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NESA Overview

The North Eastern Strategic Alliance (**NESA**) is a regional economic development organization that serves a nine-county region in the northeast corner of South Carolina.

NESA's primary objective is to significantly enhance the quality of life for residents of the region by creating additional jobs and capital investment within the existing industry base as well as through recruitment of new companies and expansion of tourism related development.

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Comments from the Chairman



In the opening segment of this September newsletter, I want to introduce you to the NESAs staff, the fine folks who strive tirelessly to make "South Carolina's Business Corner" the best place to do business. It is certainly exciting to acknowledge that in the past 18 months, the NESAs organization has increased from 1 to 5 full time staff members. Executive Director, Jeff McKay, brings nearly two decades of experience to

NESAs and has done an exceptional job in both recruiting and building a talented, dedicated staff to fulfill the mission of the alliance. As NESAs continues to augment marketing and recruiting efforts, the Board of Directors saw the need for a full-time sales person to pursue new project leads for the nine-county region. In August, Mr. Rich Fletcher of Blythewood, SC, was chosen to fill this role. As Director of Business Development, Rich will establish new and maintain existing relationships with domestic and international companies. Also working to enhance recruiting efforts, Ronald Carter, Jr. from Lake City, SC and a graduate student at Francis Marion University serves as Business Development Coordinator. Ronald coordinates project and research activities and recruiting missions. Misti Humphries, Investor Relations/Marketing Coordinator, ensures that the proper marketing tools and resources are produced and effectively utilized to support our efforts. Maintaining the website, www.SCBusinessCorner.com (see traffic counts on p.2) is also a vital part of her role in providing updated and pertinent information on the region. Misti also works closely with the NESAs Foundation, meeting regularly with the private sector supporters as well as the public investors. Marianne Langley, another Lake City, SC native, is the friendly voice on the other end of your calls to the NESAs office. After nearly three decades as a paralegal in Kingstree, SC, Marianne became the Administrative Coordinator for NESAs, a role that not only offered a new challenge, but also allows her to serve the people of the area she calls home. In accordance with NESAs's mission, I can assure you this staff works hard to increase the quality of life for residents of the region through job creation and increased investment. Visit the NESAs website and read about the many efforts going on in the "Business Corner"!

Senator J. Yancey McGill
Chairman, NESAs Executive Committee

NESA Board Members
(*Executive Committee)

- Senator J. Yancey McGill*
- Mr. Billy Alford*
- Mr. James Alford
- Mr. Billy Baldwin
- Mr. James E. Broqdon
- Mr. Frank Bullard, III
- Dr. Fred Carter*
- Mr. Loyd Daniel
- Dr. Dave DeCenzo*
- Mr. Vernie Dove
- Mr. Fred DuBard*
- Ms. Liz Gilland
- Mr. Wayne Gray
- Mr. Mike Hagg
- Mr. Sel Hemingway
- Mr. James "Pat" Howle
- Rep. Doug Jennings*
- Mr. Floyd Keels
- Senator Hugh Leatherman*
- Mr. E. LeRoy "Toy" Nettles, Jr.
- Mr. Stanley Pasley
- Mr. Matthew Rivers
- Mr. Jack Shuler
- Mr. K.G. "Rusty" Smith, Jr.
- Ms. Mindy Taylor
- Mr. Douq Wendel*
- Mr. Mack Whittle, Jr.
- Mr. Frank Willis*
- Rep. William Witherspoon*

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Regional Consultant Events



Mark Sweeney
Principal, McCallum
Sweeney Consulting

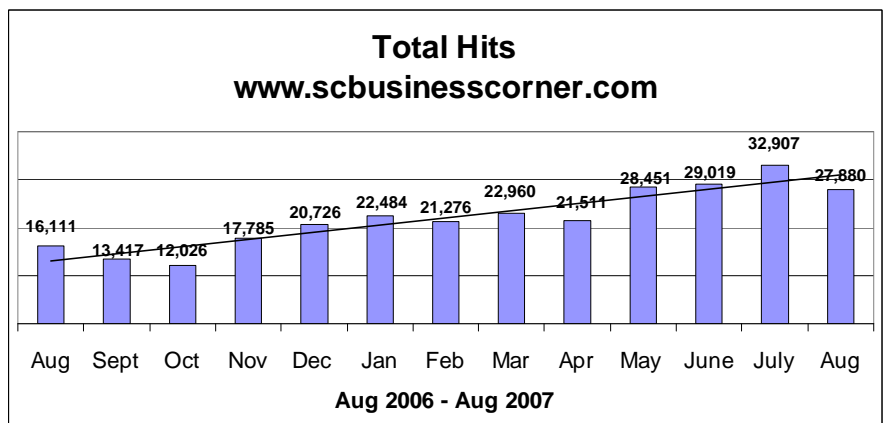
*"well planned,
productive and a
positive 'happening' for
the NESAs region"
- Local Developer*



Bill Schaperkotter
Managing Director, Fluor
Global Location Strategies

To date, NESAs has hosted two regional consultant events. On May 10-11 NESAs hosted McCallum-Sweeney, and on August 30-31 Fluor Global Location Strategies. The 2-day event agendas were designed to acquire unbiased, third party views of the region in terms of product availability and regional competitiveness. Economic development professionals from each of the nine counties participated in the events. To culminate each event, a lunch presentation was conducted for the region's top leadership. Mark Sweeney's main advice - promote the area's transportation benefits. He specifically suggested adding more emphasis on the region's direct access to major seaports, not only via major interstates such as I-95, but also via good 4-lane state highways, such as Highway 52. Bill Schaperkotter's counsel was similar. In his presentation he noted that "I-73 will change the economy more than any single factor," opening up the interior of the NESAs region. Together, these events have strengthened the synergy of the NESAs team and provided knowledge and insight that we will continue to execute. In his summary remarks, Sweeney said, "During past visits (to the region), I have not seen the cohesiveness and collaboration that I have seen on this visit and I get a really good feeling in that regard."

SCBusinessCorner.com Traffic Report



Upcoming NESAs Events

October 2, 12:00 p.m.
The Benefits of Regionalism
Dr. Don Schunk
Marina Inn @ Grande Dunes

October 5, 12:00 p.m.
Board Meeting
Horry Electric Cooperative

October 10, 12:00 p.m.
Legislative Updates
Co-sponsored by
Progress Energy
Mr. Burnet Maybank, III
Florence Country Club

November 2, 10:30 a.m.
Executive Committee
Francis Marion University

Recruiting Missions Updates

May 2007 - Jacksonville, FL
* 8 meetings, 5 projects

June 2007 - Greenville/Atlanta
* 10 consultant/client calls

July 2007 - San Diego, CA
* Consultant calls with PEDC

August 2007 - Northern Ohio
* 7 meetings, 3 projects

September 2007 - Europe
* 14 company meetings

September 2007 - Dallas, TX
* Calls w/PEDC & SCDOC
* 8 meetings

October 2007 - SEUS, Japan

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Recent Announcements

Horry County: ADG Wood Trusses, a wood truss manufacturing plant, has located and started production in Loris according to an April press release from the Myrtle Beach Regional Economic Development Corporation. The company has invested over \$2 million in the restoration of the former Formica building and in equipment purchases and computerization. After a business feasibility study, Horry County was at the top of the list for potential in the building industry. At ADG, computers are set to automatically precision cut each time. "We pride ourselves on being exact in our construction and strong in customer service," said Daniel Taliga, owner. The plant anticipates a total of fifty employees by the end of the year.

Horry County: Zephyr International is relocating their operation from Easton, PA to Horry County. "We are a company with international clients and could have relocated anywhere," said company owner Elizabeth Bielsa-Mitchell. Vacationing in the Carolinas provided an opportunity to see the area and after their daughter decided to enroll at Coastal Carolina University, they began to realize that Horry County, with its proximity to higher education, workforce, and cost of living, was the place for their company. Zephyr International LLC, a woman-owned small business, designs, develops and manufactures products and services that enhance the safety of helicopter rescue crews using rescue hoists. Zephyr International intends to invest \$1.5 million in their new facility and hopes to employ 10 people within the next five years.

Recent Expansions

- Roche Carolina, Inc. announced the expansion of its Florence pharmaceutical manufacturing facility. The \$60 million investment will create 25-30 additional positions as well as an estimated 200 construction related jobs.
- Automatic Data Processing (ADP) in Florence announced they will add up to 100 people to its current workforce of about 400.
- New South, a member of the Canfor Corporation since 2006, announced plans to invest \$5 million to modernize its Conway sawmill in Horry County.
- Palmetto Synthetics, operating in Williamsburg County since its inception in 1998, will invest \$2.5 million and add 40 new jobs as a result of the expansion. The company has distinguished itself in the fiber industry by providing high quality, speciality polyester fibers, including solution-dyed fabrics.
- Peddinghaus Corporation recently expanded in Williamsburg County. The new addition will house their production, purchasing, and new engineering department. Experiencing significant growth since their original opening in 1997, the company now boasts nearly 100 employees.

NESA Team Members

Private Sector:

ArborOne
AT&T
BB&T
Beach First National Bank
Burroughs and Chapin Company
Carolina First
COMBO
DuBard, Inc.
Horry Electric Cooperative
Horry Telephone Company
Landmark Builders
Myrtle Beach Area Chamber
Pee Dee Electric Cooperative
Pepsi-Cola
Progress Energy
Santee Cooper
Santee Electric Cooperative
Strand Capital
Wachovia

Public Sector:

Chesterfield County
Darlington County
Dillon County
Florence County
Georgetown County
Horry County
Marion County
Marlboro County
Williamsburg County

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NESA Welcomes Support from ArborOne Financial



The NESA Board welcomes the support of ArborOne Financial and Mr. Jack Shuler, President and CEO as the newest member of the NESA Board of Directors. ArborOne has been serving the agricultural community in the Pee Dee region of South Carolina since 1917. While it maintains its core business as an agricultural lender, ArborOne has evolved into a dynamic organization that actively searches for new ways of serving its existing customers and potential customers. Customers include people wanting to live a rural lifestyle, homeowners, rural businesses, the infrastructure of rural communities comprising utilities, healthcare & safety, and farmers. For information on the services offered, please visit www.arboroneaca.com. ArborOne's slogan is "Growing Stronger" and NESA is pleased to announce that we have been given the opportunity to grow stronger with ArborOne.

NESA Welcomes Beach First National Bank Support



The NESA Board welcomes the support of Beach First National Bank. Organized in 1996 by a group of Myrtle Beach business leaders, Beach First National Bank, purposes to meet the financial needs of small-to-mid-sized businesses and individuals in the communities, with emphasis on maintaining a personal one-on-one relationship with each customer. Beach First National Bancshares, Inc., the parent company, is a financial institution holding company with assets in excess of \$500 million. Headquartered in Myrtle Beach, South Carolina, the company has experienced exceptional growth accompanied by excellent credit quality. For more information, visit www.beachfirst.com or call (843) 626-2265. With sincere appreciation, the NESA Board welcomes Beach First Bank to the regional alliance.

Thank You Corner

- Thank you Chesterfield County for hosting the April NESA Board mtg.
- Thank you Santee Electric Cooperative and Williamsburg County for hosting the July NESA Board mtg.
- Thank you SCANA for assistance with the Regional Consultant events.

NEWS from the CORNER is published regularly by the North Eastern Strategic Alliance. Articles and data contained herein were adapted from information submitted by counties in the region. To submit content for this newsletter, please contact Marianne at mlanglely@scbusinesscorner.com or 843-661-4669. Contents © NESA, 2007.