

Spring 2014

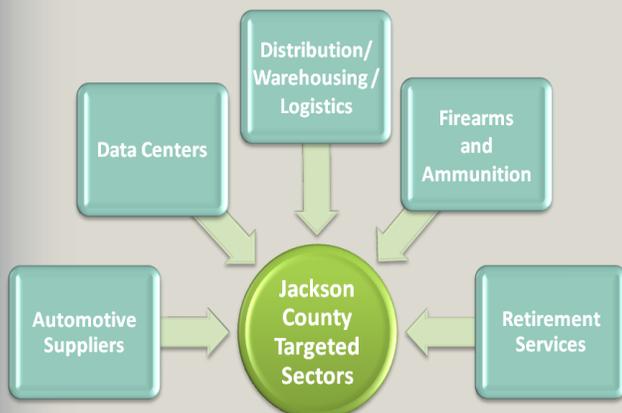
JCEDA Strategic Plan

JCEDA recently finalized the first formal strategic plan created specifically for our organization. As part of TVA's Valley Targeted and Prepared (TaP) Regional Program, Boyette Strategic Advisors was engaged by TVA Economic Development to develop the five-year strategic plan which is designed to position Jackson County for economic development success based on its key assets. It includes the identification of five targeted business/industry sectors, as well as strategic recommendations in six areas with action items related to each.

The targets and recommendations identified are based on extensive research as well as input received from stakeholders in Jackson County through group discussions and an online survey targeted to local industries.

Although JCEDA's marketing efforts will certainly not be limited to these industries, emphasis will be placed on automotive suppliers, data centers, distribution/warehousing/logistics, firearms and ammunition manufacturers, and retirement service facilities.

We have begun the process of implementing the recommendations and look forward to seeing the results of our strategic plan.



Valley Sustainability Program



Scottsboro was recently selected as one of 13 cities in the TVA Region to participate in The Valley Sustainable Communities Program. The economic development focus is to increase the community's competitiveness when companies

are looking to invest in new or expanded locations in the Valley. The program, applied for by JCEDA, initiated by TVA, and administered by Boyette Strategic Advisors, assists communities in identifying and cataloging their sustainable assets and increasing their commitments to meet environmental, economic, and social goals to be more competitive for jobs and investments. More than 90% of corporate real estate executives who responded to a survey said that sustainability is a consideration in their company location decisions due to reduction of operating costs for increased profitability, and greater employee satisfaction.

The program recognizes communities at three levels – Silver, Gold and Platinum. A wide variety of sustainable initiatives contribute to a community's level or recognition, but those directly related to economic development will receive greater emphasis.

Upcoming Events

- 2nd Wednesday monthly, 8:00 a.m., Impact Learning Ctr. Jackson County Human Resources Professionals
- May 15: Safety & Environmental Conference at NACC Workforce Building
- May 21-22: AIDT Class: Leadership Skill 1
- July 24 & Oct. 23: Northeast AL Maintenance Managers
- October 2: Industry Appreciation Day/Golf Tournament
- October 28: CEO Expo (career fair for ninth graders)
- November 1: BEST Robotics Competition

For more information, contact Shelia Shepard: 256-574-1331

Contact Info:

Jackson County
Economic Development
Authority

817 South Broad Street
Scottsboro, AL 35768

Phone: (256) 574-1331
Toll-Free: (800) 887-1331
Fax: (256) 259-0873

jacksoncountyyeda.org

Staff:

Goodrich "Dus" Rogers
President & CEO
grogers@scottsboro.org

Shelia Shepard
Vice-President
shepard@scottsboro.org

Marilyn Lott
Marketing Director
mlott@scottsboro.org

Board:

Jack Allen
David Campbell
Jim Green
Tommy Harding
Bruce Purdy
Phillip Thompson
Rudder Williams



Industry News

- Atlanta-based Rheem has acquired Heat Transfer Products Group (HTPG) in Scottsboro. Rheem is a manufacturer of heating, cooling, water heating and pool/spa heating products for both residential and commercial applications. HTPG, whose name will remain the same, is a manufacturer of commercial refrigeration equipment for food service, food retail and other non-consumable markets.
- Johns Manville (JM) recently recognized their Scottsboro TPO Plant for leading the way on their sustainable commitment to bring their plants closer to zero waste generation. By adopting the ISO-14001 Environmental Management System (EMS), the facility was able to reduce waste by 70% between 2011 and 2012 – that's 106,771 fewer pounds being sent to landfills. Even more impressive, the plant went 10 months without the need for a solid waste disposal pickup in 2013.

Leadership Jackson Co.

Leadership Jackson County recently completed another successful year. The 2014 class will graduate on May 15 at the Goose Pond Civic Center at 6:00. Millie Callaway of TVA Economic Development will be this year's guest speaker.

The program, co-sponsored by the Jackson County Cooperative Extension Office, JCEDA, and the Greater Jackson County Chamber of Commerce, is designed to develop and enhance community leadership. Participants learn about the community, develop relationships, and acquire skills in order to assure a more active and effective volunteer role in addressing community needs. Applications for the next class will be available in August. For more information, visit www.jacksoncountyyeda.org/ljc.

- Indorama Ventures (IVL) has acquired 80% of PHP Fibers GmbH(PHP), Europe's largest maker of airbag yarn. The remaining 20% of the shares will be held by Toyobo, a Japanese manufacturer of high-function products for the automotive and other industries. PHP has a plant in Scottsboro and Toyobo has a sales office adjacent to PHP.

TVA Rural Leadership

Marilyn Lott graduated from the Tennessee Valley Rural Leadership Institute at the 9th Annual TVA Economic Developers' Forum in Nashville. The leadership program is designed to help economic development professionals in rural counties in the TVA region connect their organization's strategy and day-to-day work with the goals of their communities, and to stay abreast of the pace of technology, communication and education that is essential to the future of rural communities' growth and success. Dus Rogers graduated from the program last year.

Board Update

It is with sadness that we report the passing of Mr. James "Vic" Hastings on April 5 at the age of 93. Vic served on our Board of Directors for 27 years and retired from the board in August 2013. He will be greatly missed.

Following Vic's retirement, Phillip Thompson was appointed by Rep. Wayne Johnson to fill the vacancy. Phillip works for the Jackson County Revenue Commissioner's office, serves as President of Jackson County Farmers Federation, Chairman of Jackson County Forestry Committee, and Chairman of the Board of Supervisors of the Jackson County Soil and Water Conservation District. He is also a farmer who raises beef cattle and hay and a volunteer firefighter for the Limrock-Aspel Volunteer Fire Department. He is married to Kathy Thompson.