



*Advantage Asheville 2010*  
**Campaign Summary Report**

Submitted by:  
Resource Development Group  
January 15, 2007



January 26, 2007

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President & CEO  
Asheville Area Chamber of Commerce  
36 Montford Avenue  
Asheville, NC 28801

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Robert A. Sipes  
Co-Chair, *Advantage Asheville 2010*  
Vice President – Western Region  
Progress Energy  
555-A Brevard Road  
WROC  
Asheville, NC 28806

Dear Rick, Fred & Robert:

On behalf of all of the partners at Resource Development Group, thank you for the opportunity to assist you and your leadership in the planning and execution of the *Advantage Asheville 2010* funding campaign.


While we hope you agree progress was made on many fronts; initiating stronger investor relations, broadening program recognition from the business community, enhanced marketing and communications and an understanding of the need for full community collaboration in this public/private effort, it is also clear that the work is not finished. Words can't express our frustration with the inability to achieve goal by the target date. Suffice it to say, we remain committed to assisting until your budgetary needs are satisfied.

Our firm stands ready and engaged with you and your leadership team as we close out the remaining top prospects, re-engage the medical community and work to bring declined past investors back to the table. Moreover, we are committed to assisting in any way you deem appropriate as you rebuild relationships with the County that will be so crucial to the future of economic development delivery in Buncombe County.

In this campaign summary report you will find the status of our campaign as of January 26, 2007. It includes a campaign summary and projection, campaign analysis, commit lists, pending list, declined investment list, declined appointment list and RDG's recommendations for ongoing investor relations.

Again we would like to thank you all of you and your staff, as well as the entire campaign leadership team, for the opportunity to work with you and we look forward to the ultimate success of this most important effort for the Asheville Chamber.

Best regards,

A handwritten signature in blue ink, appearing to read "Robert A. Radcliff". The signature is fluid and cursive, with the first name being the most prominent.

Robert A. Radcliff, Principal

A handwritten signature in blue ink, appearing to read "Michael P. Dryden". The signature is fluid and cursive, with the first name being the most prominent.

Michael P. Dryden, Partner

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## Section 1: Campaign Summary & Projection

The chart on the following page is the campaign summary and projection that was used throughout the campaign for leadership updates. The report summarizes the current status of the campaign, as well as provides a projected campaign outcome based on the current status of key prospects and their anticipated level of involvement.

## Campaign Summary & Projection (Cont.)

**TOTAL PROSPECTS** **330**

(City of Asheville is included in this # but is not included in a category below)

**COMMITMENTS** **96**

Cash	95		1,723,400
In-kind	2		133,053
		<b>Total</b>	<b>1,856,453</b>

**RE-APPROACH**

Beverley-Hanks	From	15,000	To	100,000	1,956,453
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**PENDINGS** **8**

	107,500	@		35,475	
		33%		<b>Total</b>	<b>1,991,928</b>

**Key Pendings** **3**

		<b>Ask Amt.</b>		<b>Projected Commit</b>	
Coldwell Banker Kasey & Assoc.		1,000,000		1,000,000	
The Biltmore Company		1,000,000		50,000	
Buncombe County		500,000		250,000	
				<b>Total</b>	<b>3,291,928</b>

**DECLINES**

**Decline Investment** **51**

**Decline Appointment** **171**

**Key Declines** **Leadership** **AA2000**

Asheville Cardiology	Rick	30,000
Budweiser of Asheville	Fred	5,000
Charter Comm.	Robert	30,000
Coca Cola Bottling		25,000
Colbond	Rick	20,000
Crown Plaza	Rick	20,000
Gould Killian	Lou B.	5,000
Jim Barkley Toyota	Fred	0
Mac Easler Ford		0
Mathews Ford		25,000
Mountain Neurological	Fred	20,000
	Rick &	
Southern Concrete Materials	Fred	25,000
WLOS/WBSC TV(in-kind)	Lou B.	0
	<b>Total</b>	<b>205,000</b>

Close 25 % of total 51,250

**Campaign Projection** **\$3,343,178**

## Section 2: Campaign Analysis

This section of the report focuses on our situational analysis of the campaign. Specifically, we highlight and review our initial analysis and goal setting methodology. In addition, we outline those key factors that we believe had the most negative impact on the ability to achieve the target goal.

One key component in analyzing and recommending this campaign's target goal was historical support from the top 15 financial investors. Considerable time and discussion was given to that data during the Assessment Phase. Input from Chamber staff and volunteer campaign leadership, along with the results from the organizational assessment indicated that the targeted top investors for this campaign would invest at or within the projected dollar target. The chart below displays historical support, projections for this campaign and the current status of AA2010.

AA II	1995 Investment	Advantage Asheville 2000	2000 Investment	AA2010 Projected Investment	AA2010 Commitment	% Change from Projection	% Change from AA2000
Asheville Merchants	\$150,000	Buncombe County	\$750,000	\$500,000	\$0	-100%	-100%
Memorial Mission+St. Joes	\$150,000	Janirve Foundation	\$600,000	\$400,000	\$200,000	-50%	-67%
CP&L	\$100,000	City of Asheville	\$500,000	\$50,000	\$0	-100%	-100%
Sonopress	\$100,000	Asheville Merchants Corporation	\$220,000	\$150,000	\$180,000	20%	-18%
Wachovia	\$80,000	Progress Energy (Frmly CP&L)	\$200,000	\$200,000	\$150,000	-25%	-25%
Janirve Foundation	\$50,000	Mission St. Joseph Hospital	\$150,000	\$150,000	\$150,000	0%	0%
NationsBank	\$50,000	Wachovia Bank/First Union Nat. Bank	\$180,000	\$100,000	\$30,000	-70%	-83%
Ashvl Cardiology	\$30,000	SonoPress	\$125,000	\$125,000	\$125,000	0%	0%
BellSouth	\$30,000	BB&T	\$50,000	\$50,000	\$30,000	-40%	-40%
First Union	\$30,000	First Citizen Bank	\$50,000	\$75,000	\$75,000	0%	50%
BB&T	\$25,000	Grove Park Inn	\$50,000	\$50,000	\$25,000	-50%	-50%
Citizen Times	\$25,000	Winston Pulliam Properties	\$50,000	\$30,000	\$20,000	-33%	-60%
Coca Cola	\$25,000	Asheville Cardiology	\$30,000	\$30,000	\$0	-100%	-100%
Communications Inst.	\$25,000	Bank of America	\$30,000	\$15,000	\$10,000	-33%	-67%
Pepsi cola	\$25,000	Biltmore Farms	\$30,000	\$30,000	\$50,000	67%	67%
<b>TOTAL</b>	<b>\$895,000</b>	<b>TOTAL</b>	<b>\$3,015,000</b>	<b>\$1,955,000</b>	<b>\$1,045,000</b>	<b>-34%</b>	<b>-40%</b>
<b>TOTAL RAISED IN CAMPAIGN</b>	<b>\$1,600,000</b>	<b>TOTAL RAISED IN CAMPAIGN</b>	<b>\$4,700,000</b>		<b>\$1,856,503</b>		
<b>TOP 15 AS % OF TOTAL</b>	<b>60%</b>	<b>TOP 15 AS % OF TOTAL</b>	<b>64%</b>		<b>56%</b>		
		<b>CAMPAIGN GOAL</b>		<b>\$3,500,000</b>	<b>\$3,500,000</b>		
		<b>TOP 15 AS % OF GOAL</b>		<b>56%</b>	<b>30%</b>		



From the above chart, please note that the top 15 investors have invested 40% less than in AA2000 campaign. Furthermore, they have committed 34% less than projected for AA2010 but still account for 56% of the total dollars raised to date. This percentage tracks with RDG's methodology and initial goal setting analysis for the \$3.5mm goal, which indicated the top 15 investors would comprise 56% of the total dollars raised.

As evidenced by the results, there was a dramatic disconnect between what we heard during the Assessment and actual commitment levels from this group. One observation is the overall lack of engagement from companies in Advantage Asheville programming, as well as the "blurred lines" between Chamber programming and Advantage Asheville. A second observation is that of the timing of the assessment process and some outside factors, discussed below, that changed perceptions during the campaign.

Additional statistics further support this point:

1. Committed: 96 Companies - \$1,853,453 including in-kind of \$133,053
  - a. Last Campaign: 213 investors - \$4.7mm
2. Investors from the previous campaign that have committed to AA2010 have invested 24% less in this campaign.
3. Declined past investors: 89 that did \$1,861,500 in the last campaign (includes the city and county) otherwise 87 for \$611,500.
  - a. Declined: 222 of 330 total prospects
    - i. Appointment: 171
    - ii. Investment: 51

There are key factors linked to the campaign that played a role in the uncertainty of the general business community in regard to how economic development will be administered moving forward and affected the outcomes of AA2010:

1. **Communications** - The lack of a comprehensive investor relations and communications plan throughout AA2000 led to investors questioning "how is my money being spent and what has been the return on my investment?" A much larger than anticipated contingent of past investors also attributed the previous campaign as strictly for the building, not realizing that AA2000 also included substantial program support.

Recommendations for a comprehensive investor relations and communications plan, provided previously in the assessment report and throughout the campaign are also included in section 8 of this report.

2. **HUB Project** – In retrospect, the HUB project's timing could not have been worse for the AA2010 campaign. It created a level of uncertainty about the respective economic development roles of the County, EDC and other entities that ultimately were impossible to overcome. This, combined with

the Chamber's inability to satisfy the County leadership that the Chamber would/could play a significant role in implementing HUB Project recommendations eventually led to the loss of the largest investor from the last campaign and the largest targeted investor for this campaign, Buncombe County.

During the assessment process it was communicated by County leadership that the County was expecting the Chamber to take a lead role in the implementation of the HUB Project. It was also indicated that the Chamber's involvement in HUB implementation would lead to a significant financial commitment from the county to the AA2010 campaign. The end result, however, was no agreement on the Chamber's role in HUB implementation; ergo, no financial support from the County for the AA2010 campaign.

3. **County Involvement** - Input from the County Manager, County Commissioners and Chamber leadership indicated their support to be in the \$500k range or about 15% of goal. It was apparent early in the campaign that members of the County Staff, as well as the Commissioners were having second thoughts as to the best manner to administer ED for the county.

The impact and momentum of losing 15% off the top would be significant in any market. In Buncombe County it has proven insurmountable. Furthermore, it was also apparent the uncertainty about the County's commitment had a direct impact on the participation and funding levels from other investor companies.

As the largest investor and a critical partner in Economic Development, the County needs to be wholly committed to the Chamber and the EDC in the staffing, program development and implementation of these efforts. The issues with the County must be addressed quickly and directly so that these efforts can move forward in a unified fashion. To ensure its longevity, the program must have a solid program of work, a plan for execution, a communication/investor relations strategy, accountability AND a strong working relationship and support from the county administration. Advantage Asheville will not survive without the aforementioned in our professional judgment.

## Section 3: Committed Investors

The follow 3 lists are of current committed investors; first in descending order by total pledge; second in alpha order; and third a list of in-kind commitments. The in-kind commitments are included in the first two lists which equals a total amount committed cash and in-kind.

## Committed Investors - Descending Order

Organization	Contact Name	Annual Pledge	Total Pledge
Janirve Foundation	E. Charles Dyson	\$40,000.00	\$200,000.00
Asheville Merchants Corporation	Tom Hallmark	\$36,000.00	\$180,000.00
Mission Hospitals	Joe Damore	\$30,000.00	\$150,000.00
Progress Energy	Robert Sipes	\$30,000.00	\$150,000.00
Asheville Citizen-Times Publishing Company	Virgil Smith	\$26,110.60	\$130,553.00
Sonopress, LLC. a Bertelsmann Company	Joe Mann-Stadt	\$25,000.00	\$125,000.00
First Citizens Bank & Trust Company	Bob Roberts	\$15,000.00	\$75,000.00
Biltmore Farms, Inc.	John F. A. V. Cecil	\$10,000.00	\$50,000.00
Eaton Corporation	Charles Haltiwanger	\$25,000.00	\$50,000.00
Volvo Construction Equipment North America Inc.	David Million	\$10,000.00	\$50,000.00
HomeTrust Bank	Dana Stonestreet	\$9,000.00	\$45,000.00
BB&T (Branch Banking & Trust Company)	Michael Willett	\$6,000.00	\$30,000.00
Van Winkle, Buck, Wall, Starnes and Davis PA	Joe Travaglini	\$6,000.00	\$30,000.00
Wachovia Bank, N.A.	Robby Russell	\$6,000.00	\$30,000.00
Asheville Regional Airport Authority	David Edwards Jr.	\$5,000.00	\$25,000.00
RBC Centura Bank	Gail Cannon	\$5,000.00	\$25,000.00
Renaissance Asheville Hotel	Herman Turk	\$5,000.00	\$25,000.00
SunTrust Bank	John Kimberly	\$5,000.00	\$25,000.00
The Grove Park Inn Resort & Spa	Craig Madison	\$5,000.00	\$25,000.00
Beverly-Grant, Inc.	F. Jerry Grant	\$4,000.00	\$20,000.00
CarePartners	Chat Norvell	\$4,000.00	\$20,000.00
M. B. Haynes Corporation	N.E. Cannady, III	\$4,000.00	\$20,000.00
Pepsi Cola Bottling Co. of Asheville	John Teeter	\$4,000.00	\$20,000.00
Pulliam Properties, Inc.	Rusty Pulliam	\$4,000.00	\$20,000.00
Sisters of Mercy Urgent Care, Inc.	Tim Johnston	\$4,000.00	\$20,000.00
Padgett & Freeman Architects, PA	Michael M. Freeman	\$3,300.00	\$16,500.00
Beverly-Hanks & Associates, REALTORS	W. Neal Hanks, Jr.	\$3,000.00	\$15,000.00
McDonald's Corporation	Nikki Rowland	\$3,000.00	\$15,000.00
McGuire, Wood & Bisette, PA	W. Louis Bisette	\$3,000.00	\$15,000.00
Webb Insurance	Laura Webb	\$3,000.00	\$15,000.00
David Gantt Law Offices	David Gantt	\$2,500.00	\$12,500.00
Azalea Development & Management Co.	Andy Walker	\$2,500.00	\$12,500.00
Wal-Mart	Greg Sharp	\$2,500.00	\$12,500.00
Asheville Savings Bank, S.S.B.	Steve Young	\$2,000.00	\$10,000.00
Bank of America	Michael Andry	\$2,000.00	\$10,000.00
Hampton Inns of Asheville	John Winkenwerder	\$2,000.00	\$10,000.00
PSNC Energy	Don Hallingse	\$2,000.00	\$10,000.00
UBS Financial Services	Brock Himan	\$2,000.00	\$10,000.00
Alcan Packaging	Steve Beck	\$1,000.00	\$5,000.00
Arby's Restaurants/The Winning Team	Janice Brumit	\$1,000.00	\$5,000.00
Asheville-Buncombe Technical Community College	K. Ray Bailey	\$1,000.00	\$5,000.00

Bank of Asheville	Gordon Greenwood	\$1,000.00	\$5,000.00
Capital Bank	Sonja Turner	\$1,000.00	\$5,000.00
Carol L. King & Associates, P.A.	Elizabeth Johnson	\$1,000.00	\$5,000.00
Chimney Rock Park	Todd Morse	\$1,000.00	\$5,000.00
Dixon Hughes PLLC	John Locke	\$1,000.00	\$5,000.00
FASTSIGNS	Cindy & John M. Stroud	\$1,000.00	\$5,000.00
GDS of Asheville	John O'Neal	\$1,000.00	\$5,000.00
Lewis Real Estate	Bob Lewis	\$1,000.00	\$5,000.00
Office Environments of Asheville, Inc.	Chris Young	\$1,000.00	\$5,000.00
Plasticard-Locktech	Mark Goldberg	\$1,000.00	\$5,000.00
Preferred Properties of Asheville, Inc.	Terry Horner	\$1,000.00	\$5,000.00
Roberts & Stevens	Wyatt Stevens	\$1,000.00	\$5,000.00
Skyland Automotive, Inc.	John Parker	\$1,000.00	\$5,000.00
Froehling & Robertson, Inc.	Michael Wideman	\$800.00	\$4,000.00
George W. Morosani & Associates	George Morosani	\$800.00	\$4,000.00
Insurance Service of Asheville, Inc	James W. Stickney, IV	\$800.00	\$4,000.00
J. D. Jackson Associates, Inc.	James Blue	\$800.00	\$4,000.00
Laurey's Catering & Gourmet-To-Go	Laurey Masterton	\$750.00	\$3,750.00
Bowers, Ellis & Watson, Architects, PA	John Ellis	\$800.00	\$3,200.00
Boys, Arnold & Company	Stanley Cocke	\$500.00	\$2,500.00
Cintas - The Uniform People	Jon Stanley	\$500.00	\$2,500.00
Colton Groome & Company	George Groome	\$500.00	\$2,500.00
Kendrick & Associates	Bob Kendrick	\$500.00	\$2,500.00
Nationwide Insurance - McKinney Agency	Douglas McKinney	\$500.00	\$2,500.00
Samsel Architects, PA	Jim Samsel, AIA	\$500.00	\$2,500.00
Tennoca Construction Company	Brad Goodson	\$500.00	\$2,500.00
Tops for Shoes, Inc.	Robert Carr	\$500.00	\$2,500.00
Tyco Valves & Controls	Judith Calvert-Ray	\$500.00	\$2,500.00
Express Personnel Services	Gil Walker	\$400.00	\$2,000.00
Milkco, Inc.	Charles Gaither	\$400.00	\$2,000.00
Union Transfer & Storage Co., Inc.	Wayne Campbell	\$500.00	\$2,000.00
1900 Inn on Montford	Lynn Carlson	\$300.00	\$1,500.00
BellSouth	LaVoy Spooner	\$1,500.00	\$1,500.00
Hart Funeral Service, Inc.	Darryl Hart	\$300.00	\$1,500.00
A.G. Edwards & Sons, Inc.	Roger Aiken	\$250.00	\$1,250.00
A.G. Edwards & Sons, Inc.	Bill Pomeroy	\$250.00	\$1,250.00
CEMEX (formerly Metromont Materials Corp.)	Danny Rice	\$250.00	\$1,250.00
Karpen Steel Custom Doors & Frames	Rachel Smith	\$250.00	\$1,250.00
Mars Hill College	Dan Lunsford	\$250.00	\$1,250.00
Quality Inn	Bob Patel	\$250.00	\$1,250.00
Hilliard Lyons	Gary Hannah	\$220.00	\$1,100.00
Friday Staffing, Professional & Technical Services	Deborah Pressley	\$200.00	\$1,000.00
Hutton Vincent Williamson McLean Insurance Group	Jerry Vincent	\$500.00	\$1,000.00
Shakra Enterprises/dba Vincenzo's	Dwight Butner	\$200.00	\$1,000.00

TSACchoice, Inc.	Bill Arledge	\$200.00	\$1,000.00
Carriage Park Associates, LLC	Dale Hamlin	\$100.00	\$500.00
Kryzanek Properties, LLC	Michael Kryzanek	\$100.00	\$500.00
Leslie & Associates, Inc.	Tom Leslie	\$100.00	\$500.00
Self-Help Credit Union	Joyce Harrison	\$100.00	\$500.00
Stuart Nye Hand Wrought Jewelry	Ralph Morris	\$100.00	\$500.00
Waddell, Sluder, Adams & Co.	Robert Gelder	\$100.00	\$500.00
Cafe on the Square	Tracy Adler	\$50.00	\$250.00
Mountain Microenterprise Fund	Greg Walker-Wilson	\$100.00	\$100.00
Community Foundation of WNC	Pat Smith	\$0.00	\$0.00
io design & illustration	Alice io Oglesby	\$0.00	\$0.00
<b>Totals</b>		<b>\$388,130.60</b>	<b>\$1,856,453.00</b>

### Committed Investors - Alphabetical Order

Organization	Contact Name	Annual Pledge	Total Pledge
1900 Inn on Montford	Lynn Carlson	\$300.00	\$1,500.00
A.G. Edwards & Sons, Inc.	Roger Aiken	\$250.00	\$1,250.00
A.G. Edwards & Sons, Inc.	Bill Pomeroy	\$250.00	\$1,250.00
Alcan Packaging	Steve Beck	\$1,000.00	\$5,000.00
Arby's Restaurants/The Winning Team	Janice Brumit	\$1,000.00	\$5,000.00
Asheville Citizen-Times Publishing Company	Virgil Smith	\$26,110.60	\$130,553.00
Asheville Merchants Corporation	Tom Hallmark	\$36,000.00	\$180,000.00
Asheville Regional Airport Authority	David Edwards Jr.	\$5,000.00	\$25,000.00
Asheville Savings Bank, S.S.B.	Steve Young	\$2,000.00	\$10,000.00
Asheville-Buncombe Technical Community College	K. Ray Bailey	\$1,000.00	\$5,000.00
Azalea Development & Management Co.	Andy Walker	\$2,500.00	\$12,500.00
Bank of America	Michael Andry	\$2,000.00	\$10,000.00
Bank of Asheville	Gordon Greenwood	\$1,000.00	\$5,000.00
BB&T (Branch Banking & Trust Company)	Michael Willett	\$6,000.00	\$30,000.00
BellSouth	LaVoy Spooner	\$1,500.00	\$1,500.00
Beverly-Grant, Inc.	F. Jerry Grant	\$4,000.00	\$20,000.00
Beverly-Hanks & Associates, REALTORS	W. Neal Hanks, Jr.	\$3,000.00	\$15,000.00
Biltmore Farms, Inc.	John F. A. V. Cecil	\$10,000.00	\$50,000.00
Bowers, Ellis & Watson, Architects, PA	John Ellis	\$800.00	\$3,200.00
Boys, Arnold & Company	Stanley Cocke	\$500.00	\$2,500.00
Cafe on the Square	Tracy Adler	\$50.00	\$250.00
Capital Bank	Sonja Turner	\$1,000.00	\$5,000.00
CarePartners	Chat Norvell	\$4,000.00	\$20,000.00
Carol L. King & Associates, P.A.	Elizabeth Johnson	\$1,000.00	\$5,000.00
Carriage Park Associates, LLC	Dale Hamlin	\$100.00	\$500.00
CEMEX (formerly Metromont Materials Corp.)	Danny Rice	\$250.00	\$1,250.00
Chimney Rock Park	Todd Morse	\$1,000.00	\$5,000.00

Cintas - The Uniform People	Jon Stanley	\$500.00	\$2,500.00
Colton Groome & Company	George Groome	\$500.00	\$2,500.00
Community Foundation of WNC	Pat Smith	\$0.00	\$0.00
David Gantt Law Offices	David Gantt	\$2,500.00	\$12,500.00
Dixon Hughes PLLC	John Locke	\$1,000.00	\$5,000.00
Eaton Corporation	Charles Haltiwanger	\$25,000.00	\$50,000.00
Express Personnel Services	Gil Walker	\$400.00	\$2,000.00
FASTSIGNS	Cindy & John M. Stroud	\$1,000.00	\$5,000.00
First Citizens Bank & Trust Company	Bob Roberts	\$15,000.00	\$75,000.00
Friday Staffing, Professional & Technical Services	Deborah Pressley	\$200.00	\$1,000.00
Froehling & Robertson, Inc.	Michael Wideman	\$800.00	\$4,000.00
GDS of Asheville	John O'Neal	\$1,000.00	\$5,000.00
George W. Morosani & Associates	George Morosani	\$800.00	\$4,000.00
Hampton Inns of Asheville	John Winkenwerder	\$2,000.00	\$10,000.00
Hart Funeral Service, Inc.	Darryl Hart	\$300.00	\$1,500.00
Hilliard Lyons	Gary Hannah	\$220.00	\$1,100.00
HomeTrust Bank	Dana Stonestreet	\$9,000.00	\$45,000.00
Hutton Vincent Williamson McLean Insurance Group	Jerry Vincent	\$500.00	\$1,000.00
Insurance Service of Asheville, Inc	James W. Stickney, IV	\$800.00	\$4,000.00
io design & illustration	Alice io Oglesby	\$0.00	\$0.00
J. D. Jackson Associates, Inc.	James Blue	\$800.00	\$4,000.00
Janirve Foundation	E. Charles Dyson	\$40,000.00	\$200,000.00
Karpen Steel Custom Doors & Frames	Rachel Smith	\$250.00	\$1,250.00
Kendrick & Associates	Bob Kendrick	\$500.00	\$2,500.00
Kryzanek Properties, LLC	Michael Kryzanek	\$100.00	\$500.00
Laurey's Catering & Gourmet-To-Go	Laurey Masterton	\$750.00	\$3,750.00
Leslie & Associates, Inc.	Tom Leslie	\$100.00	\$500.00
Lewis Real Estate	Bob Lewis	\$1,000.00	\$5,000.00
M. B. Haynes Corporation	N.E. Cannady, III	\$4,000.00	\$20,000.00
Mars Hill College	Dan Lunsford	\$250.00	\$1,250.00
McDonald's Corporation	Nikki Rowland	\$3,000.00	\$15,000.00
McGuire, Wood & Bisette, PA	W. Louis Bisette	\$3,000.00	\$15,000.00
Milkco, Inc.	Charles Gaither	\$400.00	\$2,000.00
Mission Hospitals	Joe Damore	\$30,000.00	\$150,000.00
Mountain Microenterprise Fund	Greg Walker-Wilson	\$100.00	\$100.00
Nationwide Insurance - McKinney Agency	Douglas McKinney	\$500.00	\$2,500.00
Office Environments of Asheville, Inc.	Chris Young	\$1,000.00	\$5,000.00
Padgett & Freeman Architects, PA	Michael M. Freeman	\$3,300.00	\$16,500.00
Pepsi Cola Bottling Co. of Asheville	John Teeter	\$4,000.00	\$20,000.00
Plasticard-Locktech	Mark Goldberg	\$1,000.00	\$5,000.00
Preferred Properties of Asheville, Inc.	Terry Horner	\$1,000.00	\$5,000.00
Progress Energy	Robert Sipes	\$30,000.00	\$150,000.00
PSNC Energy	Don Hallingse	\$2,000.00	\$10,000.00
Pulliam Properties, Inc.	Rusty Pulliam	\$4,000.00	\$20,000.00

Quality Inn	Bob Patel	\$250.00	\$1,250.00
RBC Centura Bank	Gail Cannon	\$5,000.00	\$25,000.00
Renaissance Asheville Hotel	Herman Turk	\$5,000.00	\$25,000.00
Roberts & Stevens	Wyatt Stevens	\$1,000.00	\$5,000.00
Samsel Architects, PA	Jim Samsel, AIA	\$500.00	\$2,500.00
Self-Help Credit Union	Joyce Harrison	\$100.00	\$500.00
Shakra Enterprises/dba Vincenzo's	Dwight Butner	\$200.00	\$1,000.00
Sisters of Mercy Urgent Care, Inc.	Tim Johnston	\$4,000.00	\$20,000.00
Skyland Automotive, Inc.	John Parker	\$1,000.00	\$5,000.00
Sonopress, LLC. a Bertelsmann Company	Joe Mann-Stadt	\$25,000.00	\$125,000.00
Stuart Nye Hand Wrought Jewelry	Ralph Morris	\$100.00	\$500.00
SunTrust Bank	John Kimberly	\$5,000.00	\$25,000.00
Tennoca Construction Company	Brad Goodson	\$500.00	\$2,500.00
The Grove Park Inn Resort & Spa	Craig Madison	\$5,000.00	\$25,000.00
Tops for Shoes, Inc.	Robert Carr	\$500.00	\$2,500.00
TSACHoice, Inc.	Bill Arledge	\$200.00	\$1,000.00
Tyco Valves & Controls	Judith Calvert-Ray	\$500.00	\$2,500.00
UBS Financial Services	Brock Himan	\$2,000.00	\$10,000.00
Union Transfer & Storage Co., Inc.	Wayne Campbell	\$500.00	\$2,000.00
Van Winkle, Buck, Wall, Starnes and Davis PA	Joe Travaglini	\$6,000.00	\$30,000.00
Volvo Construction Equipment North America Inc.	David Million	\$10,000.00	\$50,000.00
Wachovia Bank, N.A.	Robby Russell	\$6,000.00	\$30,000.00
Waddell, Sluder, Adams & Co.	Robert Gelder	\$100.00	\$500.00
Wal-Mart	Greg Sharp	\$2,500.00	\$12,500.00
Webb Insurance	Laura Webb	\$3,000.00	\$15,000.00
<b>Totals</b>		<b>\$388,130.60</b>	<b>\$1,856,453.00</b>

### Committed Investors - In-Kind Investment

Organization	Contact Name	Annual Pledge	Total Pledge
Asheville Citizen-Times Publishing Company	Virgil Smith	\$26,110.60	\$130,553.00
Hampton Inns of Asheville	John Winkenwerder	\$500.00	\$2,500
<b>Totals</b>		<b>\$26,610.60</b>	<b>\$133,053.00</b>

### Committed Investors – Campaign Total Raised to Date

Number of Investors		Total Committed
Cash	95	\$1,723,400
In-kind	2	\$133,053
<b>Campaign Total Raised to Date</b>		<b>\$1,856,453</b>



## Section 4: Outstanding Pledge Forms

The following list consists of companies with outstanding pledge forms that RDG and Chamber Staff continue working to secure.

Organization	Contact Name	Annual Pledge	Total Pledge	Pledge Form
A.G. Edwards & Sons, Inc.	Bill Pomeroy	\$250.00	\$1,250.00	No
Bank of America	Michael Andry	\$2,000.00	\$10,000.00	No
Capital Bank	Sonja Turner	\$1,000.00	\$5,000.00	No
Community Foundation of WNC	Pat Smith	\$0.00	\$0.00	No
FASTSIGNS	Cindy & John M. Stroud	\$1,000.00	\$5,000.00	No
Hart Funeral Service, Inc.	Darryl Hart	\$300.00	\$1,500.00	No
io design & illustration	Alice io Oglesby	\$0.00	\$0.00	No
Mission Hospitals	Joe Damore	\$30,000.00	\$150,000.00	No
Quality Inn	Bob Patel	\$250.00	\$1,250.00	No
RBC Centura Bank	Gail Cannon	\$5,000.00	\$25,000.00	No
Self-Help Credit Union	Joyce Harrison	\$100.00	\$500.00	No
Sonopress, LLC. a Bertelsmann Company	Joe Mann-Stadt	\$25,000.00	\$125,000.00	No
Wal-Mart	Greg Sharp	\$2,500.00	\$12,500.00	No

## Section 5: Pending Accounts

The following report is a list of remaining pending accounts that are still active and being pursued for a commitment. The shaded accounts are the key accounts currently being handled by leadership.

Organization	Contact Name	Phone	Annual Request	Total Request
Beverley-Hanks	Neal Hanks	(828) 254-7221	\$20,000	\$100,000
Biltmore Co.	Bill Cecil	(828) 255-6776	\$200,000	\$1,000,000
Buncombe County	Wanda Green	(828) 250-4100	\$100,000	\$500,000
Coldwell Banker Kasey & Associates	Mike Kasey	(828) 684-4339	\$200,000	\$1,000,000
Dodge-Rockwell Automation	Mark Earley	(828) 645-4235	\$5,000	\$25,000
Electrolux Major Appliances of North America	David Rinker	(828) 687-9350	\$2,000	\$10,000
Groce Funeral Home	Dale Groce	(828) 252-3535	\$1,000	\$5,000
Hunter Chevrolet Volvo Subaru Hyundai Co.	Tom Hunter	(828) 693-8661	\$2,500	\$12,500
Kearfott Guidance & Navigation Corp.	Doug Hillman William	(828) 350-5300	\$5,000	\$25,000
New Vistas Behavioral Health Services	Callison	(828) 277-7714	\$3,000	\$15,000
Tessier Associates, Inc.	Chuck Tessier	(828) 254-9842	\$1,000	\$5,000
Thermo Electron	Susan Tinnon	(828) 658-2711	\$3,000	\$15,000
<b>Totals</b>			<b>\$542,500</b>	<b>\$2,712,500</b>

## Section 6: Declined Investment

The following list consists of prospects that were met with and solicited for the campaign but ultimately declined to participate. RDG feels strongly that there is an opportunity to re-approach declined investors, specifically those companies that participated in AA2000. See "Revisiting declined past investors" #6 under Section 8 – Investor Relations.

Organization	Contact Name	Previous Investment	Total Request	Notes
				Pat Marlatt is Corporate contact 800-768-2442
Acordia of NC, Inc.	Carolyn Banks	\$1,250.00	\$2,500.00	5-23 Pat left a message saying he will "pass this year". They do not have room in their budget and are in the process of adding a new salesperson in Asheville. He offered to have us call next year. His numb
APAC-Atlantic, Inc. The Asheville Division	Tom Dorsey	\$5,000.00	\$10,000.00	6/12 - Tom said they have to pass this year. They are not doing well as the DOT is not issuing contracts as they expected so they are not in a position to invest.
Asheville Oil Company, Inc.	Karl Koon	\$2,500.00	\$2,500.00	8/7 - Mr. Koon sent this email: I do not feel that my comments and concerns regarding past Advantage Asheville campaigns were heard or addressed and therefore we are not at a point where we are comfortable participating in the 2010 campaign. Thank y
Blue Ridge X-Ray Co., Inc.	William Lee	\$5,000.00	\$10,000.00	4/12 - Bill said he has decide to pass on their participation this funding cycle.
BorgWarner Turbo Systems NA	Brad Norton	\$0.00	\$50,000.00	4/26 - Rick spoke to Brad and they have to pass this year based on corporate situations but are willing to talk again next year.
Business Estate Underwriters, Inc.	Joe Young, Jr.	\$2,500.00	\$2,500.00	7/28-email from peter: due to prior commitments we have made, our firm will not be to make a commitment to Advantage Asheville 2010 campaign.
Camille-Alberice Architects, P.A.	Peter Alberice	\$4,000.00	\$4,000.00	1/26/06 - Closing on a large project downtown and need to focus on that before they can make any financial com
Canteen Food & Vending	Will Steppe	\$0.00	\$10,000.00	

Cardinal Health	Bill Church	\$0.00	\$0.00	Plant closing
Charter Communications	Sabrina Jackson	\$25,000.00	\$30,000.00	Non responsive to follow up and leadership calls form Robert Sipes 5/17 - Jessica said they will not be participating based on other commitments and marketing demands but would be open to future investment.
Chick-fil-A	Jessica McNair	\$0.00	\$5,000.00	6/14 - Rick to call  5/17 - with all the water issues on the table with the City and the additional \$'s that will cost; Colbond will not be participating at this point. Bart is still open to discussion with Rick on the Chambers positions and what it is do
Colbond, Inc.	Bart Austin	\$20,000.00	\$20,000.00	
Common Ground Distributors, Inc.	Joanne Klappauf	\$2,000.00	\$800.00	
Crowne Plaza	Marilyn Marino	\$20,000.00	\$20,000.00	Rick to call Dennis Hulsing, Owner 11/21/2006 - Jeff emailed and said they could not participate in the program this year.
Custom Packaging, Inc.	Jeff West	\$0.00	\$10,000.00	Danie said he was not going to support at this time. If he changed his mind he would send some \$.
Danie A. Johnson, FAIA	Danie Johnson	\$5,000.00	\$5,000.00	In-kind commitment assisting with brochure- Jim said he can not commit any money at this time because of the current situation of the company.
Daniels Graphics	James W. Daniels	\$5,000.00	\$10,000.00	
Digitech International	Rick Ford	\$0.00	\$12,500.00	6-27 Rick emailed and said, "Unfortunately, Digitech is unable to participate in the program as requested at this time. However, please keep us in mind for the future fund raising campaigns."
Emerald Ridge Rehabilitation & Care Center	Kathy Carver	\$0.00	\$5,000.00	10/30 - Boss not interested in participating and not able to find \$ in budget.
Fugazy Travel	David Young	\$0.00	\$0.00	Per Rob - Not going to participate from business. Will assist with County.
Goforth Builders, Inc.	Bruce Goforth	\$1,000.00	\$1,000.00	4/12 - Bruce stated he is "not going to do that."

Harrah's Cherokee Casino & Hotel	Joyce Dugan	\$1,000.00	\$5,000.00	9/8/06- Joyce emailed: "Unfortunately, we will not be able to assist with this project due to commitments to so many others." Non responsive to follow up from Fred.
Hayes & Lunsford Electrical Contractors	Gene Presley	\$15,000.00	\$15,000.00	Fred and Rick to call.5-2 Still owe \$12,000 on AA2000 pledge and are behind on Chamber dues. 6/14 - Robby Russel to call Joe Kimmel who is buying the property. Kimmel & Associates.
Haywood Park Hotel & Promenade	Victor Trantham, Jr.	\$2,500.00	\$2,500.00	4/12 - Due to significant changes in management and a possible change in ownership Victor does not have the authority to give the funds and said we need to approach t
Holiday Inn - Asheville Airport	Vicki Marino	\$0.00	\$10,000.00	
Imaging Technologies	Ed Green	\$1,250.00	\$2,500.00	Ed spoke to the owners of the company and they will remain supportive of the Chamber through their membership but will not be participating in the AA program.
Interim HealthCare	Neil Spencer	\$0.00	\$1,250.00	Not interested in participating
J & S Cafeteria (River Ridge)	Carl Lord	\$2,000.00	\$2,000.00	4/12 - Roy forwarded the information and spoke with their Regional Mgr. who said that neither location would not be participating.
J & S Cafeteria of Westridge, Inc.	Roy Jensen	\$2,000.00	\$2,000.00	4/12 - Roy forwarded the information and spoke with their Regional Mgr. who said that neither location would not be participating.
Kelly Home Services	Mary Ellen Donnelly	\$0.00	\$5,000.00	5/4 - Mary Ellen spoke to corporate and they decline to participate but said they would look at it again next year.
Manpower	Susan Hopkins	\$5,000.00	\$7,500.00	6/12 - Susan had several conversations with management about their involvement and the decision was made to pass on their involvement.
Million Air (Asheville Jet, Inc.)	Ben Wells	\$1,000.00	\$2,500.00	New owners not interested in investing.
Montreat College	Dan Struble	\$0.00	\$5,000.00	Not going to be involved until high-tech office park is moving forward.

Morgan Stanley	Van Gerrald	\$2,500.00	\$2,500.00	5/17 - Van's office is currently going through transitions and they are not going to participate in AA. They will continue to support the Chamber in other ways.
Mountain Area Health Education Center	Teck Penland	\$0.00	\$25,000.00	10/24 - not able to invest based on tax status. 6/14 - Fred has talked to Shulhof and said he needs to speak with Dr. John Silver.  3/29 - Fred G. to contact Larry Shulhof to Rick in front of the Dr.'s to explain the healthcare Roundtable in detail.
Mountain Neurological Center, P.A.	Steve Heatherly	\$20,000.00	\$20,000.00	The practices decisions was based primarily on them
National Climatic Data Center	Sharon LeDuc	\$0.00		4-20 NCDC is a federal agency and cannot give funds. Sharon suggested we contact STG, Inc.
National Wiper Alliance Inc.	Jeff Slosman	\$0.00	\$5,000.00	11/29/2006 - Jeff emailed saying he would not be investing in AA.  6/12 - After much consideration Owen said the family decided to focus their contributions to other areas at this time. They are willing to discuss again in the future.
Orthopedic Appliance Co. Inc.	Owen Aycock	\$2,500.00	\$2,500.00	
Painter, Russell & Woodson, PLLC	T. Ladd Painter	\$1,000.00	\$1,000.00	
Pearsall Operating Company	Mack Pearsall	\$0.00	\$25,000.00	Not satisfied with response to the HUB project.
Prince Manufacturing	Steve Floyd	\$0.00	\$10,000.00	
Protocol	Jeff Baker	\$0.00	\$12,500.00	Declined - Non responsive to calls or email.
RHA Health Services, Inc.	Denise Arthur	\$2,500.00	\$5,000.00	Not able to support at this time.
Richmond Hill Inn	Susie Zimmerman	\$0.00	\$5,000.00	7-13 Susie left a message saying they will not participate this year but offered to let us call next time. 6/14 - Rick, Fred and Bob to call on Ricky.  3/29 - Rick to discuss with Ray Denny in regard to possible re-approach.
Silver-Line Plastics Corporation	Bill Beard	\$7,500.00	\$10,000.00	Bill discussed with their CEO, Rick Silver, and based on the results of assistance during their expansion efforts (see notes in folder)

STG, Inc.	Loretta Changery	\$0.00	\$15,000.00	6/28/2006 - Loretta email indicating STG would not be able to participate because of NOAA's budget issue that reflects on their contract. They would be willing to discuss again in the future.
				6/14 - Robby Russel to call Marvin Thomas who is buying the bus.
Swannanoa Cleaners, Inc.	Bretney Smith	\$1,250.00	\$2,500.00	Bretney said they have some other issues to deal with corporately and will not be participating.
				10/26 - Have decided not to invest but might be willing to discuss participation in the future.
Taylor & Murphy Construction Co., Inc.	Ken Murphy	\$5,000.00	\$7,500.00	Ray Denny to follow up with Bill
TLF	Tom Finger	\$5,000.00	\$0.00	
				11/2/06 - received this email
				Dear Mr. Dryden,
				Page is currently traveling on business and asked that I contact you regarding Advantage Asheville 2010. At this time, we currently do not have the funding for such a worthwhile opportunity;
U.S. Cellular	Page Porter	\$15,000.00	\$15,000.00	
<b>Totals</b>		<b>\$190,250.00</b>	<b>\$434,550.00</b>	



## Section 7: Declined Appointment

The following list consists of prospects that were approached throughout the campaign and declined to meet and/or participate. Again, RDG feels there is an opportunity to re-approach these investors as noted in “Revisiting declined past investors” #6 under Section 8 – Investor Relations.

Organization	Contact Name	Previous Investment	Notes
A & M Tool and Molding Corporation	Leslie Millar	\$1,250	Leslie had us contact Nancy Beyer. Nancy was sent the approach letter and declined the appointment. She stated the company has downsized and they are not interested in investing.
A.C. Williams Plumbing & Heat, Inc.	Dale Williams	\$1,000	4-26 Sent two approach letters and called many times. Dale is not responsive.
Adams, Hendon, Carson, Crow & Saenger, PA	Ward Hendon	\$0	6-1 Declined Steering Committee last fall, but approached Mr. Hendon again in May. I received a message from him today stating that he has passed around our information and they do not have an interest.
Advanced Business Equipment, Inc.	Harry Jackson	\$5,000	
Advantage Home and Community Care, Inc.	Tim LeoGrande	\$0	4-21 Tim says AA sounds like a great program, but they are involved in a lot of projects right now - They can't participate now, but offered to let us contact them during the next campaign.
Alan H. Shaw Company, Inc.	Joseph Boone	\$2,500	Joe returned my call to say that he really didn't want to move forward with AA 2010 -He is a supplier of building supplies and wasn't happy with the way some of the "issues" were handled re: the new Chamber Building. Has not cancelled his membership.
Alliance Carolina Tool & Mold Corporation	Norm Worden	\$4,000	4-26 Have been unsuccessful in our attempt to contact. We've tried to contact George Lewis, new president, as well and he was not responsive. 6/14 - Robby to call.
American Express/Wilcox World Travel and Tours	Wallace Wilcox	\$1,000	3/29 - Rick L. to call Brad Galbreath  Glen Wilcox, Sr. called to say they would have to pass on investing this year. The travel industry is suffering. (Wilcox went from 65 employees to 25.) Glen also said not to hesitate to call
American Speedy Printing Centers	Peter Boggs	\$1,250	Peter Boggs, President, returned my call to say he was not interested in investing again.
Anteon Corp.	Dick Coltman	\$0	not responsive
Ardenwoods at Avery's Creek	Debra Berry	\$0	7/31 Ms. Berry has not returned phone calls

Arvin Meritor Commercial Vehicle Systems	Kevin Parkhill	\$0	6-13 spoke with Kevin, he is unable to help 6/14 - Rick to meet with VanTassel and Tom Talley  3/29 - Rick L. calling
Asheville Cardiology Associates, P.A.	Eric VanTassel	\$30,000	Linda Barnes, Dr. Van Tassel's secretary, called to say they would not be making an investment at this time.
Asheville Elevator Co., Inc.	Kevin Mathis	\$2,500	Is not interested in investing this time around.
Asheville Eye Associates	Tangi Pearson	\$0	4-12-06 Spoke with Tangi - She said, "We're not doing anything with the chamber any more".
Asheville Family Health Center	Mark Lenderman	\$5,000	4-26 Sent two approach letters and after many attempts to contact, is not responsive
Asheville Health Care Center	Lillian Lewis	\$0	6-20 Spoke with Lilian and she says she is not interested in meeting with us.
Asheville Kidney Center	John Whitmore	\$0	4-10-06 Spoke with John. He said he is rarely in the office and would not have time to meet with us....
Asheville Pediatric Associates	Susan Cohen	\$0	5-9 Have left several messages for Dr. Cohen - unresponsive 7/19 - Joe had 2 conversations with James and they are still not going to participate.  6/14 - Joe Damore to call.
Asheville Radiology Associates, PA	James Montgomery	\$0	4-26 attempted to contact and have not heard back
Asheville Women's Medical Center	Stephen Hill	\$0	4-13 Left several messages for Dr. Hill. His assistant returned my call and said they are not interested.
Aston Park Health Care Center, Inc.	Marsha Kaufmann	\$0	8/1/06 -not responsive
Banaltrum Caregivers, Ltd.	Teresa Harrington	\$0	5-1 Finally spoke with Teresa. She is not interested in participating.
BASF Corporation	Jack Dellinger	\$7,500	BASF will be closing the plant in 2007. Jack said he would not be able to procure funds to invest in AA 2010.
Billy Graham Training Ctr	Scott Holmquist	\$0	not responsive 6/14 - Lou to call.
Blue Ridge Bone & Joint Clinic, P.A.	Ruth Johnson	\$15,000	5-15 Have not heard back from Ruth. We've sent two approach letters and have been promised a call back, but

			there has been no response.
BOJ of WNC	Lindsay Hanson	\$0	6-13 Spoke with Lindsay several times. She said her boss would look over the AA info and she would call me, but I did not hear back from her. Paul was not interested in meeting right now. Is not sure he wants to invest again. I asked him if we could call him back after the first of the year and he said that would be fine.
Bonesteel Films Inc.	Paul Bonesteel	\$500	
Brian Center Health & Rehabilitation	Sue Harrison	\$0	8/1/06- not responsive
Brooks-Howell Home	Nancy Garrison	\$0	7/21 Ms. Garrison has not returned phone calls. Ron says he is not able to do anything this year. We can call back next year.
Brown / Leasing	Ronald Goldstein	\$5,000	4-25 Garry says he appreciates our efforts and explained that Buckeye construction is mostly a government contractor that does work out of town. Few of their contracts are for local construction and he says he will remain involved only in Haywood county e 6/14 - Robby R to call  3/29 - Fred G. contacting Hubie.
Buckeye Construction	Garry Mease	\$0	Hubie Wood stated that they cannot invest @ this time due to gas prices. Asked me to call him back when gas prices drop below \$2. 4-06 - Micky declined appointment  3-28-06 - Sent Michael Goodman an approach letter
Budweiser of Asheville, Inc.	Hubie Wood	\$5,000	11-29-05 Scott Pritchard is no longer with Buncombe Construction. Will need to research to see who we need to contact and begin the process over again (???).
Buncombe Construction Co. Inc.	Micky Goodman	\$5,000	
Carolina Tractor	Chad Freeman	\$15,000	Non-responsive - declined to meet.

			6/14 - Bob R. to call.
			3/29 - Fred G. will call Vic Sr. to see about getting us in.
Citizens Fuel Co., Inc.	Vic Shealy, Jr.	\$5,000	Vic Shealy, Jr., Owner, returned my call to say that they would not be investing in this campaign. Offered to have us call next campaign. 6/14 - K. Ray and Robby to call.
Clear Channel Communications	Ken Salyer	\$0	4-26 after many attempts, unable to contact 5-9 After sending two letters to two different site directors and leaving messages, I was told Jeff is no longer the site director.
Client Logic	Jeff Ritter	\$0	5-15 Have attempted to contact Mr. Devore many times and he has not returned my phone calls.
CNC/Access, Inc.	Anthony Devore	\$0	
Coats North America	Dennis Daveluy	\$0	not responsive Will not be investing/pledging this year due to the economic constraints brought on by a lot of factors (fuel, benefits, budget cuts, etc.). Would be more than willing to sponsor any meetings we may have (in-kind?).
Coca-Cola Bottling Co. Consolidated	Gary Beard	\$25,000	6/14 - Laura W. to call.
Comforce Staffing Services	Frank Pomeroy	\$2,500	Frank Pomeroy stated they were not interested in investing in AA 2010. 6/14 - Laura W to call.
Communication Seminars/The Customer Service Detective	Carol Deutsch	\$5,000	4-19 Not responsive after many attempts to contact (since December) Spoke with Tex Harrison. She stated that they were selling the store and moving to Texas. Stated that maybe the new owner would be interested in investing. She does not have a buyer yet.
Complements to the Chef	Tom & Tex Harrison	\$500	
Continental Teves, Inc.	Bobby Nelon	\$0	not responsive
Country Club of Asheville	Tony Sparacino	\$0	4-26 after many attempts, unable to reach
Custom-Pak, Inc.	Paul Peek	\$0	not responsive
Dave Steel Company, Inc.	Jeff Dave	\$10,000	4/3 - Lou B. to call Jerry Dave.
Day International	Dwaine Brooks	\$0	5/23- not responsive

Deal Motorcars of Asheville	Robert Lewis	\$0	4-26 After many attempts, unable to contact
Deerfield Episcopal Retirement Community	Robert Wernet	\$0	7/21 - Mr. Wernet has not returned phone calls.
Deltec Homes	David Hall	\$0	6-8 Mr. Hall has not returned my calls. 03-03-06 Clay is not interested in re-investing....his priorities have changed...Clay's wife passed away in September.....is single dad to two children.....will invest his money in something where he can have a better
Design Associates	Clay Mooney	\$1,000	"visual"....something his children c 6/14 - Rick to call.  5-31 Kirk passed on the info to the owners and said they would contact me directly if they had questions or an interest. Kirk said he didn't think they really saw AA as something they would benefit from and probably aren't
Diamond Brand	Will Gay	\$0	interested 5-1 After leaving a lot of messages, Mr. DeGroff is not responsive
Earthfare	Troy DeGroff	\$0	4-10-06 Spoke with Jeff - He feels like he does enough with the Henderson chamber - didn't want to meet with us
Egolf Motors, Inc.	Jeff Egolf	\$0	7/31- Spoke with Mr. Upright, sent letter via email. Have left messages and he has not returned my call.
Eliada Homes	Mark Upright	\$0	6/14 - K. Ray and Bob R. to call.
Emory Electric	Timothy Emory	\$0	5-17 Spoke with Tim - he says it is not in their budget to participate, but we can contact him next time.
Empire Distributors of NC, Inc.	Doug Rose	\$0	5-22 After many attempts to contact, Mr. Rose is unresponsive 7/25 Spoke with Mr. Smathers. He received the letter, but is
Estes Express Lines	Michael Smathers	\$0	not interested in meeting with us. 4-18 Spoke with Frank - He does a lot of work with the Hendersonville Chamber - He appreciates the opportunity,
Etowah Valley Country Club	Frank Todd	\$0	but not interested.  6/14 - Robert S. to call.
French Broad Electric Membership Corp.	Jeff Loven	\$0	4-18 Spoke with Jeff. He said they can't participate - They are a non-profit serving areas outside of Asheville and only

			donate \$ to one college scholarship fund.
			6/14 - Robby to call.
GE Lighting Systems, Inc.	Paul Morse	\$0	4-25 Have tried to reach Mr. Morse and left several voice messages. I spoke with his assistant today who said he is out of town and most likely not interesting in participating.
Genova Diagnostics	Ted Hull	\$0	4-30 Have not heard back from Mr. Hull. His assistant indicated that he is very busy. TRC was attempting to contact.
Givens Estates United Methodist Retirement Community	Kenneth Partin	\$0	7/21 - Mr. Partin has not returned phone calls 7-1 Left messages for Mr. Eicher and his assistant. His assistant says he is rarely in the office so I emailed him the letter. Did not hear back.
God's World Publication	Nick Eicher	\$0	6/14 - Laura to call Jeff. Robby will try as well.  4/3 - Lou B. to call Jeff Gould to see about getting us back in.
Gould Killian CPA Group, P.A.	Ed Towson	\$5,000	Ed Towson (Managing Partner) had a meeting with his partner group. The Partners were not supportive of AA 2010. Will not be investing
Greenspan Chiropractic	Michelle Greenspan	\$2,000	Spoke with Michelle. She said they were going to have "to pass" on investing in AA 2010.
Grove Stone & Sand Company	Jeffery Goodman	\$0	6-8 Spoke to Mr. Goodman - he is not interested at this time.
Gudger's Flowers	David West	\$2,000	David would not see Mike when he arrived for the appointment. I will try to reschedule.
Haywood Regional Medical Center	David Rice	\$0	4-7-06 was unable to reach Mr. Rice. Finally spoke with his assistant who said this is a small hospital and they would not be able to afford to work with us.
Highland Farms, Inc.	Ed Neves	\$0	7/18 Spoke with Mr. Neves - he said he is not interested at this time.

Homeland Integrated Security Systems	Frank Moody	\$0	5-23 After many attempts to contact, Mr. Moody has been unresponsive.
Honey Baked Ham and Cafe	Gary Ashburn	\$250	5-31 talked to Mr. Zint, he appreciates us contacting him, but doesn't want to meet at this time. He says does appreciate the campaign and asked that we contact him next time.
Hubbell Mid-Atlantic Service Center	Normand Zint	\$0	8/22 - spoke with receptionist and she said that Mr. hyder wouldn't be interested in speaking with us
Hyder B&A Trucking Co.	Boyd Hyder	\$0	5-30 Attempted to contact and is not responsive. The woman that answered the phone was not helpful.
Industrial Maintenance Overflow Corp.	Charles Collins	\$0	
Injection Technology Corporation	Carl Morris	\$0	
IWANNA	Catherine Corn	\$0	not responsive
Jacob Holm Industries	Jack Richardson	\$0	7/21 Spoke to Mr. Richardson several times, but he has not had time to review info. He has not returned my phone calls. 6/14 - Rick to call the son.
Jayson Concepts, Inc.	Jay Stingel	\$0	5-5 Spoke w/ Mr. Stingel's secretary who told me he is not interested in participating. 6/14 - Fred to call.
Jim Barkley Toyota	Mark Sexton	\$0	4-6-06 Spoke with Mark. He wasn't responsive to scheduling a meeting and said that to his knowledge Jim, the retired owner, had an "issue" with someone in the chamber. He did offer to 'check' with Jim and call me back - I haven't he Sallie says she doubts that she will be investing this time.
Just Ducky Originals	Sallie Broach	\$500	Said that we could call her back next year to see if status had changed.
Justice, DDS, Michael	Michael Justice	\$4,000	5-4 have left several messages with receptionist, Sharon. Sharon said today that she doesn't think Dr. Justice will call us back and is not interested in being involved.
Kanuga Conferences	Stanley Hubbard	\$0	not responsive



			6/14 - Lavoy to call.
Keen Impressions	Doug and Jean Keen	\$2,500	Doug returned my call....stated that he and Jean will not be participating in this campaign. Did agree that we could contact him in the next campaign.
Kelly Services	Sharon Moore	\$0	5-4 Have spoken with Sharon and she received our letter. I was told today by the person that answered the phone that Sharon will call me if she is interested...
Kia	Scott Allen	\$0	5-31 Finally spoke with Scott- he put me off saying he was not the person I needed to speak with. I did not feel like he was going to be of much help.
Kimberly-ClarkCorp.	Stephen King	\$0	8/24 - spoke with Mr. King's assistant who said the company has a very small contribution budget and they've spent that already. She said the best time to contact them is in January.
Kimmel & Associates	Meredith Love	\$0	6-14 Sent letters to Charlie and Joseph Kimmel. Finally spoke with Meredith Love who said that Kimmel & Associates supports the Chamber in other ways and aren't interested in contributing to Advantage Asheville at this time.
Kirby Company of Asheville	Rob Newcomb	\$500	5-4 After many attempts to contact, Mr. Newcomb has never been in the office or returned my phone calls.
Kyocera Industrial Ceramic	Brad Morgan	\$0	not responsive
Lark Books	Carol Taylor	\$0	7-1 after attempting to contact, Ms. Taylor is not responsive
Liberty Corner Enterprises	Martha Thompson	\$0	8/24- not responsive
Mac Easler Ford, Inc.	Steven Easler	\$0	4-5-06 Spoke with Steven - he is not interested in investing in AA
Magnolia Health Care Center	Tom Wicher	\$0	7/21 Mr. Wicher has not returned phone calls
MAHEC Family Health Center	Jeffery Heck	\$0	4-25 Spoke with Dr. Heck who said we should contact the main MAHEC office - we already have and have an appointment!
Margaret R. Pardee Memorial Hospital	Hope Reynolds	\$0	5-15 not responsive
Matthews Ford, Inc.	Ray Robinson	\$25,000	Ford is not having a good year. Ray says he's been in business 16 years and has not seen it this bad. If business picks up, would be willing to invest next year.

			6/14 - Fred to call.
McCarroll Construction, Inc.	David Price	\$20,000	4-26 Sent two approach letters (in Nov. and April) and attempted to contact many times. Not responsive
McGill Associates, PA	Joel Storrow	\$0	7/31 - Spoke with Joel in May, but have been unable to reach him since.
McNutt Service Group, Inc.	Reed McNutt	\$2,500	02-22-06 Reed stated that he would not be participating in AA 2010 because of the Accounting confusion. He says he felt like he over-paid and could never get a straight answer about the billing cycle.
Merrill Lynch	David Brown	\$0	7/31 - Have spoken w/ Mr. Brown, emailed information. Have been unable to reach him.
Mountain Allergy & Asthma Assoc., Allergy Partners	J. S. Atwater, Jr., MD	\$3,000	4-26 after many attempts to contact, Dr. Atwater is not responsive
Mountain Health Services, Inc.	Ernie Peterson	\$5,000	not interested in participating 7/21 - Wyatt called her and she still declined. She is moving offices and cannot participate at this time.
			6/14 - Wyatt to call.
Mountain Meadows Publications	Cindy Tunnell	\$2,000	Spoke to Cindy - She is extremely busy and can't invest this year. She is a 'one woman operation' and is dealing with a lot
Mountain Radiation Oncology, P.A.	Kathy Herring	\$2,500	Spoke w/Kathy who told me they had discontinued chamber membership and the doctors had voted not to participate in the AA 2010 campaign.
Mountain Ridge Wellness Center	Brenda Harkins	\$0	7/25 - was told that Ms. Harkins would call me back if she had an interest in the campaign. 6/14 - Rick to call.
			3/29 - Rick L. calling John.
New Morning Gallery	John Cram	\$5,000	John says that he has invested for the past 2 campaigns and isn't interested in investing this time around.

			6/14 - Robby to call.
			4-10-06 We've been trying to meet with someone at New South since September. I finally spoke with Trevor Runberg on 4-6 and sent him info. On 4-10 he said that- rather than schedule a meeting- he wanted me to send more info - I se
New South Business Ventures, Inc.	Trevor Runberg	\$2,500	
Norfolk Southern Corp.	GA Beamer	\$0	unable to contact
			7-1 after attempting to contact, Mr. Holland is
Nypro Asheville, Inc.	Steve Holland	\$0	unresponsive.
			4-10-06 Spoke with Ken - he is not interested in meeting
Ohio Electric Motors	Ken Simmons	\$0	with us.
			4-5-06 Spoke with Mr. Owen. They are not able to invest in the campaign. We may contact him during the next
Owen Manufacturing	Charles Owen	\$0	campaign.
Parts Unlimited	Mark Strain	\$0	not responsive
			6/14 - Fred to call.
Perry Bartsch Jr. Construction Company	Perry Bartsch	\$2,500	4-26 after many attempts, unable to contact
			5-16 Talked to Mr. Buchanan - he says he does not have the personnel that would allow him the time to meet with us.
Pet Dairy	Ronnie Buchanan	\$0	He said, maybe next year...
Philips Products	Daniel Dipple	\$0	8/24 -not responsive
			6/14 - K. Ray to call.
			3/29 - Rick L. to call Dan Cocker.
			Spoke with Dan who declined the appointment. He said they are not able to add anything to their budget at this time, but possibly in the future.
Piedmont Paper Company, Inc.	Dan Coker	\$5,000	
Pisgah Valley Retirement Community	David Kidder	\$0	
			6/14 - Robert to call.
			6-1 After many attempts to contact, Mr. Conner is not
Plasti-Form Reuse	Tom Conner	\$0	responsive.
PrintPack, Inc	Tim Garrity	\$0	not responsive
Quality Rubber Manufacturing Company, Inc.	Bernard Garcarz	\$0	not responsive

ResinArt East, Inc.	Thomas Trombatore	\$0	not responsive
Rexel, Inc.	Floyd Carter	\$0	5-12 spoke with Floyd - the company does not generally invest in local campaigns.
Scott Banks Trucking	Curt Banks	\$0	4-26 after many attempts, unable to contact 5-3 Anthony says he is very busy and does not have time to meet with us.
Securitas Security Service USA, Inc.	Anthony Crawford	\$0	4-17 Lee forwarded the info to his regional office. They don't have an interest in participating in a local campaign
Security Forces, Inc.	Lee Cockrell	\$0	not responsive
Selee Corp.	Mark Morse	\$0	5-22 Talked to Mr. Sigmon and said the people in his Corporate offices would make the decision to participate in a campaign like this-but the office is in GA and they would be unlikely to participate in a local campaign. He says he has in the past donated
Skyland Distributing Company, Inc.	Gerry Sigmon	\$0	02-08-06 LVM Joel was not happy w/Chamber due to the way the move was handled. Offered to let me call him back in a couple months to see if his "frame of mind" had changed.  4-5-06 Left Joel a VM.
Smith Dray Line & Storage	Joel Gillespie	\$5,000	4-19 left another voice message asking if he is inter 4-7-06 Spoke with Jack. The company structure has changed dramatically and approval of a donation would be very difficult.
Smiths Aerospace Components-Asheville Smoky Mountain Machining, Inc.	Jack Rockstad Paul McKinney	\$15,000 \$0	5-11 left messages and an email, no response
Snelling Personnel Services	Luci Davis	\$2,500	4-26 Kathy Butler in Asheville told us to contact the owner, Pam Cole in Savannah. Pam has not returned our calls 6/14 - Rick to call. Did the New bldg. landscaping.
Snow Creek Nursery and Landscaping Inc.	Tim Boone	\$0	4-26 after many attempts to contact, Tim has not been responsive 03-06-06 Mr. Nat Burkhardt Susan's Dad) is over-extended in his charitable giving(s) and cannot see how to invest in AA 2010 this time around. Asked that we call him back in a couple years.
Sourwood Inn	Nat Burkhardt	\$2,500	

Southeastern Container	Bruce Sampson	\$0	8/16/06- Have been attempting to reach out to Mr. Sampson since September '05. He declined steering committee and has not been responsive after being sent an approach letter in May.
Southeastern Freight Lines	Marc Ludvigsen	\$0	8/18 spoke with Marc. The corporate office is in Columbia, SC and he says this location would not be able to participate. 7/31 -Fred gave us Mr. Goodman's name. I spoke with him, sent him the letter. I called him again and he said he would rather be sent more info on AA than schedule a meeting 7/18 - Fred talked to Jeff who said he would speak to us about starting a commitment in 07.  6/14 - Fred to call Jeff Goodman.  3/29 - Rick and Fred to contact Jeffrey Goodman.  Jeffrey Goodman - Main contact per Rick L.
Southern Concrete Materials Inc.	Jeff Goodman	\$25,000	02-21-2006 Spoke with Jim Com
Square D Company	Richard Hurley	\$4,500	going out of business
Stahlsac, Inc.	John Stahl	\$0	
Stock Components, Inc.	Chris Jordan	\$0	4-24 Spoke with Chris. He got the letter, but is not interested in meeting with us. 6/14 - Robby to call.
Superior Modular Products, Inc.	Patrick Cascio	\$0	5-11 Mailed and faxed letters, left messages, but have not been able to reach him to schedule an appointment.
Tarheel Paving & Asphalt Co., Inc.	John Pace	\$0	5-1 not responsive 6/14 - Lavoy to call.
Telco Community Credit Union	Heidi Windham	\$7,500	5-5 Have attempted to contact since February and no one has been responsive. Dana informed me that there have been a lot of changes at Telco and that they probably will not be in touch with us.
TGI Friday's	Rob Moore	\$0	4-25 Rob says they "don't do anything at this level"
The Laurels of GreenTree Ridge	Mike Deloach	\$0	not responsive

The Laurels of Summit Ridge	Judi Boyer	\$0	Ms. Boywer is not responsive 6/14 - Laura W. to call.
The Market Place	Mark Rosenstein	\$5,000	Spoke with Tracy at the Market Place. Tracy said that Mark said they are not interested in investing in the campaign again. 5-16 Mr. Collins says he's so poor, he can't pay attention : )
The Oaks at Sweeten Creek	Fred Collins	\$0	He cannot invest. 5-11 after many attempts to contact, Ms. Ready has not
The Wackenhut Corporation	Deborah Ready	\$0	returned my calls
Triangle Stop Food Stores	Hall Waddell	\$0	not responsive 7/19 - Wyatt talked to Clint and he shares the feelings of his father. He feels the Chamber does nothing for local industry and that the geography, tourism and healthcare based economy mandates that industry is a lesser focus.
Turnamics, Inc.	Harvey Speigel	\$0	6/14 - Wyatt to call Clint 5-31 After many attempts to contact, Mr. Tyson is
Tyson Furniture	Joe Tyson	\$0	unresponsive. 6/14 - K. Ray to call.
University of North Carolina at Asheville	Alan Thornburg	\$5,000	5-16 We were never able to reach Mr. Thornburg and approached Chancellor's office. The chancellor's assistant informed me today that the board of trustees met and yesterday and decided UNCA will contribute to the United Way and no 3/29 - Rick L. to call.
UpTime Computer Sales & Service, LLC	James W. Bill Bailey, Jr.	\$1,000	Mr. Bailey sent me an e-mail stating "we will pass on further involvement with this program". 4-7-06 was told an investment would have to be discussed with main office in Georgia - however, he would not offer
US Security Associates, Inc.	Jeff Bradshaw	\$0	to do this.
VA Medical Center	James Christian	\$0	4-3-06 Was told that VA Med Ctr is a federal organization they will not be able to pledge any money.

Verizon	Joe Taylor	\$0	5-19 Joe forwarded AA info to corporate offices, but I he has not returned my follow-up calls.
Vulcan Materials Co.	Tom Cathey	\$10,000	
Warren Wilson College	Douglas Orr	\$0	5-15 Left several messages for Dr. Orr and talked to his assistant, but never heard back. I saw on the college's website that Dr. Orr will be leaving in July. I have been unable to find another person to approach. 6/14 - Rick to call.
Waste Management of Asheville	David McConnel	\$1,000	4-27 In Feb. we were directed to contact Marlene Gentry, District Sales Manager. We've spoken to Marlene several times, but we were never able to schedule an appointment. I've left many voice messages.
WE Bolton Construction & Service	Bill Bolton	\$0	6/15- Mr. Bolton has not returned phone calls.
Wellco Enterprises, Inc.	Neil Streeter	\$0	5-16 Talked to Mr. Streeter who said they are probably not interested, but offered to let me send him more information.
Westall Chandley Lumber	Frank Taylor	\$0	5-1 No response after attempting to contact. Dana and TRC did not have a positive response. Mr. Taylor is the new president and is very busy.
Wilsonart International	Tim Gwennap	\$0	canceled appointment 6/14 - Rick to call
			4/3 - Lou B. knows Jack and will contact to get his pulse on making a cash commitment to the campaign.
			3/29 - Rick L. will contact to get a meeting with Jack.
WLOS/WBSC-TV	Jack Connors	\$90,000	Jack returned my call on 02-06-06. Talked with his boss....they rec'd
WNC Baptist Retirement Home, Inc.	Chris Elmer	\$0	
WNC Pallet & Forest Products Company	Tommy Orr	\$0	7/28- Spoke with Tommy, he is presently involved in a major project and cannot meet with us at this time.
Wright Machine & Tool Company, Inc.	David Thomas	\$0	5-22 Talked with Mr. Thomas - he says he is not interested at this time

Young Transportation/Tours

Ralph Young

\$0

**Total**

**\$421,250**

6/14 - Wyatt to call Hank Garvey and K. Ray will call.  
Ralph.

5-23 Spoke with Ralph-he still has a problem with the  
chamber and doesn't think he would "do anything". He  
says we are in competition w/ him and that's not going to  
change.



## Section 8: Investor Relations

Investor Relations will be the critical element in the long-term success of this program. There is certainly not an issue internally whether the Economic Development and Workforce programs are being administered, that is evident in the results. The issue is with that success and positive feedback being efficiently and effectively communicated on a regular basis with the investors. These investors have gone above and beyond other companies in the community in support of the Chamber and AA2010. For their involvement and financial support they not only expect, but deserve the appropriate recognition and communication.

RDG recommends the following Investor Relations strategy:

1. Develop an *AA2010* section on the Chamber website.
  - a. Investor list/recognition with web-links
  - b. ED and Workforce Program listings/descriptions with goals and objectives.
  - c. List of relocation and expansion program achievements including;
    - i. Company name
    - ii. Location
    - iii. Business sector
    - iv. Number of jobs
    - v. Capital investment
    - vi. Links to all articles regarding the announcement
  - d. Insert matrix developed by Tom Tveidt that visually explains and defines Advantage Asheville's role in economic development.
  - e. Provide an impact study of an actual success, i.e. Borgwarner
  - f. Use the "Leveraging Workforce & ED" piece, developed for the AA2010 presentation packet, as a page to show the growth of the organization and its programs.
2. Develop a comprehensive marketing plan for ongoing communication, reporting to investors and expanding community recognition of the Economic Development Coalition, including:
  - a. Newsletter – easily distinguishable from general Chamber newsletter/correspondence.
  - b. Email updates
    - i. Include a running tab of expansions/relocations
    - ii. Any email correspondence to investors should have a link back to the *AA2010* page for quick reference.

- c. Leverage the Citizen Times in-kind investment;
  - i. Regular article in Business Section of the Citizen Times highlighting an aspect of the program
  - ii. Local advertisements and/or recognition of program achievements, investor recognition/spotlights and prospect recognition/spotlight.
- d. Website updates
- e. Regional and national advertising
- f. Outdoor advertising

**The investors must be “touched” via letter, email, newsletter, personal visit, etc. at a minimum of every 30-45 days with relevant, positive information the shows them a return on their investment. *This program will not survive another funding cycle without an effective investor relations plan.* Please refer to the Assessment Report.**

3. Investor Visits – Assign Economic Development and Workforce Development Staff a number of investors that they are to visit at least once each year for input, feedback and dialog. Reach out so each investor feels they are a part of the organization driving the program that they are funding.
4. Look for opportunities at regular Chamber functions to promote and publicize the AA program and its investors.
5. Closeout event/celebration – Upon closure of top prospects, hold an investor only highly publicized event that makes a big splash in the community and brings closure to the Campaign.
6. Re-visit declined past investors – It is important to develop a plan to re-approach those past investors who declined participation. With a year of successful program results and the positive announcement of the top investors, primarily the county, these prospects will be the key prospect pool for reconsideration of their involvement. Of the 330 total prospects 222 were declines and 89 of that were past investors that made up \$1,861,500 of the last effort. Take the City and the County out of those numbers there are 87 investors that contributed \$611,500 to AA2000, a significant number that is difficult to replace.