



BETTER JOBS. BRIGHTER FUTURES.

# NEWSLINE GREENVILLE

## > DRUMMOND, YINGLING CITED

GADC President & CEO Jerry Howard honored two county officials for playing significant roles in supporting quality economic development in Greenville County at the April 16 Investor Luncheon. Receiving special citations from Howard for "invaluable assistance in making prospect presentations, and assisting with recruiting new companies and expansion of existing organizations" were Keith Drummond and Herb Yingling, Greenville County Codes Enforcement executives.

## > GADC INVESTORS – 2008 (partial list)

Special thanks to these organizations, whose generous investment make the work of the GADC possible. Additional investors will be highlighted next issue.

Gramling Brothers Contracting, Inc.  
GrandSouth Bank  
Greater Greenville Association of Realtors  
Greenville Downtown Airport  
Greenville First  
Greenville Hospital System  
Harper Corporation  
Haynsworth Sinkler Boyd  
Hilton Greenville  
Home Builders Association of Greenville  
Independence National Bank  
InSite Consulting  
J Wesley Crum, III, P.A.  
Jackson Lewis LLP  
Jackson-Dawson Marketing Solutions  
Lathan Development Group, LLC  
Laurens Electric Cooperative  
Leatherwood Walker Todd & Mann  
Liberty Property Trust  
Linning Smoak Public Relations  
M. B. Kahn Construction Co./Argo Division  
Marchant Company  
Mauldin Chamber of Commerce  
MCA Architecture  
McCallum Sweeney Consulting  
McNair Law Firm  
Metromont Corporation  
Michelin North America  
NAI Earle Furman, LLC  
Nexsen Pruet  
Ogletree Deakins Nash Smoak & Stewart  
O'Neal  
Pacific Gateway  
Palmetto Bank  
Palmetto Economic Development Corporation  
Patrick Marketing & Communications, Inc.  
Pazdan-Smith Group Inc. Architects

## > As Greenville Responds, Genesis Presses On

Just days after 11 separate fires were set by arsonists, destroying millions of dollars in equipment, paper and projects, Genesis Press resumed limited production.

"We're fighters," says Larry Kudeviz, co-owner of Genesis Press. "We're not quitters. Our employees have been fabulous, our customers great. The Greenville and printing communities are incredibly supportive. It's been amazing."

It's also been draining for a company that, with assistance from the GADC, found its way from Hialeah, FL to Greenville in 2007 intent on growing their business and enjoying the Upstate's acclaimed quality of life.

Largely a book printer serving the medical, healthcare and music sectors, Genesis also prints brochures, catalogs, information sheets and labels. For six days after the fire, no work could be done. Now, Genesis is ramping up operations – simultaneously dealing with insurance firms, banks, law enforcement, vendors and customers.

Two specialty presses accounting for 60% of Genesis' business were totaled and will be replaced. Other equipment, paper and supplies were damaged or destroyed. "It could've been worse," said Kudeviz. "Thanks to Greenville's building codes and our sprinkler systems, the potential for much more damage was contained. Now we've got to go forward."

With over 600 jobs in process at any given time, many time sensitive, Kudeviz knows not every customer will stick with him. Many have called to confirm their commitment. He praised equipment vendor Mitsubishi, local supplier Mac



Paper, his bankers and the community for an outpouring of support.

"We've farmed jobs out to other printers, we'll honor every bid, and we're within a few weeks of having our first major press replaced, which gets us to 80% of pre-fire capacity," he said. "We're taking on new jobs and we'll do a fabulous job on them. We had to lay off a few folks since we can't run a night shift now, but they'll be first in line to rehire once we're up and going. We're running hard. We'll survive."

Having brought 40 Genesis employees and their families to Greenville a year ago, and hired 70 more locally, Kudeviz is determined to rebound from adversity.

"Our folks have heart, soul and grit," he said. "We won't let whoever did this beat us. I worry about the folks I brought here, I feel responsible. It was a challenging move but we saw Greenville as one of America's hidden gems."

"We still see it that way. Genesis will make it right here. We're committed to Greenville."

## > Will Williams Top Honoree At Investor Luncheon

Willson "Will" Williams, Director of Business Development for Warren & Associates Design-Build LLC and former Project Manager of Global Business Development at South Carolina's Department of Commerce, was presented with the W.D. Workman III Buffalo Hunter Award for his role with the Cytec Industries, Inc. expansion in Greenville in 2007. The \$150 million project is expected to add more than 225 jobs at the Greenville County facility.

The award is named for former Greenville mayor and South Carolina economic development advocate Bill Workman, and has been presented annually since 2004 to an individual who is "a champion of economic development, and a standard bearer for public/private collaboration" in marketing the Greenville community.

With nearly 20 years of business leadership experience in Carolinas commerce and industry, Williams holds the South Carolina Certified Economic Developer (SCCED) accreditation, and led the state to more than \$950 million of new capital investment in the state over a three-year time period, including the Cytec initiative in Greenville County.

