovers, develops, manufactures, and markets vaccines and medicines. The company's Elkton facility employs more than 700 people with a \$60 million annual payroll. The facility was first opened in 1941, and is one of seven Merck manufacturing plants in the continental United States. ■

**Henrico County
Gains 600
New Jobs**

Henrico-based Bostwick Laboratories™ will expand its medical lab services. A medical laboratory providing services to physicians, patients and managed care organizations, the company will invest \$4.6 million to expand its Henrico County headquarters facility. The expansion will create 600 new jobs over the next three years.

Bostwick Laboratories is a full-service laboratory specializing in urological pathology, featuring a staff of board-certified pathologists dedicated to the diagnosis, treatment, and management of prostate cancer and all urologic conditions. In addition to its U.S. facilities, the company operates a facility in London, England. In 2005, the Greater Richmond Chamber of Commerce recognized Bostwick Laboratories as one of the fastest growing enterprises in the area for the last five years. ■

**Alderman Railcar Pulls
into Charlotte County**

Charlotte County is celebrating 110 new jobs thanks to Alderman Railcar Services, Inc., which will invest \$3.5 million to open a repair and fabrication shop for the railcar industry in Charlotte County Industrial Park in Keyesville.

Alderman Railcar Services, Inc. owner William H. Alderman, Jr. also owns and operates AB's Welding & Fabricating, Inc. in Crewe, which manufactures a railcar lid system. Demand for rail access to perform various repairs and modifications to railcars prompted the need to open Alderman Railcar Services, Inc. ■

Scott County Welcomes New Company, 50 Jobs

A new company has joined the ranks of fellow Virginia corporate partners. Rogers Foam Corporation, a fabricator of engineered foam products, will invest \$1.4 million to open its first Virginia manufacturing facility in Scott County, creating 50 new jobs.

Headquartered in Somerville, Massachusetts, Rogers Foam has been fabricating engineered foam products for custom applications for more than 60 years. Industries served include automotive, high-tech, medical, consumer products, transportation, sports and leisure, and military. The company employs more than 500 people at facilities in the U.S., Mexico, and Asia. ■



Rogers Foam Corporation Owner Matthew Rogers (from left) receives a \$100,000 check from Tobacco Commission representatives Delegate Terry Kilgore and Senator William Wampler.

Orvis Celebrates Two Decades in Roanoke Valley

In the summer of 1987, the Orvis Company of Manchester, Vermont, located a distribution center in Roanoke for the company's growing mail-order business. In July, the company—now a \$300 million a year business synonymous with fly fishing—celebrated its 20-year anniversary in the Roanoke Valley.

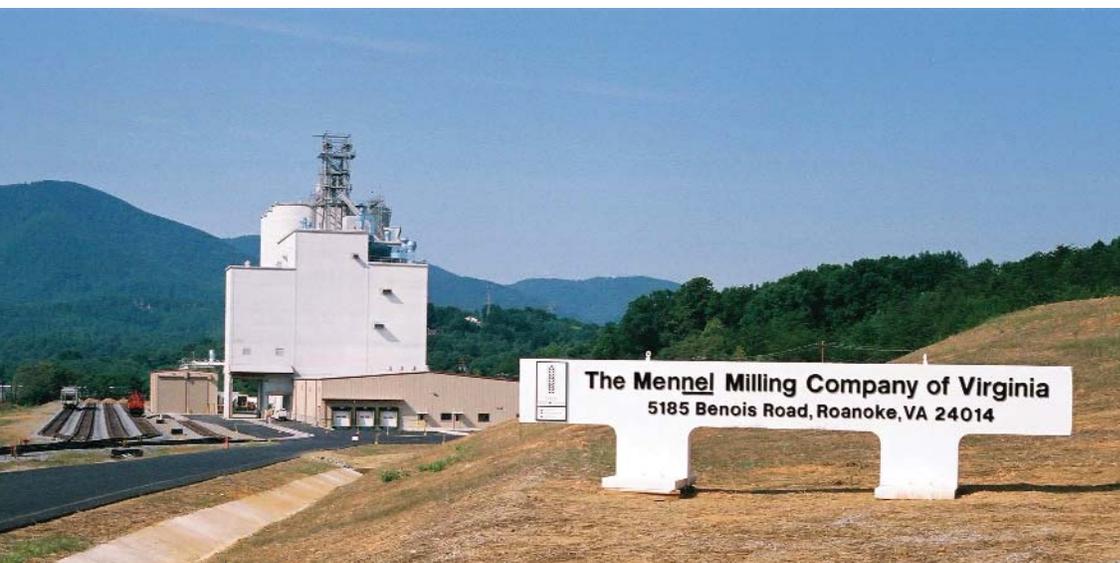
Orvis credits the people and pro-business environment of the Roanoke Valley for much of its success. The company, which operates a 300,000-square-foot warehouse and retail store in Roanoke, employs about 600 Virginians.

In honor of the company's commitment to the Commonwealth, Governor Kaine sent a letter to Orvis Company CEO Perk Perkins, in which he said, "Orvis is a stellar example of how to conduct business here and across the nation. Your company's reputation and legacy, from the creation of the first ventilated fly reel to your long record of conservation activism, is admirable."

In the past 10 years Orvis has donated more than \$10 million—5 percent of pretax profits—to fish and wildlife habitat conservation nationwide. ■



Orvis CEO Perk Perkins (left) receives a key to the city from Roanoke City Council member Beverly T. Fitzpatrick, Jr., during the company's July 26 celebration.



Roanoke County Welcomes Mennel Milling

Mennel Milling cut the ribbon in August on its new Roanoke County facility.

Mid-Atlantic Manufacturing Dedication



Secretary Gottschalk (right) presents a Virginia flag to Mark Carter (far left), Vice President, Swanson Industries, Inc., and Tom DeWitt, President and CEO, Swanson Industries.

(from left) Mark Carter, Vice President, Swanson Industries, Inc. (Mid-Atlantic Manufacturing's parent company); Tom DeWitt, President and CEO, Swanson Industries; Secretary Gottschalk; and Bucky Sharitz, Chair, Wythe County Board of Supervisors, pose for a photo after the Mid-Atlantic Manufacturing Dedication ceremony.

New Company Impacts Staunton

Universal Impact, Inc., a division of Dynamic Tool Company, Inc., and a manufacturer of aluminum extruded tools and parts, will invest \$2.5 million to open its first Virginia operation in Staunton. The project will create 50 new jobs over the next three years.

Headquartered in El Paso, Texas, Dynamic Tool Company provides customers with a complete package of tool and die, wire electrical discharge machining, impact extrusion, and precision machining services. ■



Campbell County Celebrates Progress

Progress Printing, a corporate citizen to Campbell County and the Lynchburg region since 1962, will invest \$15.8 million to expand in Campbell County. The project adds equipment to double print capacity, and will create 10 new jobs in 30 months. Progress Printing is Virginia's largest private employee/family-owned printer. With 249 employees and a five-acre plant in Lynchburg, the company serves 700 premier customers shipping to 50 states and 14 foreign countries. Progress Printing specializes in B2B catalogs and specialty publications along with general commercial printing. ■

(Hot Deals continued on page 11)

Virginia Receives Top Honors from CNBC and Forbes.com

Virginia has done it again. For the second year in a row, the Commonwealth led the nation in Forbes.com's "Best States for Business" ranking. And that's not all. In the same week, CNBC, the leading financial news cable channel that reaches influential business and financial leaders around the world, designated Virginia its "Top State for Business."

"It is gratifying to see our state applauded by internationally respected financial media organizations such as CNBC and Forbes.com," said Governor Kaine. "These rankings are significant. As a result of responsible management and bipartisan leadership, the Commonwealth's positive business climate and quality workforce has again been validated and showcased before a global audience."

Forbes.com is the official Internet site of the Forbes family of business publications. In its second year, the review examines multiple objective measurements, including business costs, regulatory climate, quality of

"Virginia didn't just stand out in one or two areas—it was solid across the board,"

the workforce, and economic growth. Virginia finished in the top 10 in four of the six main categories, including regulatory environment (1st), quality of its workforce (5th), overall quality of life (6th), and prospects for growth (8th).

CNBC evaluated each state on 40 different measures of competitiveness in 10 broad categories: cost of doing business; workforce; economy; education; quality of life; technology and innovation; transportation; cost of living; business friendliness; and access to capital.

"Virginia didn't just stand out in one or two areas—it was solid across the board," said CNBC Senior Correspondent Scott Cohn during the live announcement at Northrop Grumman shipyard in Newport News.

"More than any state, Virginia offers a more complete package for business. It finished in the top 15 in all but two of our categories," said Cohn. "According to our study, there are very few weak spots for business in Virginia." ■



CNBC Senior Correspondent Scott Cohn announced Virginia as the "Top State for Business" during a live interview at Northrop Grumman's shipyard in Newport News.

Gatorade Gets the Gold for Being Green

When it comes to energy conservation, Gatorade® Thirst Quencher's Blue Ridge facility in Wytheville, Virginia, is a gold-medal winner. According to the U.S. Green Building Council (USGBC), the nation's leader in transforming the way buildings are designed, this Virginia company provides a green building program model for other companies to emulate.

Gatorade's Blue Ridge facility was awarded the Leadership in Energy and Environmental Design (LEED®) designation at a gold-level certification. At 950,000 square feet, the Virginia facility is the largest food and beverage site in the world to achieve this designation. The

LEED Green Building Rating System™ is the nationally accepted benchmark for evaluating sustainable sites, water efficiency, energy and atmosphere efficiency, material and resource selection and indoor environmental quality.

What makes Gatorade's Blue Ridge facility green? First, the USGBC cited the plant's design, which helps drive energy and environmental optimization. In terms of water, the plant maximizes the use of supply water and optimizes wastewater treatment efficiency. From an energy perspective, the facility installed state-of-the-art, energy-saving measures such as high-efficiency boilers, water heaters and HVAC

equipment with calibrated control systems.

The plant also placed a top priority on respect for the ecosystem and habitat during site planning and development. Half of the facility's 135 acres will be returned to its natural state to promote biodiversity.

Lastly, more than 20 key LEED components in the facility are prominently displayed with permanent education posters that share the LEED mission and describe specific environmental, economic and social benefits of the site. The plant design also encourages employees to support the environment with premiere employee parking for bicycles, carpools and hybrid vehicles. ■

Richmond Ranks in Top 20 Percent of Nation

The Richmond region was named a "Five-Star Business Metro" in *Expansion Management's* Mayor's Challenge, published in the July/August issue.

To be a "Five-Star Business Metro," metros must have the best overall secondary school districts (Education Quotient), the greatest concentration of workers with post-secondary advanced and technical degrees (High Value Labor Quotient), high quality health care at a reasonable cost (Health Quotient), a place where employ-

ees can enjoy exceptional quality of life at a reasonable salary (Quality of Life Quotient), the best logistics infrastructure (Logistics Quotient), and the best business climates as established by the state legislature in terms of taxes and spending (Legislative Quotient).

The Mayor's Challenge compared all 362 Metropolitan Statistical Areas (MSAs) based on the six major categories. The top 20 percent of all 362 MSAs are designated "Five-Star Business Metros." ■

Swedwood Progressing on Schedule

When Swedwood chose Virginia as the site for its North American manufacturing facility, an important consideration was the long-term support the company would receive.

Swedwood is getting what it bargained for.

A workforce coordination team, comprised of representatives from VEDP, the Virginia Employment Commission, the Virginia Department of Business Assistance, the City of Danville, Pittsylvania County, Danville Community College and company officials, was created to assist coordinating the resources necessary to get the facility up and running on schedule. The new Swedwood North

America facility, which is slated to be fully operational by Jan. 4, 2008, will have its first 100 employees on board by the end of this year. Currently, there are 35 employees hired for the Danville plant, about 20 of whom have visited the company's facility in Poland to be trained in handling all phases of manufacturing.

While the company is experiencing success attracting quality entry-level workers, finding skilled machine operators has posed a challenge. As a result, the coordination team is working to create a short-term training program to prepare workers for the machine operator positions at Swedwood, as well as other manufacturing companies in Southern Virginia. The team

is also examining ways to make the hiring process for potential Swedwood employees more seamless. Due to the long-term nature of Swedwood's hiring ramp-up, the team is continually seeking ways to improve the supply of available employees and training opportunities.

Swedwood North America, a furniture manufacturer and subsidiary of IKEA, announced in October 2006 its plans to build its North American manufacturing operation in Cane Creek Centre, an industrial park jointly developed by Pittsylvania County and the City of Danville. The company, which will produce furniture for IKEA home furnishing stores in North America, will employ up to 740 people. ■

This photo shows Swedwood's progress as of June 12. The road leading into Cane Creek Centre and Swedwood was officially opened September 12.



(Hot Deals continued)

APM Terminals Opens in Portsmouth

Six giant blue cranes bearing the APM Terminals name peer out over the Hampton Roads skyline in Portsmouth, providing a significant boost to Virginia's status as a port state and its competitive position in the global economy.

The cranes, as well as 1 million tons of stone, 3.3 miles of rail and 46 miles of optical fiber are part of APM Terminals' new 576-acre deep water terminal that officially opened for business in September.

Governor Kaine joined Portsmouth Mayor James Holley and company officials to commemorate the \$450 million facility, which represents the largest investment in a company-owned container terminal in the United States and the largest private dollar investment in the history of Hampton Roads. The project will create 210 new jobs and an economic impact estimated to include \$269 million in local tax revenues and \$260 million in state tax revenues during its first 15 years of operation.

"This facility solidifies the Port of Virginia as a leading port destination on the East Coast," Governor Kaine said before a room full of reporters. "With deep water and strong transportation links, the Port of Virginia will provide APM with a great location to continue to grow their container shipping business."

The Virginia terminal's first vessel call was the Thekla Schulte in August. The terminal will be phased into full operations over the remainder of 2007.

APM Terminals North America is part of the Maersk Inc. group of companies



Shipowner and Senior Partner Maersk Mc-Kinney Møller received a personal welcome from Governor Kaine prior to the grand opening event.

and the North American component of APM Terminals, based in The Hague, Netherlands. As the largest terminal operating company in North America with more than 30 years experience, APM Terminals North America provides shipping lines with the efficient operation and management of container terminals. These activities include dedicated facility management, stevedoring, and terminal design and development. ■



APM Terminals' \$450 million Portsmouth Terminal will create 210 new jobs.

(Hot Deals continued on page 13)

Have Property?

Loftus Will Travel.

At an early age, John Loftus found out that Virginia was the place to be. Born in Brooklyn, New York, his parents moved to the Commonwealth before Loftus turned three. His upbringing in Virginia and college years at the University of Virginia led Loftus to his career at the Virginia Economic Development Partnership, and 18 years later he is still with VEDP.

From helicopter tours to a day spent on the USS Eisenhower, which involved landing and takeoff from the aircraft carrier, Loftus stays busy as VEDP's Site and Building Specialist. In this role he keeps track of all available industrial property in the state, which entails working with localities, regions and local Realtors to ensure that Virginia's inventory is updated and all available properties are listed in VEDP's database. This involves travel, travel and more travel. Loftus goes to every community in the Commonwealth at least once a year to visit industrial properties and work with each locality to make sure they have marketable property available to prospective companies. Add to his list the recent title of Regional Liaison for the southeastern region of Virginia. Loftus has immersed himself in each community to know not only industrial sites, but individual assets and quality of life.

According to Loftus, the frequent travel is worth it.



Lee County Economic Development Director Tim Long (left) discussed plans for a shell building at Constitutional Oaks Business Park with VEDP's John Loftus.

"I honestly feel I have one of the best jobs at VEDP," said Loftus. "Although I have to cover a lot of territory throughout the state, I get to meet and interact with most of the allies. I have the opportunity to assist allies in positioning their properties and communities in a favorable way to attract business."

It's a wonder Loftus has any free time, but somehow he juggles work and personal life. Outdoor activities, particularly golf, and UVA sporting events are at the top of his list. Right up there with VEDP—here's to hopefully another 18 years. ■

Keeping Manufacturing in Mind

Secretary of Commerce and Trade Patrick O. Gottschalk (from left), Virginia Secretary of Education Thomas R. Morris and Senior Advisor to the Governor on Workforce Daniel G. LeBlanc participated in the Governor's 2007 Summit on Manufacturing held in July in Danville. The summit brings together manufacturing and economic development leaders from across the Commonwealth to develop strategies to improve upon Virginia's manufacturing industry.



VEDP Goes Behind the Scenes in Martinsville

VEDP's Advanced Manufacturing Team, Regional Liaison Steve Bridges and Site and Building Specialist John Loftus participated in a recent tour of Martinsville and Henry County. The tour, which visited industrial parks, the new shell building and companies such as Knauss Foods, was hosted by the Martinsville/Henry County Economic Development Corporation.



(Hot Deals continued)

Salt Manufacturer Perfect Fit for Saltville

In August United Salt Corporation broke ground to open a salt products manufacturing operation in the Town of Saltville. The company will invest \$8.5 million to revamp the salt evaporation and processing operation previously owned by Spectra Energy, creating 18 new jobs.

Headquartered in Houston, Texas, United Salt Corporation is a privately owned manufacturer of salt products used primarily in food products; chemical processing; oil field drilling and production fluids; de-icing; hide curing; agricultural feeding; commercial, industrial and residential water softening; and in the company's new product line used for chlorine generation in swimming pools. United Salt Corporation operates two plants in Texas and an additional plant in New Mexico. ■



Deputy Secretary of Commerce and Trade David Smith (left) presented a Virginia flag to United Salt Plant Manager Mike Foster during the company's announcement event.

Aerial Machine & Tool Succeeds in Patrick County

Aerial Machine and Tool has thrived in Virginia since relocating to Vesta in 1988. And now the company will invest more than \$600,000 to expand its production capacity in Patrick County. The facility manufactures precision-sewn and machined products for the U.S. Departments of Defense and Homeland Security, as well as for other military contractors. The expansion and remodeling project will help facilitate Aerial's current and future growth, which they expect will create 75 new jobs.

Aerial Machine and Tool Corporation was founded in Long Island City, New York in 1926. By 1940, Aerial had become a prime contractor for the U.S. Department of Defense, a distinction that it enjoys to this day. The company specializes in survival vests, parachute hardware and components, aircraft seat restraints, safety harnesses and other specialized equipment for search and rescue missions. ■

(Hot Deals continued on page 17)

Hoover Color Learns Importance of Considering Culture for Marketing Strategy

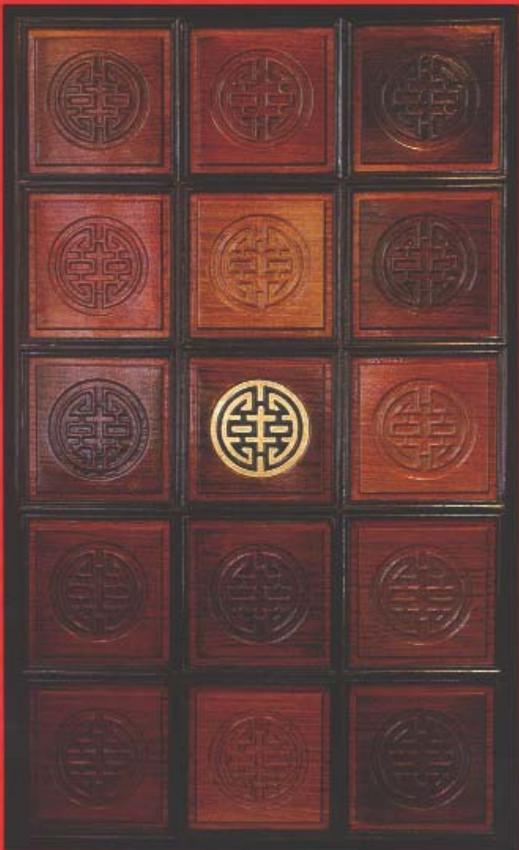
When it comes to marketing products overseas, Hoover Color Corporation discovered there's a lot to learn.

The Hiwassee, Virginia-based company markets natural and blended iron oxide pigments to the paint and coatings industry throughout the United States and abroad, particularly to the wood furniture industry. When the U.S. furniture industry moved to Asia, Hoover Color followed. The company then set out to develop a strategy for targeting other foreign and domestic varnish manufacturers.

In December 2005, the Hiwassee, Virginia-based company was selected to the inaugural class of the Accessing International Markets (AIM) program to pursue new clients in China. AIM assists companies that are new-to-export, or entering a new market, by turning their leads into sales.

The program provides \$5,000 in reimbursable funds to assist in developing participants' international business and connects them with key information, resources and contacts to support their success in the global marketplace.

For Hoover Color, a key resource is Hailey Fong, VEDP's Overseas Trade Manager in China. During Hoover's participation in AIM, the company decided to develop advertising for the Chinese market. This seemingly simple project illustrated the challenges of doing business internationally and the importance of having in-country resources to help with the process. Hoover Color Chief Operating Officer Chuck Hoover Jr., created the concept for the advertisement after finding a piece of furniture in Hong Kong that resembled an apothecary's cabinet complete with multiple drawers and decorative knobs. He decided it would be perfect to showcase the earth-toned color pigments that Hoover Color produces.



Hoover Color 颜料，使您和您的客户门面生辉。

中国广州:
Guangzhou Sansheng Trading Limited
电话: (86)20 39931520 & (86)20 39931530
传真: (86)20 39931510
电子邮件: panon8@163.com

中国上海:
Shanghai Ji Jing Trading & Developing Co., Ltd
电话: 86-21-63610250, 63610252, 51699096
传真: 86-21-63229200
电子邮件: contact@shjjtrading.com



With this basic concept in mind, Fong assisted Hoover with the creation of the ad using design elements with Chinese cultural sensibilities in mind.

“The cultural context and cultural nuances are important when devising a marketing message in an overseas market,” Fong said. “In the case of a printed graphic advertisement, all the visual elements need to be culturally appropriate to be effective, especially when marketing something as visually sensitive as color pigments.

What color is appropriate for what occasion and what color is deemed to ‘look good’ are very subjective and deeply rooted in culture and custom. Therefore, the selections of the visual elements need to be done in the local cultural context.”

Fong's understanding of the Chinese market and Hoover Color's business strategy enabled him to provide specific advice to Hoover and his team as they developed their Chinese ad. The Chinese character in

(continued on page 15)

Delegation Touts Virginia's M&S Industry in Canada

VEDP International Investment Manager Kim Weir and Business Development Project Manager Dave Enghausser teamed up in June to leverage strong ties that exist between the modeling and simulation (M&S) communities in Canada and Virginia.

The pair led a delegation to Ottawa and Montreal, Canada, to tout the Commonwealth's technology community, including Virginia's defense, aerospace, M&S and homeland security industries. The delegation included representatives from the Hampton Roads Economic Development Alliance, Old Dominion University, and the honorary consul in Virginia for Canada.

Seminars were held in each city for a carefully selected audience of Canadian technology firms interested in the U.S. market. A combined audience of 100 participants attended the programs that were designed to present the opportunities Virginia offers for Canadian technology companies to grow in Virginia. Comments shared by Canada's Honorary Consul in Virginia, Bill Benos, emphasized the strong ties between our countries while the remarks of Secretary of Technology Aneesh Chopra, delivered via video message, highlighted the robust technology community of Virginia that would welcome Canadian firms with excellent infrastructure, workforce and research and development resources.

The keynote remarks at each seminar were provided by Canadian firms with direct experience in Virginia. In Ottawa, Mike Greeley from CAE shared his very positive interactions with the Hampton Roads M&S cluster, and in Montreal, Mark Eschle, Vice President of CGI's Southwest Virginia Center of Excellence, shared the story



Virginia delegation members who traveled to Canada recently included (from left) Grant Cothran of the Hampton Roads Economic Development Alliance, Tom Osha of Old Dominion University, VEDP's Dave Enghausser and Kimberly Weir, Mark P. Eschle of CGI's Southwest Virginia Center of Excellence, Bill Benos, Honorary Consul of Canada and Partner at Williams Mullen, and Aladin Legault d'Auteuil of the Montreal Regional Office - Foreign Affairs and International Trade Canada.

of his company's success and substantial growth in the Commonwealth.

In follow up to the delegation's success, the Canadian Embassy has decided to bring 25 M&S company representatives to Virginia this month with a specific program planned in Hampton Roads. VEDP will coordinate the two-day visit to showcase the M&S community of Virginia on October 17 and 18. Please contact Kim Weir for details about the program at kweir@yesvirginia.org. ■

(continued from page 14)

the ad is "double happiness" and the tagline is "Hoover Colors will make you and your customers both look good." The symbol that was used is normally reserved for the occasion of marriage and refers to newlyweds.

"The concept behind the use of this symbol takes the traditional meaning of the symbol (i.e. double happiness) to infer 'Hoover colors will make you and your customers both look good' with the double meaning that both Hoover and the customer will be happy and by inference 'you

look good therefore you'll be happy,'" Fong said.

Fong also made recommendations about the color choices in the ad. Originally, the design called for a black background. Fong suggested red because, "in general the color black is not considered to be an auspicious color in Chinese custom whereas red is viewed as inspiring luck."

Since graduating from AIM, Hoover Color has continued to grow its international business with VEDP's assistance. Hoover has worked with Fong as Hoover

Color has increased its activity in China.

"Hailey always provides a great sounding board on ideas we are trying to pursue," Hoover said, adding that the AIM program "provided priceless aid and support for our international marketing efforts. The results speak for themselves—a 27 percent growth in export sales."

For more information about VEDP's Programs & Services, please visit the Division of International Trade's Web site, www.exportvirginia.org. ■

Export Programs Prep 14 Companies

A combined 14 companies from across the Commonwealth graduated in July from VEDP's Accessing International Markets (AIM) and Virginia Leaders in Export Trade (VALET) programs. The group touted impressive results from their newly acquired tools to successfully export products and services overseas.

Companies that AIM to Export

Nine companies graduated from the AIM program, including Metal Products Specialists of Norfolk; Koger Air of Martinsville; EMI Recycling of Stuart; Turman Lumber of Hillsville; Darco Southern of Independence; Evergreen Enterprises of Midlothian; Tactical & Survival Specialists Inc. of Harrisonburg; Milhous Company of Amherst; and Hilden America of South Boston.

"With all of AIM's FY 07 graduating companies reporting, the results are promising," said AIM Program Manager, Elizabeth Morgan-Brown. "The new public-private export activation program seems to be working. In addition to tripling sales in their AIM target markets, the graduates also reported doubling their total export sales between 2005 and 2007."

All of AIM's fiscal year 2007 graduates made a total of 19 trips to their AIM target markets. Ten reported earning new sales, four reported signing new representatives in their target markets and four reported adding new jobs as a result of increased sales. The companies reported a 52 percent growth in collective exports to AIM target markets from 2005 to 2006 and expected additional growth of 105 percent in 2007, for a total two-year AIM target market growth of 212 percent.

The AIM program, now entering its third fiscal year, will accept 20 new companies and graduate 20 others between July 1, 2007 and June 30, 2008.



Michael Newman, Vice President of International Sales for Optical Cable Corporation, served as keynote speaker. Optical Cable Corporation was the inaugural recipient of Virginia's Compass Award for Excellence in International Trade in 2006.

Companies Achieving the VALET Way

Four companies graduated from the VALET program, including Earthwalk Communications, Inc. of Manassas; Hawkeye Manufacturing, Inc. of Richmond; Rowe Furniture, Inc. of McLean; and Taylor-Ramsey Corporation of Lynchburg. These companies have all increased their international sales during their two years in the program and have solidified or grown their Virginia operations.

"The VALET Program accelerates the development of international business by connecting companies with the practical tools needed for successful export sales," said Leslie Parpart, VALET Program Manager. "Each of these graduating companies has done something specific and strategic to increase their international sales, and they will see the return on their investment for years to come."

Currently, more than 100 Virginia companies have been accepted to participate in the VALET program. For more information about the AIM program, contact Elizabeth Morgan-Brown at EMBrown@YesVirginia.org. To learn more about the VALET program, contact Leslie Parpart at LParpart@YesVirginia.org. ■



TMEIC GE Opens in India

Chuck LeMone, TMEIC GE COO, (left) cuts the ribbon to officially open TMEIC GE's sales and engineering office in Hyderabad, India, in a ceremony officiated by a Hindu priest. Attendees at the April ceremony include Manmeet Bhatia, Manager, TM Europe, (far left rear) and members of the office staff.

Coors Officials Celebrate New Brewery



From center: Geoff Molson, Vice President, Marketing, Molson; Pete Coors, Chairman, Coors Brewing Company; and his father, Bill Coors, Director Emeritus, Coors Brewing Company cut the ribbon to officially open the Elkton facility.

Smyth County Gains 30 New Jobs

American Wood Fibers, a leader in the field of specialty forestry products, will invest \$9 million to expand its operations in Smyth County. The project will create 30 new jobs and save 30 existing jobs.

Headquartered in Columbia, Maryland, American Wood Fibers is committed to providing a positive contribution to the environment through total wood waste utilization and the development of environmentally friendly products. They are leaders in providing specialty forest products to their industrial, pet, agricultural, and energy customers. ■



State Fund Supports BRAC-Impacted Communities

More than \$40 billion in defense spending is pumped into the Commonwealth annually, second only to California, creating an economic ripple felt statewide. The 2005 federal Base Realignment and Closure (BRAC) process sparked events that will lead to great changes at select Department of Defense (DoD) installations in Virginia. Overall, the state will see an increase in employment and federal investment as BRAC changes become reality. The changes are due to be complete by September 2011.

To maximize these opportunities and strengthen the value of Virginia's military assets, the Virginia General Assembly created the Military Strategic Response Fund (MSRF) in 2006. These grants are administered by the Virginia National Defense Industrial Authority (VNDIA) with final approval of the Governor. Projects eligible for funding range from local infrastructure improvements and encroachment issues to historic preservation.

More than just a response to BRAC, the MSRF empowers communities by helping them leverage local dollars to maximize their relationships with the military. Since its creation, the MRSF has allocated \$25 million through 19 grant proposals, augmenting the more than \$50 million raised locally for the projects.

Some growth is unprecedented. By 2011, Fort Lee is expected to gain more than 3,100 full-time military and civilian jobs while nearly doubling the number of soldiers trained there each year. A \$1.9 billion construction blitz began in June with the groundbreaking of a \$50 million Sustainment Center of Excellence.



Fort Lee's newly reopened Sisisky Gate will be a welcome sight to thousands of new employees and trainees. The Military Strategic Response Fund will assist with ensuring the roads leading to the installation are just as welcoming.

Speaking at the event, 4th District Rep. Randy Forbes said the expansion will generate at least \$1.2 billion of new economic activity annually during the next six years.

To help prepare for growth, the Crater Planning District Commission has identified 20 transit projects to pursue. For the two highest priority projects, both gateways between Fort Lee and the surrounding community, the commission turned to the MSRF for assistance. Likewise, Prince George County identified a need for additional classroom and library space to serve the growing population. The community is providing a majority of the funding, but is relying on the response fund to assist with \$1.25 million in grant money.

Much attention has been paid recently to the movement of around 19,000 DoD jobs from the National Capital District to Fort Belvoir. Further south on the I-95 corridor, Marine Corps Base Quantico will also see significant growth. While the MSRF alone can't address the huge trans-

portation issues involved, \$4.87 million in grants to Arlington, Fairfax, Prince William and Stafford counties and additional support from VNDIA will play an important role in helping the region through the transition.

As some communities prepare for a shift in the workforce or population, others are fighting to protect the at-risk installations they rely upon. Virginia Beach is using response fund money to purchase real estate around Naval Air Station Oceana, and, in a related project, Chesapeake has tapped the fund to do the same around the Navy's auxiliary field at Fentress. The region fought hard to keep these installations off the 2005 BRAC realignment list, and is involved in a continuing effort to retain the thousands of jobs and millions of dollars that the Navy's master jet base brings to the local economies. Additional information on the Military Strategic Response Fund is available at www.vndia.org. ■

Quarterly Calendar

DATE	CONTACT	EVENT
Nov. 3-12	SK	Trade Mission to Saudi Arabia
Nov. 4-7	VB	International Society of Pharma Engineers—Las Vegas
Nov. 5-9	CR	Ohio Marketing Mission
Nov. 11-13	VB	Private Label Manufacturers Association—Rosemont, IL
Nov. 14-16	VB	Small Times NanoCon Int'l Conference—Santa Clara, CA
Nov. 26-29	VB	I/ITSEC—Orlando, FL
Dec. 3-7	CR	Pacific Northwest Marketing Mission
Dec. 6-8	VB	Performance Racing Industry—Orlando, FL
Dec. 11-13	VB	Power-Gen Renewable Energy Conference—New Orleans

VB	Vince Barnett, VEDP	(804) 545-5815
CR	Chuck Rogers, VEDP	(804) 545-5808
SK	Scott Kennedy, VEDP	(804) 545-5754

Keeping Your Site Data Up-To-Date on VirginiaScan

Consultants, prospects, brokers and others are constantly searching economic development Web sites to gather information. They expect current and accurate information. VEDP is committed to providing the most accurate information. To ensure the veracity of the property database, VEDP plans to implement a new process to update VirginiaScan on a more consistent basis.

Localities and/or regional organizations will be required to verify their property

database on a semi-annual basis. Every month, a select group of localities will be asked to review their available property inventory and make the necessary updates. Sites and buildings staff will monitor updates and follow up with localities that do not review their inventory.

At the end of the three- to four-week review process, properties that have not been reviewed will be listed as “not available”. Localities will be notified of this action. Prior to this action, a locality will be

contacted a minimum of two times (including a phone call).

This process is being implemented to enhance the accuracy of the database. VEDP asks your assistance in maintaining the property information. If you have any questions or comments, please contact John Loftus at jloftus@yesvirginia.org. ■

Correction

In the summer issue of *Commerce Quarterly*, Map Tech Inc. was listed as a participant in the first Beyond Virginia 2008 Calendar. The company was described as offering water testing services. The company actually does environmental consulting featuring watershed assessment and bacterial source tracking analyses. ■

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CQ DID YOU KNOW?

Personal Safety Technology is Born in Alexandria

A survivor locator technology, the ORCA Man Overboard Indicator system, which is being installed on every ship in the U.S. Navy to help prevent deaths from man-overboard situations, is the product of BriarTek, located in Alexandria, Virginia. In late 2006, with assistance from VEDP's International Trade Division, BriarTek began marketing the ORCA system to foreign navies and commercial customers throughout the world.

Built on a corporate motto of, "We find people who want to be found," the company has matured into a niche of utilizing radio-frequency and satellite-based technologies to quickly locate and rescue people in distress. BriarTek's products and projects currently include technologies to find people underground, on the surface, or in the water.

In past years, BriarTek has been the Alexandria Chamber of Commerce Small Business of the Year and also received the chamber's competitive Technology Achievement Award. ■



Governor Kaine toured BriarTek's Alexandria facility in August and met company employees. Pictured with Governor Kaine is BriarTek employee Derrick Warner.