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Virginia Commerce Quarterly

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Virginia's Moving with Energy

As the year ended, Virginia was moving with high energy. One of VEDP's marketing initiatives, and a major part of the Kaine Administration's current focus on energy and the environment, the energy sector received much attention with one of the year's biggest project announcements.

(story continued page 3)



As 2008 came to a close, one major task was managing around the significant reductions in VEDP's Fiscal Year 2009 operating budget. While our goal is to do more with less, reality is that resources for Virginia's economic development marketing programs have continued to erode.

Since Fiscal Year 2007, VEDP's budget has incurred reductions of \$2,200,000 or 13 percent. As a result, we have taken a number of cost-reduction steps. In the past two years, we have reduced our staff by 16 positions to a current VEDP team complement of 103. Our international offices in Seoul, South Korea and São Paulo, Brazil are in the process of being closed. We have eliminated numerous marketing events, future governor's trade missions, and have substantially reduced marketing travel. Any sustained economic development advertising stopped several years ago during previous rounds of budget cuts.

The Kaine Administration and many key legislators are fully aware that economic development success brings new revenue to the state. In fact, Governor Kaine's announced budget amendments for Fiscal Year 2010 demonstrate strong support for VEDP operations and our key incentive tools. We are hopeful that the General Assembly will concur with the administration's recommendations. If so, further reductions in Virginia's economic development marketing beyond the measures we have already taken will be minimal.

On a more positive note, we have seen successes despite the slowdown. In this issue you'll read about the major nuclear component manufacturing joint venture between Northrop Grumman Shipbuilding and AREVA. These two existing Virginia businesses will be teaming up at a new facility in Newport News. It should be noted that this win was not the result of Virginia's incentive proposal. In this case, the companies were heavily influenced by their experience with Virginia's workforce and our ongoing commitment to remain engaged in worker development. In addition, our excellent long-term relationships with both Northrop Grumman Shipbuilding and AREVA paid dividends. I am particularly pleased that this project aligned directly with our existing business strategy and our marketing focus on advanced manufacturing, science and research, and global logistics.

We continue to see extraordinary efforts by our local and regional allies working together with our VEDP team to deliver wins for Virginia. Times are tough, but business cycles run both ways. We are committed to remaining competitive during this recession. However, we must continually prepare for the next expansion when both project flow and competitive activity turn northward.

Sincerely,

Jeffrey M. Anderson

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On October 23, Governor Kaine announced that AREVA and Northrop Grumman Shipbuilding will create a joint venture to manufacture equipment and pressure vessels for the nuclear industry and provide nuclear engineering services. The new company, to be called AREVA Newport News LLC, will invest \$363.4 million and create 540 new jobs in the project.

"This joint venture project is tremendous news for Virginia," Governor Kaine said. "Both AREVA and Northrop Grumman are stellar companies with strong reputations and a solid presence in Virginia. We are strong supporters of the nuclear and shipbuilding industries in Virginia, and we will continue to support this facility and compete aggressively for future expansions. Emission-free nuclear energy produced in the United States is a positive step toward reducing greenhouse gases and reducing our dependence on foreign oil."

The Governor was joined in the announcement by Mike Petters, president of Northrop Grumman Shipbuilding, and by AREVA, Inc.

CEO Tom Christopher. Making a special trip from AREVA's world headquarters in France to participate in the announcement with Governor Kaine was Chief Executive Officer Anne Lauvergeon. A major force on the international business scene, Ms. Lauvergeon was recently named the ninth most powerful woman in the world by Forbes.com.

Blending AREVA's expertise in the design and construction of nuclear facilities with Northrop Grumman's infrastructure and experience in large-scale manufacturing, the new venture will be producing components for the next generation of nuclear power plants.

Immediately following the announcement, VEDP invited five journalists specializing in the energy sector to tour some of Virginia's unique energy assets and understand the Commonwealth's growing leadership in energy. The group visited the Virginia BioDiesel Refinery in New Kent County, Ingenco's landfill gas recovery generator facility in King William County, Dominion North Anna Nuclear Power Station, AREVA's Technical Training Center in

(continued page 4)



Governor Kaine presents a Virginia flag to AREVA CEO Anne Lauvergeon and Mike Petters, president of Northrop Grumman Shipbuilding, during the AREVA Newport News announcement event.



Governor Kaine announces the AREVA Newport News project.



Governor Kaine, Petters and Lauvergeon unveil the rendering of AREVA Newport News.



Journalists participating in the Virginia Energy Media Tour take a hard-hat tour of AREVA's Technical Training Center in Lynchburg.

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Lynchburg, and Dominion Bath County Pumped Storage Station. In addition, the writers were briefed by Virginia Tech renewable energy researchers on The Future of Energy in Virginia.

The journalists were pleased with what they saw. "Your Virginia Media Tour was well planned, very well run, interesting and informative," said Fred

Boyd, editor of *Canadian Nuclear Society Bulletin*. "In those three days I learned more than I have for a long time, in the company of very pleasant and knowledgeable hosts."

Already, Virginia has been featured in *Uranium Intelligence Weekly* with a story that included discussion of initiatives at AREVA and Dominion Resources, as well as a comment from Governor Kaine.

The energy buzz in Virginia culminated on December 11 when Governor Kaine rolled out his Renew Virginia Initiative, which calls for green jobs and an interagency task force. The goal is to make Virginia a leader in protecting the environment and in energy conservation and efficiency. The announcement came after a meeting among the Governor, Secretary of Commerce and Trade Patrick O. Gottschalk, and energy-related business owners.



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As part of the Renew Virginia initiative, an Interagency Task Force for Energy Project Recruitment will work with VEDP to build Virginia's compelling case for energy-related businesses. The task force will include all relevant state agencies, university research centers, and will also draw the support of several of the well-known Federal Laboratories based in Virginia. This group will begin its work early in January 2009.

Also, the Governor's 2009 legislative package will improve energy conservation, encourage green businesses to relocate to the Commonwealth, and help create a customer base for those already present.

Finally, through his roles as Chairman of the Chesapeake Bay Executive



Flanked by Secretary Pat Gottschalk and energy-related business owners, Governor Kaine announces the Renew Virginia Initiative.

Council and of the Southern Governors' Association, Governor Kaine has pledged to work for more aggressive policies for Bay cleanup, and to create a dialogue within the Southern states on the impacts of climate change on the region and how our natural resources can be an asset for the nation in the area of energy independence. ■

Tobacco Commission Funds Five New Energy Research Centers

The Virginia Tobacco Indemnification and Community Revitalization Commission has approved the funding of five regional energy research centers. In Danville at the Institute for Advanced Learning and Research, the Sustainable Energy Technology Center will test and commercialize advancements in sustainable energy, including development of bio-fuels. The Center for Advanced Engineering and Research in Bedford County will focus on nuclear power. The Southwest Virginia Clean Energy R&D Center will develop technologies for clean coal carbon sequestration in Abingdon. In Halifax County, the Advanced Manufacturing, Modeling and Simulation Research and Development Program will demonstrate energy systems and technologies in wind, solar and other sources to support power generation.

And in Wise County, the Appalachia

America Energy Research Center will provide research facilities for the development of clean coal technology and coal-to-liquid fuel technologies. ■



1. The Sustainable Energy Technology Center
2. The Center for Advanced Engineering and Research
3. The Southwest Virginia Clean Energy R&D Center
4. The Advanced Manufacturing, Modeling and Simulation Research and Development Program
5. The Appalachia America Energy Research Center



(from left) Virginia Deputy Secretary of Commerce and Trade Lyn Hammond and Secretary Gottschalk help Don Branscome, owner of AmeriPumps, and other company and local officials cut the ribbon to celebrate the grand opening.

AmeriPumps Celebrates with Ribbon-Cutting in Carroll County

Secretary Gottschalk was on hand to officially open the doors of AmeriPumps, LLC. In July 2008 Governor Kaine announced AmeriPumps' plans to invest \$4.6 million to move its headquarters and manufacturing facility from Chattanooga, Tennessee, to the Town of Hillsville in Carroll County. The company, which will assemble, ship and service water pumps throughout North America and the Western Hemisphere, will create 125 jobs. ■

Newport News Wins Again



Economic development is thriving in Newport News, as evidenced by the recent announcement that Continental AG, a leading global automotive supplier, will transfer its South Carolina manufacturing operations to its Newport News facility, creating 318 new jobs and saving 576 existing jobs. The consolidation will combine the diesel and gasoline fuel injector manufacturing operations into a single location. The company will invest \$194 million to relocate diesel fuel injector manufacturing, as well as expand the existing gasoline fuel injector business line.

Continental AG is the fourth largest automotive supplier worldwide. As a supplier of brake systems, systems and components for the powertrain and chassis, instrumentation, infotainment solutions, vehicle electronics, tires and technical elastomers, the corporation contributes toward enhanced driving safety and protection of the global climate. Continental is also a competent partner in networked automobile communication. Today, the corporation employs approximately 150,000 people at nearly 200 locations in 36 countries. ■

Chesterfield County Gains 260 New Jobs

A new company will call Chesterfield County home when Sabra Dipping Company opens a state-of-the-art food manufacturing plant. The plant will make the award-winning Sabra branded dips and spreads, including the country's best-selling Sabra hummus and vegetable dips. Current projections estimate 260 new jobs will result from the facility, beginning in mid-2010.

Sabra Dipping Company, LLC of Astoria, New York, makes a wide range of refrigerated dips and spreads using fresh herbs and spices, healthy vegetables, and authentic recipes. All of the products



are certified kosher and vegetarian and available across the nation. With more than 50 percent growth in the past 52 weeks, Sabra is leading its category, according to recent IRI reports.

Sabra Dipping Company was formed as a U.S./Canadian joint venture between Strauss Group and PepsiCo. The Sabra joint venture draws on both Strauss Group and Frito-Lay North America's marketplace expertise to continue building this growing business. Frito-Lay is a business unit of PepsiCo. This will be the first new facility built since the formation of the Sabra Dipping Company joint venture. ■

Jennmar Expands in Giles County

Giles County is 50 new jobs richer, thanks to Jennmar Corporation of East Virginia, Inc., a provider of quality roof and standing support products for the mining and tunneling industry. Jennmar will invest \$2.65 million to expand its facility in Giles County. The company, which acquired Commonwealth Bolt, Inc. in May 2008, will create 50 jobs and retain 23 positions. The plant will manufacture steel-related roof control products for the mining and construction industry.

Jennmar, a subsidiary of Frank Calandra, Inc. & Subsidiaries, originated as a proprietorship in 1922 by Mary and Frank Calandra, Sr., parents of Jennmar's two common stockholders, Jack Calandra and Frank Calandra, Jr. Headquartered in Pittsburgh, Pennsylvania, Jennmar Corporation offers coal and hard rock producers a technologically advanced line of roof control products. Jennmar now operates 11 manufacturing plants spread throughout the United States. Of its 11 facilities, 10 are related to manufacturing ground control products, and the 11th is a steel service center that supplies Jennmar and outside customers with a steady flow of flat steel products. Globally, Jennmar operates an additional five manufacturing facilities; three of which are located in Australia and one in China. Its newest is being built in Canada. ■



Virginia's Tech Exports Up \$1.1 Billion in 2007

High-tech goods exports from Virginia increased for the fourth consecutive year, rising to \$3.9 billion in 2007. This is a \$1.1 billion increase from 2006 – the largest increase of any state. This comes from AeA, the nation's largest technology trade association representing all segments of the high-tech industry, which released its annual report in September 2008, detailing national and state trends in the international trade of high-tech goods. The report, *Trade in the Cyberstates 2008: A State-by-State Overview of High-Tech International Trade*, covers all 50 states, the District of Columbia, and Puerto Rico.

Virginia's single strongest export sector is semiconductors, which increased by 53 percent from 2006 and exported more than \$2.3 billion in 2007. As a result, the state ranked 11th in the nation by high-tech exports. By comparison, Virginia was 21st in the nation by high-tech exports in 2006.

"Virginia's high-tech exports are booming, largely thanks to an explosive 53 percent increase in overseas semiconductor shipments," said Matthew Kazmierczak, AeA's senior vice president, operations. "In 2007 high-tech goods accounted for almost a quarter of all exports from the state and supported 15,700 jobs. Virginia benefits greatly from exports and should be clamoring for our leaders in Washington to renew the bipartisan consensus on trade by passing the pending free trade agreements with Colombia, Panama, and South Korea. And our trade representatives need to continue working with international partners to renew the stalled Doha negotiations of the World Trade Organization."

Source: Trade in the Cyberstates 2008 ■

Virginia Company Founder Named 2008 Ernst & Young Entrepreneur of the Year® in the Retail and Consumer Products Category

Tom Sullivan, founder and chairman of Lumber Liquidators, Inc. (NYSE: LL), headquartered in Toano, Virginia, was named the national 2008 Ernst & Young Entrepreneur Of The Year® in the Retail and Consumer Products category. Now in its 22nd year, the awards recognize leaders and visionaries who demonstrate innovation, financial success and personal commitment as they create and build world-class businesses.

Sullivan was honored at the Entrepreneur Of The Year® gala in Palm Springs – the culminating event of the Ernst & Young Strategic Growth Forum, the nation's most prestigious gathering of high-growth, market-leading companies. Awards were given in nine additional categories. All Ernst & Young Entrepreneurs Of The Year® were selected by an independent panel of judges from approximately 400 regional award recipients.

Sullivan was recognized for turning scrap wood into a thriving retail enterprise. Lumber Liquidators is the largest specialty retailer of hardwood flooring in the U.S., with more than 140 stores and 150 varieties of flooring. ■



Governor Kaine greets Japan's Ambassador to the United States, Ichiro Fujisaki, at the Virginia delegation reception.

Virginia Delegation Attends 32nd SEUS/Japan Conference

Governor Kaine led a delegation of more than 50 Virginia businesspeople, educators, and economic developers to the annual joint meeting of the Southeast U.S./Japan Association. This year's event was hosted in Raleigh by the State of North Carolina.

The recent announcement of Canon's \$600 million expansion in Newport News and Gloucester County was one of the most significant Japanese-related activities in the Southeast in the past year, and the Virginia delegation was proud to tout it. The CEO of Canon Virginia, Takayoshi Hanagata, participated in a panel on Japanese investment in the Southeast U.S. and described the project in detail to the conference attendees. ■

Mario Camardella — Knowledge Without Borders

Mario Camardella's Italian heritage could have something to do with his interest in international trade. Or it could be his 13 years working for two different trucking lines and two different steamship lines. Whatever the reason, he serves the Virginia Economic Development Partnership's Division of International Trade well as International Marketing Specialist. Research is the name of the game for Camardella — questions come in from clients that vary from product to place to problem-solving. Camardella researches all sorts of requests that can help get the client pointed in the right direction or overcome a hurdle in order to market its product internationally.

"I want to help companies with a solution to their questions so that they feel international trade is within reach," said Camardella. "Clients' successes are my successes."

Which, to Camardella, is the most rewarding part of the job. When a company finds a potential partner with the help of research and can succeed in the international market, he considers it a job well done. Answering the major questions — where, what, how and why — is how Camardella can help a company formulate a plan.

In addition to his position as International Marketing Specialist, Camardella is also the Research Manager for the Virginia Leaders in Export Trade (VALET) Program. In this role he is committed to helping current companies in the VALET program with any international research needs.

Camardella's additional international experience includes living two years in Germany, where he was stationed while serving in the U.S. Army.



He grew up in West Palm Beach, Florida, but has called Virginia home since 1997. Prior to joining VEDP, Camardella served as Export Documentation Manager for Independent Container Line, which sails from the Port of Richmond.

When he is not researching international trade, Camardella enjoys riding his bike, reading and spending time with his wife and three daughters. ■

Meet New VEDP Board Member Neil Wilkin

As Chairman, President & Chief Executive Officer of Optical Cable Corporation (OCC), headquartered in Roanoke, Neil Wilkin's positive experience working with the International Trade division at VEDP sparked his interest in exploring the other side of economic development. As a new VEDP Board member, Wilkin can do just that.

He looks forward to serving in this new position. "A key mission for any state is to nurture economic growth in the private sector, and attract and retain desirable businesses to create opportunities and benefits for its citizens. VEDP does an outstanding job accomplishing this goal, and Virginians benefit from VEDP's efforts," said Wilkin.

Optical Cable has been actively working with VEDP since 1996. Approximately 30 percent of OCC's business is international, and the company currently does business in about 70 countries each year. Wilkin was drawn to become more involved with VEDP after seeing the benefits OCC experienced as a direct result of its work with the International Trade division. Wilkin and other OCC representatives have attended a number of trade missions, which gave them the opportunity to get in front of international businesspeople and build relationships. OCC also has participated in the Virginia Leaders in Export Trade (VALET) program.

Now Wilkin is learning the other side of the business. "I've seen the benefits of the state's efforts in creating the 'Best State for Business' and

how this effort has positively impacted international trade. I look forward to learning more about VEDP's hard work in attracting new businesses to the Commonwealth and maintaining the important existing relationships."

Prior to joining Optical Cable in 2001, Wilkin served as senior vice president and chief financial officer of an Internet venture headquartered in Richmond, and before that practiced law with McGuire Woods in Richmond, concentrating on mergers and acquisitions, corporate finance and general corporate matters.

Wilkin earned his MBA from the Darden School at the University of Virginia, is a graduate of the University of Virginia School of Law, and received his undergraduate degree from McIntire School of Commerce at the University of Virginia.

In his free time, Wilkin enjoys spending time with his wife and four children, ages 8 to 14. Wilkin currently serves as president of the NewVa Corridor Technology Council, and serves on the boards of other community organizations. ■





Ambassador of India to the United States Ronen Sen addresses the audience at the 2008 Virginia Conference on World Trade.

Ambassador of India to the U.S. Speaks at 2008 Virginia Conference on World Trade

Governor Kaine joined Ambassador of India to the United States Ronen Sen and noted business leaders from India and Virginia October 15-16 for the 2008 Virginia Conference on World Trade. The conference, held at the Norfolk Waterside Marriott, was hosted by the Virginia Economic Development Partnership and the Virginia Port Authority.

Ambassador Sen served as keynote speaker and MeadWestvaco (MWV) CEO John Luke also spoke. Industry leaders from three divisions of MWV and four companies of The Tata Group of India, presidential sponsors of the conference, discussed business relations and case studies of Virginia- and India-based companies. Other companies that shared their India-Virginia business experiences included Cadmus Publisher Services Group, WIPRO Consulting Services, Moog Incorporated, Sterling America and Toshiba Mitsubishi General Electric Automation Systems.

India has the world's fourth largest economy and is the largest democracy. The middle class totals 350 million people, which is larger than the entire U.S. population. The unabated growth of India's economy and middle class has out-paced its infrastructure, offering opportunities for Virginia companies involved in construction and engineering services, energy generation and distribution, information technology equipment, and transportation. Indian exports to the U.S. reached \$24 billion in 2007 and U.S. exports to India totaled \$17.6 billion. ■

13 Virginia Companies Join VEDP Trade Mission to Saudi Arabia

VEDP's largest trade mission to Saudi Arabia recently completed a visit to Riyadh and Dammam from November 15-17. The group included 13 Virginia companies representing a broad range of industries, including IT security, residential furniture and wall décor, workforce development software, high-temperature textiles, defense/homeland security equipment, hydrogen generation plants and other industrial/commercial technologies. The participating companies traveled to Saudi Arabia from localities across the Commonwealth, including Chesapeake, Independence, Alexandria, Vienna, Richmond, Roanoke, Ashland, Blacksburg, Galax and Virginia Beach.

(continued page 11)

(continued from page 10)

The purpose of the trade mission was to organize meetings for these Virginia companies with potential distributors and customers in Saudi Arabia. The Virginia trade mission participants met more than 100 leading Saudi companies during their brief visit.

VEDP's Division of International Trade organizes trade missions to other markets in Europe, Asia/Pacific, the Americas, and the Middle East throughout the year. The schedule of upcoming trade missions can be found on www.exportvirginia.org. ■



Virginia trade mission participants meeting local Saudi companies in the city of Dammam.

Coastal Training Technologies Corp. Wins 2008 Commonwealth of Virginia Compass Award for Excellence in International Trade

On October 16 at the 60th Virginia Conference on World Trade, Paul V. Michels, chairman and CEO of Coastal Training Technologies Corp., received the Governor's Compass Award for Excellence in International Trade. The award, established in 2006, recognizes a company that has contributed to Virginia's global economy while at the same time promoting the best interests of its employees and surrounding community. Coastal Training Technologies exemplifies the goals of VEDP - International Trade - contributing to the overall economic health of the Commonwealth and enhancing the quality of life for its citizens, while increasing Virginia's profile in the international arena.

Since 1984, more than 250,000 training professionals have relied on Coastal Training Technologies' innovative employee development programs to boost productivity, improve profitability, and save lives. With their customizable line of award-winning DVDs, e-learning solutions, print materials, and instructor-led courses, Coastal Training Technologies has established a reputation for high production values, reliable content and consistent instructional design.

With offices in America, Brazil, Mexico, Germany, the Netherlands, India and the Philippines, and with courses available in 29 languages, Coastal's commitment to training the global workforce has never been stronger. The Hindi- and Tamil-speaking staff of Coastal's Chennai office has recently produced

14 of Coastal's video training programs in both the Hindi and Tamil languages. In addition to the current selection of Hindi and Tamil titles, Coastal Training Technologies India offers an extensive library of English-language training products for environmental safety & health, human resources, industrial technical skills, and healthcare training needs.

From its global headquarters in Virginia Beach, Coastal Training Technologies Corp. has provided the training tools that have helped enrich the lives of more than 50 million workers around the world.

Coastal Training Technologies of Virginia Beach was recently acquired by DuPont, which

announced that Coastal would become a wholly-owned subsidiary of the company, and a part of DuPont Safety Resources.

"We congratulate Paul and the Coastal employees on receiving this award," said Jim Weigand, vice president and general manager, DuPont Safety Resources. "DuPont places high value on serving the communities where we do business. Through its global business reach, Coastal has become an important part of both the Virginia Beach and Commonwealth of Virginia business communities." ■



Secretary Gottschalk (right) presents the Compass Award to Paul V. Michels, chairman and CEO of Coastal Training Technologies Corp.

Service Export Network Provides Global Visibility for Virginia Service Exporters

Virginia service companies now have access to a free online outlet to promote their services to overseas clients. Called Virginia's Service Export Network, the Web site (www.exportvirginia.org/Virginias-Service-Export-Network/) was created to link Virginia service companies to buyers, regardless of where the buyer may be located.

The Web site, created by the Virginia International Trade Alliance (VITAL), provides a searchable database of companies, highlights registered companies, and posts news and events related to international business.

In 2005, service industries in Virginia employed about 2.5 million people, or about 82 percent of Virginia's workforce. According to the U.S. Coalition of Service Industries, Virginia's service exports in 2005 were valued at approximately \$11.9 billion, an 11.6 percent increase over 2004, representing the increasing importance of services to Virginia's economy. Virginia has a few particularly strong service sectors, including information technology, telecommunications and business, technical and professional services, and growth is seen in such industry segments as security, engineering, and environmental consulting, which are in high demand in countries around the world.

VITAL recognized the importance of service exports and created a task force to identify needs and opportunities for this large, growing segment of Virginia's exports. Virginia's Service Export Network was developed by

the task force in response to its initial goals to make Virginia the top state in exporting services, implement channels for supporting service export growth, and help Virginia companies acquire the skills to sell internationally.

Virginia's Service Export Network provides companies with an easy, cost-effective way to promote themselves in the global marketplace. Additionally, the Web site for the Network has a section that highlights registered companies and allows for the posting of news and events related to international business. The goal of Virginia's Service Export Network is to provide visibility for Virginia's service exporters. VEDP-International Trade, in conjunction with VITAL, will be marketing Virginia's Service Export Network through its international contacts in the coming months.

VITAL was launched in June 2007 in response to Governor Kaine's economic development strategic plan that calls for a coordinated international marketing effort to increase Virginia's exports by seven percent by 2010, and increase foreign direct investment in the Commonwealth to 3,000 jobs and \$300 million per year. As a non-profit, public-private entity, VITAL provides a platform for Virginia's businesses – large and small – to network and reach expanded opportunities internationally. It currently has more than 69 member companies statewide. ■

2009 Beyond Virginia Calendars Now Available

Just in time to start gracing walls, the second edition of *Beyond Virginia* has made its debut. Copies of the second annual calendar produced by VEDP-International Trade are being distributed. Once again, many outstanding companies entered the calendar contest this year, making it difficult to pick which companies would grace the pages. They were all wonderful companies with great products found throughout the world, and they are all taking advantage of the current economic situation by going global to bolster their sales.

2009 Beyond Virginia Calendar Companies:

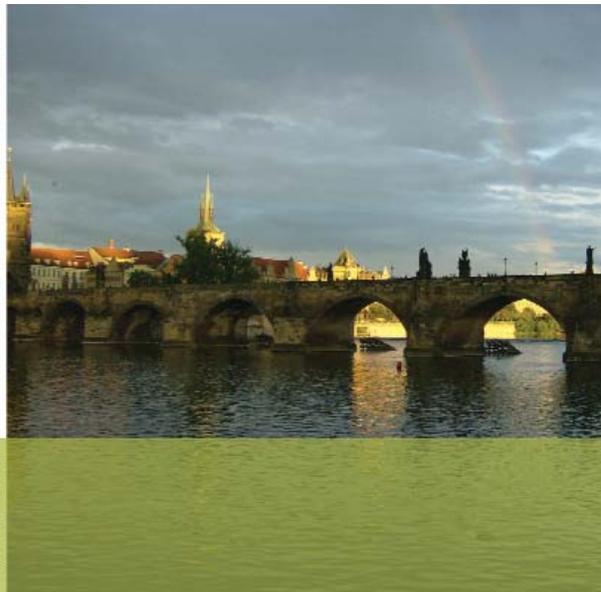
Air Systems International, Inc.
American Hofmann Corporation
CHEMetrics
Cherrystone Aqua-Farms
Feridies
Gatekeeper, Inc.
Hilden America, Inc.
Hill Studio P.C.
HKS Inc.
International Communications Group, Inc.
Longwall Associates, Inc.
SteelMaster Buildings, LLC



CHEMetrics | Colverton
For over 38 years, CHEMetrics has specialized and simple to use portable water quality test kits and instruments for essential water parameters using their patented self-filling ampoules. Their customers include petroleum refineries, power plants, water treatment firms, food and beverage plants and environmental groups. Their products are sold around the world by a network of distributors under contract to CHEMetrics in more than 45 countries.

Start planning now to enter the 2010 contest. Entries will be accepted beginning January 15, 2009. The more creative the picture, the better!

To receive a complimentary copy of the calendar or to submit an entry for the 2010 *Beyond Virginia* calendar contest, please contact Terri Noll, Client Services Manager, via e-mail at tnoll@yesvirginia.org. ■



“Virginia is for Lovers” to Mark 40th Anniversary

It first appeared in a print advertisement in *Bride’s Magazine* in 1969. Perhaps risqué for the time and certainly bold for a then-staid, conservative state, nevertheless, the brand “Virginia is for Lovers” is now legend among the marketing community and is one of the most recognized tourism slogans in the country.

The Virginia Tourism Corporation has kicked off a year of celebration, as 2009 will be the 40th year that “Virginia is for Lovers” has spearheaded the state’s tourism marketing program. VTC’s “Live Passionately” campaign continues to build the brand and reinforce the message that Virginia’s travel product remains a destination for travelers to live out their passions for history, heritage, music, wine and all the things that make life meaningful.

“‘Virginia is for Lovers’ is an American classic that connects with travelers of every generation,” said Governor Kaine at the kick-off celebration. “A lot has changed in Virginia over the past 40 years. 2009 is going to be a great time to experience Virginia’s newest destinations and exciting additions to historic favorites.” ■



Alisa Bailey, president of Virginia Tourism Corporation, speaks at the 40th anniversary celebration.



While Governor Kaine holds the current branding adaptation of “Virginia is for Lovers,” former Governor and Kaine’s father-in-law, Linwood Holton, displays the original logo.



The North Elementary School in Prince George County is being constructed with partial funding from a VNDIA-administered state grant. Another grant is assisting the county in building a branch library to serve Fort Lee.



Arlington's BRAC Transition Center opened last year to help address the more than 17,000 jobs leaving the area through BRAC. A \$420,000 VNDIA-administered grant was matched by more than \$1 million in local funding to support the center.



Improvements near two of Fort Lee's gates are a top priority in preparation for the near-doubling of employment at the installation through BRAC. The 2008 General Assembly set aside an additional \$2 million for improvements in the area.

Virginia Teams with Other States to Address Military Growth

Virginia and 16 other states with significant ongoing military growth have joined together to form the National Governors Association's (NGA) Mission Growth Working Group. Co-chaired by Maryland and Georgia, the group will assist in individual state responses to four major Department of Defense growth initiatives. These include the Grow the Force initiative, which will permanently increase active duty strength by more than 100,000 people, and Base Realignment and Closure (BRAC), which at current estimates will bring more than 5,000 jobs and \$4.6 billion in investment to Virginia.

Funded in part by the federal Office of Economic Adjustment (OEA), the group will focus on three areas: education, workforce development and transportation. These areas are made even more challenging by the uncertain population growth that will occur at most installations and the economic realities of financing necessary improvements.

Governor Kaine has appointed Secretary of Commerce & Trade Patrick Gottschalk and Maj. Gen. Robert Newman, Adjutant General of Virginia, as his representatives on the working group. The group first met in Annapolis, Maryland, in July 2008, and will meet a second time in January in Atlanta.

Virginia National Defense Industrial Authority (VNDIA) Executive Director David Dickson is providing staff support for Virginia's efforts. VNDIA works closely with NGA staff in the review and editing of position papers. The authority's 17-member board of directors is a collection of senior business and civic leaders and retired military flag officers, all appointed by the Governor or General Assembly leadership.

Many projects in the Commonwealth are already being addressed through VNDIA-administered state grants. Eight of the 20 grants are being used for transportation projects, two for education, and one for workforce development. The remaining VNDIA grants address other problems created by defense growth, such as the need for increased emergency services, or work toward mitigating future problems through building local infrastructure or fighting encroachment. ■

Quarterly Calendar

DATE	CONTACT	EVENT
January 18-20	VB	NASFT Fancy Foods Show—San Francisco, CA
January 19-22	VB	Automotive News World Congress—Detroit, MI
February 2-6	SK	India Trade Mission
February 2-6	CR	Southern California Marketing Mission
February 23-25	VB	National Ethanol Conference—San Antonio, TX
February 25-26	VB	AFCEA Homeland Security Conference—Washington, D.C.
March 1-4	VB	Plastics News Executive Forum—Las Vegas, NV
March 2-6	SK	South Africa Trade Mission
March 2-6	CR	Texas Marketing Mission
March 8-12	VB	Data Center World Spring Conference—Las Vegas, NV
March 23-27	SK	Canada Trade Mission
March 29-April 4	SK	China Trade Mission
April 27-May 1	SK	United Kingdom Trade Mission
May 4-8	CR	New England Marketing Mission
May 11-15	SK	Mexico Trade Mission

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



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did you know

VEDP's Logo – Standardizing the Look

Three years ago, three independent organizations – Forbes.com, CNBC, and Pollina Real Estate – ranked Virginia as the best state for business or similar accolade. VEDP has since used these highly creditable endorsements throughout its marketing. Even with limited advertising, the “best state” ranking has clearly made an impression in the marketplace. Part of the reason is the consistent use of accolade in the graphic brand of the organization.

It soon became apparent, however, that due to the natural volatility of rankings, flexibility in our presentation was desirable. There were also cultural and language vagaries to consider in our international marketing.

This fall, a new graphic standard was adopted by VEDP. The updated look satisfied three design goals. First, the design allows flexibility of message, be it “best state,” corporate identification, or use of our brand



for international operations, “business without borders.” In addition, the new standard incorporates consistent use of VEDP’s marketing Web site address, reflecting the growing importance of the online world. Finally, incorporating the heart symbol in the logo exploits one of the most recognizable brands in the world. In an era where no advertising is currently possible, this is an association that can pay dividends. ■