



BETTER JOBS. BRIGHTER FUTURES.

# NEWSLINE GREENVILLE

## > Investor Outing Draws Big Turnout

Over 150 GADC investors representing the who's who of Greenville County business mixed with legislators, municipality officials, media, economic development officials and other power brokers at Clemson University's spectacular International Center for Automotive Research campus on October 23 for the 7th annual GADC Fall Investor Outing.

The invitation-only evening was sponsored by Bob Geolas and the team at Clemson University's International Center for Automotive Research and featured fabulous hors d'oeuvres and beverages, and lots of animated discussion about the state of economic development in Greenville County and across the state.

One of the major mixer events conducted annually by the GADC to create forums for investors to meet and mix with key economic development players from the community and region, the evening saw record attendance and plenty of lively discussion and networking. The GADC also hosts an annual Holiday Drop-In and a Spring Investor Luncheon, quarterly Executive Briefings (see prior story), and a variety of other forums open only to investors and their guests.

## > Become An Investor

By supporting the GADC as an investor, organizations can help to grow the economic base of Greenville County and create better jobs and a brighter future for Greenville County. In addition to access to the events above, GADC Investors also are highlighted on the GADC website and receive other benefits. Care to learn more? Contact Jerry Howard by email at [jhoward@greenvillecounty.org](mailto:jhoward@greenvillecounty.org) or by phone at 864.235.2008.

## > Hunter Howard Joins GADC Board

Hunter Howard, Jr. has been appointed to the GADC Board of Directors by Greenville County Council Chairman Butch Kirven, Jr., filling the vacancy created by the departure of Brigadier General Hank Taylor, USAF (Retired), who joined the Department of Commerce in Columbia recently.



"Hunter brings a distinguished career of business and economic development achievements to the GADC and Greenville County community," said GADC President/CEO Jerry Howard. "We are pleased to have him join our Board, and look forward to his many contributions to this community."

Howard served as president/CEO of the South Carolina Chamber of Commerce from 1992 - 2008, and also has served as Chairman of the South Carolina Tax Commission and as a special assistant to the deputy commissioner of the IRS. From 1974-82 he served as a member of the South Carolina House of Representatives.

He began his career as a private practice CPA in Simpsonville and Mauldin, S. C. He is a graduate of the University of South Carolina, a certified public accountant and resides with his wife in Simpsonville.

## > Site Selection Pros Critique Greenville

Speaking to a packed house at the inaugural GADC Executive Briefing breakfast, site selection executives Tonya Crist and John Sisson of InSite Consulting shared a no-holds-barred assessment of Greenville County's and South Carolina's state of readiness to land the next "big deal" – and noted where the shortcomings lie at both the state and local levels.

Nearly 60 regional business leaders convened at Rosenfeld Einstein's conference facility to hear the two site selection and economic development gurus share their insights on "Why Greenville? Pros Evaluate the State of our Community".

Responsible for more than \$15 billion in siting projects in their combined careers, Crist and Sisson shared how companies and consultants select finalists – and winners – in the ultra-competitive battle for corporate expansions, start-ups and relocations.



Highlights included:

- Diverse product options, a skilled and deep labor force, a powerful website, and strategic branding and marketing are essential to play in today's competitive site selection arena
- Industrial parks, certified sites and existing and spec buildings are essential to compete at the highest levels today
- Pad-ready sites with full infrastructure in place can be the difference between being a finalist and getting cut
- Having proper zoning and environmental assessments in place is key to getting on the short list
- Availability of labor, diverse skill sets, and effective and tailored training programs are cost-of-entry in today's competitive marketplace
- Targeted marketing plans and materials, a comprehensive web presence, and effective internal and external communications improve your chances of consideration
- Dedicated project management teams, a commitment to confidentiality, and ready access to community decision-makers can make the final difference

The two experts gave high marks to the GADC team for their savvy and sophistication in their ability to mobilize an effective team, their astute project management skills, and their creativity in tailoring programs and incentive packages to the needs of both community and prospect. "You definitely have an 'A' team working for you in Greenville County," said Crist. "Many communities would love to have the talent, tools and experience in their state or region that the GADC team brings to bear in selling this area."

Crist and Sisson closed by noting that the marketplace has never been more competitive than it is today, and that Greenville County faces competitive disadvantages with its limited number of certified sites and large parcels available.

"It's not location, location, location – it's product, product, product," said Crist. "There are lots of wonderful places with fabulous quality of life, but ultimately the client is looking for the best overall deal and the lowest overall cost -- on a site that's ready to build on or move to. Greenville County could use more product. It may be your biggest weakness currently."

