

**A GOOD PLACE  
TO TAKE YOUR  
BUSINESS FURTHER**



## Economic Development News & Updates

First quarter 2019 has been busy for your Rockingham County Center for Economic Development, Small Business & Tourism staff with welcoming our new Director, hosting the CED Annual Meeting, launching the new *Our Place* magazine, and managing project activity. Read below about what your economic development and tourism team has been up to this past quarter.



### Welcome to Our New Director

Leigh Cockram officially joined Rockingham County as the Director of Economic Development & Tourism on February 2, 2019. She jumped right in on her first day to assist with preparations for a project visit. Leigh has been busy the past two months meeting with partners throughout Rockingham County and the state, as well as familiarizing herself with each of the cities and towns.

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### Bernie Mann Speaks at CED Annual Meeting

The Citizens for Economic Development (CED) hosted its Annual Meeting on March 20 at Greensboro National Golf Course. This year's speaker was Bernie Mann, owner and publisher of Our State Magazine. Mann spoke to the crowd of over 60 business and community leaders about how he transformed a fledgling black-and-white publication into the glossy, full-color renowned travel magazine that today reaches over one million readers every month.

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### RockATOP Selects 2nd Class of Apprentices

The RockATOP apprenticeship program is ramping up its second year with 23 students from five local high schools who were offered pre-apprentice positions. In June, these students will begin taking two college courses at RCC while they are also working at their assigned companies. Companies participating are ABCO Automation, Bridgestone, Frontier Spinning, Keystone Foods, Machine Specialties Inc, Pine Hall Brick, Sturm Ruger and Wieland Copper Products. RockATOP is 4-year training program that begins in high school and provides hands-on training for jobs, FREE community college tuition towards an Associate degree and a paycheck!

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## Economic Development Updates



Albaad FEM plant officially opens

In case you missed it, there was a ribbon cutting for the expansion at the new **Albaad FEM** plant in Reidsville on February 2nd. The Albaad FEM plant is the company's second manufacturing facility in Reidsville. The new plant is located in the former Ball building on Barnes St. In April 2018, Governor Cooper announced Albaad would be expanding with the creation of 300 new jobs and \$45 million in capital investment.

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Construction of Sanritsu's new plant in Reidsville

Construction of two other announced industry projects are well underway. The new **Sanritsu** facility in the Reidsville Industrial Park is coming along quickly. The Japanese logistics company is new to North Carolina and Rockingham County. It is investing \$9 million and will create 24 new jobs in this new packaging and logistics operation.

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Smith-Carolina's new building going up

Existing industry **Smith-Carolina** is constructing a second facility on Carrot Road in Reidsville. The new building is visible from NC 87 just beyond the Reidsville Industrial Park. The company is investing more than \$1.5 million and plans to create 10 new jobs. Smith-Carolina makes high-quality precast concrete products for the local farm and highway markets.

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### Small Business Updates

We celebrated National Entrepreneurship Week in Rockingham County from February 18-22.

Each day we highlighted one small business/entrepreneur from each municipality. The stories generated a huge jump in visitors to our web site and Facebook page. Businesses highlighted were:

- **Tree Enterprises:** a family-owned textile company in Reidsville
- **Sutherland Products, Inc.:** makers of Charlie's Soap cleaning products in Mayodan
- **A Sweet Southern Mess:** antique mall & bakery in Madison
- **That Little Pork Shop:** barbecue restaurant in Eden
- **Aspen Bakery & Coffee Bar:** bakery & full service coffee shop in Wentworth

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### Tourism Update: *Our Place* Launches

The new, county-wide magazine, *Our Place--your guide to life in Rockingham County, NC*, hit the stands in early April. It was a joint project of the Economic Development, Small Business & Tourism office and the Rockingham County Tourism Development Authority (TDA).

*Our Place* is a glossy magazine that features more than 80 pages of articles, photos, information and ads that highlight the people, places and things that make Rockingham County a good place to live, do business and visit.

[Read More](#)

Request a copy of *Our Place*

## Representing ROCO

We have been busy representing

Rockingham County in the community, across the state and throughout the country. Check out where we have been:



Members of our team tour Karastan in Eden

- County-Wide Chamber at RCC
- Southern Economic Development Council in Chicago, IL
- NC Economic Development Association Spring Conference in Pinehurst
- NC Rural Day in Raleigh
- Visit NC 365 Conference in Wilmington
- NC 100 Counties Tour in Davie County
- Eastern Triad Workforce Initiative in Greensboro
- Dan River ST8 Crossings in Martinsville
- Plant tour of Karastan in Eden
- Tour of GIA Distillery in Madison



EDPNC Director Chris Chung at NCEDA Conference

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