

**NESA is pleased to present the
2006-1Q 2007 Annual Report
along with the following
2Q 2007 updates.**



**North Eastern Strategic Alliance
Updates**

July 12, 2007

First NESA Regional Consultant Event

On May 10-11, NESA hosted Mark Sweeney, senior principal at McCallum Sweeney Consulting, Inc. and former employee of South Carolina Department of Commerce, for a regional product tour. This marks the first in a series of events to perpetuate additional project leads and to promote the NESA region both nationally and internationally. Some of the competitive advantages that Sweeney highlighted in his general overview include: (1) transportation, especially the direct access to major seaports; (2) labor availability, noting that most site consultants do not look within city or county boundaries, but rather in a regional area; and (3) a strong offering of both

sites and buildings with good existing infrastructure. Speaking of his overall visit, Sweeney remarked the region is gaining traction and thinks that this is positive. "During past visits (to the region), I have not seen the cohesiveness and collaboration seen on this visit and I get a really good feeling in that regard," says Sweeney. The regional consultant event culminated with a luncheon where Sweeney presented *Prepared Communities Win* for the NESA region's top leadership. The next event is scheduled for Thursday-Friday, August 30-31 and will highlight Georgetown, Horry, and Williamsburg counties.

NESA "Thank you" Corner:

Thanks to Santee Electric Cooperative & Williamsburg County for graciously hosting the July 6 NESA Board meeting.

Next Regional Consultant Event with Jim Kupferer Fluor Global Services August 30-31, 2007

- Upcoming Recruiting Missions**
- West Coast (with PEDCO) July 23-27**
- Cleveland, Ohio August 14-17**
- Europe September 2007**
- Asia/SEUS October 2007**

Upcoming NESA Events

Friday, August 3 10:00 a.m. Francis Marion NESA EXEC

Friday, October 5 12:00 noon Horry County NESA BOARD

Recent Recruiting Missions Productive for Region

Jacksonville, Florida

In May, a team of economic development professionals from the NESA region traveled to Florida for a 3-day recruiting mission. Through extensive research and key parameter targeting methodology, NESA identified and coordinated meetings with top executives. The consistent message heard during

these meetings was that the NESA region is favorable for expansions and relocations. This is due to the low cost of land, state/local incentives, an abundance of relatively low-cost labor, and the region's extensive transportation network. The Florida mission netted 5 active projects.

Atlanta, Georgia

A NESA team recently traveled to Greenville, SC & Atlanta, GA, June 20-22. Over the 3-day period, the team met with over ten site location consultants as well as one active project. NESA continues to knock on doors highlighting the benefits of doing business in South Carolina's Business Corner.