



### Mission

*To promote and facilitate business retention and strategic business growth in Rowan County.*

### Vision

*The EDC will promote, encourage, and support high quality growth and development with an emphasis on maintaining a balance between agriculture, industry, commercial and residential development. Successful future growth shall increase the prosperity of the county's residents; the competitiveness and profitability of industry and commerce; the quality of life of the area; and the fiscal stability of local governments.*

### Performance Results

#### New Jobs

**284**

#### Capital Investment

**\$33.5 million**

### MESSAGE FROM THE CHAIR

## Rowan Forges Ahead After Difficult Year

None of us could have predicted the curveball thrown by the COVID-19 pandemic, which turned our world upside down. While the pandemic certainly brought hardships across the globe, I'm proud of how our community has rebounded, and the work of the Rowan Economic Development Council is a big reason why.

The EDC worked closely with the Rowan County Chamber of Commerce and Rowan County Tourism Development Authority to give our county's businesses the tools to succeed. Whether it was signage to display in their buildings, connecting small businesses to loans and grants, PPE to keep employees and customers safe, or marketing assistance to let the community know when a business was reopening, the EDC, Chamber and Tourism stepped up to assist.

Slowly but surely business picked back up. Not just in our stores and restaurants, but also for the EDC team. The Rowan EDC announced 284 new jobs and \$33.5 million in capital investment in 2021, also surpassing 500 jobs and \$100 million since the pandemic began.

Perhaps even more noteworthy during a pandemic was the successful launch of the Forward Rowan campaign. The five-year Forward Rowan Plan includes four key strategies: targeted economic growth, talent attraction & development, brand identity & storytelling, and high-performance service delivery. Our Rowan County businesses and organizations have demonstrated their support of the Forward Rowan Plan by pledging over \$1.25 million! Those funds are already being put to work, helping to hire a new marketing & communications manager, broaden the Expand Rowan program to help retain and expand current businesses, develop a talent attraction campaign, and much more.

As the nation continues to recover from the pandemic, Rowan is primed to leverage its many resources to grow our economy. With approximately 10 million square feet of building space under development along the I-85 corridor and throughout Kannapolis, we can offer

a wide range of options for businesses to locate or grow. And, with the nearby NC Food Innovation Lab, Rowan County has been named the No. 7 destination in North America for food processing companies, including No. 1 in the Southeast.



I want to acknowledge and thank the Rowan EDC team led by Rod Crider for their talent and dedication in attracting and retaining businesses that grow our economy. We said goodbye to one of our valued team members, Bettina Dickert,

with her retirement. While she's greatly missed, we are in good hands with our new team member Joanie Michael. We also grew the EDC team by adding the talented Jay Garneau, who is helping promote Rowan County's economic attractiveness to the world. In addition, I also want to thank our incredible Board of Directors for their leadership and guidance in supporting Rod and his team to a successful 2021 and positioned for excellence in 2022 and beyond. A special thank you to our exiting board members Dan Peters and Dari Caldwell. Their input and dedication have made a positive impact on the success of Rowan EDC and we are forever grateful for their service. It truly has been an honor and privilege to serve as the Chair of your EDC this past 18 months.

The Rowan EDC hit the first curveball out of the park with the COVID-19 pandemic, and it's easy to see that more home runs are on the way in Rowan County! I am proud of our EDC team's accomplishments in the face of adversity and more confident than ever of our future success as we grow Rowan forward. Under the new Board Chair leadership of Luke Fisher serving with the Rowan EDC team, I am confident that the best is yet to come!

# Rowan County Has Arrived



Rod Crider

The boom is coming.

For years, Rowan County waited patiently for its turn as development mushroomed across other parts of the Charlotte region. It seemed as if our time would never come, but as we enter 2022, it is clear that Rowan has arrived.

The biggest catalyst for this change was the widening of I-85 through Rowan County completed in 2020. With that project, the distances to Charlotte and the Piedmont Triad regions were shortened and we gained improved commute times, quicker access to air transportation and improved flow of goods.

Shortly after I-85 was widened, Chewy announced a decision to locate a 700,000 sf fulfillment center at Long Ferry Road with 1,200 new jobs. This caught the attention of other companies and developers who over the past several months have been scrambling to acquire property with plans to develop more than 10 million square feet of new industrial space. Businesses will soon occupy these spaces and bring with them thousands of new jobs.

This is an astounding turnaround considering that before the I-85 construction wrapped up, we were nearly desperate to get our first spec building constructed in Granite Quarry. Now, just a couple of short years later, developments are being planned or built at all 10 interchanges on the I-85 corridor in Rowan County!

Combined with the continued growth of existing companies like Daimler Truck, Hexagon Agility, Henkel, Innospec and others, we are confident that 2022 is going to be a big year for business growth in Rowan County.

Our success also depends on having the right team in place and I am confident we have one of the best in the country to capitalize on this momentum. In addition to a stellar staff, the Rowan EDC has an engaged board of directors, over 70 funding partners, great working relationships with community stakeholders and a very supportive group of elected officials at the federal, state, and local level. This is especially true of our Rowan County Board of Commissioners, whose renewed emphasis on economic growth several years ago helped to turn the momentum in our favor.

Surprisingly, this boom began during the depths of the COVID-19 pandemic but Rowan County persevered and added over 1,000 new jobs and \$127 million in new capital investment. As a result, poverty levels are decreasing, income and educational attainment levels are increasing, and the population is growing. Rowan County is on the move to a more prosperous future.

We invite you to look back at some of the highlights of the past year featured in this Annual Report. All of us at the Rowan EDC are honored to play a part in Rowan County's exciting future and are thrilled to help Rowan County become an even better place as we prepare for the boom coming in 2022.



## Forward Rowan Campaign Initiated, Surpasses Stretch Goal of \$1.25 Million

Let's rewind two years. The economy is doing well and businesses are thriving. The Rowan EDC has created a plan to raise \$1 million to establish Forward Rowan, a public-private partnership to accelerate the economic growth of Rowan County.

Then, when the COVID-19 pandemic hit, fundraising became more difficult and the campaign had to be paused. After a brief hiatus, the campaign resumed and the business community in Rowan County was overwhelmingly positive. The campaign goal was met, and even surpassed a stretch goal of \$1.25 million.

The Forward Rowan plan's clear value proposition has resonated with local employers, as approximately 60 area companies have chosen to invest.

"We couldn't be more appreciative of the significant commitments made by Rowan County organizations to aid our pursuit of economic growth," said Rod Crider, Rowan EDC President. "These investments have helped us to provide additional support for existing industry, address workforce and talent concerns and proactively market the county to companies planning relocations or expansions."

The Forward Rowan plan features an aggressive five-year strategy to ensure jobs and investment come to Rowan County, made up



A PROGRAM OF THE ROWAN EDC

of four pillars. These include targeted economic growth, talent attraction and development, brand identity and storytelling and high-performance service delivery.

The impacts of the investments are already being felt in Rowan County. Existing and new businesses have grown by more than 1,000 new jobs with capital investments exceeding \$127 million. "The forward-thinking plan to increase prosperity, reduce poverty and improve the quality of life for all Rowan County residents through the Forward Rowan campaign is clearly working and will continue to yield positive results in the years to come. We are grateful to both our public and private sector partners for making it possible," Crider concluded.

## Hexagon Agility Expands in Rowan County

Hexagon Agility announced in June that it was expanding in Rowan County. The company plans to create 75 new jobs over the next two years and invest \$28 million into major equipment upgrades and improvements to its existing facility on Corporate Center Drive.



The State of North Carolina awarded Hexagon Agility a \$500,000 Building Reuse Grant. In addition, the North Carolina Community College System will partner with Hexagon to provide customized training for the new employees.

Agility Fuel Solutions, Hexagon Agility's predecessor, initially moved its regional headquarters and production facility into Rowan County in 2015. In February 2021, Agility Fuel Solutions and Hexagon Mobile Pipeline joined forces under the Hexagon Agility brand.

"We thank the Rowan EDC for the continued support and funding to expand our existing Salisbury facility to become the first truly vertically integrated natural gas fuel system manufacturing plant in North America. With this expansion, we are proud to create more local jobs and opportunities for our people, and deliver on our vision of Clean Air Everywhere," said Seung Baik, President of Hexagon Agility.

"We are ecstatic that Hexagon Agility has chosen to stay within Rowan County to expand its operations," said County Commission Chairman Greg Edds. "Hexagon Agility originally selected Rowan less than seven years ago and to make the decision to expand here shows how mutually beneficial this partnership has been. We appreciate their continued investment in our community."

Hexagon Agility is a leading provider of natural gas mobility solutions, serving as a trusted supplier of on-board high-pressure cylinders and natural gas fuel systems to leading OEMs and fleets. In 2020, Hexagon Agility enabled avoidance of an estimated 690,000 metric tons of greenhouse gas emissions, which is equivalent to saving over 900,000 acres of forest or removing 150,000 passenger vehicles from the roads.

## Talent Attraction Efforts Underway in Rowan County

While talking with local employers during the Rowan EDC's Expand Rowan visits over the past year, there has been one central theme to the conversations: workforce.

Companies across Rowan — and nationwide — are facing a shortage of employees. This has elevated the importance of retaining current residents in the workforce, as well as attracting new arrivals to the area.

To assist with these efforts, the Rowan EDC enlisted RoleCall, an innovative talent attraction agency, to help develop a talent attraction strategy. Co-Founders Tim Carty and Winona Dimeo-Ediger visited in September and took a deep dive into all things Rowan.

Their follow-up report audited the potential strengths and weaknesses for this endeavor. Rowan's assets include a strong workforce ecosystem, where the Rowan EDC, Rowan Chamber of Commerce, Rowan-Cabarrus Community College, Rowan-Salisbury Schools, NCWorks, and more, are already in place and working together to improve the workforce. RoleCall also noted a local appetite to grow, and significant assets to attract newcomers, like affordability, opportunity, community, natural areas, and proximity to larger cities and airports.

Opportunities for growth include a talent-specific marketing campaigns for non-Rowan residents, growing the county's entrepreneurial focus, operationalizing talent attraction efforts, and creating a talent attraction portal.

"We are always curious about the communities we're working in, but we have never encountered a community as curious about our work as Rowan County," RoleCall noted in the report. "There is a hunger and enthusiasm here for growth and progress that is so special and so rare. This is a place that's poised for evolution and success. And everyone's ready to help."

Work is already ongoing to bolster talent attraction efforts. The Rowan EDC is working with RoleCall to set up a talent attraction portal and prepare to facilitate with employers once candidates enter the pipeline. The Rowan EDC is also working with Miller Davis to develop a talent attraction website and "welcoming committee" to help new residents acclimate to Rowan.

These efforts are being directly funded by investments in the Forward Rowan campaign. Investors are likely to see direct benefits from the talent attraction campaign, with more information to come in 2022.

## Duke Energy, ElectriCities Certify Rowan Sites



The Rowan EDC continued to prepare its available sites for prospective companies in 2021 through participation in Duke Energy's Site Readiness Program and the ElectriCities Smart Sites Program.

Rowan County was the only county in the state to have two sites featured in Duke Energy's Site Readiness Program: Mid-South Industrial Park near Cleveland and the former NC Finishing Site in Spencer.

Through this program, Duke Energy identifies high-potential sites and partners with county officials and local economic development professionals to develop a strategy for getting the sites fully ready to market to industrial projects. Rowan has had more sites featured than any other county since the program's inception.

"We would like to thank Duke Energy for recognizing the economic development potential of both these sites and Rowan County," said Scott Shelton, Rowan EDC Vice President. "Their Site Readiness Program offers a tremendous benefit to communities, and we look forward to participating yet again in 2022."

The Wallace Site in Landis was designated as a certified site in the ElectriCities Smart Sites Program. This program helps prepare shovel-ready sites through environmental assessments, subsurface exploration, conceptual drawings, marketing efforts, and more.

"Time is of the essence for companies looking to locate or expand their business and if they cannot find an existing building to suit their needs, they strongly prefer sites with a substantial amount of due diligence already completed," Shelton added. "The Smart Site designation prequalifies the site as shovel-ready and is extremely valuable in our efforts to bring more jobs and investment to the Town of Landis."

# Rowan County Earns No. 7 National Ranking in Food Processing

Business Facilities magazine, one of the leading publications for national economic development site selection professionals, ranked Rowan County among the top 10 metro areas in America for food processing locations in 2021.

This was the first time Rowan County has been ranked and it earned the No. 7 overall ranking in North America, including the top spot in the Southeast and No. 2 in the Eastern half of the United States.

Combine this with North Carolina being Forbes magazine's "Best State for Business" three years running, and you have the No. 1 local location for food processing in the No. 1 state for doing business.

**LET'S MAKE THE FOOD OF THE FUTURE**

Rowan County, North Carolina is an emerging, global center of food industry investment, talent and research in the Charlotte metro region that offers a number of competitive advantages.

Those include the North Carolina Food Innovation Lab (NCFIL), a new current Good Manufacturing Practice (cGMP) pilot plant accelerating plant-based food research, ideation, development, and commercialization.

**Rowan County: Where Food, Agriculture and Science Converge**

**ROWANEDC**  
PARTNERSHIP for ECONOMIC DEVELOPMENT  
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"Rowan County is primed for growth in the agbiosciences and we're proud to receive national recognition for our food processing potential," said Rod Crider, Rowan EDC President. "This recognizes our success in this cluster made possible by companies like Food Lion, Cheerwine, Patterson Farms, Carolina Malt House, Freirich Foods and others as well as the opportunities ahead with the recently established North Carolina Food Innovation Lab (NCFIL). We can't wait to see what's ahead for food processing in Rowan County."

The NCFIL in Kannapolis is a new, current Good Manufacturing Practice (cGMP) pilot plant accelerating plant-based food research, ideation, development and commercialization. Managed by NC State University, the NCFIL offers services for every stage of proof of product development and brings together the latest in food processing equipment, expert food scientists and partners across the state.

"With proximity to the NCFIL, a central location, excellent transportation access, available workforce, a large, dependable water supply from the Yadkin River, and our long heritage of agricultural excellence, it's easy to see why Rowan County is the East Coast's top choice for food processing and one of America's top locations," said Greg Edds, County Commission Chairman.

# Educators and Businesses Join Forces with Educator Roadshow

As part of the continuing effort to connect Rowan County's businesses to its employers, the "Educator Roadshow" debuted in 2021, allowing education administrators to tour local businesses and meet with their leaders to learn about their workforce needs.

The Rowan Education Collaborative, a partnership among local education administrators and county leaders, features administrators from Rowan-Salisbury Schools, Rowan-Cabarrus Community College, Catawba College and Livingstone College. County Commission Chairman Greg Edds is a member of the group and organized the first tour in February.

It was so well-received that the educators asked to visit additional companies, and so the Educator Roadshow was born. They've been visiting a variety of local businesses to learn about how they connect both curriculum and students to opportunities in the local market.

Dr. Tony Watlington, Superintendent at Rowan-Salisbury Schools, has attended Roadshows at Henkel, Daimler, and Integro Technologies. "Through this partnership, educators will have the knowledge to prepare our students to be employed in good paying jobs in our county, and our employers will have a well-prepared workforce to replace many of the employees who are eligible to retire within the next 10 years," Watlington said.

"Initiatives like the Educator Roadshow are critical to the future economic development of Rowan County," said EDC President Rod Crider. "These collaborative efforts make Rowan County more competitive for new investment and in providing good jobs for residents and local college graduates. We greatly appreciate the interest and time provided by local businesses and educators."



# Rowan EDC Launches New Local Job Portal

In May, the Rowan EDC launched a new Work in Rowan job portal, connecting residents to companies in and around Rowan County.

“It was important for us to create a one-stop shop connecting our community’s workforce to our employers,” said Rod Crider, Rowan EDC President. “With the ongoing COVID-19 pandemic, we know there are still qualified workers in search of employment. At the same time, area businesses are in desperate need of workers. We’re hopeful that this portal will connect these groups and bring rewarding employment to more Rowan County residents.”

In the portal, job seekers can search by job title, employer name, job category or location. The portal updates with new positions automatically. More than 2,000 new openings have been posted in the last month.

Rowan EDC partnered with JobsEQ on the creation of the portal. JobsEQ pulls and compiles job openings from other job sites, as well as from individual company websites.

The Work in Rowan portal is sponsored by Johnson Concrete Products and Salisbury-Rowan Community Foundation through the Forward Rowan campaign.



# Rowan Celebrates Vital Manufacturing Sector

In celebration of National Manufacturing Day 2021 (Oct. 1), the Rowan EDC teamed up with Rowan-Salisbury Schools (RSS) to showcase the significance of manufacturing to students across our county.

Fifteen Rowan County manufacturers and nearly 300 students participated in the week-long festivities, which included in-person and virtual plant tours, as well as a panel with manufacturing leaders, students, teachers and instructors.

“This national celebration provides our manufacturing community an opportunity to engage directly with their future workforce,” said Kendall Henderson, Rowan EDC Director of Business Services. “RSS Students received an up-close look at local manufacturing facilities and had the chance to interact with operational leaders, asking them about everything from open jobs and career advancement opportunities to their products and processes.”

Participating manufacturers included Henkel, Hexagon Agility, Imperial Supplies, Power Curbers, Chewy, Custom Plastic Forming, Gränges, McKenzie Creative Brands, Schneider Electric, Shat-R-Shield Lighting Inc., Snow Joe, Teijin Automotive, Trelleborg, and Turnkey Technologies.

“It’s important for RSS students to participate in Manufacturing Week because it raises their awareness of local manufacturing and exposes them to the manufacturing industry,” added Dominique Bates, RSS Associate CTE Director of Work-Based Learning and Community Partnerships. “Hopefully that exposure and awareness of



manufacturing opportunities in Rowan County can help our students make informed post-secondary career decisions, as well as help the local manufacturing industry retain local talent.”

Manufacturing has continued to be a significant industry in Rowan County. Per the most recent U.S. Census data, 16.8% of Rowan residents are employed in the manufacturing field. That rate is well above the U.S. average of 9.9%, as well as North Carolina’s rate of 11.8%.

“Exposing students and educators to the manufacturing industry allows us to identify and address the technical skills needed to continue to grow this important sector,” Henderson added. “Manufacturing is a vital economic driver in our community and the sooner we can expose our students to this remarkable industry, the more prosperous and successful Rowan County will be.”

# Salisbury Rated as Great Place to Start a Business

WalletHub released its list of 2021's Best & Worst Small Cities to Start a Small Business, and the City of Salisbury was rated No. 2 in North Carolina and No. 33 in the United States.

A total of 1,337 cities with a population of between 25,000 and 100,000 residents were ranked based on three measurements: business environment, access to resources and business costs.

In the state, Salisbury ranked behind only Morrisville, which was ranked No. 22 in the country. Other North Carolina cities featured in the top 100 nationally included Statesville (No. 40), Goldsboro (52), Asheville (60), Mooresville (78), and Wake Forest (89).

"This report confirms what we've known for a while: Rowan County is a great place to do business," said Rod Crider, Rowan EDC President. "With a small-town feel close to big-city amenities, Rowan offers the best of both worlds. We pride ourselves on providing a business-friendly environment and high rankings like these show we're on the right track."

The City of Salisbury backed up this ranking with a commitment to join Operation HOPE's 1 Million Black Business (1MBB) Initiative. Mayor



Karen Alexander announced the city's support for 1MBB which aims to give one million Black entrepreneurs and small-business owners the tools and support they need to succeed, including business plan development, business coaching, marketing and PR support, and an e-commerce platform in partnership with Shopify.

The city also supported a national loan program that provides women and minorities zero-interest and zero-fee micro-loans. The Kiva loan program expands safe and affordable loan options for small business borrowers who may not have access to traditional resources. The first loans have been distributed in recent months, with additional funds available to borrowers at [Kiva.org](http://Kiva.org).

## Rowan Job Fair Connects 50 Employers to 250+ Job Seekers

The Rowan EDC hosted its first Rowan Job Fair on June 26, which was well-received by the more than 50 employers and 250 job seekers in attendance.

The day at the West End Plaza started with more than a dozen people in line to enter the facility before the doors opened at 10:00 am. That foot traffic was steady throughout the day as a stream of job seekers met with employers of many industries and sizes.

"It was extremely gratifying to see the success of this event," said Kendall Henderson, Rowan EDC Director of Business Services. "Working with our community partners, business leaders and workforce allies was a fulfilling experience. Our community rallied to meet employers' dire need to fill vacancies within their operations."

"It was great to see so many job seekers come out. It shows that there is hope for employers that have been understaffed for the past few months," said Taryn Thompson, Talent Acquisition Manager for Team Automotive Group.



Feedback from job seekers in attendance show the event was a success. Out of those surveyed, 44 percent received a job offer on-site while 59 percent lined up interviews for after the event.

"That was our goal: to not only connect existing industry employers with ambitious job seekers, but to ensure folks from our community walked away from the job fair feeling empowered and inspired about their future in Rowan County," Henderson added.

**PROJECTS, JOBS, AND INVESTMENT**  
**284 TOTAL JOBS | \$33.5 TOTAL INVESTMENT**



## Michael, Garneau Join Rowan EDC Staff

The Rowan EDC has welcomed two new members to its staff in the past year, with the addition of Joanie Michael and Jay Garneau. The EDC also said goodbye to its longest-tenured staff member when Bettina Dickert retired at the end of 2020.

Joanie joined the team in November 2020 as Administrative Services Manager. She most recently worked with the accounting firm Sharrard, McGee & Co. in Greensboro. With the EDC, she supports the organization and staff in the day-to-day operations of the office, including human resources oversight, managing relationships with office-related vendors, and support of the financial functions of the organization.

She is a graduate of Mount Olive College, where she earned degrees in Business Administration and Leadership. In addition to her work in public accounting, she has worked as a community service representative in the medical and education industries.

Jay joined the staff in March as the Marketing & Communications Manager. He previously served as Associate Director of Athletic Communications at Wake Forest University for more than six years. With the EDC, Jay helps elevate the organization's brand and visibility by developing and implementing marketing programs that support the organization's efforts to attract businesses and talent to Rowan County. He also leads efforts to grow the EDC's social media presence, maintain and enhance the website, and prepares written and visual creative content.

The Elmhurst, Illinois native received a bachelor's degree from Ohio Northern University and a master's from Western Illinois University.

Both Joanie and Jay completed the Basic Economic Development Course at UNC-Chapel Hill that provides a comprehensive educational experience that provides participants with the foundation needed to organize, plan, and implement economic development programs.

Dickert spent 17 years with the EDC, most recently as Director of Operations. "She was a big part of all of our success at the EDC and we wish her a happy and fulfilling retirement lifestyle. We miss her guidance, humor and knowledge," said Rowan EDC President Rod Crider.



Jay Garneau (top left) and Joanie Michael (bottom left), joined (pictured from left to right) Rod Crider, Kendall Henderson and Scott Shelton on the Rowan EDC staff.

## Rowan County Private Sector Wages Rank Among Highest in North Carolina

Rowan County average wages for workers continued to improve in 2021, according to the most recent report released by the Labor & Economic Analysis Division of the North Carolina Department of Commerce.

The average yearly wage in Rowan County during the time of the study (2020 Q3 through 2021 Q2) was \$48,360, more than \$3,000 higher than the year prior.

Rowan County's wage is the fourth-highest of the 11 North Carolina counties in the Charlotte metro area, trailing only Mecklenberg (\$75,907), Iredell (\$59,411) and Union (\$49,129) — all Tier III status counties.

It is also the 10th-highest total out of the 100 North Carolina counties, including the third highest of the 40 counties in Tier II status. Rowan moved from Tier I to Tier II status in 2022, showing continued economic growth.



"Higher wages are crucial to achieving each of our founding principles: reducing poverty, increasing prosperity, and improving quality of life," said Rowan EDC President Rod Crider. "They also demonstrate the success of area businesses and an improved skills base in our workforce."

# Rowan Maintains Strong Marketing Presence Nationwide

One of the biggest impacts of the COVID-19 pandemic is a change in the way that economic development organizations like the Rowan EDC are communicating their message to various audiences.

Perhaps the biggest shift is an increase in the use of digital marketing tools, a trend the Rowan EDC has embraced. Significant efforts have been made to upgrade the EDC website to include more data tools and visualization. These are used by both existing and new companies for strategic and location planning.

Print publications have also moved to digital format including marketing pieces targeted to the agbioscience industry and another designed for use by local companies to attract talent. Social media efforts have been expanded as well with greater use of tools like Google AdWords.

Traditional public relations efforts have also helped to keep the spotlight on Rowan County. Rowan has been highlighted at the national, regional, and local level with feature articles on the county and its growth efforts in publications such as the Charlotte Business Journal, Business Facilities Magazine and Expansion Solutions Magazine, as well as numerous times in the Salisbury Post and WBTV.

The marketing themes of the past year have included “Smaller Can Be Better” – focusing on the exodus from big cities into smaller towns during the pandemic – as well as “Making Lemonade” out of Rowan County’s Tier I status, which can provide additional opportunities to companies locating in Rowan. The EDC also launched the “Let’s Make the Food of the Future” campaign to capitalize on the great potential of the food processing and value-added agriculture industries in Rowan County.

“It’s an exciting time to be in Rowan County,” said Jay Garneau, new Marketing & Communications Manager for the Rowan EDC. “We have an abundance of positives to highlight to potential new companies and residents. These marketing efforts will continue to ensure that we’re keeping Rowan County at the forefront, and more importantly, always working to meet the needs of our local businesses.”



## Board Members

### Terms Expiring 12/31/22

Greg Anderson, *Salisbury Post*

Denise Hallett, Immediate Past Chair, *Vulcan Materials Company*

Nicole Holmes Matangira, Secretary, *Holmes Iron & Metal*

### Terms Expiring 12/31/23

Gary Blabon, Vice Chair, *Novant Health Rowan Medical Center*

Breck Dorton, *Avison Young*

Luke Fisher, Chair, *Carrol Fisher Construction*

### Terms Expiring 12/31/24

Greg Alcorn, *Global Contact Services*

Gary Hamblin, *Henkel*

Tim Proper, Treasurer, *F&M Bank*

Ashley Stewart, *Town of Landis/ USI Insurance Services*

Dr. Tony Watlington, *Rowan-Salisbury Schools*

### Ex-Officio Member (non-voting)

Brad Walser, *Walser Technology*  
Serves as Chamber’s Board Chair

## County and Municipalities



*Be an original.*



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### Staff

Rod Crider, CCE, CECD, *President and CEO*

Scott Shelton, *Vice President*

Kendall Henderson, *Director of Business Services*

Jay Garneau, *Marketing & Communications Manager*

Joanie Michael, *Administrative Services Manager*