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Dr. John Wear Interview

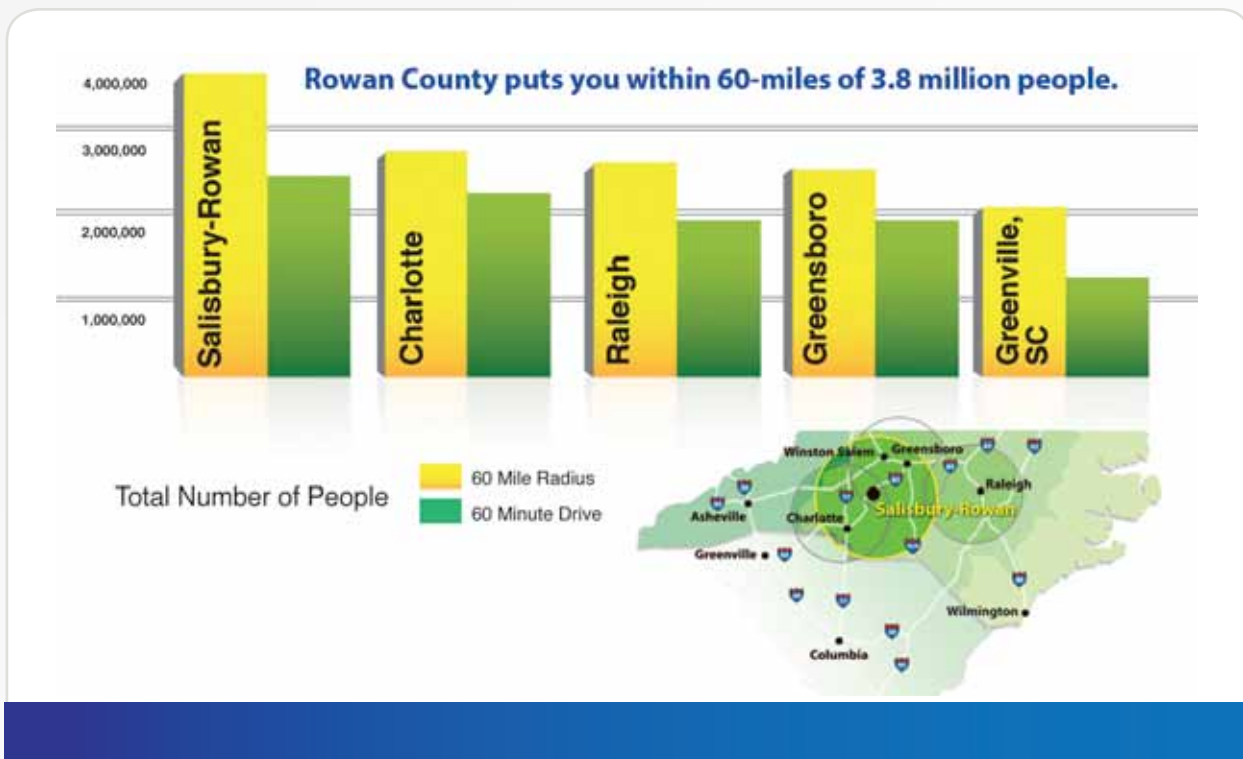
When you are at the center of North Carolina Business, you better be green. Learn more from the head of the Catawba College Center for the Environment.

“In a sense, the Center functions very much like a non-profit organization with a regional education mission,”



Nancy Lee Interview

Nancy Lee, the Americas Director of Operations for the Electronics Division of Henkel, talks about why her company chose Rowan County.



Join a Circle that is getting better, While getting bigger.

Fact: Up to one-third more people live within a 60-mile radius of Salisbury-Rowan County than our better known neighbors, including Charlotte, Greensboro, Raleigh or Greenville, SC. Almost twice as many as Richmond, VA!

What does that tell you? That we are the location for growth. And for good reason:

Strength in numbers: Salisbury-Rowan puts you within 60-miles of 3.8 million people. No other location in the region, other than Atlanta, delivers even 3 million.

Accessibility: You are at the nexus of an interstate highway network, astride I-85 and with four-lane access to I-40, I-77 and I-95.

Leading-edged: Don't be fooled by Salisbury's stately 19th Century façade. Recently approved funding will provide business and residents in the entire city with advanced fiber-optics.

And most important, we are ready to produce for you. With NC Certified industrial sites, multiple business parks and new Class "A" office buildings recently completed, we are immediately ready to help you grow. One of our ideal locations is the Summit Corporate Center, a North Carolina Certified Site, ready to build to your standards and aggressively priced at \$39,700 per acre.

See what inner circle members like Square D, Toyota Racing Development and PGT Industries have already discovered.

Contact Robert Van Geons, Executive Director,

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The Grass is Greener For Business in Rowan County

Faced with rising costs and falling profits, corporate executives are feeling the need to be green more than ever before. And thanks to a certain organization in its own back yard, the tenants of Summit Corporate Center - along with other Rowan County businesses - are learning that it really is easy (and economical) to be green, after all.

The organization is known as the Catawba College Center for the Environment, and it is committed to educating and promoting sustainability among citizens and groups within the community. The Center, which used recycled and recyclable materials and sustainably grown wood in its own construction, is headed by Dr. John E. Wear, Jr., whose leadership at the Center has been instrumental in launching a number of sustainability initiatives in the state relating to air, water quality, and land conservation. Wear is founding director of the Center and associate professor of biology and environmental services at Catawba College.

However, the Center's influence goes way beyond books and bachelor's degrees. "In a sense, the Center functions very much like a non-profit organization with a regional education mission," Wear says. "Through our workshops, membership base, fund raising and governing board, we work to keep area business leaders, elected officials and the community attuned to the environmental issues we face, how we can live on earth, lower our impact, and look for opportunities and new ways of thinking," says Wear.

One way the Center accomplishes its mission is by inviting internationally- and nationally-known forward thinkers such as Amory Lovins, Rocky Mountain Institute's chairman and co-founder; Lester Brown, president of the Earth Policy Institute; and Ken Cook, co-founder and president of Environmental Working Group, to deliver presentations that have attracted in excess of 700 people at a single event. "By bringing in these speakers, we offer community and business leaders the unique opportunity to interface with a broad range of people with whom they would not otherwise connect. It helps leaders develop alternative ideas, particularly ways to identify savings," adds Wear.

In times like these, even simple changes can result in significant savings. According to MSNBC, the Energy Department estimates that "industrial use accounts for about a third of energy consumed in the U.S. ... And by cutting back on just 20 percent of that consumption, American businesses could save close to \$19 billion a year at 2004 energy prices, according to a recent report by the National Association of Manufacturers."

Similar steps like these are also being realized in Rowan County. "Catawba College's 189-acre ecological preserve is a case in point," says Wear. "It is not only a valuable educational resource; it also saves the city of Salisbury money by helping to purify the air and water with its tree canopy. The total storm water savings for the city is \$3,479,301, according to an American Forests analysis. In addition, the preserve improves our air quality. In fact, the analysis estimates that the preserve removes annually 641 pounds of carbon monoxide, 6,573 pounds of ozone, 1,122 pounds of nitrogen dioxide, 4,809 pounds of particulate matter and 2,084 pounds of sulfur dioxide, for a total dollar value of \$35,343."

Additionally, Catawba College experienced sizable savings from basic recycling. During the 2007-2008 academic year, 95 tons of materials were recycled rather than landfilled at \$32 per ton. "Imagine the kind of impact recycling has when waste products from one company can be used as raw materials for another," adds Wear.

Examples like these are a dime a dozen for the specialists at the Catawba College Center for the Environment who, everyday, act as green advocates for businesses based in Rowan County.

What a great resource for Summit Corporate Center tenants to have in its corner considering "going green" is no longer a fashionable trend; it's a necessity. "As we progress as a community, more people are looking at ways their business can become a steward of the environment," says Wear. "At the same time, new generations are coming along who want to know what kind of impact certain businesses have on the environment, and whether or not they want to work for them. Having eco-friendly operations is no longer an economic stimulus, but also an ethical stimulus."

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Bringing Vision into Focus at Summit Corporate Center

Making people's lives easier, better and more beautiful through its brands and technologies is the Henkel Corporation vision. And no one sees this more clearly than Nancy Lee, the Americas Director of Operations for the Electronics Division of Henkel.

Lee oversees operations at six Henkel manufacturing sites in the US, including the plant in Salisbury, NC. In this role, she is responsible for ensuring customers receive quality products in a timely manner while simultaneously providing safe environments for Henkel employees and environmentally-friendly operations for the communities in which Henkel does business.

But, product sophistication and manufacturing techniques evolve quickly in the fast-paced electronics industry as do the requisites of a world-class company like Henkel. So when Lee was tasked with consolidating six of Henkel's North American electronic manufacturing operations into two larger, more efficient locations – all while maintaining a 100 percent safety record and meeting the needs of its diverse customer base – she knew she could not lose sight of the company's vision.



Streamlining operations into two locations – one on the East Coast and one on the West Coast – is a huge undertaking for any company. And, while the process was complex, at least one decision was simple for Henkel:

remain in Salisbury and essentially make it Henkel's East Coast U.S. headquarters.

"Henkel evaluated all of our manufacturing sites within our global network to determine how we could best consolidate our manufacturing into technology competency centers," Lee explained. "The Salisbury site had two major benefits: we already owned 50 acres at Summit Corporate Center, and we were awarded nearly \$2.9 million in incentives (including governmental cash grants, tax credits, training, and utility assistance).



Additionally, we conducted a systematic comparison among all existing American sites based on the ability to recruit and retain workers, site flexibility, cost factors and logistics -- and the 'inner circle' advantages tipped the scales in favor of the Rowan County Henkel site," she added.

Lee also said that customers in the electronics industry require exceptional quality and responsiveness, and that the Salisbury site has been able to meet such expectations thanks to the skills of its dedicated, focused and committed workforce.

Henkel, headquartered in Düsseldorf Germany, has about 50,000 employees worldwide and ranks among the most internationally aligned German-based companies in the global marketplace. Henkel has regional offices and manufacturing facilities in 75 countries, serving customers in 125 countries. Company operations in North Carolina include offices in Cary, Mooresville and Charlotte, and the manufacturing plant in Salisbury.

Rowan County is situated in the expanding Piedmont region of North Carolina, between the exploding Charlotte metro and the dynamic Winston-Salem, Greensboro, and High Point markets. And with easy access to interstates, international airports, a leading community college and an army of available workers, Summit Corporate Center has proven time and time again to be an ideal setting for businesses and industries in Rowan County.

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