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Launch of Natural Products Manufacturing Facility is Oct 18 with public reception and tour.

Entrepreneurs wishing to produce, bottle, seal and label natural products, including medicinal herbs and dietary supplements, now have a new place to do so that is compliant with new federal FDA standards. The Natural Products Manufacturing Facility, located at Blue Ridge Food Ventures on the AB Tech Enka campus, will be the first shared-use facility of its type in the US and will tap WNC's rich biodiversity and agricultural traditions of harvesting and growing herbs and medicinal plants.

Blue Ridge Food Ventures will host an opening reception and tour of the facility on Monday, Oct 18, from 3-4pm for the public and those interested in manufacturing natural products. There will be a brief program at 3:30pm and a door prize drawing for a free class on natural products manufacturing, valued at \$200. For more information about the facility or about the upcoming event, [go here](#) or contact Executive Director of Blue Ridge Food Ventures [Mary Lou Surgi](#).

ANOTHER UPCOMING OPPORTUNITY FOR THE NATURAL PRODUCTS INDUSTRY IN WNC

The 'WNC Naturally' forum, Oct. 9 in Marshall, will focus on moving the region's natural products industry

forward. The event is sponsored in part by the Natural Products Manufacturing Facility at BRV and AdvantageGreen. [Read more here.](#)

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Interested in entrepreneurship as part of your economic development strategy? Sign up your community by Oct 27 for the CEC program.

The Certified Entrepreneurial Community ProgramSM (CEC) continues to receive attention on many levels from within North Carolina to across the country, as community leaders recognize the important role entrepreneurship can play as a strategy for economic development.

Over the summer, the CEC program was featured in a session at a Missouri conference on entrepreneurship and innovation, and a group from Kentucky spent a considerable amount of time in Western North Carolina with one of our CEC communities. The CEC program was also featured at the recent NC Entrepreneurship Summit in Wilmington, which was a gathering of leaders from across the state working in collaboration to create "homegrown" jobs.

If your community is ready to make a commitment to encourage and support entrepreneurship, now is the time to act. Please take note of these key dates:

* *NOW through Oct 22:* Schedule an AdvantageWest CEC presentation to get your questions answered about the process, if needed.

* *Oct 27:* Deadline for communities to submit a written letter of intent to participate in the program. **Please note: Even if you have indicated verbally or by email that your community is interested in the CEC program, you are still required to submit an official letter of intent.*

* *Oct 30:* Deadline to take advantage of a special room rate of \$69 a night, including breakfast, at the Hampton Inn in Morganton, for the 2-1/2 day CEC Leadership Training that takes place Nov 3-5. (This is the State governmental rate.) Attendees may reserve their room directly with the hotel by calling 828.432.2000 and referencing the AdvantageWest block of rooms.

* *Nov 3-5:* CEC Leadership Training at Western Piedmont Community College in Morganton. Session will provide details about getting started and completing the rigorous five-step process of certification. (Training is also appropriate for communities that have started, but not completed, the CEC process.)

Among the speakers will be Deb Markley of the Center for Rural Entrepreneurship, presenting Energizing Entrepreneurs, or the e2 program, a training tool used across the country and even internationally to help communities achieve their entrepreneurial development goals.

For more information or to schedule a CEC presentation for your community, contact AdvantageWest's Senior VP of Entrepreneurial Development [Pam Lewis](#).

HAYWOOD LEADERS ENCOURAGE OTHER WNC COMMUNITIES TO SEEK CEC STATUS

Two years ago, Haywood County became the first Certified Entrepreneurial CommunitySM in the United States. We recently met with members of the Haywood team about the value and benefits of becoming a CEC community. [READ MORE HERE.](#)

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Clothing made from plastic bottles? Meet an inspiring 20-something innovator and CEO of SustainU at the next BREC Forum on Oct 26.

"Change Your Clothes. Change Your World." That's the slogan for SustainU, a Charlotte clothing company focused on social, economic, and environmental sustainability, whose 20-something CEO will take the stage at the next Blue Ridge Entrepreneurial Council Forum, Oct 26, from 5-7pm. The event launches BREC's focus on successful entrepreneurs in the green-business sector, and takes place at Posana Cafe in downtown Asheville, the first 2 Star Certified Green Restaurant[®] in North Carolina.

Hear SustainU's 20-something CEO Chris Yura talk about how he created his company, which uses local labor

and 100-percent recycled materials made from domestically sourced post-consumer plastic bottles (PET), recycled cotton and post-industrial polyester. The event will include plenty of time for networking and is open to the public.

Cost to attend is \$20, which includes heavy hors d'oeuvres and beverages. Space is limited and pre-registration is required. [REGISTER TO ATTEND HERE.](#)

[More about Chris Yura here](#) and [about SustainU here](#). Find out [more about Posana here](#).

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More details on the Nov 15 AdvantageWest Economic Summit; online registration starts on Oct 11.

AdvantageWest's next Economic Summit will be held on Nov 15 at Diana Wortham Theatre in downtown Asheville. A networking reception begins at 5:30pm and the panel discussion starts at 7:15. Registration is \$50 and targets business people, entrepreneurs, economic development professionals and others with a vested interest in business and economic conditions - especially in Western North Carolina.

Once again columnist and UNC-TV host D.G. Martin will serve as moderator for a panel of distinguished high-profile business and political leaders, including NC Lieutenant Governor and Rutherford County native Walter Dalton; 35-year banking veteran Austin Adams, who retired in 2006 as Executive VP and Corporate CIO of JPMorgan Chase; and Anita Brown-Graham, Director of NC's Institute for Emerging Issues, a public policy, think-and-do tank that convenes leaders from business, nonprofit organizations, government and higher education to tackle some of the biggest issues facing NC's future growth and prosperity.

ONLINE REGISTRATION OPENS ON MONDAY, OCT 11 for this popular event. Reserve your spot through the [Event Calendar](#) page of the AdvantageWest website.

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With the Winter Sun Farms CSA, farmers and Blue Ridge Food Ventures make it easy to enjoy healthy, local produce all winter.

For members of Winter Sun Farms, a Community Supported Agriculture (CSA) program of Blue Ridge Food Ventures, all the hard work of enjoying healthy local produce throughout the winter is done for you. Farmers do the tilling, planting, weeding and harvesting. Blue Ridge Food Ventures does the washing, chopping, slicing, dicing, roasting and freezing, all at the peak of freshness.

All you do is take the frozen goods, add a few ingredients and, in short order, you have dishes such as a spread using Winter Sun Farms roasted eggplant puree; soup using diced tomatoes, onions and peppers; a main-dish frittata using sliced zucchini; and elegant treats such as Frozen Berries with Hot White Chocolate or Mile-High Winter Sun Farms Strawberry Pie (recipes developed by BRFV's registered dietitian).

[LEARN MORE ABOUT WINTER SUN FARMS HERE](#) and [HERE](#). Read an article from *Mountain Xpress* [here](#). Memberships are limited and going fast, so sign up today!

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Nearly 50 WNC manufacturers help make statewide tour a big success.

By all accounts, the "Manufacturing Makes *It* Real Tour," a celebration of manufacturing in NC, was a rousing success, especially in the AdvantageWest region. [See a list of the nearly 50 companies](#) in Western North Carolina that participated by contributing their made-in-NC items, which were presented to state leaders. Here's more on the tour:

- Blog posts about the stops at [PolyChem Alloy](#) in Lenoir and [ArvinMeritor](#) in Fletcher, including links to photos
 - Media coverage: [Lenior News-Topic](#), [Hendersonville Times-News](#), [Asheville Citizen-Times](#), News
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Congratulations to these WNC businesses and entrepreneurs.

*[Laser Biopsy Inc.](#), a medical device startup based at the business incubator at the AB Tech Enka campus in Asheville, has received a Phase I Small Business Innovation Research (SBIR) award from the National Cancer Institute at the National Institutes of Health. The \$188,000 award will allow Laser Biopsy to develop a wide field-of-view multiphoton microscope for rapid analysis of biopsy samples.

*[Materials Innovation Technologies LLC](#), a company in Fletcher that provides solutions for advanced materials and technology across a broad range of industries, including alternative energy, aerospace and defense, environmental, thermal management, medical and orthopedic devices, and engineered components, has received a \$3 million Phase III *Xlerator* award from the Dept of Energy.

*[Push Design](#), an Asheville-based sustainable design and development company achieves more national coverage of the Hemp House, the nation's first home built with hempcrete. Read more [here](#) and [here](#).

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Did you hear? Top social media, PR and marketing guru to speak at 'Carolina Connect' in May 2011.

If you missed our big announcement earlier this week about the keynote speaker at Carolina Connect, [here it is again](#). Mark your calendar now for May 5, 2011 for what is sure to be the best-attended conference in our eight-year history. We're already getting great feedback and are delighted to bring this high-level talent to WNC.

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Mark your calendar for these other upcoming events and opportunities.

Oct. 8, 8am: Clean Energy Now conference - Blue Ridge Community College, Flat Rock. There's still time to register for this intensive daylong event that will provide WNC manufacturers, companies, and local governments with an overview of opportunities for using energy efficiency, renewable energy, and clean vehicles to create and sustain a competitive edge. The conference opens with comments from Congressman Heath Shuler and a keynote address from Jennifer Bumgarner, the new Assistant Secretary for Energy, NC Dept of Commerce. [Register here](#).

Oct 14, 7pm and Oct 16, 1pm: Screening of "Alison"- Fine Arts Theatre, Asheville. Filmed locally by Asheville writer-director Paul Schattel with Asheville actress Lauren Fortuna, the drama took Best Actress, Best Director and Best Screenplay at the 2010 Los Angeles International Film Festival, and second place for Best Feature Film. Visit the Film page on the AdvantageWest website for information on this and [more upcoming local film events](#).

Oct 21, 2pm: AdvantageWest Board of Directors Meeting - AdvantageWest Offices. Regular bimonthly meeting of the 21-member Board of Directors. Open to the public. Call 828.687-7234 for more information.

Oct 26: 11:30am: CEC Core Leadership Luncheon - Morganton Community House, Morganton. For leadership teams of existing CEC communities. Contact [Pam Lewis](#) for more information.

Oct 26, 6pm: "From Recipe to Market" special presentation - AB Tech Enka campus. Blue Ridge Food Ventures hosts a session with the founder of Mrs. Picky Fanicky's foods to talk about food business development. Open to the public. Info and register here.

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Check out the AdvantageWest website for job announcements, press releases and more news of interest.

[Bookmark the AdvantageWest Online Newsroom](#) for a roundup of other news and items of interest from around the region, including the following:

- Job announcement: Nypro adds 156 new jobs and \$83M expansion in Buncombe
- Job announcement: Cork manufacturer to bring 21 jobs to Caldwell
- Asheville Citizen-Times: Coverage of Outdoor Industry Association's economic impact on WNC
- Call for submissions: 2011 Young Entrepreneur Awards, due Dec 15
- Press release: 2nd annual Asheville Children's Film Festival
- USA Today: Barnardsville zipline is in top 10

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Got news?

We welcome your announcements about economic development activities within the 23-county region of Western North Carolina. Submit news for consideration to the [newsletter editor](#). AdvantageWest reserves the right to modify submissions to conform to editorial guidelines, space constraints, timeliness and other circumstances.

Editor's note: AdvantageWest is transitioning to a new newsletter system. Thank you for your patience as we work out bugs in the new process. If you have problems with newsletter delivery or other concerns, please [contact us](#).



AdvantageWest is the regional economic development partnership serving the 23 westernmost counties of North Carolina. Chartered by the state General Assembly in 1994, AdvantageWest is a nonprofit, public-private partnership governed by a 21-member board of directors. Our program of work focuses on advanced manufacturing, entrepreneurial development, agribusiness, and the green economy. AdvantageWest also maintains the WNC Film Commission.

AdvantageWest Economic Development Group - 134 Wright Brothers Way - Fletcher, NC 28732 - 828.687.7234

www.advantagewest.com