

JEFF ANDERSON LEADS VEDP AS NEW EXECUTIVE DIRECTOR



VIRGINIA HAS A GREAT STORY TO TELL, AND JEFF ANDERSON LOOKS FORWARD TO TELLING IT.

After working in the consulting world for 23 years, Anderson has hopped the fence to join economic development in pursuit of the opportunity to make a difference in Virginia. On August 8, the Virginia Economic Development Partnership Board of Directors voted unanimously to bring Anderson on as VEDP's new Executive Director. "I've lived in Charlottesville for more than 10 years, but my work has often taken me across the country and around the world. This job offers me the opportunity to put to use for Virginia the skills I've learned in business—strategic planning, building client relationships, marketing, management and sales," he said. "I will work with each of Virginia's regions to craft a unique value proposition to take to existing and prospective clients so that we can together attract new, higher paying jobs to the Commonwealth and its local communities."

(Anderson continued page 13)



From Hampton Roads to Southwest Virginia, and from Northern Virginia to the Southside region, there are many talented, creative professionals working for economic development. This is an important job—a critical job—that has a tremendous impact on so many. After 38 years in economic development, it is now my time to say goodbye.

I've had the opportunity to meet and work with people from all regions, and I'm happy to call you friends. I thank you for your dedication and hard work. Each of you has made personal sacrifices at one time or another to meet with prospects, participate in trade shows or attend a meeting that made a difference. I appreciate your dedication. Most importantly, I am grateful for your help, support and kindness over these many years. Many thanks.

It is an exciting time in economic development, and you can rest assured that VEDP is working hard to stay on top of economic development's changing face. The Virtual Virginia team, members of VEDP who've made it their task to ensure that Virginia proactively responds to future trends in economic development, has made great strides in its efforts. TheYesVirginia.org site and much of its contents, including *VirginiaScan*[™], have received major enhancements, and the team has gained valuable insight from consultants who agreed to participate in our forward-thinking endeavor.

Business Development continues to assist with winning projects across the state. Many of the state's accomplishments are highlighted in this issue, including projects such as BNA, Inc. in Arlington County, K-VA-T Foods in Washington County and SI International in Dickenson County. The projects highlighted in this issue alone have brought \$361.65 million in investment and 2,244 new jobs to Virginia communities.

The number of companies that take advantage of the skills and expertise of International Trade continues to climb. The division's successful Virginia Leaders in Export Trade (VALET) program in July graduated seven companies and welcomed eight new companies under its wing.

Behind the scenes, the Research Division has partnered with the Virginia Community College System to conduct a cluster analysis. The analysis of industry and occupation clusters will benefit both the economic development and education communities by helping to better match VEDP's economic development activities with VCCS' workforce development programs.

Deep down inside, we all know that change is not only inevitable, but also good. Jeff Anderson brings enthusiasm, different experience and a fresh perspective to VEDP and Virginia. I am confident in his dedication to the cause and ask that you make Jeff feel welcome and do your part to facilitate a smooth and effective transition.

I look forward to seeing each of you in the coming months.

Sincerely,



Mark R. Kilduff

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Executive Director:

Jeffrey M. Anderson

Virginia Economic Development Partnership

Editor: Christie Collins

Designer: Bill Crabtree

Contributors: Vince Barnett, Jerry Broadway, Mike Carruth, Paul Grossman, Valerie Hubbard, Scott Kennedy, Mary Kay Land, Jay Langston, Rob McClintock, Catherine Pack, Mike Piery, Liz Povar, Rick Richardson, Chuck Rogers, Brent Sheffler, Kim Weir, Suzanne West

Write to Commerce Quarterly

Virginia Economic Development Partnership

P.O. Box 798

901 East Byrd Street

Richmond, VA 23218-0798

(804) 371-8100

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Organizations Match Industry Demand, Skills

VEDP's Research Division and the Virginia Community College System (VCCS) Workforce Development Services Division have partnered to conduct an analysis of industry and occupation clusters. VEDP and VCCS began work on their joint analysis in fall 2004.

"The study provides a means for closer integration between VEDP's economic development activities and VCCS' workforce development programs," said Rob McClintock, VEDP Research Director.

Using statistical methods to identify a variety of existing and emerging industry clusters in 19 study regions across the Commonwealth, the analysis will provide insights into specific industry growth opportunities and potential business expansion and recruitment targets at a regional level. Similarly, workers' skills sets have been grouped into occupational clusters, providing a basis for assessing an area's inherent skills matches with industry targets, as well as gauging alignment with workforce training offerings. An additional outcome would be fostering a stronger link between instructional offerings and likely industry demand for occupations in a given area of Virginia.

Six regional meetings were held across the Commonwealth in July to introduce the initial findings of the project and to obtain input from economic developers, educators, and workforce and employer services professionals. More than 300 people attended to offer comments and suggestions regarding the research project. About 70 percent of respondents evaluating the sessions rated them to be either "excellent" or "very good."

The initial findings are posted on VEDP's Allies Information Exchange Web site. Updated copies of the report based on feedback received at the regional meetings will be distributed on CD-ROMs to all participants and interested others. The group hopes to post an interactive Web-based version of the report with the detailed industry/occupational/skills/training offerings for easy access and use by educators, workforce/employer services, and economic development professionals by the end of the year.

"This work helps VEDP as we systematically re-examine our industry recruitment targets, while recognizing the diverse business patterns in place regionally across the Commonwealth," McClintock said. "It is our hope that we can continue to build stronger business clusters where they exist in Virginia and uncover alternative industry opportunities, especially for those regions that have witnessed job displacement. This material should help both VEDP and our regional and local economic development allies fine-tune outreach marketing efforts and assist with business retention and expansion activities."

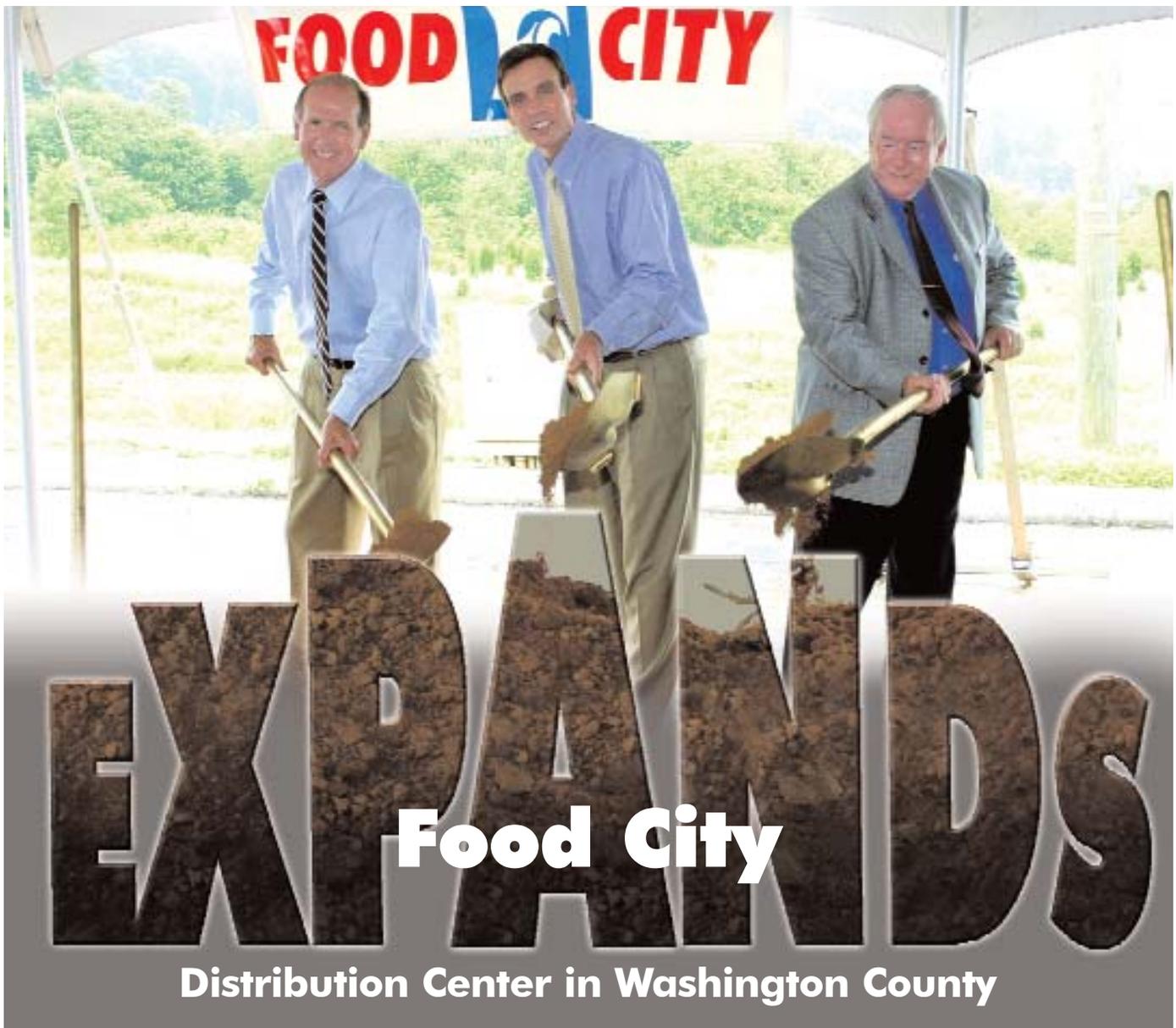
For more information, e-mail rmclintock@YesVirginia.org. ■

VOR Grant Makes Marketing Easier



The Virginia's Opportunity Regions (VOR) marketing program, established in late 2004, is in full swing. The VOR program's mission is clear—to increase the number of business prospects to distressed communities of Virginia. The VOR Marketing Grant is one aspect of the VOR marketing program that sets aside a specific monetary amount to help the

(continued page 14)



Food City

Distribution Center in Washington County

Scorching heat did not stop the droves of people who arrived at the Food City Distribution Center in Abingdon July 13 to await good news. Governor Warner did not disappoint, announcing that K-VA-T Food Stores, Inc., parent company for the Food City retail supermarket chain, will invest \$19.35 million to expand its current distribution facility and create 110 new jobs. K-VA-T employs more than 1,000 people in Washington County, making the company the largest employer in the region. Guests celebrated at a barbecue luncheon following a brief ground-breaking.

K-VA-T, a privately held company, is an acronym for its trade area, Kentucky, Virginia and Tennessee, and is now the largest employer in the Tri-Cities (Tennessee/Virginia) region and the fifth largest employer in Virginia. Headquartered in Abingdon, K-VA-T operates 90 Food City supermarkets throughout Southeast Kentucky, Southwest Virginia and Northeast Tennessee and serves a trade area population of more than 2.5 million people and 980,000 households. ■



Governor Warner (left) presents a Virginia flag to K-VA-T Food Stores President and CEO Steve Smith during the company's July 13 expansion announcement in Washington County.

Governor Warner Welcomes BNA, Inc. to Virginia

Governor Warner delighted residents of Arlington County in June when he announced BNA, Inc.'s plans to move its headquarters from Washington, D.C. to Crystal City in Arlington County. The project involves a \$110 million investment and will bring more than 1,000 jobs to the region. BNA, Inc. is a leading publisher of print and electronic news and information, reporting on developments in business, labor relations, law, health care, economics, taxation, environmental protection, health and safety, and other regulatory and public policy areas. BNA produces more than 200 news and information services in a range of print and electronic formats, and is the oldest wholly employee-owned company in the United States. ■



Governor Warner announced BNA's \$110 million investment in Arlington County June 22. The project brings more than 1,000 jobs to Crystal City.



Jay Fiset, (left) Arlington County Board of Supervisors Chairman, receives a \$1 million GOF check from Governor Warner to assist with the BNA project in Arlington County.

McGill-Leprechaun: A Pot of Gold in Sussex County

It wasn't St. Patrick's Day, but Sussex County felt lucky in June when McGill-Leprechaun announced plans to invest \$5 million to construct a biodegradable material recovery and recycling center in Sussex County.



The facility will manufacture organic fertilizers and soil amendments. The project will create up to 25 new jobs in the first year.

McGill-Leprechaun was founded in North Carolina in 1991, where it now operates two facilities. The company was named last year's North Carolina Small Business of the Year runner-up. McGill also operates three facilities in Ireland and has been involved in environmental and recycling projects around the world, including the Philippines, Thailand and Europe. ■

EIT, Inc. Brings 120 New Jobs to Southside



Marking the 11th announcement for Danville in less than two years, EIT, Inc. will invest \$12 million to build a manufacturing facility in Danville, creating 120 new jobs. EIT currently employs more than 230 people at its Sterling, Va., headquarters near Dulles International Airport in high-tech engineering, production and technical support positions.

EIT is a privately owned company founded in 1977 by current Virginia House of Delegates member Joe T. May to provide full contract electronic design and manufacturing services, from product concept through distribution and aftermarket support. EIT serves a broad customer base throughout the United States and Canada in the medical and analytical instrumentation, industrial process controls, and communications industries. ■

Company Finds Customer Service Resource in Dickenson County

Secretary of Commerce and Trade Michael Schewel delivered good news to the residents of Dickenson County on July 25. SI International, an information technology and network solutions company, will invest \$1 million to open a customer service center in Dickenson County. The center, which will move into the former Travelocity building in Clintwood, will create 100 new jobs. SI International is working under a contract with the Federal Retirement Thrift Investment Board to provide call center and support services to the Thrift Savings Plan, a retirement plan for federal civilian and military employees.

SI International defines, designs, builds, deploys and operates mission-critical solutions for the Department of Defense and Federal Civilian agencies and employs more than 3,800 people. ■



Secretary of Commerce and Trade Michael Schewel (center) poses with state, local and company officials following SI International's announcement July 25 in Dickenson County.

Klöckner Pentaplast Announces Second Expansion in Wythe County

Wythe County has done it again. Klöckner Pentaplast of America, Inc., a manufacturer of plastic film and shrink wrap, will invest \$17 million to expand its Rural Retreat manufacturing facility in Wythe County, creating 54 new jobs. A previous expansion was announced in 2002. The company will focus its new investment on a film production center for United States Food and Drug Administration (FDA)-regulated vinyl films that will service the pharmaceutical and other FDA markets. ■



Local Manufacturer Expands in Franklin County

Mod-U-Kraf Homes, LLC will invest \$2.8 million to expand the company's Rocky Mount facility. The company plans to hire 50 new employees when construction is completed in December.

Started in 1971, Mod-U-Kraf has become a leading manufacturer of systems-built, single-family homes and special projects that include multi-family housing and light commercial buildings. The company's production facility and corporate offices are located in Rocky Mount. Mod-U-Kraf markets its homes in Georgia, Eastern Kentucky, Maryland, North Carolina, South Carolina, Virginia, Eastern Tennessee and West Virginia. ■



Merit Medical Systems Finds the Right Fit in Chesterfield

Merit Medical Systems Inc. will invest \$5 million to open a manufacturing facility in Chesterfield County, creating 200 new jobs. The new facility will assemble and distribute procedure kits for the medical industry worldwide.

Founded in 1987 and headquartered in South Jordan, Utah, Merit Medical Systems Inc. is engaged in the development, manufacture and distribution of proprietary disposable medical accessories used in interventional and diagnostic procedures, particularly in cardiology and radiology. The company employs 1,440 people worldwide, with manufacturing facilities in Salt Lake City and South Jordan, Utah; Santa Clara, California; Angleton, Texas; Richmond, Virginia; Maastricht, the Netherlands; and Galway, Ireland. ■

Gatorade® Quenches Thirst in Wythe County



Deputy Secretary of Commerce and Trade John Sternlicht (center) joins in on a Gatorade toast with NASCAR driver Matt Kenseth (left) and Gatorade/Propel President Chuck Maniscalco (right) during the July 21 ground-breaking event.

A July 21 ground-breaking followed in the wake of Governor Warner's June announcement that PepsiCo, Inc. will invest \$140 million to construct a manufacturing and distribution facility in Wythe County's Progress Park, creating 250 jobs. The company will produce Gatorade Thirst Quencher, the world's No.1 sports drink, and Propel® Fitness Water.

Festive was the theme of the day. A sea of orange greeted Deputy Secretary of Commerce and Trade John Sternlicht as he spoke and presented company President Chuck Maniscalco with a Virginia memento, followed by the arrival of NASCAR driver Matt Kenseth on a bulldozer. After the ground-breaking, the event wrapped up with close to 200 guests toasting with bottles of Gatorade.

Gatorade is based in Chicago and is manufactured by PepsiCo. Headquartered in Purchase, N.Y., PepsiCo is a world leader in convenience foods and beverages, with 153,000 employees and 2004 revenues of more than \$29 billion. PepsiCo brands include Gatorade, Tropicana®, Quaker® Oats, Frito-Lay™ and Pepsi Cola®. ■

Prince George County: Distribution Destination



After meeting with company executives during an economic development trip to Chicago in June, Governor Warner announced that Reyes Holdings, LLC, a leader in the food and beverage distribution industry, will invest \$7.5 million to acquire a warehouse and distribution facility that will employ 120 people in Prince George County within three years.

The Prince George County facility, located at SouthPoint Industrial Park, will be operated by Reinhart FoodService LLC, which Reyes Holdings acquired in January. Reinhart FoodService, based in La Crosse, Wisconsin, is the third largest independent food service distributor in the United States. ■

Henrico Becomes One of Largest Wyeth Sites in U.S.

July brought the news that Wyeth, a global leader in pharmaceuticals, consumer health care and animal health care, will expand its manufacturing and distribution operations in eastern Henrico County. The company will invest \$30 million in highly automated packaging equipment, robotic material handling systems and electronic systems for production and inventory data. The new investment will allow Wyeth to increase its current production volume, making the Virginia location one of the largest Wyeth sites in the country, and the upgrades to the company's technology systems will provide for additional higher-skilled job opportunities.

Governor Warner met with Wyeth Chairman and CEO Robert Essner at the company's Madison, New Jersey, headquarters to discuss the project in March 2004, during a marketing mission organized by the Virginia Economic Development Partnership. ■

Roanoke Welcomes FreightCar America



(Left) Secretary of Commerce and Trade Michael Schewel welcomed FreightCar America to the City of Roanoke. (Right) After the program, the group took a tour of the facility led by Senior Vice President of Operations Ken Bridges.

(Hot Deals continued page 14)

Virginia Creates Land of Opportunity for Business

Attracting businesses to their communities is priority No. 1 among today's civic leaders.

Virginia is a prime example, according to *Expansion Management's* third annual Mayor's Challenge™

ranking of the business climates in the United States' 362 metro areas. The magazine designated 71 Metropolitan Statistical Areas (MSAs) as "Five-Star Business Opportunity Metros." The top 20 percent of all U.S. metros receive the designation based on their overall business climate and attractiveness for growing businesses.

Virginia MSAs that made the cut include Blacksburg-Christiansburg-Radford, Charlottesville, Harrisonburg, Richmond, Virginia Beach-Norfolk-Newport News and Washington-Arlington-Alexandria. The latter MSA also ranked second out of five MSAs as a "Best Knowledge Worker Metro." ■



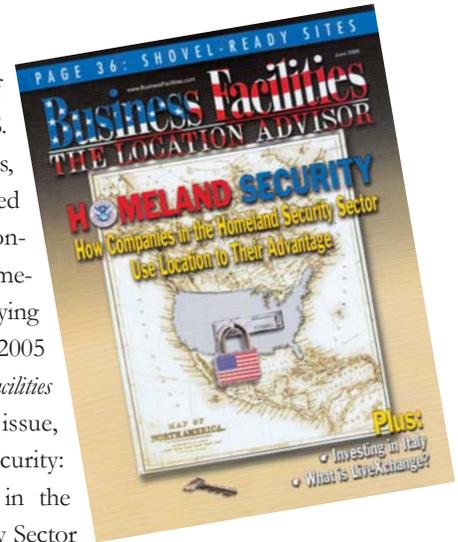
Virginia Honored as U.S. State of the Future

Virginia won third place for the nationwide title "U.S. State of the Future" in *fDi* magazine's U.S. Cities and States of the Future 2005-2006 awards. The Commonwealth also tied for first place in the individual category of "Best Human Resources" and tied for third place in "Best Economic Potential," "Best Quality of Life" and "Best FDI Promotion Strategy." ■



Virginia Hits Home Run in Homeland Security Sector

Home to all 10 of the top 10 U.S. defense contractors, Virginia was noted as a "major contender on the homeland security playing field" in the June 2005 issue of *Business Facilities* magazine. The issue, "Homeland Security: How Companies in the Homeland Security Sector Use Location to Their Advantage," explores what localities are doing to win the business of homeland security companies. The magazine touts Virginia's close proximity to the nation's capital and the Commonwealth's incubators, such as the Harrisonburg Innovation Center, as reason for its success. ■



Northern Virginia Among Best Places to Live

Go no farther than Northern Virginia to find some of the best places in America to live. According to a new survey by CNN and *MONEY* magazine, several Northern Virginia communities ranked tops for towns to call home.

Vienna made high marks as one of the top 20 places in the country to live. Great Falls and Fairfax Station were among communities with the highest household income, while McLean pulled rank among the top 10 towns in educational achievement. Ashburn, Leesburg and Sterling held positions among the top 10 towns in job growth—all three have shown an increase in employment of more than 132 percent since 1990—and Arlington was one of the top 10 rankings in school spending with per-student expenditures of \$11,000. ■

BRAC Commission Approves Proposals

After months of hearings and military base visits around the country, the federal Base Realignment and Closure (BRAC) Commission approved the vast majority of the U.S. Department of Defense (DoD) proposals to close or significantly restructure U.S. military installations. Of the more than 140 separate actions recommended by the BRAC Commission in Virginia, the most significant movements involve leased space in Northern Virginia, growth at Fort Belvoir in Fairfax County and Fort Lee in Prince George County, the closure of Fort Monroe in Hampton and an uncertain future for Naval Air Station Oceana in Virginia Beach. The Commission supported the DoD's recommendations to move more than 21,000 of its personnel from office space in Northern Virginia. While an estimated 10,622 will be moved to bases outside of Virginia, 51 percent (estimated 11,227) will move to installations in Virginia, including Fort Belvoir (estimated 10,269), Fort Lee (estimated 537) and Marine Corps Base Quantico (estimated 421).

While an estimated 1,606 additional personnel in the Department of the Navy and 1,135 in the Medical Command Headquarters will remain in the national capital region, it is unclear whether that will mean Virginia postings. Although estimated to be around 6,500, the number of classified personnel from the National Geospatial-Intelligence Agency moving to Fort Belvoir is also unknown.

However, DoD planning figures used in their COBRA (Cost of Base Realignment Actions model) analysis indicate that it will spend around \$950 million to build a facility to accommodate the agency at Fort Belvoir. That construction is part of the estimated \$2.7 billion in military construction planned in Virginia as a result of the recommended BRAC actions. Other significant planned construction projects will include a \$46 million facility to house classified personnel in the Defense Intelligence Agency moving from Bolling Air Force Base to a site near Charlottesville; a planned \$433 million community hospital at Fort Belvoir to accommodate health services moving from Walter Reed Medical Center in Washington; and a planned \$555 million facility to house a Combat Service Support Center at Fort Lee.

Fort Lee is slated to receive about 7,682 personnel including the Transportation School from Fort Eustis in Newport News, the Ordnance Center and School from Aberdeen

Proving Ground in Maryland and the Ordnance Missile and Munitions Center from Redstone Arsenal in Alabama.

The BRAC commission voted 8-0 with one abstention to close historic Fort Monroe, which employs about 3,300 workers. The bulk of its jobs will move to Fort Eustis, which will absorb the Army's Training and Doctrine Command, Installation Management Agency and Network Command Northeast Region Headquarters. Other activities, the Accessions Command and Cadet Command, will move to Fort Knox, Kentucky.

NAS Oceana, which has DoD support as the home of the East Coast Master Jet Base and employs nearly 12,000 military and civilian workers, was added to the list for possible closure by the BRAC Commission in late July over concerns about encroachment. Virginia touted its access to unencroached air space for training, proximity to the fleet, excellent quality of life and a commitment to better control development around the base at two special hearings on NAS Oceana in August. On August 24, the Commission voted 7-0 with two abstentions to preserve Oceana, which is home to more than 200 warplanes, with the stipulation that if the state and localities don't spend \$15 million annually and pass legislation and ordinances to eliminate current and prevent future encroachment by March 2006, then the Master Jet Base could be moved to Cecil Field, Florida. Florida would then have until December 31, 2006 to prove they can prevent encroachment at Cecil Field.

As a result of the BRAC decisions, Governor Mark Warner announced the creation of four "working groups" of business leaders, politicians and government officials to develop plans for four areas of the state. The four regional groups, which will focus on South Hampton Roads, the Virginia Peninsula, Central Virginia and Northern Virginia, are meant to give the General Assembly a head start on responding to the BRAC actions. After the groups complete their work, Warner plans to submit "concrete proposals" to lawmakers to deal with the massive job shifts that will ripple out to schools, transportation systems, housing and local economies.

If the BRAC Commission recommendations pass through the final approval processes, all bases slated for closure or realignment must be completed by 2011. ■

Langston Puts "B" in Busy

At the end of an 80-foot elevated walkway in the woods behind Jay Langston's Chesterfield County home sits a massive wooden structure. Complete with a climbing wall, a deck, swing set, climbing rope, shingled roof and zip line, Langston refers to it as his family fort.

The fort has taken on a life of its own, growing in different directions and gaining new bells and whistles at every whim of the Langston family. It's been a family project in the making for years and it continues to grow.

"It's crazy, it's stupid and it's so much fun," he said.

Projects like the family fort are not unusual for Langston, VEDP's Project Support Manager, who puts the "b" in busy.

"I'm an active person," he said. "I'm not one to sit and watch TV on weekends."

Instead, one might find Langston tinkering under the hood of his 1986 Ford Mustang. The 44-year-old Ph.D. is building the car for racing. With the suspension and engine done, it's about 40 percent complete. Soon all it will need is a driver.

"I will be in the driver's seat," he said. "That's what this is all about."

Langston has completed road racing schools and he's no stranger to the track, including Summit Point in West Virginia, Carolina Motor Sports Park and Virginia International Raceway. He's one of those guys who waves the green flag and officiates the race.

He's always had a passion for "anything with an engine." Langston's father, a mechanic by trade, dissuaded his son from following in the elder Langston's footsteps, but the mechanical talents were passed on. In the last few years, Langston has completely rebuilt two or three vehicles—not counting the parts scattered around his shop. His first was a Mercury Comet that he rebuilt with his dad, but the one he's most proud of belongs to his daughter, Ashley.

"It's a Mustang, but it's a combination of two Mustangs that started out with nothing," he said of the nearly two-year project. "Ashley helped me sand it and rebuild the engine. She knows more about cars than most of the boys in her class."

Whenever possible, Langston's projects involve at least one member of his family. And with two sons, one daughter and a very competitive wife, it makes for a lot of projects—which suits Langston just fine. The ever-growing family fort in the backyard is a perfect example.

"I can't stay focused," he admitted. "I start one project and move on to the next one. The fort is a labor of love that I'm not sure is ever supposed to be done." ■



(Left to right) Langston, his father and daughter worked together to rebuild a Ford Mustang in Langston's shop.

Hammond Saluted



(Left to Right) Lyn Hammond, VEDP Senior Policy Analyst, was recognized for 15 years of state service in August during a VEDP All-Hands Meeting.

On the Red Carpet

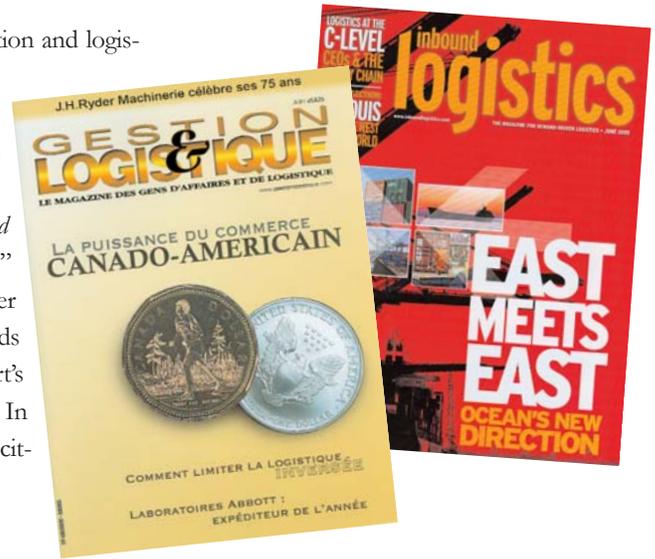


Suffolk Economic Development Director Tom O'Grady presented retiring VEDP Executive Director Mark Kilduff with a pig bow tie during the Hampton Roads "Red Carpet Tour."

Media Tour Lands Coverage in Logistics Magazines

Virginia was recognized across language barriers recently as a distribution and logistics hub. Dust off your French-English dictionary and test your translation skills by reading *Gestion & Logistique's* story about Nautilus in Independence, Virginia, one of many tour stops on the spring media tour.

If French is not your forté, check out the June issue of *Inbound Logistics*. Media tour participant and magazine writer Joseph “Joe” O’Reilly covers the Port of Virginia and its long-term plans to add greater density to its container terminals, reduce dwell times in container yards and expedite movement in and out of the terminals. Read about the Port’s new approach and more in “East Side Story: Ocean’s New Direction.” In the July issue, O’Reilly plans to cover Virginia’s role in reverse logistics, citing Independence-based Nautilus as a customer source. ■



Mark Your Calendar!

It’s that time of year—rub elbows with other economic developers and learn what’s going on across the Commonwealth during the bi-annual VEDP/Ally Meeting scheduled for Thursday, November 17.

The meeting will be held at Great Wolf Lodge in York County, open less than one year, which promises to be unlike any other Ally Meeting venue. For those allies forced to travel farther, hotel rooms will be available for \$119 per night.

While the venue offers a new twist, the purpose of the meeting remains the same: to bring economic development representatives from all levels and regions together for an update on the Commonwealth’s business recruitment and international trade efforts. Stay tuned for more details. To view the presentations from the June 2 VEDP/Ally Meeting, visit the “Economic Development Resources” section of VEDP’s Ally Information Exchange at www.VirginiaAllies.org. ■

Crossroads Rural Entrepreneurial Institute Puts Southwest Virginia on the Map

It’s official—Crossroads Rural Entrepreneurial Institute is open for business! Eight years in the making, the Institute, an 80,000-square-foot, \$6.2 million education center and business incubator, officially opened June 27 in Galax.

Crossroads Institute brings the Southwest Regional Enterprise Center, a small business incubator, Wytheville Community College, and school systems in Galax, Carroll and Grayson together under one roof. This resulted in the creation of the Center for Technical & Entrepreneurial Studies and the Center For Lifelong Learning. Funding came from the Rural Development agency of the U.S. Department of Agriculture, Virginia Tobacco Commission and the Virginia Department of Housing & Urban Development.

The Institute offers electronic classrooms for distance learning, high-speed Internet connections and wireless service for mobile computers. It has two computer labs with 100 terminals, the largest public access site in Southwest Virginia.

Participating in the Grand Opening event, Virginia Secretary of Commerce and Trade Michael Schewel said, “You are trying to do nothing less than change the way we approach economic development in Southwest Virginia.”

For more information on the Crossroads Rural Entrepreneurial Institute, visit www.crossroadsva.org. ■

VALET Participants Have Access to Dream Team

When companies are accepted into the VALET program, the perks extend far beyond parking.

In addition to services offered by the Virginia Economic Development Partnership, optional services are kicked in by 23 VALET Program Partners, a team of experienced international service providers from the private sector who provide *pro bono* assistance to VALET companies with their international goals. Service providers such as attorneys, Web designers, bankers, translators and freight-forwarders contribute essential skills for expansion into international markets.

“The Program Partners have been very helpful—it is daunting to find people to help with international issues, and the Program Partners are a good, responsive and experienced resource,” said Josh Witmer of Care Rehab and Orthopaedic Products, Inc.

During the past four years, VALET program participants have extensively called upon the expertise of the Program Partners to assist with export-related initiatives.

Recently, one company translated its Web site, marketing materials and technical support manuals into Spanish to better reach target markets in the Caribbean and Central America, while another company implemented a search engine optimization program to better position themselves among the major U.S. and international search engines. Another company received assistance to revise its distributor agreement to better protect the company’s interests while doing business in Mexico.

Establishing comprehensive export compliance programs, using international tax services to set up corporate sales offices overseas, and redesigning shipping procedures for exported products and imported components—saving tens of thousands of dollars—are other perks that VALET participants can cash in on.

“We have benefited from the VALET Program,” said Giovanni Donatelli of The Language Group, a current VALET Program Partner. “Being affiliated with VEDP has allowed us to participate in numerous events throughout the state, covering topics from international trade logistics to finance, which in turn allows us to better assist our clients. Our company has seen significant growth in the past two years, and if we track the total contacts that we have made since the initiation of the VALET Program, a significant portion are a result of an introduction through VEDP.” ■

The following 23 companies are VALET Program Partners:

- ActiveMedia
Web marketing and promotions
- Allegheny Brokerage Company
Export control compliance/customs brokerage/forwarding
- BB&T
Financial services
- Bank of America
Financial services
- China Channel Limited
Approaches to seeking business in China
- CV International
Ocean/air freight forwarder/transportation provider
- Diversified Distribution, Inc.
Value-added distribution and logistics services
- ExactLingua, L.L.C.
Multi-language translation and interpretation services
- FOCUS Enterprises, Inc.
Corporate development, finance and growth consulting
- The Global Law Group
Legal services
- The Language Group
Translation/interpretation
- Lasa Monroig & Veve
Legal services
- LeClair Ryan
Legal services
- Marsh USA, Inc.
Insurance
- People Going Global
Cross-cultural training
- Piascik & Associates
Certified Public Accountants
- SunTrust Bank
Financial services
- TNB Language Services
Language translation, interpretations, situation and cultural training
- Trade Show Training, Inc.
Trade show planning
- Transition Success Consulting
Cross-cultural education and training
- UTi, United States
Freight forwarding/customs/ international transportation/ logistics/warehouse and supply chain management
- Virtual Strategies, Inc.
Corporate development consulting
- Williams Mullen
Legal services

July 2003 VALET Class Expands International Sales Networks

July marked the Virginia Leaders in Export Trade (VALET) program graduation ceremony of an accomplished outgo-



(From right) Kim Weir welcomes the VALET Class of July 2005.

ing class and the welcoming of a new class. New partnerships dominated the successes of the seven graduating companies, including 12 new international customers, eight new distributors and three new overseas sales offices. The July 2003 class graduates included Care Rehab and Orthopaedic Products, Inc. of McLean; Filtrona Fibertec of Colonial Heights; John C. Nordt Co. Inc. of Roanoke; Lee Tennis LLC, a division of Luck Stone, of Charlottesville; Medeco Security Locks, Inc. of Salem; TechLab, Inc. of Blacksburg; and Zeller + Gmelin Corporation of Richmond.

“The graduating VALET companies were successful in establishing new sales relationships in their target markets,” said Paul Grossman, Director of the VEDP International Trade Division. “The process of engaging new international contacts is the greatest challenge to successful export, and I commend them for the commitment their results reflect.”

Mark Kilduff, VEDP Executive Director, congratulated the companies at a July 19 luncheon held at the Downtown Club in Richmond. Also recognized were the eight Virginia companies selected to participate in the state’s VALET Class of July 2005, the eighth class to enter the program. The companies include connectool, Inc. of Goochland County; EarthWalk Communications, Inc. of Manassas; Hawkeye Manufacturing, Inc. of Richmond; QualityCare, Inc. of Fairfax; Rowe Furniture of McLean; Taylor-Ramsey Corporation of Amherst County; Trinity Technology International, LLC of Fairfax; and VISADOR Holding Corporation of Marion.

The VALET program is a two-year export development assistance program. To participate, eligible businesses must meet several quantitative criteria and complete an application process. Participating firms are chosen based on their dedication to growth through export. To learn more about the VALET program, visit www.ExportVirginia.org. ■

(Anderson continued)

Anderson’s work experience placed him ahead of the other candidates, said Steve DelBianco, VEDP Board Member and Search Committee Chairman.

“Jeff Anderson brought a unique combination of skills that made him our unanimous selection,” DelBianco said. “He has done international marketing in technology and financial services markets where he’s worked with the same businesses Virginia wants to attract and retain. Jeff was in the top tier of executive leadership at a high-performing organization of professionals.”

As BearingPoint’s former Executive Vice President responsible for global financial services practice, Anderson assisted in the transition from a company that was predominantly a North American business when it was spun off from its parent KPMG to the current global system integration business with operations throughout Europe and Asia.

“For years the private sector has had to deal with the implications of competing in a global marketplace,” he said. “Businesses have had to move work offshore and react to the different ways the marketplace is buying services. The digital marketplace has provided companies with the means to use alternative channels to expand their businesses. This requires economic development to become more proactive and better targeted on the industries and businesses we want to pursue.”

And when it’s time to tell Virginia’s story, he plans to do so in a collaborative manner. Initially, Anderson plans to work with each region to understand their perspective, strategies and targeted industries.

“It’s important that we present a complete picture,” he said. “A complete picture represents the regions’ diversity and the Commonwealth’s strengths. We need to know our product well—what we have to sell in each region, each city, each town and each county in Virginia. If we do that, we can do a better job attracting business to all areas of Virginia.”

While he’s not a Virginia native, he might as well be. Much of his family currently live in and around the capital city. Anderson makes his home in Albemarle County with his wife, Julie. And for two people who love the outdoors, there’s no better place to be, he said. Julie enjoys hiking. Jeff’s passion is golf—when he’s not learning more about Virginia history.

More importantly, he’s committed to the cause. “I’m dedicated to helping the Partnership play a role in the success of the Commonwealth,” he said. “My goal is for the Partnership to work collaboratively with regions across Virginia to attract the new jobs and business investments that will allow all Virginians to find a good job and earn a decent salary and that will allow our communities big and small to prosper.” ■



(Hot Deals continued)

Aurora Flight Sciences' Expansion 'Out of This World'

Mars doesn't seem so far away to Aurora Flight Sciences, who recently announced plans to invest \$5 million to expand its current facility at the Manassas Regional Airport and create about 100 new jobs. The engineering and research and development facility will primarily support the development of an Unmanned Aerial Vehicle (UAV) designed to fly in the Martian atmosphere. If successful, the program would represent the first aircraft to fly in the atmosphere of another planet.

Members of Aurora Flight Sciences' staff have been involved in the development of Mars airplanes and other advanced UAVs for more than 20 years. As the company breaks ground on the new facility, it is preparing for an anticipated NASA competition to select a mission concept for a 2011 Mars mission.

Headquartered in Manassas since 1991, Aurora Flight Sciences develops innovative Unmanned Aerial Vehicles for the scientific, defense and homeland security communities. The company employs more than 300 at locations in Virginia, West Virginia and Mississippi. ■



The new Aurora Flight Sciences facility will support the development of an Unmanned Aerial Vehicle (UAV) designed to fly in the Martian atmosphere.

Medical Manufacturing Facility to Open in Albemarle County



An area known for its excellence in health care can add to its list of accolades. Princeton BioMeditech Corporation (PBM) will invest \$7 million to build a manufacturing facility in Albemarle County and create 115 new jobs. The company has entered into an exclusive marketing and manufacturing agreement with ContraVac, Inc., a privately held biotechnology company. The new facility will provide manufacturing capability to ContraVac for its newly developed products to test male fertility. The Albemarle County facility will also provide research and development efforts, manufacturing and distribution for PBM's current and future products. ContraVac, Inc. was founded by John Herr, Ph.D., professor of cell biology at the University of Virginia, to commercialize technologies developed in his UVa lab. ■

(VOR Grant continued from page 3)

communities develop and improve their respective marketing programs.

The VOR Marketing Grant program kicked off with a total of \$150,000 apportioned to allow 15 grants, up to \$10,000 each, to regions and communities for various marketing-related projects developed and submitted by the locality. VEDP received a total of 17 qualified applications for the grants and selected 15 based on the published parameters of the program. The awards, sent out in late FY05, will support a variety of marketing initiatives including

marketing maps, the update of existing marketing materials, participation in marketing missions, design and purchase of new marketing booths, Web site development and improvements, direct mail and advertising pieces, market research and the development of marketing programs.

As part of a parameter of the program, each awarded community will monitor and report back to VEDP the success of each project, including how the money was spent, initial results, expected results and lessons learned. Stay tuned for a future

report on the results obtained by each opportunity region. If you have questions concerning the VOR marketing program, e-mail Mike Carruth at mcarruth@YesVirginia.org. ■

Quarterly Calendar

DATE	CONTACT	EVENT
Oct. 3-7	SK	Trade Mission—Turkey
Oct. 10-14	CR	Indiana Marketing Mission
Oct. 8-12	JB	Anuga Trade Show (Food & Beverage)—Cologne, Germany
Oct. 12-13	SK	57th Virginia Conference on World Trade
Oct. 16-18	RR	29th Annual Southeast U.S.-Japan Joint Meeting—Tokyo
Oct. 17-21	SK	Trade Mission—Canada
Oct. 18-20	JB	Plastics Encounter Trade Show—Charlotte, NC
Oct. 23-26	JB	Council of Supply Chain Management Annual Conference—San Diego, CA
Oct. 24-28	SK	Trade Mission—Mexico
Oct. 26-27	VB	Mid-Atlantic Bio 2005—Washington, DC
Oct. 26-29	JB	Worldwide Food Expo—Chicago
Oct. 31-Nov. 4	SK	Trade Mission—Russia
Nov. 1-5	SK	Europort Maritime 2005
Nov. 4-12	SK	Trade Mission—China
Nov. 7-11	CR	Northern California Marketing Mission
Nov. 9-11	JB	National Business Aviation Assoc. Annual Meeting & Convention—Orlando, Fla.
Nov. 13-16	VB	Fabtech International—Chicago
Nov 16-19	VB	MEDICA 2005—Düsseldorf, Germany
Dec. 1-3	VB	Performance Racing Industry 2005—Orlando, Fla.
Dec. 5-9	CR	Southern California Marketing Mission
	VB	Vince Barnett, VEDP (804) 371-8265
	JB	Jerry Broadway, VEDP (804) 371-8194
	SK	Scott Kennedy, VEDP (804) 371-0052
	CR	Chuck Rogers, VEDP (804) 371-8189
	RR	Rick Richardson, VEDP (804) 371-8259



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DID YOU KNOW?

VEDP Helps Allies Work the Web

VEDP recently launched the new and improved *VirginiaScan*[™], an innovative and interactive site-selection database located on VEDP's Web site, YesVirginia.org.

In addition to site and building specifications, *VirginiaScan* now enables a client to search for the ideal business location using Virginia workforce statistics, employee counts and salary information, and business location data. Clients can read detailed profiles about Virginia's communities, as well as a host of other information that is driving today's business site-selection process.

VanillaScan, the VEDP Web-enabled application that allows regional and local economic development allies to have a site selection tool on their respective Web sites, gives allies' clients access to all the benefits of *VirginiaScan*, while navigating the allies' Web site. In essence, it's our technology and your brand—for free.

The interactive tool integrates your community's data from VEDP's *VirginiaScan*—sites, buildings, workforce, business and quality-of-life information—into your existing Web site, while maintaining your Web site's brand, look and feel. VEDP hosts the tool and manages the operation for you. There is no software, hardware or technical expertise that you must purchase. For more information or to request a VanillaScan site, please contact Stan Harrison at (804) 371-2779 or e-mail him at sharrison@YesVirginia.org. ■

