



**Let The Force Be With You.**

**Marketing Consulting • Advertising • Market Research**  
*Creative Solutions to Grow Your Business*



*MARKET*  
*≡ FORCE*

# Branding

## Lake Norman Region, NC Economic Development

### Client:

The Lake Norman Region is an economic development organization comprised of three cities: Huntersville, Cornelius and Davidson.

### Product:

The region has the advantage of being right next to Charlotte, while having a spectacular quality of life because of Lake Norman and its surroundings with many industries, golf courses, boating/swimming opportunities, livability and shopping.

### Marketing Solution:

Market Force and our client evaluated the advantages of the region, and determined that the Lake Norman Region had the advantages of Charlotte, but a more casual atmosphere – "Charlotte casual."

The slogan we developed is " **Serious Business. Serious Fun.**" The visual to convey this message is business related, but incorporating flip flops in the image. Area executives have been photographed in their business settings in flip flops.

We have created a new logo, an ad with the new theme, and a brochure design. See the following pages. **This brochure has won many awards, including "Best of Class" from Southern Economic Development Council.**

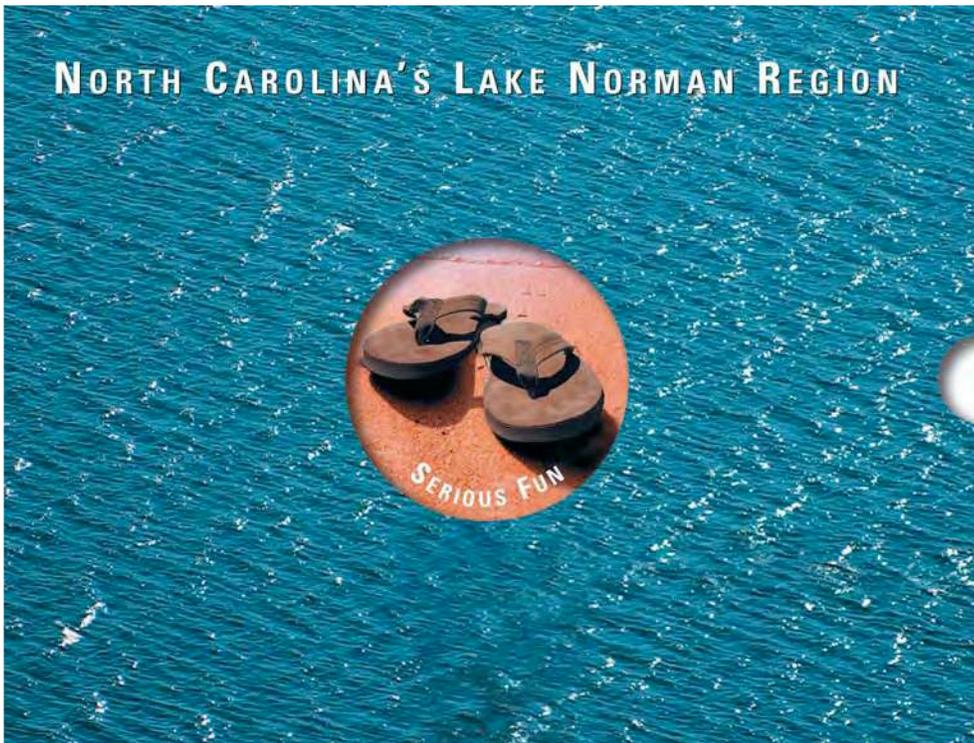
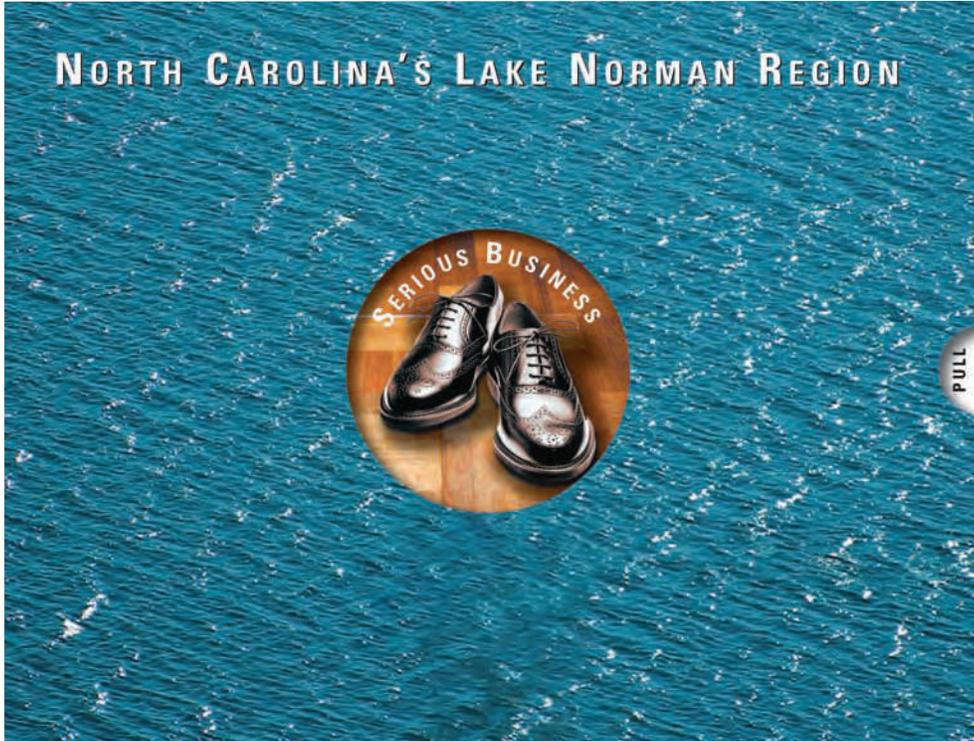


### SEDC Award for Giveaways

Flip flops are given (or mailed) to prospects, with the gift tag that says, "From the Lake Norman Executive Footwear Collection."

## Branding Campaign for Lake Norman Region, NC

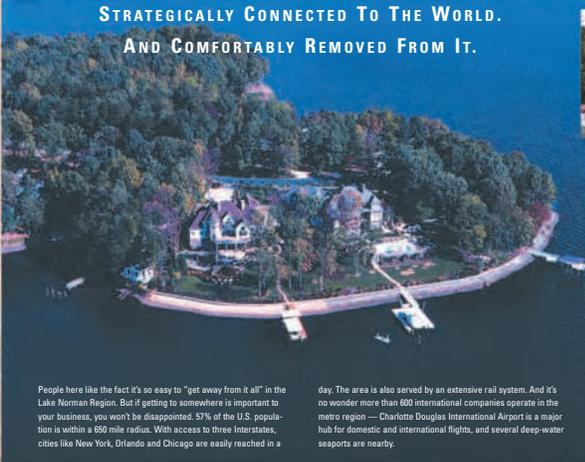
BROCHURE: Front cover has a pull-tab. When closed shows wing tip shoes. When pulled shows flip flops. Won Best of Class award from SEDC (Southern Economic Development Council) plus 6 other awards.



# Branding Campaign for Lake Norman Region, NC

Brochure continued. Three of the inside spreads. Note executives are wearing flip flops.

**STRATEGICALLY CONNECTED TO THE WORLD.  
AND COMFORTABLY REMOVED FROM IT.**



People here like the fact it's so easy to "get away from it all" in the Lake Norman Region. But if getting to somewhere is important to your business, you won't be disappointed. 57% of the U.S. population is within a 650 mile radius. With access to three interstates, cities like New York, Orlando and Chicago are easily reached in a day. The area is also served by an extensive rail system. And it's no wonder more than 600 international companies operate in the metro region — Charlotte Douglas International Airport is a major hub for domestic and international flights, and several deep-water seaports are nearby.

**Wayne E. Hoffman**  
"We moved our U.S. headquarters here in 1983 and the location now serves both as our North and South America headquarters, and as a primary manufacturing location for sales and service facilities in 55 countries. Quality of life, an outstanding business climate, international air travel and access to a well-educated workforce fuel our ongoing success."  
*President, Sealing America, LLC*







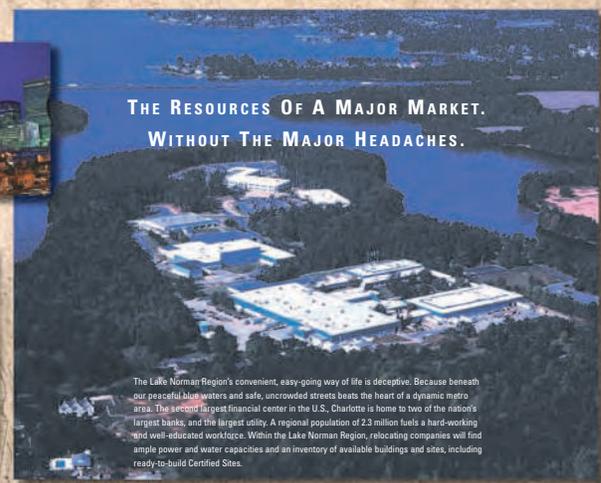


**Lawrence Kimbrough**  
"The appeal of the Lake Norman Region is more than just lifestyle. It's a great place to start or grow a business. And the resources available to companies are second to none — whether you're talking about financial services, infrastructure, incentives, research capabilities, transportation or workforce."  
*Owner and retired CEO of First Choice Bank*



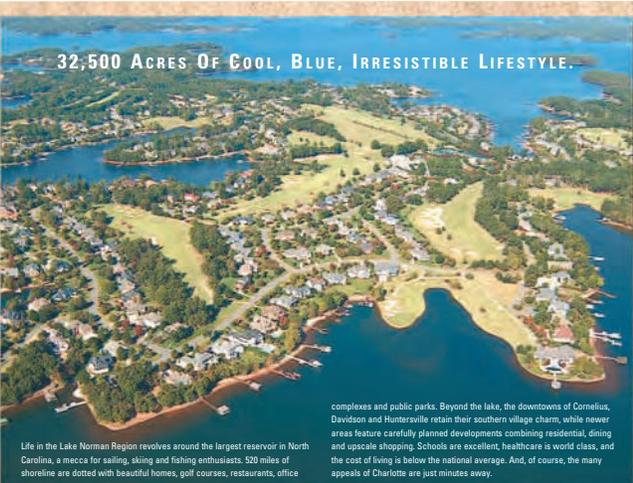


**THE RESOURCES OF A MAJOR MARKET.  
WITHOUT THE MAJOR HEADACHES.**



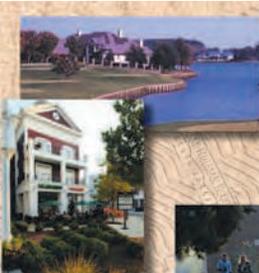
The Lake Norman Region's convenient, easy-going way of life is deceptive. Because beneath our peaceful blue waters and safe, uncrowded streets beats the heart of a dynamic metro area. The second largest financial center in the U.S., Charlotte is home to two of the nation's largest banks and the largest city. A regional population of 2.6 million fuels a hard-working and well-educated workforce. Within the Lake Norman Region, relocating companies will find ample power and water capacities and an inventory of available buildings and sites, including ready-to-build Certified Sites.

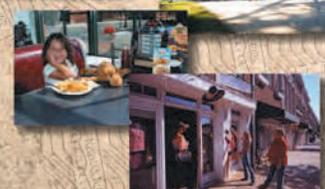
**32,500 ACRES OF COOL, BLUE, IRRESISTIBLE LIFESTYLE.**



Life in the Lake Norman Region revolves around the largest reservoir in North Carolina, a mecca for sailing, skiing and fishing enthusiasts. 520 miles of shoreline are dotted with beautiful homes, golf courses, restaurants, office complexes and public parks. Beyond the lake, the downtowns of Cornelius, Davidson and Huntersville retain their southern village charm, while newer areas feature carefully planned developments combining residential, dining and upscale shopping. Schools are excellent, healthcare is world class, and the cost of living is below the national average. And, of course, the many appeals of Charlotte are just minutes away.

**Elizabeth Hendel**  
"Bringing talent to the Lake Norman Region is never difficult thanks to the abundant recreational opportunities, proximity to a major airport, cultural amenities and affordable living costs. If recruits have any doubts, they're erased after taking the drive around our beautiful lakeside campus."  
*Vice-President of Ingersoll Rand Company*



## Branding Campaign for Lake Norman Region, NC

Initial Magazine Ad. Used stock photos. Future ads will have photos of area executives in their respective business settings wearing flip flops. Won award from Southern Economic Development Council.



### SERIOUS BUSINESS. SERIOUS FUN.

Minutes from uptown Charlotte. Light-years away in attitude.

That's North Carolina's Lake Norman Region, a 32,500-acre water wonderland surrounded by beautiful lakefront neighborhoods,

spectacular golf, great shopping and the charming communities of Cornelius, Davidson and Huntersville. Think of it as "Charlotte casual" – a place where you can enjoy the benefits of doing business in one of America's most dynamic metropolitan areas, yet still find countless reasons to kick off those wingtips and ease into your flip-flops.



It's a rare blend of business and pleasure that has attracted the likes of Ingersoll-Rand, Daimler Chrysler Vans, GE, Joe Gibbs Racing, and Rubbermaid. North Carolina's Lake Norman Region. A location worthy of serious consideration.

Lake Norman Regional Economic Development Corporation, 13801 Reese Blvd. W.  
Suite 200-A, Huntersville, NC 28078, 704-992-2300, [www.lakenormanregion.com](http://www.lakenormanregion.com)

**LAKE NORMAN REGION**  
NORTH CAROLINA



## Medical Software

Cover is die cut in the shape of the logo.  
One brochure spread shown below.

# HOW OFTEN IS SOMETHING MISSING WHEN YOU DO HAVE THE PATIENT'S CHART?

**M**isplaced paper charts are an obvious problem. But even when you have the chart you need, there's still no certainty of having the information you need. By its very nature, a paper-based record is prone to incompleteness and inaccuracies, and is highly susceptible to human error. Information is often disorganized, ambiguous and illegible. And individual reports and documents can too easily be lost or misfiled. HealthMatics applications were designed precisely to solve

these kinds of problems. In fact, completeness and accuracy of patient information is one of the first benefits you will notice with our system.

HealthMatics collects all of the key components of a patient's chart. The subjective and objective portions



of your progress note, the assessment and plan, prescriptions, procedures and patient histories, reports, reminders and referrals. HealthMatics accommodates all your information needs.

While progress notes may constitute the majority of your patient chart, there is no getting around the fact that a great deal of content comes from outside your organization. Whether it's third party documents such as discharge summaries, consultant reports and referral information or electronic downloads from

your practice management system or outside laboratories, HealthMatics can store the vital information you need. Information that will help you make decisions confidently and efficiently, reduce the chance of error, and help you provide your patients with optimal care. All brought together in one complete, accurate, well-organized electronic chart. Always legible. Always consistent. Always there when you need it, whether you're in an exam room, at a remote office, or even at home.



# Advertisements

## Medical Software

**SLIDE RULES.  
ROTARY PHONES.  
TELEGRAMS.  
CARBON PAPER.  
TYPEWRITERS.  
PAPER MEDICAL CHARTS.**

Sooner or later, something better comes along.

Don't you think it's time to make your patient record system as current as the rest of your practice? Find out about HealthMatics' computerized patient record system. We put timely and accurate patient information instantly at your fingertips. Always legible. Always complete. And always accessible when you need it—no matter where you are.



**HEALTHMATICS**  
Patient Record System

1100 Crescent Green Suite 210 Cary, North Carolina 27511 800-452-9653 Fax 919-379-2200 <http://www.healthmatics.com>

**HOW OFTEN IS SOMETHING  
MISSING WHEN YOU DO HAVE  
THE PATIENT'S CHART?**

By its very nature, a paper-based chart is prone to inaccuracies and being misplaced. Information is often disorganized, and illegible. Reports and documents can easily be lost.

With a HealthMatics Computerized Patient Record System, one of the first benefits you'll notice is the completeness and accuracy of patient information. HealthMatics collects all of the key components of a patient's chart, such as progress notes, the assessment and plan, prescriptions, procedures and patient histories, reports, reminders and referrals. Even electronic downloads from your practice management system or outside laboratories.

The HealthMatics system can store all your vital information. Information that will help you make decisions confidently and efficiently, reduce the chance of error and help you provide your patients with the highest quality care. All brought together in one accurate, consistent, well-organized electronic chart. Always legible. Always complete. And always accessible when you need it—no matter where you are.




**HEALTHMATICS**  
Patient Record System

1100 Crescent Green Suite 210 Cary, North Carolina 27511 800-452-9653 Fax 919-379-2200 <http://www.healthmatics.com>

# Advertisements

## NC Eastern Region



**HE'LL CRAWL THROUGH SWAMPS AND SCALE BARBED WIRE FENCES FOR HIS COUNTRY.**

**IMAGINE THE WORK ETHIC HE'LL BRING TO YOUR COMPANY.**



Each year there are around 12,000 discharges from military bases in North Carolina's Eastern Region. 12,000 people who understand the value of dedication, loyalty and hard work. That's one reason why the productivity of our affordable workforce ranks so high. And one of many reasons why the Eastern Region is the best part of America's best state for business. Call us at **800-474-8499** or visit [www.nceast.org](http://www.nceast.org).

**NORTH CAROLINA'S EASTERN REGION**  
THE BEST PART OF AMERICA'S BEST STATE FOR BUSINESS

Part of economic development ad campaign to promote 13-county region  
Southern Economic Development Council award

# Advertisements

## NC Eastern Region



**VISIT US  
IN YOUR  
UNDERWEAR.**

*Pull up a chair and tour [nceast.org](http://nceast.org) to explore some of the best expansion and relocation sites in America.*



**NORTH CAROLINA'S  
EASTERN REGION**

*The Best Part of America's Best State for Business.*

1/3 page 2-color magazine ad designed to drive traffic to web site

Won 4 awards

# Collateral

## NC Eastern Region



### NORTH CAROLINA'S EASTERN REGION



# ANNUAL REPORT

2008

#### LETTER FROM THE CHAIRMAN AND PRESIDENT/CEO

Dear Friends,

Over the entirety of the international economic crisis, the 13 counties of North Carolina's Eastern Region (NCRER) are working together to minimize the impacts of the slow-down on the businesses and residents of our region. Simultaneously, we continue to implement innovative programs and initiatives that are ensuring our companies and people will in the present and positioning us for even greater economic success in the future.

In our last annual report, we wrote about the shared vision of the future developed by stakeholders throughout the East. In response, last year NCRER unveiled a variety of initiatives designed to address the challenges and take advantage of the opportunities identified in the vision process. We are pleased to report that much has already been accomplished.

To meet the needs of industry and to improve the economic base of individuals, we are improving our workforce. The \$700,000 Workforce Innovation Network (WIN) grant program we launched last year, in partnership with workforce development boards, economic development, chambers of commerce, K-12 schools and community colleges, is underway and expected to result in 12 counties — Wayne, Chowan, Wayne, Hertford and Edgecombe — receiving part of the first \$200,000 grant funding. This year, we are conducting a study in partnership with the Golden Leaf Foundation, but will identify the specific counties that will most benefit from a second — and larger — award. The development of this cluster will propel our region forward and raise the quality of life and the economic strength of our region dramatically in the coming years.

Biotechnology and Life Science businesses continue an increasingly significant part of our regional economy. For this reason, a little more than a year ago, NCRER launched the concept of a Global Innovation Network (GIN) to bring together smaller, underutilized science engines across the world to work together to improve one another's ability to compete with major, well-established biotechnology regions. NCRER is now leading the global effort and during the year, we will have created and formally incorporated an organization that will maintain an alliance of up-and-coming biotechnology regions in ten countries. All working together to have shared resources and create well-paying jobs in the biotechnology sector. Many of these companies will be located right here in North Carolina's Eastern Region.

In late last year, NCRER, partnering with the Great Smoky Mountains National Park, made great use of the promise to establish a small (single acre) venture fund — the Innovation Micro Angel Fund (IMAF) East. The \$200,000 grant (provided by NCRER) made it possible to attract attention and interest. The fund, consisting of investors from North Carolina, will make a commitment to eastern North Carolina and help launch eastern North Carolina companies and jobs. We expect the pool of money to grow to more than \$1 million and IMAF East is now open to receive investment requests.

North Carolina's Eastern Region's Military Growth Task Force is up, running, and doing great work to prepare for the changes that 1,477 new Marines and their families are bringing to our region. Partnering with leaders in Chatham, Currituck, Carteret, Jones, Duplin, Perquimans, and Pender counties, we successfully raised a \$1,550 million grant from the U.S. Department of Defense to carry out the growth planning activities — ensuring that a critical to maximizing the economic benefits of their home, while leaving behind a legacy to support our future economy.

NCRER is also making our region better informed and more accessible to visitors. In cooperation with tourism organizations across the region, the Eastern Regional Geographic Information System website was completed to showcase last year's hot bed of opportunities for tourists. Additionally, a working 24/7 mobile data center for visitors to browse wonderful resources of their trip home, while leaving behind a legacy to support our future economy.

This year NCRER received a very prestigious accreditation from the International Economic Development Council (IEDC) Accredited Economic Development Organization (AEDCO) program. There are only twenty-three IEDC accredited organizations in North America. While there are many more examples of the progress we are making in our region which we could report to you, we expect to keep you with the information made by the accreditation review team.

**"The stakeholders buy-in to the organization is the strongest this reviewer has seen. The balance among the needs of the region and the needs of each of the partners is extraordinary."**

Sincerely,

*Alan A. Datta*  
Alan A. Datta  
Chairman  
Board Chair

*Alan A. Datta*  
Alan A. Datta  
President/CEO

#### NCRER MISSION

- The Eastern Region Development Commission serves the entire Western County region for:**
- Identifying economic development opportunities having immediate and/or transformational impact on the region's economy.
  - Building regional capacity to support economic growth and wealth creation.
  - Identifying and addressing barriers to economic growth.
  - Overseeing regional strategies through collaboration to develop and implement plans for economic growth.
  - Serving as the primary source of economic development data and expertise useful to the region.

#### TARGET BUSINESS CLUSTERS

- Advanced Manufacturing (Automotive, Aerospace & Defense)
- Life Science (BioPharm & Healthcare)
- Apparel
- Marine Tourism
- Manufacturing (Metal Fabrication & Services)
- Sustainable & Renewable Attractions

#### GRANTS AND LOAN PROGRAMS

North Carolina's Eastern Region provides assistance to its member counties with a variety of product development programs, which include three grant programs and a revolving loan fund. The chart below summarizes the activity in three programs for FY 2008.

Program	FY 2008	Total to Date	Jobs to Date
<b>Flex-Cap Local Grants</b> — provides funding for projects that have multiple county, regional or transborder impact.	\$148,575	\$28,776	401
<b>Flex-Cap Regional Grants</b> — provides funding for projects that have multiple county, regional or transborder impact.	\$876,275	\$811,275	2,338
<b>Technical Upgrade Grants</b> — provides funds to NCRER county economic development commissions and the state's Department of Commerce regional offices to assist with upgrades of hardware, software, and other equipment to support economic development projects.	\$4,700	\$525,423	N/A
<b>Revolving Loan Fund</b> — available to the counties in the form of low-interest loans to assist with economic development projects.	\$900,000	\$2,087,510	N/A

#### PARTNERING INITIATIVES

**BiEast Alliance** — a five-county regional sub-group incorporating approximately 20 life science companies with 1,000 employees. Collaborating with the NC Biotechnology Center to develop and implement a strategic plan, conduct a labor market survey and produce marketing materials. Website in development.

**Chambers of Commerce of North Carolina's Eastern Region (CCNCRER)** — working in partnership with the Chamber of Commerce and the region's elected legislative delegation to develop a unified legislative agenda.

**Environmental Advisory Council (EAC)** — a collaboration with individuals and organizations that provide input on environmental issues, an Environmental Academy for Elected Officials and Low Impact Development (LID) workshop for local developers. Working with the Chamber of Commerce to lead a Green Certification Program for businesses.

**Global Innovation Network (GIN)** — a partnership with Jagellonian University, Poland, to be emerging life science regions around the world to create competitive advantage, plus product development and opportunities for cooperative research.

#### NORTH CAROLINA'S EASTERN REGION'S MILITARY GROWTH TASK FORCE (MGTF)

**Challenge:** Increase in USMC force structure plus increased growth, plus normal growth in as many as 11,000 new residents in five years.

**Response:** MGTF and multiple working groups established to facilitate regional unity of community planning efforts associated with the growth.

**Task Force Members**

County	Members
<b>Carteret County</b>	Don Casey, Dana Harco, Doug Lewis
<b>Dare County</b>	William H. Kelle, II, Dan Oliver, Mayor Jimmy Sanders, Melaney
<b>Duplin County</b>	Dana Brinson, Billy Studd, Randall Tyndall
<b>Jones County</b>	Joseph P. Edwards, Franey Howard
<b>Wayne County</b>	Mike Alford, Char Collier, Robert (Pat) Jones, William H. Kelle, II, Dan Oliver, Mayor Jimmy Sanders, Melaney
<b>Pender County</b>	Dave Plummer, Paul Fisher, Scott Deaver

- MGTF WORKING GROUP COMMITTEES**
- Communications
  - Education
  - Housing
  - Infrastructure
  - Local Government
  - Medical, Health, Social Services and Children
  - Public Safety and Emergency Services
  - Quality of Life
  - Tourism/Recreation
  - Workforce

# Advertisements

## Commercial Real Estate

Client has a complex product. Ad designed to emphasize how different the custom building program is.

### **AT ALLIANCE PARTNERS, OUR CLIENTS PROFIT FROM A MORE CREATIVE APPROACH TO CORPORATE REAL ESTATE.**



It's an approach we pioneered called Agent Development, and one that can turn leasing into a money-making business strategy. Simply put, acting as an agent for our client, we fully develop a property on their behalf and then complete a sale/leaseback to a handpicked investor. Our client continues to lease, but also participates in the profits from development and enjoys greater control over their occupancy costs. Agent Development is just one of a full range of innovative corporate real estate services Alliance Partners offers. For details, call 678-385-5934 and talk with our president, Rodger West, or email [rodgerw@alliancepartners.net](mailto:rodgerw@alliancepartners.net).



400 Galleria Parkway, Suite 1500  
Atlanta, Georgia 30339  
[www.alliancepartners.net](http://www.alliancepartners.net)



**ALLIANCE PARTNERS**  
Corporate Planners & Real Estate Consultants

# Website

## Duplin County, NC Economic Development

www.duplinedc.com

Home | About Us | Labor & Training | Infrastructure | Incentives & Taxes | Industry | Buildings & Sites | Quality of Life | News | Links | Contact Us

**Duplin County, North Carolina — A Vintage Business Location.**

Visitors and newcomers to Duplin County are invariably surprised by what they find in this quiet corner of eastern North Carolina — namely, the largest winery in the southeastern United States, and the largest in the world producing wine from the muscadine grape.

But then, Duplin County is full of surprises. Known for its agricultural leadership, our County has quietly emerged as a destination for manufacturing and distribution companies, and even sits in the middle of a region that's earning a global reputation in life sciences.

We invite you to explore our site and learn more about this vintage business location. And how Duplin County, North Carolina can help your company sample the sweet taste of success.

Site Map | Privacy Statement | ©2008 Duplin County EDC

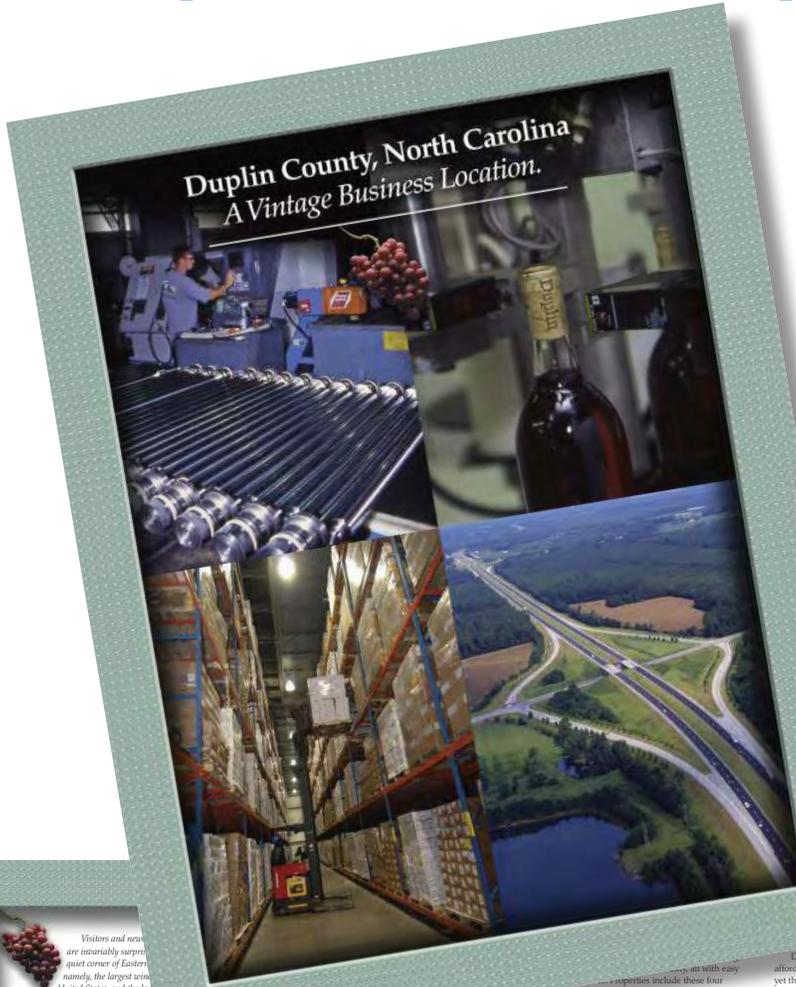
### Brand Identity

Market Force developed a themeline: "A Vintage Business Location." This plays into the fact that the county is a large wine producing area, as well as having many historic sites.

# Collateral

## Duplin County, NC Economic Development

Economic Development Brochure designed to compliment the website.



Visitors and new... are invariably surprised... quiet corner of Eastern... namely, the largest wine... United States, and the largest... producing wine from the muscadine grape.

But then, Duplin County is full of... agricultural leadership, our County has... destination for manufacturing and distribution... ever sits in the middle of a region that's... regional reputation in life sciences.

We invite you to learn more about this vintage business location — and how Duplin County, North Carolina can help your company sample the sweet taste of success.

### Exceptional Logistics.

Located at the mid-point between New York and Miami, Duplin County is ideally positioned relative to Eastern U.S. markets. And our well-developed infrastructure offers affordability without compromising accessibility.

Six Interstate 40 exits across the County provide easy connections to I-95, I-85, I-77 and I-26. Most East Coast destinations are within a day's trucking distance, and 70% of U.S. and Canadian markets can be reached overnight.

Two deep-water ports are within a one-hour drive. CSX Railroad bisects the County, linking local facilities to one of the nation's leading rail networks. Duplin County Airport serves private aircraft, and scheduled airline service is available via Wilmington International Airport (30 minute drive) and Raleigh-Durham International (70 minutes).

Advantages for Duplin County businesses include low property taxes, a 6.9% state income tax rate, no county income tax, no inventory and intangibles taxes, and no sales tax on raw materials.

A right-to-work state, North Carolina's pro-business climate helps keep labor-related issues to a minimum, and our unionization rate is one of the lowest in the nation.

### Affordable, Well-trained Workers.

Duplin County is home to nearly 25,000 workers. The regional labor pool exceeds 400,000, and is augmented by the many well-trained personnel discharged annually from seven surrounding military bases.

This work force happens to be one of the hardest working and most cost-effective in the country — our workers consistently exceed the national average for productivity, while wages and other labor-related costs in Duplin County are significantly below national averages.

North Carolina's customized job training program is considered the best of its kind, and is administered through the state's 58-campus Community College System, which includes Duplin County's James Sprunt Community College. In most cases training is free to new and expanding businesses.

...with easy... properties include these four... owned business parks:

**SouthPark** offers prime commercial and industrial property adjacent to I-40. The Port of Wilmington, Foreign Trade Zone 68 and I-95 are easily accessible.

**WestPark** features fully improved land with utilities, rail and roads in place. One mile from I-40, WestPark is also home to Duplin County's Business Technology Center, a multi-use business incubator.

**AirPark** is adjacent to Duplin County Airport's 6,000 ft. runway and is an excellent choice for companies requiring fast, economical air connections to Eastern U.S. destinations.

**EastPark** is Duplin County's newest business park and is well suited for a variety of commercial, production and warehousing needs, 20 minutes from I-40.

North Carolina Certified Sites are available at SouthPark, WestPark and AirPark. Certified sites have undergone rigorous testing and provide companies with a faster start to a new facility.

Duplin County is within close proximity to four foreign trade zones. A qualifying company that chooses to locate in Duplin County can be designated as a sub-foreign trade zone.

### Secure Book Lifestyle.

Duplin County is small-town America at its very best — affordable, relaxed and firmly rooted in its rich history, yet thoroughly progressive in the services and amenities enjoyed by its residents.

An award-winning school system features innovative programs that prepare students for employment in business and technical fields. Housing options range from historic older homes and rural properties, to golf course living and private gated communities. Medical services are state-of-the-art, thanks to an affiliation with the nationally ranked University Health Systems of Eastern Carolina.

Our mild four-season climate is ideal for outdoor recreation. That means year-round golf at the area's world-class courses, along with boating, camping, fishing and hunting. And our state's pristine Atlantic beaches are just a short drive away.

### 10 Reasons To Discover Duplin County.

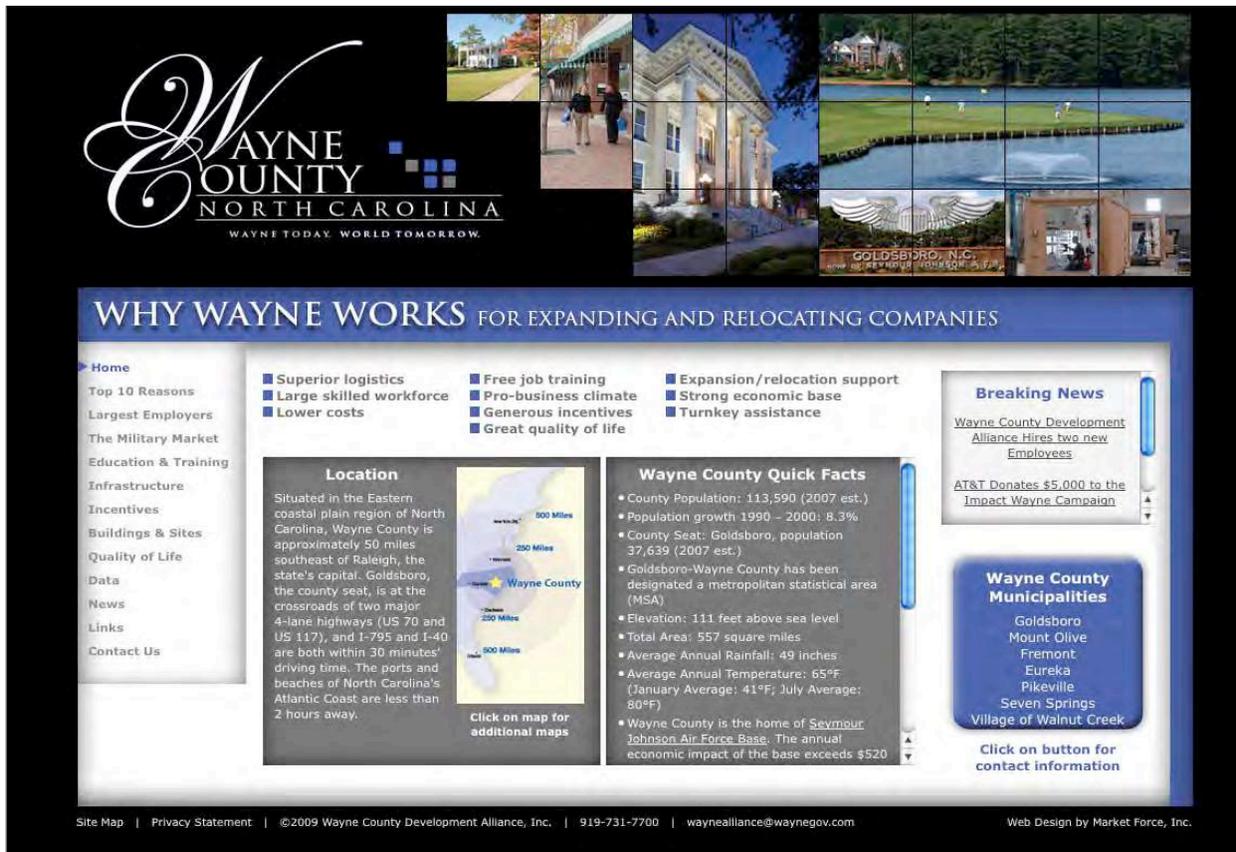
- Easy access to regional, national and international markets
- An excellent highway network featuring Interstate 40
- Low-cost buildings and industrial sites
- Tax credits and incentives for new and expanding companies
- No inventory tax, no sales tax on raw materials
- Outstanding training programs, free to qualifying businesses
- Low workers' compensation and unemployment insurance rates
- A business-friendly climate in a right-to-work state
- Local commitment to the success of relocating and expanding businesses
- The good life — relaxed and affordable small town charm



# Website

## Wayne County, NC Economic Development

www.waynealliance.org



The screenshot displays the homepage of the Wayne County, NC Economic Development website. At the top left is the Wayne County logo with the tagline "WAYNE TODAY. WORLD TOMORROW." and a grid of images showing local scenes like a golf course, a building, and a lake. Below the logo is a navigation menu with links such as Home, Top 10 Reasons, Largest Employers, The Military Market, Education & Training, Infrastructure, Incentives, Buildings & Sites, Quality of Life, Data, News, Links, and Contact Us. The main content area is titled "WHY WAYNE WORKS FOR EXPANDING AND RELOCATING COMPANIES" and features several sections: "Superior logistics" (Large skilled workforce, Lower costs), "Free job training" (Pro-business climate, Generous incentives, Great quality of life), and "Expansion/relocation support" (Strong economic base, Turnkey assistance). A "Location" section includes a map of Wayne County and text describing its strategic position. A "Wayne County Quick Facts" section lists statistics like population (113,590), growth (8.3%), and the presence of Seymour Johnson Air Force Base. A "Breaking News" section highlights recent events like the hiring of two new employees and a \$5,000 donation. A "Wayne County Municipalities" section lists Goldsboro, Mount Olive, Fremont, Eureka, Pikeville, Seven Springs, and Village of Walnut Creek, with a button for contact information. The footer contains site map, privacy statement, copyright information for 2009, contact details (919-731-7700, waynealliance@waynegov.com), and web design credit to Market Force, Inc.

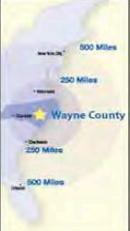
### WHY WAYNE WORKS FOR EXPANDING AND RELOCATING COMPANIES

- Home
- Top 10 Reasons
- Largest Employers
- The Military Market
- Education & Training
- Infrastructure
- Incentives
- Buildings & Sites
- Quality of Life
- Data
- News
- Links
- Contact Us

- Superior logistics
  - Large skilled workforce
  - Lower costs
- Free job training
  - Pro-business climate
  - Generous incentives
  - Great quality of life
- Expansion/relocation support
  - Strong economic base
  - Turnkey assistance

#### Location

Situated in the Eastern coastal plain region of North Carolina, Wayne County is approximately 50 miles southeast of Raleigh, the state's capital. Goldsboro, the county seat, is at the crossroads of two major 4-lane highways (US 70 and US 117), and I-795 and I-40 are both within 30 minutes' driving time. The ports and beaches of North Carolina's Atlantic Coast are less than 2 hours away.



Click on map for additional maps

#### Wayne County Quick Facts

- County Population: 113,590 (2007 est.)
- Population growth 1990 - 2000: 8.3%
- County Seat: Goldsboro, population 37,639 (2007 est.)
- Goldsboro-Wayne County has been designated a metropolitan statistical area (MSA)
- Elevation: 111 feet above sea level
- Total Area: 557 square miles
- Average Annual Rainfall: 49 inches
- Average Annual Temperature: 65°F (January Average: 41°F; July Average: 80°F)
- Wayne County is the home of Seymour Johnson Air Force Base. The annual economic impact of the base exceeds \$520

#### Breaking News

- [Wayne County Development Alliance Hires two new Employees](#)
- [AT&T Donates \\$5,000 to the Impact Wayne Campaign](#)

#### Wayne County Municipalities

- Goldsboro
- Mount Olive
- Fremont
- Eureka
- Pikeville
- Seven Springs
- Village of Walnut Creek

Click on button for contact information

Site Map | Privacy Statement | ©2009 Wayne County Development Alliance, Inc. | 919-731-7700 | waynealliance@waynegov.com | Web Design by Market Force, Inc.

# Website

## Robeson County, NC Economic Development

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

Homepage and menu design only. Won 2009 Hermes Award - Platinum

Remaining pages to be re-designed in next budget cycle.

Design coordinates with award-winning brochure produced in Dec. 2007.

**Robeson County, North Carolina. On the Main Street of the East Coast.**

Robeson County, North Carolina straddles Interstate 95 where it intersects with I-74, near the midpoint between Boston and Miami. Most East Coast destinations are within a day's trucking distance, and 70% of U.S. and Canadian markets can be reached overnight.

Lumberton, the largest city in Robeson County, is a well-established commercial hub for the southeastern part of the state. Expanding and relocating companies will find what they need in the way of infrastructure, labor, training, services, and expert support from officials in our 15 municipalities.

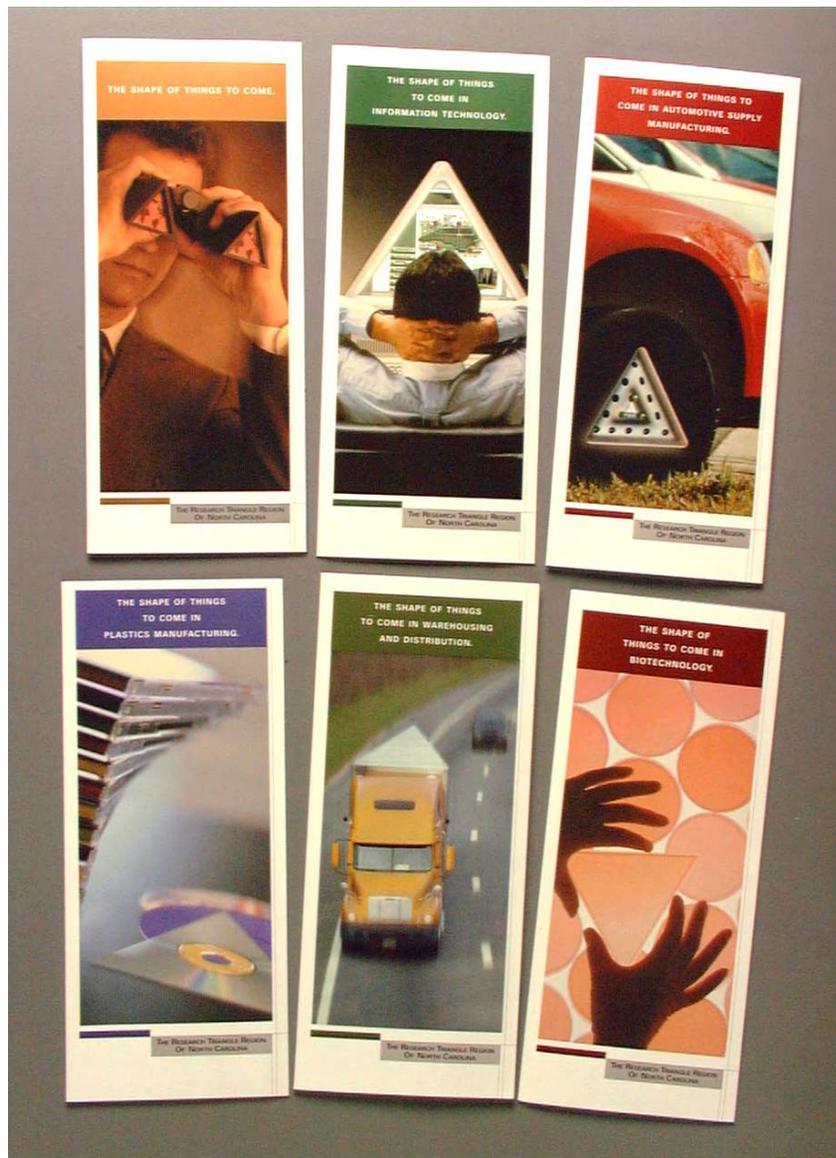
© 2002-2008 Robeson County Office of Economic Development

# Collateral/Branding

## Research Triangle Region



Research Triangle Region target industry brochures each have an element converted to a triangle to emphasize the name and make the organization more memorable to potential client businesses.



## Advertisements

### Electric Utility



# Let's Talk About Load Management.

Trying to manage a heavy load all at once can take an enormous amount of energy. Which is why we encourage all of our customers to be part of our Load Management Program.

At no cost or trouble to you, we install a switch that briefly cycles your air conditioner or water heater during periods of peak usage so we can meet demand. You'll never feel the difference. Except, of course, when your power bill comes. It'll be lighter than usual because we'll have credited your account a tidy sum of money.

And not only do you save money, you help conserve our natural resources. So give us a call and sign up today. We'll gladly do the grunt work while you sit back and take the credit.

## CITY NAME HERE

*For details on how to qualify,  
call your local municipal power  
representative at 000-0000.*



## Advertisements

### Telecommunications

Consumer newspaper ad. Has accompanying radio spot.



## This Is A Telemarketer.



## This Is Telemarketer Call Screening. Any Questions?

*Introducing a whole new kind of household pest control. It's called Telemarketer Call Screening. And you get it from Chequamegon Telecommunications, right here in Hayward. It works like this:*

*Calls from telemarketers are typically delivered to your phone as "unknown" or "out-of-area." Telemarketer Call Screening intercepts these calls, and announces that you do not accept calls from telemarketers. Best of all, your phone doesn't even ring. And, telemarketers are instructed to add your name to their "Do Not Call" list. Other callers are advised to dial 1 or stay on the line to be connected.*

*Call today to learn how easy and affordable it is to make telemarketers "bug off" for good.*



**Call: 934-3303 or 800-250-8927** 15861 West 3rd Street, Hayward, WI 54843

# Advertisements

## Residential Real Estate



The Better Homes and Gardens® Blueprint 2000 Home

IT LOOKS LIKE AN ELEGANT HOME.  
IT'S ACTUALLY A TIME MACHINE.

*Better Homes and Gardens®* asked their readers what they dearly wished for in a home. The editors' ideas and the readers' wishes created a house that lets you travel to the 21st century without ever leaving the best of the 20th.

IT WILL TAKE YOU INTO  
THE FUTURE.

Imagine control of every vital function of your house at your fingertips. Everything from the security lights to the ingenious skylights that close automatically at the first sign of rain.

The *Better Homes and Gardens®* Blueprint 2000 home combines high tech with low maintenance and its energy efficiency will gladden the heart of the most demanding environmentalist.



IT WILL TRANSPORT  
YOU BACK  
TO THE PAST.

This classic, superbly built home is set in Southern Village, a loving re-creation of the neighborhood you might have grown up in—or wish you had. Trees arch over narrow streets and wide sidewalks, neighbors are close enough to become friends, and your kids, just like in the old days, can walk to school.

Here the best of the past creates an ideal living experience for today.

TO SEE IT, THERE'S NO TIME  
LIKE THE PRESENT.

Tour this living blueprint for the future from July 3 to August 1. Southern Village is in beautiful Chapel Hill. The setting alone is worth the trip.



A New, Old Neighborhood In Chapel Hill

Take I-40 to exit 273B (NC 54 toward Chapel Hill). Go west and turn right onto 54/15-501 (just after the overpass). Exit at 15-501 South, Chapel Hill/Pittsboro. Southern Village is 1/2-mile on the right. **OPEN DAILY** 919-933-4422 [www.southernvillage.com](http://www.southernvillage.com)



The *Better Homes and Gardens®* Blueprint 2000 Home built by Dixon/Kirby & Company, Inc.

Condominiums from \$90s • Townhomes from the \$180s • Single-Family Homes from \$200s-\$500s • A Bryan Properties Community

# Advertisements

## Residential Real Estate



Skybrook is a graceful blend of elements with the welcoming feel of an early 1900's American neighborhood. The narrow, tree-lined streets with sidewalks invite leisurely strolls. Houses with big front porches encourage rocking and chatting. The winding roads, the kids on bikes, add to the air of a community in a slower time, before the birth of traffic. With all this, you'll find spectacular golf on our rolling hills and a variety of sports opportunities few resorts can match. In easy reach of uptown Charlotte, Skybrook offers the sense of being lifted out of the hubbub, a chance to catch your breath and look out across the wide world. You'll want to stay for a lifetime.

*Directions: From Charlotte, take I-77 N to Exit 18 Harris Rd. and turn right. Go 1.5 mi. and make a left at 115 (Old Statesville Rd.). Go 1.5 mi., turn right on Eastfield Rd. Go 1.7 mi. Entrance on left.*

Custom builders  
from the \$200s  
to \$500s:

David Weekley  
704/875-8984

\*\*\*\*\*  
D.R. Horton  
704/875-0354

\*\*\*\*\*  
Niblock Homes  
704/875-7344

\*\*\*\*\*  
Sausy Burbank  
704/875-1630

\*\*\*\*\*  
General office  
704/875-2344

  
**SKYBROOK**  
A Bryan Properties Community

# Advertisements

## Assisted Living



*You Don't Have To Be 16 To Want To Hang Out With Your Friends All Day.*

Warm smiles. Shared secrets.  
Rich laughter. Easy conversation.  
The joys of friendship are ageless  
— the fabric of a life well-lived.

At Spring Arbor, friendships are a  
priority, with assisted living that frees  
you from the responsibilities of life so you can spend  
time with friends and family.

You can enjoy our walking paths, porches and  
patios, or share exercise classes, planned activities,



performances, and parties. Delicious meals  
and snacks, housekeeping, and laundry are  
provided by a caring staff here to meet your  
needs 24 hours a day. It's all yours in a bright  
new home made even more welcoming by  
comfortable furnishings — or if you prefer — your  
own furniture and accessories.

Find out more about assisted living. You don't need an  
appointment — just call and discover Spring Arbor — a  
comfortable home with a family of friends.



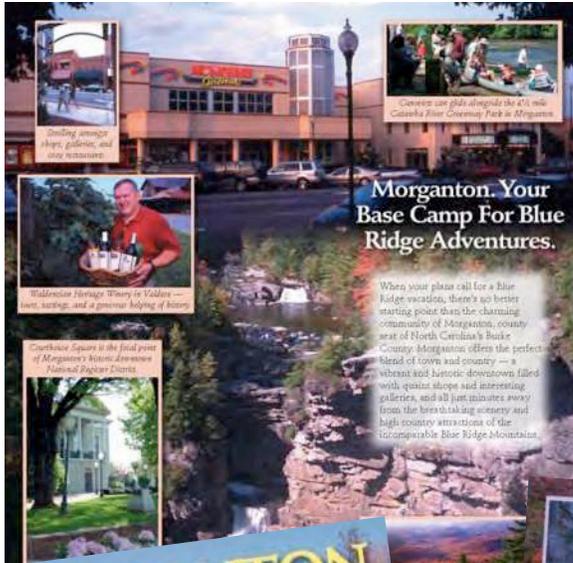
OF SPARTANBURG

*The Independence You Love And The Support You Need*

LOCATED AT THE CORNER OF SKYLYN AND DILLON DRIVES, EAST OF MARY BLACK HOSPITAL.   
SPARTANBURG, S.C.  
864-948-9300

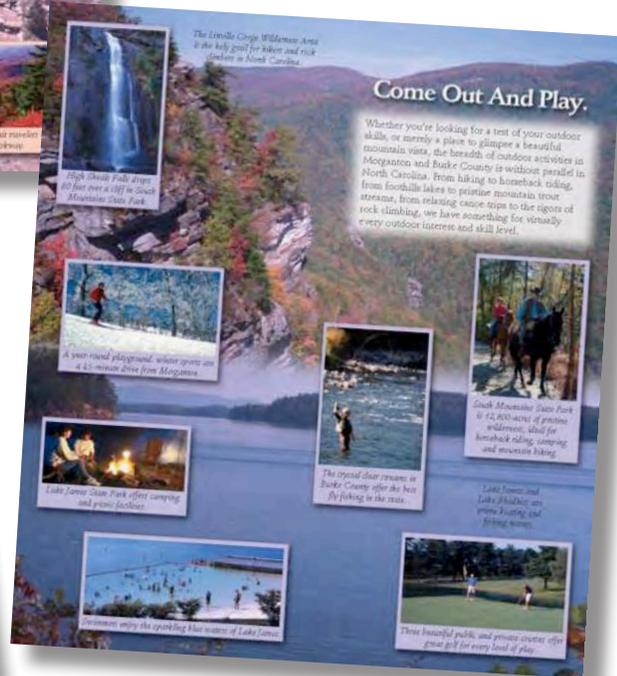
*Residential Assisted Living*

# Tourism



16 page brochure

Created to tie the area to the mountains. Many tourists simply pass by Morganton on the interstate without realizing the many opportunities within the city and county. Won SEDC award





# Logo/Branding

## La Grange, NC

**Client:**

The small Town of La Grange is located in Eastern North Carolina between the larger cities of Goldsboro, NC and Kinston, NC.

**Problem:**

The Town is off Highway 70 and largely invisible to passersby. They believed that they needed a higher profile in order to attract new business, residents and greater prosperity.

**Marketing Solution:**

The leadership decided to engage Market Force to help them brand the Town. Market Force and the Town's utility, Electricities, conducted a focus group with community leaders to determine their strengths and weaknesses and decide how they wanted the world at large to view them. There was much discussion about the slogan they had been using for many years: "The Garden Spot," and whether to keep it, modify it or change it. In addition, Market Force presented a Branding program to acquaint participants with what Branding means, what to expect from it and how to go about creating a Brand.

At their request, Market Force presented many alternatives to the slogan, many incorporating The Garden Spot. The citizens subsequently decided to keep the slogan as it was, but wanted a new logo. Market Force has recently created a new logo, stationery materials and town banners and flags to get the new brand rolling.

**New Logo**

Won 3 Awards for design

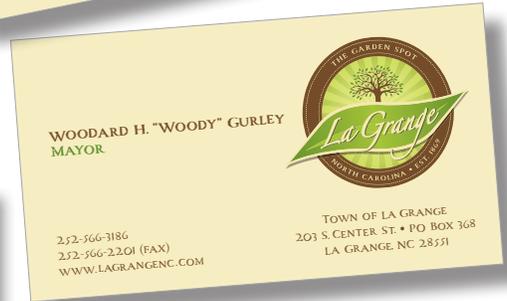
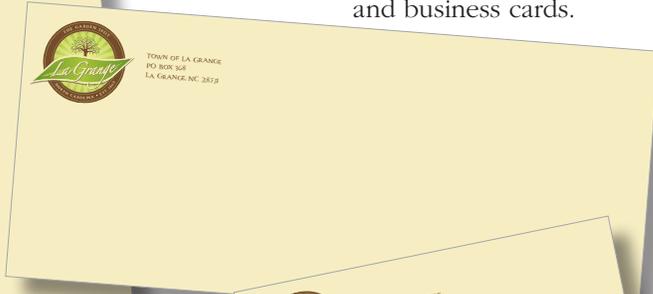


# Logo/Branding

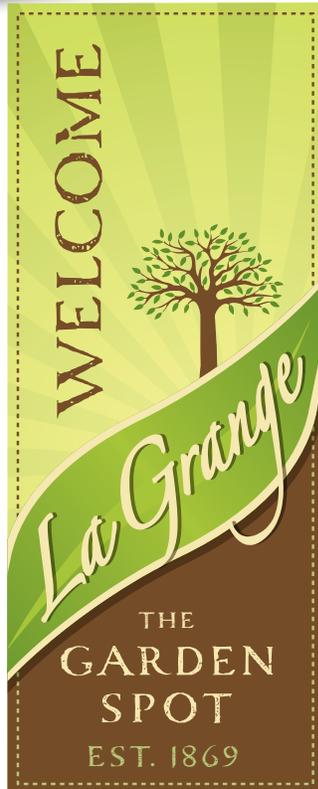
## La Grange, NC

### Stationery Materials

Letterhead, #10 envelope, mailing label and business cards.



**Banners**  
Hung on poles throughout downtown.



# Logo/Branding

## Wilson, NC: Branding for City, County, Other Organizations

### Client:

The Wilson Area recently hired Market Force to create a branding identity that could be used by multiple groups, both with or without their own logos. The largest city in the county is conveniently also named Wilson. We are presently working on a marketing plan for the group.

### Marketing Solution:

Market Force held meetings for input from area stakeholders. Plus we created a questionnaire that was emailed to additional leaders. In both cases, we asked for opinions about advantages and disadvantages of the region, regional identifiers and a number of other questions that would give our agency an idea of how residents saw their area.

After reviewing the responses, Market Force presented multiple logo ideas and multiple slogans. Much discussion and review and several meetings later, all agreed on the logo below. It is reminiscent of a whirligig, which is a prominent local art form. The logo can be used in one or multiple colors and still have a visual identity. It incorporates "North Carolina" so that the location is obvious. The logo also looks somewhat like a seal, and is easy to print on clothing and giveaways.

The main slogan "Simply Wonderful" can be used by multiple organizations with their own suffix, and still maintain the Wilson identity. "Simply" also works well for marketing various initiatives with a variety of endings, such as:

Simply Wonderful    Simply Delicious    Simply Entertaining    Simply Wild    Simply Educational  
Simply Industrious    Simply Downtown    Simply Unique, etc.



Simply Wonderful.

# Logos



**NORTH CAROLINA'S  
EASTERN REGION**

**CAPTIVE AIRE**

**CLARENDON COUNTY**  
South Carolina



**MARTIN COUNTY  
FLORIDA**



**MONTESSORI  
SCHOOL OF  
RALEIGH**



**CAPITOL RADIO  
NETWORKS**



(Melex Golf Cars)

**LAKE NORMAN REGION**  
NORTH CAROLINA



*Please contact*

**Nancy Perry Johnson, President**

**Market Force, Inc.**

**109 North Boylan Avenue**

**Raleigh, North Carolina 27603**

**919-828-7887**

**njohnson@theforce.com**

**theforce.com**



**MARKET  
≡ FORCE**