



## IN THIS ISSUE

- \* [Got a question about the WNC economy? We want to know.](#)
- \* [Blue Ridge Food Ventures makes your holidays easier. Here's how.](#)
- \* [How can we preserve our farmland? Contribute your ideas at an upcoming forum.](#)
- \* [Register your company now for the Homecoming Job Fair.](#)
- \* [Good news from Western North Carolina businesses.](#)
- \* [AdvantageWest helps bring together entrepreneurs and senior gov't officials.](#)
- \* [Mark your calendar for these upcoming events and opportunities.](#)
- \* [Roundup of other news and information from across WNC and beyond.](#)

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## Got a question about the WNC economy? Seeking your questions for panelists at the AdvantageWest Economic Summit on Nov 15.

In less than two weeks, business and civic leaders, elected and appointed officials, entrepreneurs, economic development professionals and others with a vested interest in business and economic conditions in Western North Carolina will gather for the Fall 2010 AdvantageWest Economic Summit. The event takes place Monday, Nov 15 at Diana Wortham Theatre in downtown Asheville, with a networking reception at 5:30pm and panel discussion at 7:15.

Panelists are WNC native Lt Gov Walter Dalton; Janet Cowell, the first woman to be elected Treasurer for the State of North Carolina; Austin Adams, a globally recognized banking and financial technology veteran 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 the state's future growth and prosperity. Newspaper columnist and UNC-TV "Bookwatch" host D.G. Martin will serve as moderator, as he did for the Spring 2010 AdvantageWest Economic Summit.

AdvantageWest is seeking your submissions relevant to the economy in WNC for D.G. Martin to consider for the panel. Email questions by Nov. 11, with full name, organization, address, email and phone number to:

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[awsummit@gmail.com](mailto:awsummit@gmail.com).

Registration for the AdvantageWest Economic Summit is \$50, which includes heavy hors d'oeuvres, beverages and admittance to the panel discussion. Space is limited and early registration is encouraged. [REGISTER HERE](#)

## THANK YOU TO OUR SPONSORS!

AdvantageWest is grateful for sponsor contributions to the Fall 2010 Economic Summit. To date, sponsors include: Piedmont Natural Gas (Gold Level); PSNC Energy, Progress Energy and Forest Commercial Bank (Silver Level); and ECS Carolinas, Graham County and AB Tech (Supporter Level). To learn about the benefits of sponsorship, contact [Amanda Baranski](#) at 828.687.7234.

[BACK TO TOP](#)

---

## Blue Ridge Food Ventures makes your holidays easier - and allows you to support local artisan food producers and farmers.

Want to simplify your holidays while also supporting local artisan food producers and farmers? Blue Ridge Food Ventures can help.

- **Winter Sun Farms for delicious, healthy and convenient holiday cooking:** 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 fruits and vegetables for your holiday meals (and throughout the winter) is already done. No washing, chopping, slicing, dicing, roasting or pureeing.

Simply take the frozen goods BRFV processed at the peak of freshness (all from local farms), add a few ingredients and, in short order, you have a special dish for the office party (try [Winter Sun Farms Eggplant and Garlic Dip](#)), a hearty soup for a cold winter night (such as [Southwestern Butternut Squash Soup](#), using WSF red peppers and butternut squash) or an elegant treat for your holiday dinner (wow them with WSF [Frozen Berries with Hot White Chocolate](#)). Pick-ups start the first of December and subscriptions are going fast, so sign up today.

- **Winter Sun Farms gift subscriptions:** Give someone you know the gift of healthy - and convenient - local produce with a WSF gift certificate. (We can even "hold" the recipient's December share until you're ready to present your gift.)

- **Blue Ridge Food Ventures holiday gift boxes:** Back by popular demand and ready for gift-giving to clients, co-workers, neighbors and loved ones is the Blue Ridge Food Ventures Red Box, filled with a mix of hand-crafted gourmet items from local food entrepreneurs.

Pre-packaged gifts include artisanal items such as award-winning Bamboo Ladies bamboo pickles, Blessed Botanicals organic herbal teas and culinary blends, Chef Ricardo's award-winning tomato sauce, Fire on the Mountain salsa and hot sauce, Imladris Farms berry jams and apple butter, UliMana organic chocolates and Lusty Monk spicy mustard. Or, you can make your own selections from an array of BRFV-made products.

## MORE ON HOW TO MAKE YOUR HOLIDAYS EASIER

For information on Winter Sun Farms, including how to sign up, a list of our farm partners, and recipes using the produce developed by our BRFV registered dietitian, [CLICK HERE](#). For information on purchasing a gift certificate, email [Chris Reedy](#) or call him at 828.348.0130.

To purchase or create your own BRFV gift boxes, email [Tonya Bennert](#) or call her at 828.348.0130.

[BACK TO TOP](#)

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## How can we preserve our WNC farmland? Contribute your ideas at an upcoming forum, open to the public.

Farming is a vital part of our mountain economy and culture, with 13,000 working farms in a 25-county region. However, those same counties lost 125,000 acres of farmland during the last USDA Census of

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Agriculture. In response, representatives from agricultural support organizations, land trusts, and public agencies and farmers have joined forces to convene the WNC Farmland Access and Preservation Forum on Nov 30, 10am - 4pm, at the Haynes Conference Center on the AB Tech Enka Campus. The event is free and open to the public, and includes lunch.

The forum targets economic developers, agricultural support organizations, farmers, county managers, county commissioners, councils of government, tourism development authorities, estate attorneys, land trusts, soil and water conservation districts, legislators, VAD boards, and farmland conservation advisory groups. Participants will spend the day in interactive discussions about solutions to address farmland preservation and access. By day's end the forum organizers hope attendees will identify some unifying objectives and next steps. For information, For more information contact [Melinda Roberts](#) at Buncombe County Cooperative Extension or call 828.255.5522.

[BACK TO TOP](#)

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## Registration now open for employers to participate in 5th Annual Homecoming Job Fair; early-bird rate through Dec 1.

The 5th Annual Homecoming Job Fair is Dec 28 at Biltmore Square Mall, an event produced annually by the Economic Development Coalition, the Asheville Area Chamber of Commerce and other partners, including AdvantageWest, to support workforce and industry advancement in Western North Carolina. The region's largest recruitment event, held 10am - 3pm, will showcase quality job opportunities in area growth industries, including advanced manufacturing, healthcare, technology, professional services, hospitality and others.

Registration for employers is now open, with an early bird rate of \$75 through Dec 1 ([CLICK HERE](#)). For more information, call 828.258.6117 or email [jobfair@ashevillechamber.org](mailto:jobfair@ashevillechamber.org)

[BACK TO TOP](#)

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## Good news from Western North Carolina businesses.

[Haywood Vocational Opportunities](#) (HVO), a nonprofit corporation that manufactures custom disposable medical products for the healthcare industry, recently expanded into a new facility in Haywood County. A member of [MARC Inc](#), HVO currently employs 327 people full-time. Seventy-five more jobs are planned within the next two years. HVO provides vocational training and employment opportunities to adults with disadvantages and various physical and mental disabilities. Read an article in *Smoky Mountain News* [HERE](#) and a story in *The Waynesville Mountaineer* [HERE](#).

[sg blue inc](#), an Asheville-based, privately owned manufacturer and distributor of cutting-edge pollution control equipment, has launched a revolutionary air purifier that uses totally new technology than what can be found on the consumer market today. Called Otwo, the product uses the same natural and sustainable science and methods as sblue's successful industrial product, scaled down for residential use. Otwo removes all three types of pollution: particulates (eg, dust and pet dander), gasses (eg, cleaning solutions and VOCs) and biologics (eg, viruses, mold and mildew).

[BACK TO TOP](#)

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## AdvantageWest-sponsored event brings together experienced entrepreneurs and senior government officials at the federal, state and local levels.

AdvantageWest recently joined with Carolina Financial Group in Brevard and Dixon Hughes in Asheville to organize Carolina Entrepreneur 2010, a two-day, solution-oriented event attended by about 80 company founders and CEOs, government leaders and financial professionals. The goal of the event, held Oct 27-29 in Henderson County, was to provide resources to help business leaders manage and grow their companies. [LEARN MORE](#).

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[BACK TO TOP](#)

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## Mark your calendar for these upcoming events, opportunities and deadlines - plus AdvantageWest's holiday calendar.

Nov 12: Deadline for nominations for 2011 SBA North Carolina Small Business Person of the Year and Small Business Champion Awards. [LEARN MORE HERE.](#)

Nov 15, 5:30-9pm: AdvantageWest Economic Summit, *Diana Wortham Theatre, Asheville* (see article in this newsletter). Open to the public. [REGISTER HERE.](#)

Nov 30, 10am - 4pm: WNC Farmland Access and Preservation Forum, *Haynes Conference Center/AB Tech Enka Campus* (see article in this newsletter). Free and open to the public.

December 7-9 - Manufacturing Makes It Real "Mobile Museum" - *Blue Ridge Community College*. "Made in NC" products that were part of the MMIR tour across NC last month will be on display for the general public. [LEARN MORE HERE.](#)

Dec 9, 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.

Dec 28: 10am-3pm: 5th Annual Homecoming Job Fair - *Biltmore Square Mall, Asheville*. (See article in this newsletter). [LEARN MORE HERE.](#)

[BACK TO TOP](#)

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## Check out the AdvantageWest website for 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:

- Site Selection Magazine: NC ranked No. 1 for Best Climate for Business; Nypro expansion is cited
- Radio Podcasts: Hear recent interviews with AdvantageWest staff on public radio WNCW-FM, News Radio 570AM WWNC, and 880AM The Revolution
- Macon News: County set to become an AdvantageWest Certified Entrepreneurial Community(R)
- NY Times: Travel feature on the sights and sounds of Asheville

[BACK TO TOP](#)

### 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](http://www.advantagewest.com)