

# Eastern Carolina WORKFORCE DEVELOPMENT BOARD, INC.



*Serving the North Carolina Counties of Carteret, Craven, Duplin, Greene, Jones, Lenoir, Onslow, Pamlico and Wayne*

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## Eastern Region Workforce Innovations Network Forum

### Event Highlights Region's Industry Clusters and Successful Programs

On November 21, the first Workforce Innovations Network (WIN) Forum was held at the Transpark Training Center in Kinston. The Eastern Carolina Workforce Development Board planned the event in partnership with North Carolina's Eastern Region, Turning Point, and Region Q Workforce Development Boards.

The Forum began with a presentation by Al Delia, President/CEO of North Carolina's Eastern Region. Delia provided an overview of the economic development activities occurring within the 13-county region, stressing the importance of a highly skilled workforce in today's competitive, global economy. Delia announced that the NC Eastern Region has invested \$750,000 over three years in support of a Work Keys pilot partnership with the local Boards, Community Colleges, and Public Schools.

The Forum provided an opportunity to learn from business leaders identified in the Region's selected high growth industry clusters. The business panel was facilitated by ECWDB Board Chair Mona Padrick. The business panelists included Arenda Battle, Human Resources Director, University Health Care Systems, Heritage Hospital representing the Health Care Sector; Mike Gwynn, Manager, Public Affairs, PCS

Phosphate, representing the Advanced Manufacturing Sector; Mike Bradley, Small Business & Technology Development Center Program Director, NC Boating Services representing the Marine Trades Sector; and Steve Wangerin, CEO, W.T. Humprey, Inc. representing the Construction/Skilled Trades Sector. The panelists discussed their current and future workforce needs and challenges.

In response, local educators had the opportunity to highlight innovations and successes that are occurring in public education across the region. Presentations showcased the Craven County Schools 2+2 Early College Program; the Wayne County Schools Science, Technology, Engineering, Mathematics (STEM) school; the Wilson County Schools Apprenticeship Programs; the Lenoir Community College's Mobile Industrial Training Lab & Healthcare Connection; the Onslow County Schools Skilled Trades Initiative; and the Wayne Community College's WORKS Work Keys/CRC initiative. BSH Home Appliances then closed the Forum with a presentation that tied it all together by highlighting the successful BSH public education/private sector apprenticeship model partnership with Craven County Schools and Craven Community College.

These efforts provide only a hint of the workforce development initiatives that are occurring in Eastern North Carolina to ensure a skilled and trained workforce prepared to compete in a global economy.



Al Delia, President/CEO, NCER provides overview of Region



Board Chair Mona Padrick facilitates business discussion



Dr. Kathy Spencer, Superintendent, Onslow County Schools presented on OCS Trades Day Event



Gary Hales, Wayne County School of Engineering, highlights STEM school successes



### **Officers**

Joseph Wiggins, *Chief Elected Official*  
Mona Padrick, *Chair*  
Mike Kraszeski, *Vice Chairman*  
Judy Darden, *Secretary/Treasurer*

### **Carteret County**

Mike Kraszeski, *Atlantic Veneer, Vice President*  
Dave Inscoc, *Carteret County Economic Development, Executive Director*  
Dwayne Oglesby, *Fleet Readiness Center East, Lead Training and Development Specialist*

### **Craven County**

Tom Taylor, *Aflac Insurance, Retired Executive*  
Kimsey Welch, *Vocational Rehabilitation, Retired*  
Ronald Knight, *Communications Workers of America, Labor Rep.*

### **Duplin County**

Alex Asbun, *Duplin Gen. Hospital, Director of Latino Health Care Access*  
Woody Brinson, *Independent Business Consultant*  
Thomasina Williams, *RASS, Business Owner*

### **Greene County**

Bud May, *Greene Lamp, Inc., Executive Director*  
Judy Darden, *Darden Bookkeeping, Owner*

### **Jones County**

Frank Emory, *Emory Construction, Owner*  
Thelma Simmons, *Jones County DSS, Executive Director*  
Norma Sermon-Boyd, *Jones County Partnership for Children, Director*

### **Lenoir County**

Brantley Briley, *Lenoir Community College, President*  
Bruce Parson, *Global TransPark, Economic Developer*  
Debbie Beech Burrell, *FACILITATE, CEO*

### **Onslow County**

Don Harris, *Stanadyne Diesel, Retired*  
Ralph Leeds, *Employment Security Commission, Manager*  
Mona Padrick, *Jacksonville-Onslow Chamber of Commerce, President*  
Dr. Kathy Spencer, *Onslow County Schools, Superintendent*

### **Pamlico County**

Jason Hannah, *Hannah Service Center, Owner*  
Carla Byrnes, *B & B Yacht Designs, Owner*  
Wayne Brackin, *Tideland EMC, Job Training and Safety Director*

### **Wayne County**

Fletcher Bizzell, *Excell-Linde, HR Manager*  
Steve Hicks, *Wayne County Chamber of Commerce, President*  
Tara Myers, *Vocational Rehabilitation, Manager*

## **Director's Corner**

Dear Friends,

As we enter 2009, much of our local, state, and national news is focused on the soon to be historical inaugurations of President Elect Barack Obama and Governor Elect Beverly Perdue. Both leaders are making history in our great State and Country at a time when there is so much uncertainty. Our Nation is in the midst of a looming economic crisis dealing with housing foreclosures, the bailout of financial institutions, unrest in the automobile sectors, ongoing plant closures, rising unemployment rates, continued wars against extremist terrorists, and other challenges. Yet despite the economic setbacks and realities that we are facing, we must remain optimistic that we will rise above the current challenges and see North Carolina and our Nation prosper in ways unprecedented.

For example, in November, Governor Mike Easley announced that North Carolina, for the fourth year in a row and seven of the last eight years, is the state with the "Top Business Climate" according to *Site Selection* magazine. *Site Selection* is one of the nation's premier magazines for economic development providing expansion planning information to more than 44,000 corporate executives. Gov. Easley stated that "Corporate executives know North Carolina is listening to them and we understand what they need to succeed." He added, "We are investing in education to provide a skilled workforce and offering an unmatched quality of life so people want to live and work here. All these make our state the top choice for companies looking to grow."

*Site Selection* readers identified incentives, low taxes and an effective economic development team as the factors behind North Carolina's winning business climate. It was also noted that it was the governor's commitment to retooling the state's workforce, which companies in some key industry sectors took advantage of this past year. Spirit Aero Systems being one of them, announced last spring that it plans to open a manufacturing plant at the N.C. Global TransPark in Kinston, invest more than \$570.5 million during the next six years and create 1,031 jobs. With the announcement, "We've got Spirit" banners were proudly displayed in the City of Kinston.

While the aerospace and related clusters present tremendous opportunities for economic expansion for Eastern North Carolina, we are also experiencing growth as a result of a five-year plan to increase the number of active-duty Marines to 202,000 by 2011. To address these opportunities, the Eastern Region Military Growth Task Force is currently in the detailed planning phase of a growth management plan to prepare for the arrival of 11,477 Marines, Sailors and Department of Defense civilians who are part of as many as 61,000 new residents projected to come to the region around Marine Corps Base Camp Lejeune, Marine Corps Air Station Cherry Point and New River Air Station between 2006 and 2011. Roughly half of the 11,477 Marines, Sailors and DoD civilians previously mentioned have already arrived and the effects of the growth will continue.

With the economic development activities that are occurring across the region, the multiplier effect is expected to result in job creation across all sectors –healthcare, government, retail, service, manufacturing, and construction/skilled trades. And with growth, there are numerous opportunities for young and old alike, to adopt an entrepreneurial mindset to start new businesses. After all, success begets success.

Looking ahead, we have the qualified workforce, a strong industry base, an excellent workforce development and economic development network, and a bright future in Eastern North Carolina. As we begin the New Year, let's adopt Kinston's "We've got Spirit" motto, continue to work hard, and make 2009 a prosperous year for all!

Sincerely,  
Tammy Childers

## Regional Collaboration Grant Provides Opportunities to Strengthen Workforce Development and Economic Development Partnerships.

Through a Regional Collaboration Grant made available by the NC Department of Commerce, Division of Workforce Development, the Eastern Carolina Workforce Development Board in partnership with the Turning Point and Region Q Workforce Development Boards and North Carolina's Eastern Region Economic Development Commission received \$55,000 to form the Eastern Region Workforce Innovations Network (WIN).

The grant was established to encourage local Workforce Development Boards to join with other local boards and economic, education and workforce partners to increase awareness of and access to each region's services to workers, businesses, and communities through formal collaboration and coordination of services that meet changing needs. With the relationships established with education and workforce partners, this grant provided an opportunity for the Workforce Development Boards (WDBs) to strengthen their existing working relationship with North Carolina's Eastern Region Economic Development Commission.

The partners have worked together on various initiatives over the past three years. In 2005, the Eastern Region Strategic Visioning Process occurred which resulted in the identification of the Regional Industry Clus-

*"The results of this collaborative partnership will ensure that North Carolina's Eastern Region has an aligned workforce and economic development system that promotes continued regional planning, develops a specialized training focus on specific industries, and meets industry needs."*

ters. In 2005 & 2006, State of the Workforce Studies were conducted by the local WDBs. In 2007, a 13-County Employer Survey was conducted to determine employer hiring needs. Additionally, the partners submitted a WIRED grant to the Governor which was chosen to be submitted to USDOL for funding consideration. The partners later applied for a Regional Collaboration Grant building upon the foundation laid as a result of the WIRED application. In 2008, the partners collaborated on a regional Work Keys RFP and developed regional Work Keys projects, thus expanding the WIN partnership to include public schools, community colleges, and other stakeholders.

As a result of the grant, the partners developed a Memorandum of Agreement. The purpose of the MOA was to formalize the collaborative, with an emphasis on defining the roles and responsibilities and the alignment

of resources and services. NCER and the three WDBs agreed to work together to address the obstacles and capitalize on the Region's workforce and economic development needs within the 13-county region. Grant funds were used in three primary areas: 1) Co-sponsorship of the North-eastern & Eastern Region Workforce and Economic Development Summit, 2) Development of the [easternregion-win.org](http://easternregion-win.org) website, and 3) Presentation of the November 21, Eastern Region Workforce Innovations Forum. The pilot demonstrated that a collaborative partnership can be formed or changed anytime based upon the shared need or opportunity.

The Eastern Region WIN partnership is an example of success: Partners committed to a shared vision of ensuring a skilled workforce for the 13-county region. Another example is our Vision East WDB partnership comprised of eight WDBs serving 42 eastern counties that formed over three years ago. A more recent example is the Eastern Region Military Growth Task Force serving seven counties that formed to address the military growth occurring within the region. These ongoing efforts prove that Working together is Winning together for Eastern North Carolina!

Source: ECWDB



*Building upon its rich diversity of businesses and industries, Eastern North Carolina serves as a hub for innovation. The Eastern Region Workforce Innovations Network is a partnership designed to ensure that the people and businesses in the region are focused on the future and prepared to succeed in a global economy that transforms itself every day. Partnering among businesses, education and training providers, economic development leaders and workforce development agencies makes sense. These groups, together, create a cohesive and coordinated force that can develop an economic vision for the region and then bring that vision to life. The key to the partnership is innovation -- maximizing the creativity, fortitude and commitment of the people of the region.*

[www.easternregionwin.org](http://www.easternregionwin.org)

## Eastern Carolina WDB Holds 12th Annual Workforce Development Banquet

The Eastern Carolina Workforce Development Board held their 12th Annual Recognition Banquet on November 13, 2008, at the New Bern Riverfront Convention Center. Chair Mona Padrick greeted the 200 guests who attended the special event and served as the Master of Ceremonies. Those in attendance included State and Local Elected Officials, Board Members, State and Local Workforce Agency Representatives, and honored guests.

Dr. Scott Ralls, President of North Carolina Community College System was the keynote speaker. Dr. Ralls highlighted some of his own experiences during his tenure as President of Craven Community College, and reminded all that success is measured in many ways for the customers that we serve. He spoke of the importance of Board and workforce development partners' commitment in providing quality education, workforce training, and supportive services. He commended the Board and JobLink Career Center partners for their work and efforts in making a difference in the lives of others.

Special entertainment was provided by Bobby Merritt, Workforce Development Director, Lenoir Community College. Executive Director Tammy Childers congratulated the Board and partners for another successful year in workforce development. She stated that the Local Area's JobLink Career Centers served over 42,000 individuals and businesses during the past year. She also commented that the Eastern Carolina Local Area served over 1,500 individuals through the Local Area's Workforce Investment Act (WIA) Youth, Adult, Dislocated Worker and Incumbent Workforce Development programs.

The Awards Presentation included recognition of Workforce Investment Act Participants for overcoming obstacles that allowed them to excel in their employment and training goals.

Award recipients were: Outstanding Workforce Development Adults: Bonnie Beard by Pamlico Community College, Irris Mae Burney II by Lenoir Community College, Shakema Forbes by Jacksonville Employment Security Commission, Laketa Jimenez by Wayne

Community College, Aimiee Johnson by Lenoir Community College, Penny Sarosy by Carteret Community College, Eliza Troublefield by Kenansville Employment Security Commission, and Kevin Tucker by Lenoir Community College. Outstanding Workforce Development Youth: Lindeshia Barrow by Lenoir Community College and Laniqua Brenea Spicer by Craven County Schools.

Special recognition was also given to Phyllis Smith, Craven County Schools for Outstanding Youth Case Manager. In recognizing the region's JobLink Career Centers and WIA service providers, Childers announced that each of the JobLink Career Centers will receive funds to host a celebration luncheon.

The event ended with special recognition by Past Board Chairman, Don Harris, presenting the Board Leadership Award established in his honor to Board Director, Kimsey Welch, who retired this year as Regional Manager, for NC Vocational Rehabilitation serving Carteret, Craven, Jones and Pamlico Counties.

Source: ECWDB



1) NCCCS President Scott Ralls; 2) Commissioner Joe Wiggins & Board Chair Mona Padrick pose for photos with Award Recipients and Staff, From left Bonnie Beard, Award Recipient, Cristy Lewis, PCC, 3) Shakema Forbes, Award Recipient, Sandra Shepard, ESC, 4) Laketa Jimenez, Award Recipient, Mike Cordell, WCC, 5) Penny Sarosy, Award Recipient, Wanda Glossan, CCC, Dr. Barwick, CCC, 6) Eliza Troublefield, Award Recipient, Charliss Gwynn, ESC, 7) Kevin Tucker, his son, Alex, Dr. Briley & Joan Kornegay, LCC.



1) Commissioner Joe Wiggins & Board Chair Mona Padrick pose for photos with Award Recipients and Staff. From left: Lindeshia Barrow, Award Recipient, Tezra Parker, Dr. Briley, LCC 2) Laniqua Brenea Spicer, Award Recipient, Phyllis Smith, Craven County Schools, 3) Phyllis Smith, Award Recipient, Craven Co. Schools, 4) Past Chairman Don Harris, Kimsey Welch, Leadership Award Recipient, 5) ECWDB Staff members Debbie Simpkins & Trina Hale with Representative Alice Underhill (middle), 6) Bobby Merritt, LCC, and 7) Lenoir County JobLink staff.

### *"Mission of WIA"*

*...increase the employment, retention, and earnings of participants, and, as a result, improve the quality of the workforce, reduce welfare dependency, and enhance the productivity and competitiveness of the Nation."*

## Making Energy Work: Building a Sustainable Energy Economy in the Southeast

From the national economy to discussions around the dinner table, energy has become a dominating force in our lives. In the Southeast, rising energy prices and energy inefficiencies pose a risk to our state economies, businesses, and workforce.

Amidst this uncertainty, leaders in our region have begun to understand sustainable energy can provide significant economic growth and job creation opportunities. It is time for the Southeast to ensure our energy resources are working for us, instead of placing a strain on our economic well-being through rising costs, which may include carbon constraints in the near future.

To turn these risks into economic opportunities, the North Carolina Sustainable Energy Association, along with our partners and sponsors, is pleased to present *Making Energy Work: Building a Sustainable Energy Economy in the Southeast* on February 3, 2009 in Raleigh, North Carolina at the Raleigh Convention Center, the second LEED certified convention center in the nation.

The forum will bring together over 800 leaders from across the region and nation to discuss the Southeast's emerging new energy economy and developing sustainable energy re-

sources. Participants will include local, state and federal government, educators, business and industry, facility managers and owners, design and engineering companies, academic institutions, economic developers, and community organizations from across the Southeast. The forum will discuss concrete examples and formulate a salient, timely vision of an economically sustainable energy future for the Southeast by answering the fundamental questions necessary to create a new energy economy, including:

- What can be done to create a skilled workforce that is prepared to contribute in the rapidly emerging sustainable energy industries?
- What can be done to assist manufacturers and other non-energy industry firms to transition into the rapidly growing sustainable energy industry?
- What types of financing are available to renewable energy companies, and how could financing be impacted by future carbon regulations?
- How are regulatory and financial barriers slowing the implementation of sustainable energy in the Southeast and impeding the growth of sustainable energy businesses?
- What is the impact of our energy

inefficiencies, and how do we translate energy efficiency improvements into greater economic opportunities?

- How do high energy burdens impact low-wealth households, and what assistance can be provided?
- How can green buildings and energy codes reduce energy demand in a region poised for significant population growth over the next 25 years?
- How can local communities implement successful – and responsible – sustainable energy projects?

For more information about the Making Energy Work Forum or the North Carolina Sustainable Energy Association, please contact:

Paul Quinlan

Director of Economic Research and Development

NC Sustainable Energy Association

PO Box 6465

Raleigh, NC 27628

919.832.7601 ext. 105

[www.energync.org](http://www.energync.org)

Source: [energync.org](http://energync.org)

## NC Department of Commerce Announces 2<sup>nd</sup> Round of Green Business

The N.C. Department of Commerce's Office of Science and Technology is now accepting applications for the second round of N.C. Green Business Fund grants. The grants are designed to develop and commercialize promising technologies, products and services in the areas of biofuels, green building, clean technologies and renewable energy.

Applications may come from small and mid-size businesses, nonprofit organizations, state agencies and local governments. Pre-proposals are required and are due Jan. 9. The pre-proposals will be evaluated and a number selected to submit full proposals in March. Detailed information on apply-

ing for grants, requests for grant proposals, eligibility criteria and other guidelines are available on the Office of Science and Technology's Web site, <http://www.ncscitech.com/gbf/>.

Last year's grant program received 85 applications from 33 counties across the state. Thirteen companies received grants ranging from \$18,000 to \$100,000. The total amount available this year is \$950,000. The Green Business Fund, created by the General Assembly in 2007, is designed to increase economic activity through environmentally friendly technologies and practices that improve performance, productivity or efficiency while reducing costs, energy consumption, waste or pollution.

The fund awards grants for activities that encourage the expansion of small to medium-size businesses with 100 or fewer employees and innovative commercial technologies, products and services. By statute, the grants focus on three priority areas:

- Development and promotion of the biofuels industry;
- Development and promotion of the green building industry; and/or
- Attracting and leveraging private sector investment and entrepreneurial growth in environmentally conscious clean technologies and renewable energy products and businesses.

Source: [nccommerce.com](http://nccommerce.com)

# WCC Hosts High School "Sumo-Bot" Competition

The competition challenged Academy students to build, program, and control robots

Wayne Community College in Goldsboro hosted a "Sumo-Bot" Robotic Competition for students in the Project Lead the Way Academy of Engineering Technologies at Charles B. Aycock High School in Pikeville on November 20.

The competition challenged Academy students to build, program and control (in battle) robots. The event was held in the Second Floor Engineering Lab of the Houtt Building on the Wayne Community

College (WCC) campus. High school students worked in teams of two to build, wire and program their robots with direction and guidance from WCC Industrial Maintenance Instructor Angela Wall, WCC Engineering Instructor Becky Taylor and second-year WCC engineering students. After lunch, the "Sumo-Bot" Competition was held where individual students' robots battled through elimination rounds until a winning robot was declared.

Project Lead the Way is a national or-

ganization established to help schools give students the knowledge they need to excel in high-tech fields. It employs a curriculum that uses project-based, hands-on experience to teach students the key elements and skills needed for engineering and technology-based careers and to become the kind of prepared, competent, high-tech employees the U.S. industry needs to stay competitive in the global market.

Source: Tara Humphries, WCC

## WORKS

WAYNE OCCUPATIONAL  
READINESS KEYS FOR SUCCESS



Helping Your Company  
Identify and Hire  
Qualified Applicants



## Introducing a New Standard in Hiring



Employers need people with the right skills, training and education, but finding qualified applicants can be difficult. Hiring for entry-level positions can pose further challenges when applicants have little work history and employers have no immediate way to evaluate the candidates' skills.

WORKS at Wayne Community College can help you with two new tools for workforce development: WorkKeys and Career Readiness Certification. WorkKeys and Career Readiness Certification work together to develop an innovative, productive and competitive workforce.

Take the guess work out of high-stakes decisions like hiring and promoting with WorkKeys, the gold standard in skills testing. Our comprehensive program has the tools you need to build a high-performance workforce.

Wayne Occupational Readiness Keys for Success (WORKS) is a partnership for economic and workforce development in Wayne County. Partners in the WORKS initiative are Wayne Community College, Wayne County Chamber of Commerce, County of Wayne, City of Goldsboro, Wayne County Public Schools, Wayne County JobLink Center/Employment Security Commission, and Eastern Carolina Workforce Development Board, Inc. The partners are endorsers of WorkKeys and the NC Career Readiness Certificate program.



**Diane Ivey, Workforce  
Development Coordinator**  
**WORKS**

Wayne Occupational Readiness Keys for Success

919-735-5151, ext. 398  
dtivey@waynecc.edu

Wayne Community College is accredited by the Commission on Colleges of the Southern Association of Colleges and Schools to award associate degrees. Contact the Commission on Colleges at 1866 Southern Lane, Decatur, Georgia 30033-4097 or call 404-679-4200 for questions about the accreditation of Wayne Community College.

Wayne Community College is an Equal Opportunity/Affirmative Action college and accommodates the needs of individuals with disabilities. Students Right-to-Know: Information regarding the persistence rate of enrolled students toward graduation is available in the Office of Admissions and Records.

## Career Readiness Certificates Issued Through December 15, 2008

### Wayne County Leading the Region in Career Readiness Certificates

Congratulations to the **Wayne County WORKS partnership** for successfully spearheading North Carolina's Career Readiness Certificate Initiative and issuing a total of 1,756 Career Readiness Certificates. Also, congratulations to **Coastal Carolina Community College** who recently received a grant from the NCCCS to become a CRC pilot site. **The breakdown of CRCs issued as of December 15 are as follows:**

Carteret	37	Greene	69	Onslow	8
Craven	148	Jones	18	Pamlico	1
Duplin	34	Lenoir	311	Wayne	1,756

## Governor Easley Announces 123 Jobs in Lenoir County

One North Carolina Fund Grant Helps Dopaco Inc. Invest \$25.3 Million In Kinston

Gov. Mike Easley recently announced that Dopaco Inc., a national supplier of specialty paperboard packaging for the food industry, plans to expand its facility in Kinston, investing \$25.3 million and adding 123 jobs during the next three years. The expansion was made possible in part by a \$200,000 grant from the One North Carolina Fund.

“We are working hard to continue helping North Carolina businesses like Dopaco expand and provide good jobs for our citizens,” said Easley. “Companies know that North Carolina offers a highly skilled workforce and a great quality of life for employees, and that helps us maintain our top-ranked business climate.”

Dopaco Inc., headquartered in Pennsylvania, supplies paper cups, food trays, pizza boxes and other products for clients in the take-out and fast-food industry, including McDonald’s, Burger King

and Wendy’s. The company, a wholly owned subsidiary of Cascades Inc., has six manufacturing facilities in the United States, including a plant in Kinston that currently employs 204 workers.

In Kinston, Dopaco plans to increase its production of cups, lids and cartons to meet a growing demand in the fast-food sector. Salaries for the 123 new positions will vary by job type, but the average annual wage will be \$46,610 not including benefits. That is more than the Lenoir County average wage of \$27,040.

“We are very excited about the growth and expansion slated for our Kinston facility,” said Dopaco President Robert L. Cauffman. “We have always had a good working relationship with the state of North Carolina and the continued support of the state will assist us in expanding our operation, servicing our customers and creating new jobs in Lenoir County. We look forward to continued positive results from our Kin-

ston operations.”

The One North Carolina Fund provides financial assistance through local governments to attract business projects that will stimulate economic activity and create new jobs in the state. Companies receive no money up front, and must meet job creation and investment performance standards to qualify for grant funds. Through the use of the One North Carolina Fund, more than 35,000 jobs and \$6.5 billion in investment have been created since 2001. All of these grants require local matches.

Other project partners include: the N.C. Department of Commerce, the N.C. Department of Transportation, Lenoir County, City of Kinston, Lenoir County Committee of 100 and Lenoir Community College. For more information about Dopaco Inc., including employment opportunities, go to: <http://dopaco.com/>.

Source: [nccommerce.com](http://nccommerce.com)

## North Carolina’s Eastern Region Accredited by the International Economic Development Council

The International Economic Development Council (IEDC) announces that North Carolina’s Eastern Region (NCER) has been recognized as one of 22 economic development organizations accredited by IEDC as an Accredited Economic Development Organization (AEDO). NCER is the second organization to receive this accreditation in North Carolina.

NCER is a 13-county partnership established by the General Assembly to promote economic development in Carteret, Craven, Duplin, Edgecombe, Greene, Jones, Lenoir, Nash, Onslow, Pamlico, Pitt, Wayne, and Wilson Counties. The region encompasses almost 7,000 square miles and approximately one million residents. NCER displays the professionalism, commitment, and technical expertise that is deserving of this honor, said IEDC President and CEO, Jeff Finkle.

The AEDO program is a comprehen-

sive peer review process that measures economic development organizations against commonly held standards in the profession. The program consists of two phases: documentation review and an onsite visit. Each phase is designed to evaluate information about the structure, organization, funding, programs, and staff of the candidate economic development organization. Earning the AEDO accreditation tells the community and prospects that NCER has attained a measure of excellence assuring that their trust is well-placed and their business is in good hands. Maintenance of the AEDO status is required every three years and is accomplished through documentation submission and/or onsite visits by a team of the AEDO subcommittee.

The International Economic Development Council is the largest membership association serving economic and community development professionals in the world. With over 4,600 members na-

tionwide and abroad, IEDC offers the economic development profession one source for information and professional development, one voice for the profession and one force for advocacy.

Source: [www.nceast.org](http://www.nceast.org)

***The Eastern Carolina Workforce Development Board wishes to extend Congratulations to the NCER Board of Directors and Staff for receiving this special recognition. NCER is the second organization to receive this accreditation in North Carolina.***

# Business Success in Tough Times Seminars Offered Across the State

## Local Businesses Receive Tips and Information on Available Resources

What are the secrets of business success in an economic downturn? How do business owners stabilize their business during tough times and hold their own? Local businesses had the opportunity to participate in a seminar to learn how to prepare for and grow their business even when the economic climate is stormy. The seminar was piloted in partnership with nine community colleges across the State and presented jointly by the Small Business Center Network of the NC Community College System and the UNC System's Small Business & Technology Development Center (SBTDC). Coastal Carolina Community College was the sponsoring college for the seminar in the Eastern Region, which was held at the Jacksonville-Onslow Chamber of Commerce on December 10.

Mona Padrick, President of the Jacksonville-Onslow Chamber of Com-



merce facilitated the seminar. Anne Shaw, Director of Economic Development, Coastal Carolina Community College provided an overview of the local economy, and background on how the seminars came about. Jim Howell, SBTDC at the University of North Carolina at Wilmington, discussed financial and marketing management practices. Ken Jernigan, NC Self-Help Credit Union shared "top tips" for dealing with lenders and managing loans and banking relationships. North Carolina Senator Harry Brown, business owner, shared his perspective as a business owner and

stressed the importance for businesses to continue to investing in marketing and advertising their services. Ralph Leeds, Manager, Onslow JobLink/Employment Security Commission discussed the employer's responsibility when downsizing and explained the unemployment insurance process. Tammy Childers, Executive Director, Eastern Carolina Workforce Development Board shared strategies on employment management and discussed services available to local employers through JobLink Career Centers. The seminar closed with a Q & A segment, as well as provided time for the participants to share and exchange ideas. A variety of resources and the opportunity for free business counseling was made available to seminar participants. The event was deemed successful, with the participants requesting that this session be repeated.

Source: ECWDB

### *Employment Solutions to Meet Your Needs—It's All in One Place!*

North Carolina



Career Planning, Training  
& Placement Services

- ◆ Tax Credit and Hiring Incentive Information
- ◆ Resource for Job-Ready Candidates
- ◆ Employee Recruitment & Retention Assistance
- ◆ Rapid Response Consultations for Business Layoffs or Plant Closings
- ◆ Customized Training for Employees
- ◆ Workplace Literacy

Call your local JobLink Career Center today!

#### **Carteret County JobLink Career Center**

Phone: (252) 726-7151

#### **Craven County JobLink Career Center**

Phone: (252) 514-4828

#### **Craven County JobLink Information Site**

Phone: (252) 444-2384

#### **Duplin County JobLink Career Center**

Phone: (910) 296-1478

#### **Greene County JobLink Career Center**

Phone: (252) 747-5689

#### **Jones County JobLink Career Center**

Phone: (252) 448-5021

#### **Lenoir County JobLink Career Center**

Phone: (252) 527-7320

#### **Onslow County JobLink Career Center**

Phone: (910) 347-2121

#### **Onslow County JobLink Information Site**

Phone: (910) 938-6309

#### **Pamlico County JobLink Career Center**

Phone: (252) 249-9934

#### **Wayne County JobLink Career Center**

Phone: (919) 731-7950

NC's JobLinks are an Equal Opportunity Employer/Program. Auxiliary aids & services are available upon request to individuals with disabilities.

(TTY) 1-800-735-2962

(Voice) 1-800-735-8262

## Hiring Heroes

### A Promising Practice for Local Businesses

Veterans Day not only marks a special time to honor those who have sacrificed for our country, but it provides an opportunity to highlight the importance of hiring veterans--and why North Carolina's businesses stand to benefit. Many employers, large and small, are hiring transitioning service members and veterans. Yes, it's the right thing to do, but there are other reasons to employ returning service members--especially our wounded warriors who have returned with disabilities and combat-related injuries.

Veterans possess an array of skills that are proven in real-world situations, and, thanks to years of military training and experience, they grasp new concepts quickly. They work well both independently and as part of a team. More than 220,000 servicemen and servicewomen transition out of active duty every year, and the U.S. Department of Labor is committed to ensuring their smooth transition to the civilian workforce. However, for businesses, finding veterans to fill available jobs can sometimes be difficult. That's why the Labor Department developed the HireVetsFirst Web site ([www.hirevetsfirst.gov/](http://www.hirevetsfirst.gov/)), which connects employers with more than 2,100 local veterans' employment representatives stationed at One-Stop Career Centers throughout the United States. HireVetsFirst also lists the dates and locations of veterans-only job fairs hosted annually across the nation.

Many service members will face challenges during their transition. For example, the changing combat landscape has caused an increase in Traumatic Brain Injury (TBI) and Post-Traumatic Stress Disorder (PTSD). Such injuries, though not always visible, can interfere with everyday activities, even with respect to employment.

Research indicates that employment is a critical part of recovery for wounded and injured veterans, and that employers can play an important role in ensuring their success in the workplace. Another Labor Department Web site, [www.americasheroesatwork.gov/](http://www.americasheroesatwork.gov/), educates employers on adjustments they can make to help veterans with TBI or PTSD excel on the job.

Employers that step up and hire veterans not only help the veterans but also their businesses as well as all Americans.

A valuable resource for North Carolina's veterans is the North Carolina Military Business Center (NCMBC), which is a business development organization and a collaborative effort between North Carolina business and the North Carolina Community College System.

Funded in 2004 by the North Carolina General Assembly and opened in 2005, the NCMBC operates under the supervision of Fayetteville Technical Community College and has offices at eleven Community Colleges across the state,

which includes Craven Community College, Coastal Carolina Community College, and Wayne Community Colleges in the Eastern Carolina Local Area. The mission of the Military Business Center is to leverage military and other federal business opportunities for economic development and quality of life in North Carolina. The Organizational goals are:

- Contracts - To increase military and federal business for existing North Carolina companies
- Employment - To integrate transitioning military personnel and family members into the workforce;
- Recruitment - To support recruitment and development of defense-related businesses in North Carolina

Additionally, MatchForce.org is a web-based tool provided by the State of North Carolina and the North Carolina Military Business Center to individuals and businesses. The tool matches: government purchasers to NC suppliers; individuals to job opportunities with NC companies; and NC companies to government business opportunities, potential business partners, and potential employee profiles. For information about the NC Military Business Center and its services, visit [www.ncmbc.org](http://www.ncmbc.org).

Sources: [doleta.gov](http://doleta.gov) and [ncmbc.org](http://ncmbc.org)

## Military Growth Task Force November 2008 Update

In November the Military Growth Task Force (MGTF) published the Preliminary Impact Assessment, which is posted on their website, [www.nceastmgtf.org](http://www.nceastmgtf.org). This document, while not comprehensive, is a foundational piece that will focus their efforts toward a Regional Growth Management Plan.

A Request for Proposals (RFP) for the Regional Growth Management Plan was released the first week in November in order to select a consultant who can help with the continued planning and research during the next phase of the

process. The MGTF Executive Committee will meet in December to select the firm to conduct a detailed study of the region. The detailed study phase will start in January and will continue until the end of June, 2009 and will culminate in the publication of the Regional Growth Management Plan shortly thereafter. That document will state what the impacts of the military and associated growth are (and will be) and will make recommendations on the best way to address them.

As of September of 2008, roughly half of the 11,477 military members and

DoD civilians have already arrived. The effects of this and the associated growth are already being felt in the region, albeit in some areas more than others.

School capacity, availability of health care and water and sewer capacity are just a few of the issues that are emerging or are already present. The intent is for continued regional planning in order to plan for and mitigate these and other effects as we move forward.

For more information about the Military Growth Task Force, please visit [www.nceastmgtf.org](http://www.nceastmgtf.org), or contact Tom Gaskill at [gaskill@nceastmgtf.org](mailto:gaskill@nceastmgtf.org).

Source: [nceastmgtf.org](http://nceastmgtf.org)

## North Carolina Continues to Lead the Nation in Number of National Board Certified Teachers

North Carolina continues its momentum of leading the nation in the number of National Board Certified teachers as another 1,453 public school teachers celebrate achieving their profession's highest credential. This newest batch of credentialed teachers brings the state's total number of National Board Certified teachers to 14,211. The National Board of Professional Teaching Standards (NBPTS) released its 2008 certification results on "National Board Certification Day."

NBPTS President and CEO Joseph Aguerrebere said, "At a time when policymakers, educators and the public at large are looking for ways to improve education, a critical element begins with the quality of the teacher in the classroom. We know that each new class of National Board Certified teachers brings a better chance of providing a highly qualified teacher to every child in America."

Nationwide, 9,600 teachers and counselors became National Board Certified, bringing the national total to 73,477. North Carolina accounts for almost one-fifth of the nation's nationally certified teachers. Florida is the next closest state with 12,670 followed by South Carolina (6,498), California (4,240) and Illinois (3,191).

In addition, four North Carolina public school districts placed in the Top 20 districts nationally for the total number of national board certified teachers: Wake County Public Schools is second with 1,487, Charlotte-Mecklenburg Public Schools is fourth with 1,211, Guilford County Public Schools is 11th with 520

and Winston-Salem/Forsyth County Public Schools is 18th with 384.

State Board of Education Chairman Howard Lee was pleased to learn that North Carolina continues to lead the nation in National Board Certified teachers and was quick to thank the Governor and General Assembly for their ongoing support. "We are so very fortunate that the state's leadership continues to see the importance of this program and is willing to be so supportive. Our state's numbers show that North Carolina teachers are willing to work hard to improve their professional skills," Lee said.

State Superintendent June Atkinson said the rewards of pursuing National Board Certification goes beyond the monetary. "The certification process provides teachers with the opportunity to analyze their teaching practice and reflect on how they deliver their instruction. This self-reflection is critical to improving classroom instruction and helping ensure that all students achieve their best," Atkinson said.

National Board Certification was first offered in 1994, when eight North Carolina teachers achieved this professional credential. Since then, the number of North Carolina teachers receiving the certification has continued to grow.

North Carolina supports teachers in their efforts to achieve National Board Certification by:

- paying up-front the \$2,500 assessment fee (As a condition, the teacher is obligated to teach in the state during the

following year whether they achieve National Board Certification or not.)

- providing three paid release days from normal teacher responsibilities to help teachers develop their portfolios

- providing a 12 percent salary supplement to the teachers' regular salary upon receipt of National Board Certification (good for the 10-year life of the certification)

- awarding 15 continuing education units (CEUs) to the individual completing the National Board Certification process.

Also, the State Board of Education awards a North Carolina teaching license to out-of-state teachers who are employed in North Carolina and who possess National Board Certification.

National Board Certification is the highest credential in the teaching profession, and participation is voluntary. Teachers achieve certification through a rigorous performance-based assessment that typically takes from one to three years to complete and measures what accomplished teachers and counselors should know and be able to do. As a part of the process, candidates build a portfolio that includes student work samples, assignments, videotapes and a thorough analysis of their classroom teaching. Certification is currently available to educators in 27 fields.

Additional information on National Board Certification is available online at <http://www.ncpublicschools.org/recruitment/nationalboardcertification/>.

Source: [dpi.state.nc.us](http://dpi.state.nc.us)

## North Carolina General Assembly Awards Dropout Prevention Grant to Selected Schools, Agencies, and Non-Profits

Forty-two groups in 30 counties across North Carolina have received \$5.2 million in grants to help reduce the number of high school dropouts. The grants, which range in size from \$43,360 to \$150,000, were awarded to school systems, schools, agencies and nonprofits that had originally applied for funding in 2007 but did not receive funding during the first round.

The North Carolina General Assembly's Committee on Dropout Prevention selected the grant recipients. The committee, which is co-chaired by Dr. David B. Strahan and Bill Farmer, was created by the General Assembly to help improve high school graduation rates in North Carolina.

The committee will evaluate the programs that receive grants and decide whether expanding or replicating them will improve graduation rates in the

state. The committee also will review research on student success, study major middle and high school reform efforts and how they may influence the dropout rate, review the courses required for graduation and determine whether changes should be made, and determine which strategies best help students remain in school when they are at risk of being retained.

The North Carolina Dropout Prevention Committee's Grant Review Subcommittee met via conference call to discuss the rubric to be used to grant continued funding for 37 applicants approved in the first round of funding.

Dropout Prevention Grant second round recipients are as follows:

- Charity Middle School, Duplin County Awarded \$79,426

- Duplin County Schools, Duplin County Awarded \$150,000
- Havelock High School, Craven County Awarded \$125,180
- Jones County Schools, Jones County Awarded \$43,360
- Mount Olive College serving Duplin and Wayne Counties Awarded \$150,000
- Dillard Academy Charter School in Wayne County Awarded \$148,363
- ADLA, Inc. in Wayne County Awarded \$149,745

Source: [dpi.state.nc.us](http://dpi.state.nc.us)

## Havelock and Jones Senior High Schools Recognized for High Academic Standards

U.S. News and World Report Released it's Second Annual "America's Best High Schools"

U.S. News and World Report released its second annual "America's Best High Schools" report and awarded bronze medals to Havelock and Jones Senior High Schools for high academic standards. The magazine analyzed the 2006-07 scores and statistics of 21,000 high schools across the country. It based the awards on how students performed on tests compared with the state average, the performance of at-risk students and how well schools prepared students for college with advanced placement tests and international baccalaureate exams. It was the second-straight year the magazine awarded a bronze medal to Havelock High. West Craven High

also received a bronze medal in 2007. Jeffrey Murphy, Havelock's principal, said the school's hardworking students and outstanding teachers keep working hard to make the school better.

Havelock was one of 1,321 schools that received bronze awards. The magazine presented silver awards to 504 schools and gold awards to 100 schools. Murphy said he believes Havelock would have received a silver or gold if it had more advanced placement classes. The magazine ranked Havelock 19th among all North Carolina high schools. Murphy said he wants the school to be No. 1, and the staff and students are making

"incremental improvements" to get there.

At Jones Senior, Principal Pascal Mubenga and Michael Bracy, the Jones County school superintendent, say they are only beginning to work to improve test scores. Mubenga and Bracy are both in their first full school year in those positions. "We feel good about the national recognition," Bracy said. "The bronze medal is great, but we will work to get the gold medal next year."

Source: [www.newbernsj.com](http://www.newbernsj.com)

## New Data on Science & Math Education Available

The National Center for Education Statistics recently released *Trends in International Mathematics and Science Study* that provides data on math and science achievement levels of 4th and 8th grade students compared to students in other countries.

Data is available for 1999, 2003 and now 2007. The 2007 results found that U.S. students tested higher than the test average in both math and science. When comparing other countries, U.S. students ranked 12th out of 35 countries in math and ranked 10th

out of 35 countries in science. Singapore and Taiwan led the study in both subjects. To view the report, visit [www.nces.ed.gov/timss/index.asp](http://www.nces.ed.gov/timss/index.asp).

Source: [southernngrowth.org](http://southernngrowth.org)

## Higher Standards Signal New Expectations for North Carolina Schools and Students

North Carolina public schools felt the full effects of new, increased standards for reading in 2008 as fewer students earned passing scores on the state's end-of-grade tests in reading and fewer schools and districts demonstrated performance at the highest levels under the state's school accountability program, the ABCs of Public Education. The new standards were established this summer by panels of practicing North Carolina teachers and were approved by the State Board of Education at its October meeting. This effort marked the first comprehensive increase in reading proficiency standards since the ABCs model began in 1996. To read more and access a link to local district and school performances, please go to the NCDPI Web site at [www.ncpublicschools.org](http://www.ncpublicschools.org) and click on the appropriate link under "News."

Source: [ncpublicschools.org](http://ncpublicschools.org)



It is with great pride we announce our new Vision-East Collaborative website: [www.ncvisioneast.org](http://www.ncvisioneast.org). Special features are found on the site that will assist our existing businesses, potential business recruits, boards, partners and staff to easily identify and connect with resources in our 42-county region. These are found under the "connections" toolbar at the top of the home page banner. By making a maximum of two clicks, searchers are taken to information for every Economic Developer, Chamber of Commerce, Community College, University, JobLink Center, ESC office, Council of Government, Economic Partnership, NC Commerce, and Workforce Development Board in Vision-East. By accessing additional drop-downs, you can easily locate our strategic planning documents as well as a wealth of labor market/industry cluster data.



# Eastern Carolina

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Robert Kehres, Assistant Director  
Lisa Harvey, WIA Coordinator  
Trina Hale, Accounting Technician  
Joe McCarthy, Youth Coordinator  
Debbie Simpkins, Fiscal Monitor  
Ellen Sink, Administrative Assistant

### **Communicate with Us!**

1341 South Glenburnie Road  
New Bern, NC 28562  
Telephone: (252) 636-6901 or (877) 916-6901  
Fax: (252) 638-3569  
E-mail: [admin@ecwdb.org](mailto:admin@ecwdb.org)  
[www.ecwdb.org](http://www.ecwdb.org)

### **MARK YOUR CALENDARS:**

#### **Eastern Carolina WDB Meeting**

at the ECWDB offices in New Bern  
January 8, 2009, 6:00 pm

#### **JobLink Committee Meeting**

at the ECWDB offices in New Bern  
February 12, 2009, 6:00 pm

#### **WIA Oversight Meeting**

at the ECWDB offices in New Bern  
February 19, 2009, 6:00 pm

#### **Executive Committee Meeting**

at the ECWDB offices in New Bern  
February 26, 2009, 6:00 pm

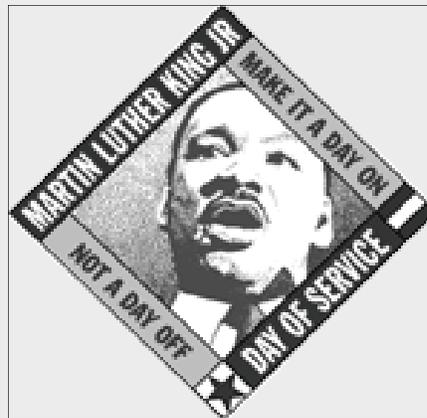
#### **Youth Council Meeting**

at the ECWDB offices in New Bern  
March 3, 2009, 6:00 am

#### **Eastern Carolina WDB Meeting**

at the ECWDB offices in New Bern  
March 5, 2009, 6:00 pm

**Martin Luther King, Jr. Day**  
January 19, 2009



**“Everybody can be great... because anybody can serve. You don't have to have a college degree to serve. You don't have to make your subject and verb agree to serve. You only need a heart full of grace. A soul generated by love.”**

*-Martin Luther King, Jr.*

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