

SOUTH CAROLINA BUSINESS

MAY/JUNE 2014
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THE PUBLICATION OF THE SOUTH CAROLINA CHAMBER OF COMMERCE

Pride: Hometown Manufacturing

Reshoring Best Practices

College Football Unions

TransformSC Schools

Nephron Pharmaceuticals

Crowdfunding for Gen Y

CONNECTED VEHICLES WILL SYNC WITH TRAFFIC LIGHTS,
NAVIGATE CONGESTION AND ADAPT TO THE ROAD.

NEW TERRAIN IN TECHNOLOGY

Clemson mechanical engineering professor Ardalan Vahidi, Ph.D., is designing vehicle-control systems that factor in terrain, traffic updates and more to give you unprecedented fuel efficiency and driving ease.

“Connected vehicles that communicate wirelessly to roadside infrastructure and data servers receive upcoming road information to increase their energy efficiency,” explains Vahidi. “For example, we have shown in city driving tests that fuel and time spent at traffic stops is saved by communicating traffic signal timing to approaching vehicles that adjust their speeds accordingly.”

Collaborating with BMW and the faculty at Clemson University’s International Center for Automotive Research (CU-ICAR), Vahidi’s goal of developing fuel-efficient technologies is within reach.

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As the U.S. manufacturing sector continues to grow, states across this nation are working hard to improve their business climates to attract top-notch manufacturers to their states, especially in the Southeast. Here in the Palmetto State, we have created one of the best landscapes in the nation for economic development. Today, South Carolina is the No. 1 tire exporter in the nation, an aerospace hub and home to countless manufacturing facilities providing competitive, well-paying jobs for our citizens. In fact, the state's unemployment rate is the lowest it has been since March 2008, largely due to the health of our manufacturing sector.

A key element is the fact that we are willing to work with companies one-on-one to make the transition to the state as seamless as possible. This includes providing a skilled workforce, our leading port system, access to interstates and a union-free business climate. Though we must always work hard to improve the business climate, just as our neighbors are, South Carolina provides exceptional choices and value for companies choosing to locate here.

The South Carolina Chamber of Commerce, your unified voice of business, takes that mantra seriously. We aim to provide all South Carolina business members exceptional value for every dollar they invest in the South Carolina Chamber. Recently, we have taken that a step further, launching the all new Palmetto Advantage Membership Investment Program that provides even more choices and greater value for South Carolina businesses.

Whether you are interested in advocacy that affects your bottom line, staying informed about key business issues, marketing your business and/or networking, you can find it all with your investment in the Chamber. I am proud of the Palmetto Advantage Membership Investment Program, launched in April, because it will provide members more investment choices that can be tailored to fit their specific business needs.

THE PALMETTO ADVANTAGE PROGRAM OFFERS:

- Seven annual investment levels for more company flexibility and options: Advocate (\$500), Pacesetter (\$1,500), Signature (\$3,000), Crown (\$5,000), Cornerstone (\$10,000), President's Circle (\$25,000) and Chairman's Circle (\$50,000). Each level comes with specific benefits tailored to meet your company's needs.
- Recognition for a member's combined investment for dues, sponsorships and advertising.
- A deeper combination of valuable member benefits with each level of annual investment.
- The opportunity to manage all investment decisions in a more convenient, condensed format.
- Flexibility to address different components of investment throughout the year.

I am really pleased with the new incentives that we can offer members at different levels, including additional levels of exposure in the *Business Directory and Resource Guide* as well as *South Carolina Business*, invitations to key investor receptions with dignitaries, key investor seating at Chamber events, monetary credits to use for advertising and sponsorships, ability to post member-to-member offers on the Chamber's online Marketplace, special signage and marketing materials placement at events, a company video highlight reel in the Chamber lobby and no-cost use of Chamber meeting facilities.

There is no better time to invest in the South Carolina Chamber of Commerce. We are excited about the Palmetto Advantage Membership Investment Program and the choices and greater value it affords all businesses. A Chamber member representative will be contacting you shortly to help your company make the best decisions for your needs in investing in the Chamber.

A favorite among our members, this edition of *South Carolina Business* focuses on manufacturing, its growth and challenges facing the industry. We get an update on TransformSC, an innovative forward-thinking program that is now being piloted in several schools. We also take a look at the recently launched South Carolina Manufacturing Certification at our technical colleges, learn more about the rise of 3D printing, and examine public policy issues facing manufacturers. This edition also explores another attempt by unions to organize new groups, this time football players at private universities. Finally, I am pleased to introduce you to Mrs. Lou Kennedy, a South Carolina native who has recently expanded her Nephron Pharmaceuticals manufacturing facility in Orlando, Florida to West Columbia, South Carolina. Lou is not only one-half of a successful business partnership with her husband, Bill, but the two are passionate about creating a business environment that fosters growth.

As we continue to work to create a landscape that provides more choices and greater value for businesses considering locating to South Carolina, as well as taking care of those that are already here, I encourage you to make your voice heard. As this legislative session winds down, we will be hitting the road soon to hear from you at our annual grassroots meetings. Until then, as always, please do not hesitate to contact me directly on any matter.



Otis Rawl is president and chief executive officer of the South Carolina Chamber of Commerce.

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Blackstone to head Greater Columbia Chamber of Commerce



Following an extensive nationwide search to replace the late Ike McLeese, the Greater Columbia Chamber of Commerce hired Carl Blackstone in March as president and CEO. With a strong background in public policy, government relations and strategic communications, Blackstone brought a wealth of experience in working with small and large businesses, as well as professional trade associations on local, state and federal levels. As government relations advisor for the clients of Copper Dome Strategies, LCC, a subsidiary of Haynsworth Sinkler Boyd, P.A, he assisted clients with legislative and other governmental actions before the South Carolina General Assembly, South Carolina Governor's Office and executive branch of the state of South Carolina. He also worked closely with the members and staff of the South Carolina U.S. congressional delegation.

Prior to joining Haynsworth Sinkler Boyd, Blackstone served as senior legislative advisor to South Carolina Governor Mark Sanford where he was the governor's liaison to the South Carolina Senate and House of Representatives. Previously, Blackstone worked as the manager of state government relations for the South Carolina Chamber of Commerce.

Colonial Life celebrates 75 years in employee benefits industry

On April 18, 2014, Colonial Life & Accident Insurance Company celebrated more than seven decades of business and community leadership. The company has grown from its founding in Columbia in 1939 on the tail end of the Great Depression and World War II to a national leadership position in the employee benefits industry. Along the way, the company helped pioneer many practices now commonplace in the industry, including marketing at the workplace, making benefits easy and affordable to purchase through payroll deduction, and helping employees understand their benefits with one-to-one laptop enrollments. The entrepreneurial spirit of Colonial Life's founders continues today as the model of the company's distribution system, which includes more than 8,000 independent sales agents across the country. The company also partners with thousands of insurance brokers to offer its products and services.

The company celebrated its anniversary by making significant contributions in its local community, including building a Habitat for Humanity home. Annual corporate and employee charitable giving totals \$2 million, while the company's economic impact in South Carolina alone totals approximately \$100 million a year.



Colonial Life celebrated its anniversary by building a Habitat for Humanity home, among other charitable gifts.

The Summit on Information Technology

The inaugural Summit on Information Technology kicked off on April 23, 2014 in Columbia with remarks from Governor Haley to the more than 280 business leaders gathered from across the state. Hosted by IT-o-Logy, in partnership with the South Carolina Chamber of Commerce and the South Carolina Department of Commerce, the Summit focused on how information technology (IT) is driving innovation and impacting job creation and growth across all sectors of our state's economy.

Matt Gardner, Senior Fellow for Innovation at the Bay Area Council Economic Institute, discussed the landmark study, "Technology Works," in his keynote address.

"South Carolina has four geographic communities in the top 15 for growth in information technology since 2006. This is not as a result of an explosion in [tech] start-ups but more likely major employers having added to their IT infrastructure," says

Gardner. "The top line is that these South Carolina communities are really doing well with more than 20 percent growth."

The afternoon's "Think Tank" sessions focused on industry verticals including banking, professional services, healthcare and innovation/entrepreneurship.

"This summit is a first step in a process to help keep South Carolina competitive," says Todd Lewis, executive director IT-o-Logy Columbia. "Our hope is this will be an annual event that will keep the conversation going."



Ed Sellers welcomes attendees to the inaugural Summit on Information Technology

How TransformSC schools aim to personalize education

BY SUMMER RAMSEY

Many schools in South Carolina are moving away from the traditional classroom model toward a more personalized approach for students. Thirty-seven of those schools are participating in a forward-thinking initiative called TransformSC – a collaborative effort of business leaders, educators, teachers, parents and students to incubate and accelerate educational change. The initiative provides support and services to schools implementing new learning models, measures their success over time and shares evidence-based best practices. The long-term goal is to transform the public education system.

Saluda Trail Middle School in Rock Hill began the conversation about transformation last October when business leader Jim Reynolds, TransformSC steering committee member and former South Carolina Chamber board member, gave a presentation to the faculty. Principal Brenda Campbell then challenged teachers to try something new. In return, she offered



a combination of traditional and technology-enhanced instruction, and formative assessments, which provide real-time feedback for student support. Students receive their content inside of a customized online dashboard that embeds assessments into their work. Teachers, students and parents can see real-time student progress toward mastery of any content. Students can also progress to the next level when they are ready.

Sixth-grade math teacher John Williams says, "I have a student right now who has mastered 100 percent of the Pre-Algebra standards and was able to move on to Algebra 1 while staying in the same classroom with her peers."

On the other hand, the technology allows teachers to give struggling students personalized interventions. "My time with the students is so much more effective

now. I am able to see which concepts are giving students trouble and pull them aside for extra help. Before, it was a guessing game," says Williams.

The quick changes at Saluda Trail and Whittemore Park happened because the culture and climate in their schools nurtured a readiness for change. "The ability of a school to successfully implement new practices hinges on

the willingness among the administrators, teachers, parents and students to try something new," says Betty Bagley, TransformSC field director and former superintendent of Anderson District 5. "In my 40 years in education, I have never seen such a willingness to change the way we are doing things on a fundamental level. It is clear that transformation has begun, and there is no going back."

Summer Ramsey serves as communications coordinator for TransformSC and is the communications director for New Carolina. For more information, visit www.transformsc.com.



Sixth-grade math teacher John Williams gives personal attention to seventh-graders Quamic Frazier and Shaynasia Smith.

additional professional development and flexibility to create a new classroom schedule.

In just nine weeks and with no new funding, 15 teachers in grades six through eight have begun to implement project-based learning on an A/B schedule. The initial results are promising, and the teachers agree that students are more motivated. Technology teacher Jennifer Greene says, "I've been a teacher for 13 years, and I don't know why I haven't been teaching this way all along."

At Whittemore Park Middle School in Horry County, Principal Judy Beard and her faculty were able to implement their iCAN model in just 1.5 years. The model is grounded in blended learning,

Addressing the skills gap: South Carolina Manufacturing Certification (SCMC)

BY KELLY STEINHILPER

Made in the USA is making a comeback, and the manufacturing boon in South Carolina has a lot to do with that. Retiring baby boomers and the ever-increasing use of advanced technology in manufacturing present challenges to communities that wish to attract and retain these companies. The SC Technical College System recently launched the South Carolina Manufacturing Certification (SCMC) to help address this need for a skilled workforce.

SCMC is an entry-level advanced manufacturing certification offered at all 16 technical colleges across the state. It consists of 200 hours of training comprised of three core certificate programs plus 40 hours of hands-on training in state-of-the-art labs. The certifications include: Manufacturing Skills Standards Council (MSSC) Certified Production Technician, Lean Six Sigma Yellow Belt and Occupational Safety and Health Administration (OSHA) – General Industry.

The program is entirely state funded. Students are only required to pay a \$20 fee for drug screening and a background check.

Ideal program candidates include unemployed, underemployed or veterans looking to start a career in advanced manufacturing. Applicants must successfully complete a drug screen and background check, score silver or better on the WorkKeys test, provide documentation of at least a high school diploma or GED and be committed to completing the program.

"The South Carolina Manufacturing Certification is designed to address South Carolina skills gap," said Susan Pretulak, vice president of economic development at the SC Technical College System. "Studies show that the majority of future jobs will need more than a high school diploma and less than a four-year degree. Through SCMC, we are working to meet these workforce demands. We are working to attract and retain advanced manufacturers in South Carolina. The companies provide good jobs with competitive wages and benefits. It's a real win for the state."

Kelly Steinhilper is the vice president of communications at the SC Technical College System.

Unioniversity?

Labor Ruling Could Impact South Carolina's Collegiate Athletes

BY WILLIAM FLOYD, ESQUIRE

The process has begun to unionize certain college football players. A union affiliated with the Steelworkers seeks to unionize the football team at Northwestern University in Illinois. The union won the first round. A regional director for the National Labor Relations Board (NLRB) recently ruled that Northwestern's football players, who are on athletic scholarship, are "employees" covered by the National Labor Relations Act (NLRA) and subject to being unionized.



The NLRA covers "employees," which generally speaking are those who perform services on behalf of and under the control of an employer. The regional director concluded that scholarship athletes on Northwestern's football team are employees. In reaching that conclusion, the regional director considered factors such as: the football program's economic value to the school; the amount and duration of the scholarship; the time-commitment required to be on the team; and the rules and restrictions imposed on the players.

Northwestern vows to appeal, but if the ruling stands, what are some implications for college athletic programs in South Carolina?

Public vs. Private: The NLRA generally does not cover public employers, such as state government or public universities. Instead, each state's labor laws normally govern public employers. Unlike some states, South Carolina does not permit collective bargaining by public employees. Accordingly, football players at the University of South Carolina or Clemson University probably would not be subject to unionization, but presumably those at non-public schools, such as Presbyterian College, could be.

Scholarship or Non-Scholarship: The regional director distinguished walk-ons versus scholarship athletes, finding that the scholarship athletes are financially more like employees. A scholarship at Northwestern is worth more than \$50,000 per year, for at least four years, which raises the question of whether

athletes with smaller or partial scholarships would be considered employees.

Football vs. Other Sports: Football contributes millions of dollars to Northwestern. Would other important, but lower-revenue-generating college sports (e.g., swimming or cheerleading) fall into a different category?

Other Employment Laws: The NLRA is not the only law covering "employees." For example, tax laws require taxation of employee wages (scholarships are normally not taxed). The Family and Medical Leave Act (FMLA) requires unpaid leave for certain employees. Employees who lose their jobs can receive unemployment compensation. The NLRB ruling could result in other employment laws becoming applicable to student athletes.

Unionization of college athletics remains a very controversial possibility unless stopped by the NLRB, courts or Congress.

William Floyd is a member of Nexsen Pruet LLC and a labor and employment law specialist. He can be reached at (800) 825-6757 or wfloyd@nexsenpruet.com.

LAURA RUDINHEMERA

Cities collaborate to introduce new process for business license applications

BY REBA HULL CAMPBELL

Companies working in multiple cities can face unique circumstances as they conduct business across the state. Different zoning ordinances, permit regulations and business licensing requirements can be confusing and make compliance with local laws difficult.

Contractors, caterers and landscapers are particularly hit by the variety of paperwork they often have to deal with when working across multiple jurisdictions.

In response to these concerns, representatives of the Municipal Association of South Carolina and its affiliate organization, the Business Licensing Officials Association of SC (BLOA), have created a single, standard application that a business can use in any jurisdiction that chooses to offer it. A variety of local chambers of commerce and business organizations provided input on the development of the application.

The one-page application contains information most cities need to issue a license. Originally developed with contractors in mind, cities can use the standard application for any type of business working in multiple jurisdictions.

"Adopting the application is a local decision for each city to make," says Scott Slatton, legislative and

public policy advocate for the Municipal Association. Slatton also serves as the staff liaison for BLOA. "We are working closely with all cities in the state to encourage them to consider adopting this standard form."

Three weeks after its introduction, the application has been adopted by 28 cities and one county.

"While using the application is strictly voluntary, we encourage cities to adopt it as a way to help reduce paperwork, thereby making cities more business friendly," added Slatton.

Similar to the Municipal Association's business license ordinance and *Business License Handbook*, the standard business license application provides cities with another "best practices" approach while maintaining local flexibility.

Lexington's business license official Sonya Lee says, "Hopefully this new standardized application will show that business license ordinances are not there to be a hindrance or an extremely time-consuming process to the business community. We want the process to be as painless as it can be for all contractors or businesses that may do business in multiple jurisdictions considering the differences in our ordinances and rates."

Instead of gathering and filling out a business

license application for each city in which he does work, a contractor (or other transient business owner who does work in multiple locations) can complete the standard application's business information section one time. He will submit copies of the application to participating cities along with job-specific information.

The standard application does not relieve the business from complying with each city's zoning or building requirements.



Reba Hull Campbell is the deputy executive director for the Municipal Association of SC. For additional information about this new application and the list of cities that have adopted it, visit www.masc.sc (keyword: BL application).

Additive Manufacturing /3D Printing

BY ED MORRIS

The media buzz about additive manufacturing, more commonly known as 3D printing, was well underway before the Obama administration announced in August 2012 that it was establishing a National Additive Manufacturing Innovation Institute led by the National Center for Defense Manufacturing and Machining (NCDMM). It was renamed America Makes – National Additive Manufacturing Innovation Institute to better convey its role as the national accelerator.

So why the fuss? 3D printing allows for production of never-before-possible products and for producing many existing products more quickly and cheaply. The ability to do additive manufacturing, growing a part by precisely depositing (or 3D printing) material layer upon layer, permits the creation of items with internal features that cannot be created using conventional machining. The arrival of additive manufacturing has caused traditional mechanical manufacturing to be renamed “subtractive manufacturing” since it consists of incrementally machining away material to arrive at the final part. 3D printing uses only the material required for the finished part, radically reducing the use of excess material and expense. Plus, it creates the part in less time, yielding a lower product cost.

Using multiple additive manufacturing technologies, 3D printing can be done with a variety of plastics (polymers) and metals, and recently with tissue – human tissue.

Ironically, 3D printing technology was invented in the United States in the 1980s with an initial goal of rapid prototyping. Since then, the use of 3D printing has expanded to include functional prototypes, precision tooling, end use parts, and repair or modification of traditionally manufacturing parts. Innovative product applications range from toys, to jewelry, to complex aerospace components and medical devices. And yes, simple body parts like ears are now being developed using 3D printing.

In short, 3D printing is a game changer because it has a whole new set of rules. When you change the rules, you change the game. However, it will not replace traditional manufacturing. It's just another tool in the design and manufacturing toolbox, albeit a very powerful tool.

Ed Morris is the director of America Makes – National Additive Manufacturing Innovation Institute and the vice president of the National Center for Defense Manufacturing and Machining.



3D printing technology was invented in the United States in the 1980s with an initial goal of rapid prototyping.

Export-Import Bank supports Made in USA

BY JULIE SCOTT

With 95 percent of the world's consumers living outside of the United States, American businesses must think and operate globally. Otherwise, our companies cede huge markets in other parts of the world to foreign competitors and limit their own ability to grow and create jobs here at home. Global competition is fierce, which is why the U.S. Export-Import Bank (Ex-Im) is vital to American exporters and job creation. The Export-Import Bank, a critical tool for U.S. manufacturers, is set to expire September 30, 2014 without reauthorization from Congress.

WHAT IS THE EXPORT-IMPORT BANK?

Ex-Im is the official export credit agency of the U.S. government, providing loan guarantees and other financial services that enable foreign customers to secure the financing they need from commercial lenders to buy American products. The Ex-Im Bank covers critical gaps in financing for U.S. exports to developing countries where commercial-bank financing is unavailable or insufficient. In 2013, the Bank helped facilitate more than \$37 billion in U.S. exports and supports more than 200,000 U.S. jobs. Ex-Im is essential to enabling American businesses to compete in the global economy.

WHY IS IT IMPORTANT TO SOUTH CAROLINA AND SMALL BUSINESSES?

Since 2007, the Ex-Im Bank has directly supported 55 South Carolina exporters, 30 of whom are considered small businesses. Companies utilizing the Bank are located across South Carolina. China, Mexico and the United Kingdom are the top three export markets for products sold with the help of Ex-Im. Last year, the Bank approved a record 3,413 small business authorizations across the country — almost 90 percent of the total number of Ex-Im authorizations. As we continue to emerge from the financial crisis, the Bank can help ensure that South Carolina companies — especially small businesses — have access to the financing they need to make international sales.

WHY ARE EXPORTS SO IMPORTANT?

Exports are vital to the success of U.S. manufacturers. The share of U.S. manufacturing production exported has risen significantly in the past few years. In fact, more than a quarter of everything made in the United States is sold overseas. One in three manufacturing jobs currently depends on exports, and manufacturing as a whole supports more than 17 million U.S. jobs. Additionally, manufacturing has the highest multiplier effect of any economic sector. For every

\$1.00 spent in manufacturing, \$1.48 is added to the economy.

Over the past decade, exports grew more than five times as fast as shipments to the domestic market. Likewise, more than 95 percent of the world's consumers live outside the United States.

WHEN WAS THE EX-IM BANK LAST REAUTHORIZED?

The Export-Import Bank Reauthorization Act of 2012 reauthorized the Bank through FY 2014 and incrementally increased the Bank's lending cap to \$140 billion. The bill passed the U.S. Senate by an overwhelming bipartisan vote, and passed the U.S. House with a vote of 330-93. Additionally, in its 2012 reauthorization, Congress took a tough look at Ex-Im policies and procedures. Public oversight of the Bank is now more robust than ever before. Also, the Bank implemented rigorous new economic impact analysis procedures in 2013.

HOW DOES THE BANK IMPACT THE TAXPAYER?

Through the Ex-Im Bank, export assistance has not cost the American taxpayer one cent. The Bank actually turns a profit for the American taxpayer. Over the past two years, the Bank returned \$2 billion to the U.S. Treasury after covering all of its expenses. The Bank's default rate since its founding is less than two percent, and for the last quarter of 2013 was less than 0.5 percent.

WHAT IF THE EX-IM BANK IS NOT REAUTHORIZED?

Failure to reauthorize Ex-Im will put billions of dollars in U.S. exports and tens of thousands of American jobs at risk. The ability to compete with other nations' aggressive trade finance programs would be depleted. Other governments provide significantly more export credit to bolster exports than does the United States. For example, in 2012, Germany and France extended roughly two and a half times as much export financing as Ex-Im did; China and India provided almost three times and Korea provided 10 times as much as Ex-Im. Foreign competitors will thrive at America's expense if Congress unilaterally restricts access to U.S. export credit.

Additionally, efforts to eliminate the Bank will actually have a secondary effect of increasing the annual deficit, by an amount equal to the excess receipts deposited in the general fund. Last year, that amount was \$1 billion.

Julie Scott is Associate Vice President of Communications at the South Carolina Chamber of Commerce.

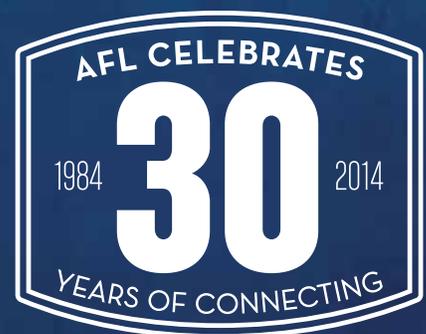
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CREATING A NEW WAVE OF ENTREPRENEURS - ONE CLICK AT A TIME

BY APRIL BLAKE

If there's one thing that a person belonging to Gen X or Gen Y is comfortable with, it's easily and adeptly trusting the power of technology to assist them in all aspects of their lives. And that trust and ease of use is why younger entrepreneurial hopefuls are increasingly looking to online crowdfunding to help them achieve their goals, be it starting a funky food truck or securing the funding to spend time developing a mobile app.

The website Kickstarter.com ushered in a larger-scale focus in online crowdfunding in 2009 as a reward-based platform, where donors pledge small amounts of money so that the creator can achieve a financial goal to work on a project that will benefit others. If the minimum goal is not met, the funds are not collected. Ideas that are best suited for crowdfunding are retail products or services that people can see themselves using, which is why Kickstarter works well as a reward-based platform in which donors receive something tangible for their contribution, often at varying levels of donations. Rewards can be a certificate for a free coffee, or a download of an exclusive song, and often function as a presale mechanism or enticement to get the donor excited about helping the project creator achieve his or her goal.

Large, national platforms such as Kickstarter or GoFundMe.com have their benefits and draws, but for more locally-based projects, a locally-based platform can make more sense. In 2012, John Osborne noticed that smaller South Carolina companies were having a hard time finding capital to grow and decided that he was going to be part of the solution and help solve the problem. With a background in community banking, private wealth management and



John Osborne began FundingCharleston.com to provide an alternative for people looking to raise capital for startups or funding for special projects.

investment, Osborne began FundingCharleston.com to provide an alternative for people looking to raise capital for startups or funding for special projects. He began by building out the software and the website in September 2012.

"Our reason for starting this new platform was to be able to target a more local audience and drive eyeballs to

the actual users of the product or service [within] that geography," explains Osborne. Some entrepreneurial ideas can transcend their physical location. For example, if someone made cases and hardware apps for iPhones, it would be just as relevant to someone in New York as it would be to someone in Charleston, but for the local coffee shop looking to add on a better outdoor space for customers, that may not be the case.

So who exactly pulls out their wallet to contribute money toward someone else's business dream? "First, they are friends, family [and] the networks of those who are doing the project. Second are those in affinity groups - say it's a new strain of yeast for beer - those who care about craft beer are likely to fund that project. And third are those who could see themselves using the product or service," says Osborne. The average person needs to see a reference to the project five times before they contribute, so repetition is important.

Of course, the onus to find creative ways to get their contributions up falls to the project's creator to develop a successful and engaging campaign. Having seen quite a few of these campaigns, Osborne has a few suggestions for those considering beginning their own. Campaigns need to

Continued on page 22



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Reshoring Best Practices

BY BRIAN GALLAGHER



a recent survey conducted by the Massachusetts Institute of Technology (MIT) Forum for Supply Chain Innovation indicates that nearly half of U.S. manufacturing companies are either thinking of reshoring or are “definitely” planning to reshore jobs. This trend, coupled with the recent resurgence in American manufacturing, holds promise for South Carolina.

This trend of bringing production back to the U.S. from Asian, European and South American countries is growing. An estimated 40 percent of manufacturing companies in high-quality, technology-driven industry sectors like aerospace and defense have already relocated manufacturing assets to the U.S., according to a 2012 study by The Boston Consulting Group (BCG). Some other major manufacturers making headlines for returning production jobs to the U.S. include Apple, Caterpillar, Ford, GE and Whirlpool.

“We are noticing a steady increase in the number of companies considering reshoring their manufacturing operations to the United States,” says Kevin Bean, president and CEO of O’Neal Inc., a full-service integrated project delivery firm headquartered in Greenville, S.C. O’Neal recently helped a European-based chemical processing company define the cost, schedule and overall project scope for a manufacturing investment in the U.S. Now, O’Neal is in the process of helping other companies bring certain process manufacturing lines from Asia, Europe and other areas to the U.S.

The MIT study lists time-to-market and controlling costs as the two main reasons manufacturers want to reshore. The companies that have already relocated jobs to the U.S. cited lower labor and energy costs as driving forces in the BCG study. With rising labor rates and currency fluctuations in many countries as well as increasing energy and transportation costs, the U.S. may offer appealing cost savings.

However, reshoring presents significant challenges in some industries. Manufacturers face hurdles from new healthcare legislation, stringent EPA and

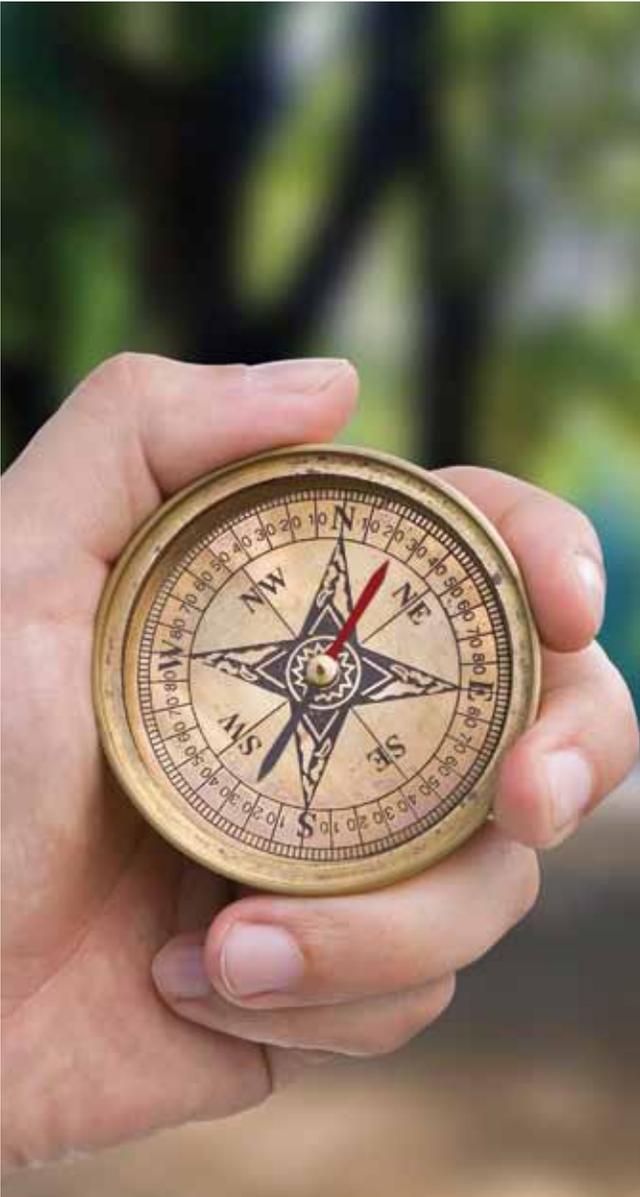
emissions regulation guidelines and corporate tax rates in flux. In the MIT survey, participating U.S. companies named corporate tax reductions, providing tax credits and R&D incentives as the top three government actions that will accelerate the reshoring process.

Manufacturers need to take a broad look at their business models and consider the big picture when thinking about reshoring. Correcting one or two aspects of the business that are causing concern may save considerable amounts of money. Evaluating the overall benefits and consequences of staying in the current location versus reshoring is crucial to success and avoiding unexpected events and delays during relocation. Obviously, an important consideration is the cost associated with moving operations back to the U.S.

Cost is the primary factor a company should consider when deciding whether or not to reshore. Keeping production local to domestic markets and protecting the supply chain makes financial and logistical sense for many manufacturers. By manufacturing goods closer to where they are sold, companies can be flexible and responsive to changes in market demand, enjoy lower distribution costs, and ensure quality standards are met and intellectual property is safe. Resources like skilled labor, land, facilities and relatively inexpensive energy, primarily natural gas, also are more readily available and cost-effective in the U.S.

However, the costs related to the downtime required to facilitate a move to the U.S. and all of the possible “hidden” costs must also be a part of the overall equation for a company considering reshoring. The total cost of moving production overseas is hefty, taking into consideration factors like engineering, pre-planning, and cost to package, transport and re-install production equipment and process lines already in the U.S. Additionally, duties, customs and other fees associated with exporting a company’s product should be compared to that of

Continued on page 22



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May ~ June 2014 Centerfold

LOU KENNEDY
Nephron Pharmaceuticals





A perfect storm

Nephron Pharmaceuticals approaches completion in South Carolina

BY PENNY DELANEY COTHRAN, APR

Manufacturing can sometimes be thought of as a boys' game. Until you meet someone like Nephron Pharmaceutical Corporation's CEO and owner, Lou Kennedy, who expertly commands the respect of every employee and construction worker at the Orlando-based company's brand new 408,000-square-foot facility in the Saxe Gotha Industrial Park near Columbia, S.C. Named Lou because "my parents wanted a boy," Kennedy is an outspoken Lexington High School graduate who later went on to the University of South Carolina to study public relations. "I am one of the few people who can honestly say I use my degree every single day." At the time of this article, she was on the eve of calling for her certificate of occupancy for the entire project. "That will be a huge milestone," she says.

May~June 2014 Centerfold

LOU KENNEDY Nephron Pharmaceuticals

LOU KENNEDY: THE EARLY YEARS

“L ou is not short for anything. It’s just Lou, and I’ve just had to learn to like it,” says Kennedy, speaking with a Southern accent that she says would have been “too much to work on,” if she had pursued her original dream of broadcast journalism. “I grew up all over Lexington County,” she begins. Kennedy enjoyed swim team and dance as a very young girl, and later became a cheerleader with the Lexington Wildcats. “I was a big sports fanatic. I am a huge Gamecock fan. My nickname is Cock-a-doodle-Lou.”

“I graduated high school in three years. I started (the University of) South Carolina just about two weeks after I turned 17. I finished college in three and a half years. I have a journalism degree; my concentration was in public relations, and I have a minor in marketing from the business school.”

“I have always been in sales in some capacity or another,” she likes to say. “By the age of nine or ten I started selling vegetables out of my garden to the neighbors and church members. I think the background in sales works right in tandem with the public relations major, and it certainly helps me with what I do today, whether it’s negotiating contracts or special events or all the things that it takes to operate a company like Nephron.”

Kennedy had an advisor in college say to her, “You’re going places. You can do things!” She muses, “I am sure she probably said that to every student, but I thought that she meant it for me. If she believed in me, surely I must be able to accomplish things. I thought she was super cool. She had a briefcase. She worked in Atlanta in a big PR firm. I remember thinking, ‘this must be the greatest thing that ever happened to any female.’ Surely I can do this someday. And little did I know I’d be doing what I do today. She was a great influence. You just don’t know how you touch a student’s life.”

THE HUMAN TORNADO SAYS, DON’T LEAN IN, DIVE IN

When it comes to advice for young businesswomen, Kennedy confides that she has a different philosophy than what was taught to girls when she was younger. “In the sixties and seventies, a woman’s earning power was used typically to augment the family’s livelihood. Now, you better figure out how to be a breadwinner. A two-income family is almost a necessity today. I like this new book *Lean In* (by Sheryl Sandberg, COO of Facebook), but I’m much more of the cloth of ‘dive in!’ I think that women shouldn’t hold back. I think we are raised to be nice and facilitate what’s going on around us. But frankly, it’s okay to encourage women to take control - take charge. I continually encourage the women close to me to ‘own this.’ Don’t wait for a man, another woman, or anybody to tell you what to do. Own it.”

BEGINNING CHAPTER TWO

When asked about her typical day, she says its “sun up to sundown in and around this new facility.” Throughout the three-year construction process, she says “I’m not that old, but I feel like in dog years, I’m quite old.” When Nephron passes the CO (certificate of occupancy) milestone, Kennedy says she’ll be able to turn the page and begin chapter two. “When construction is fairly complete, we’ll move into (the next phase of) ‘let’s run this equipment and create some revenue,’ which is ultimately the goal of all business owners.”

She likens her typical day to those of any pharma manufacturer; a day might



Nephron Pharmaceuticals 408,000-square-foot facility in the Saxe Gotha Industrial Park.

include addressing concerns about equipment malfunctions or clean rooms that aren’t testing correctly. Kennedy jests, “My husband has two daughters. I have one daughter. We call Nephron the fourth daughter. And frankly, the fourth daughter gets the most attention.”

WHY SOUTH CAROLINA?

When Kennedy and her husband were in South Carolina to receive the Order of the Palmetto in 2011, Governor Nikki Haley took the opportunity to ask them if they would ever consider bringing their business back to their home state. Lou Kennedy quickly retorted, “Stranger things have happened! Who knows?” It was a seed that started to take root as Nephron began an expansion in Orlando.

“We had fully anticipated building in Florida. We bought the land. We had all of the plans stamped and ready to be submitted to the City of Orlando. Two days before we were about to walk in, something happened that lit a fire, so to speak. I called a friend in economic development here in South Carolina, Sam Konduros, to ask him what I should do. He directed me to Jennifer Noel at the (SC) Department of Commerce. Quickly, Andre LeBlanc and Mike Briggs of Central SC Alliance made a visit to Orlando. They started talking about all the great things that South Carolina had to offer. It was almost ironic because my husband and I are both South Carolinians. (We knew) what the state was all about. But we had no idea about the amazing things going on at the Department of Commerce under this current administration that is so pro-business. And then you start hearing about all the incentives and the training that’s available through readySC and how close the partnership is between the tech schools here and new industry. They can facilitate permitting and regulatory pathways. SCANA has been amazing. They are our neighbors next door. To think that we have a railway spur that backs up to our property! We are putting in a rail yard to accommodate ten rail cars. We will be able to receive our biggest raw material, which is plastic. All of those things made a perfect package for us. It became apparent to us that if we made any other decision it wouldn’t be a prudent one. It wouldn’t be the right business decision.”

Later, she jokes, “This is not a paid endorsement, but I can tell you that South Carolina is 100 percent pro-business. They have been helpful. We permitted this entire



Nephron Pharmaceuticals product line

facility in six days. That's unheard of in other states."

"We feel like doing business here in South Carolina is a dream. I would suggest that if others are looking (to relocate) to South Carolina, they should dig in and find out just how nice it is! How easy it is! The banks are willing to help you. The government is willing to help you. I don't mean just the state. I'm talking about the county." Then, in classic Lou Kennedy style, she finishes with "I don't care how political (this is), but I am happy to be in a non-union, right-to-work state."

WHAT'S NEXT FOR NEPHRON?

Nephron is equipped to add on to its facility in West Columbia to almost a million square feet in total. "We fully intend to do that," she says. "If I could find that pot of gold at the end of the rainbow, I think we'd already be on Phases 3, 4 and 5." Currently, the facility has eight lines of production, with room for an additional six lines, for a total of 14 filling lines and 5 packaging lines, as well as an Italian-designed, high-tech vertical storage facility. "One of the nice things about this facility is it's 100 percent redundant, and it is slated to be LEED certified Silver, but we anticipate getting a LEED Gold."

Perhaps the most unique feature of this manufacturing plant is that it will have a visible corridor throughout, which means every single corner of the plant, from the machine shop to the chemistry lab, can be seen safely through glass. "We're only the fourth or fifth facility in the world that has this ability. That means we can offer field trips for students. It is my hope that we will inspire young children to look toward a STEM (Science, Technology, Engineering and Mathematics) avenue."

NEPHRON GIVES BACK

"We are like a family. I am like a mother hen," jokes Kennedy, who knows all her staff's names and birthdays, and their children's names, both in South Carolina and Florida. Nephron is a mid-sized Subchapter S corporation, which she says is rare in pharma. "There are very, very few privately-owned pharma companies." Another aspect that Nephron's business model addresses is charity. "We support first and foremost the Cystic Fibrosis Foundation. There are approximately 30,000 cystic fibrosis patients in America. Those patients are on all our medications multiple times a day. It is the right thing to do."

Kennedy says that over 90 percent of every dollar Nephron receives goes toward R&D, and the results

are profound. "We introduced a drug about two years ago that absolutely cured a very small population of CF patients, which is incredible."

Penny Delaney Cothran is the multimedia manager at the South Carolina Chamber of Commerce and the editor of South Carolina Business.

GET TO KNOW LOU KENNEDY

What's your favorite place in SC?

Nephron! And my parent's house, USC and also Charleston

What was (or will be) the happiest day of your life?

When I get the CO for Nephron

Favorite Book?

The Bible

Favorite App?

Yahoo Weather

Can't live without...

her car, and unsweetened iced tea

If she could have dinner with anyone,

living or deceased, who would it be?

What's your proudest achievement?

My daughter and Nephron

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JUMPING FROM TEXTILES INTO TACKLE BOXES

PLASTICS MANUFACTURER JARDEN APPLIED MATERIALS HAS FOUND ITS WAY INTO YOUR TOOLSHED FROM ITS AWARD-WINNING PLANT IN COLUMBIA

BY PENNY DELANEY COTHRAN, APR

“Well done” is better than “well said.” That’s the philosophy Brian Searfoss embraces as the president of Jarden Applied Materials (JAM), one of the approximately 70 manufacturing centers within Jarden Corporation. If you haven’t heard of this Fortune 500 company, you’ve probably heard of one of its 120 consumer brands like Aerobed, Ball, Bicycle Playing Cards, Coleman, Crock Pot, First Alert, FoodSaver, GrillMaster, Kerr, Marmot, Nuk, Oster, Rawlings, Shakespeare, Mr. Coffee, Sunbeam, Rival, Volkl and Yankee Candle, just to list a few.

Jarden Applied Materials has three manufacturing plants, one of which is in Columbia. The Columbia plant focuses on three platforms: nylon extrusion (think monofilament fishing line), nylon polymerization and electronics (think antennas on military Humvees). In fact, the monofilament legacy dates back to Jarden’s best-known Columbia brand of Shakespeare®. The Shakespeare plant started in 1946, following a renaissance of textile manufacturing in South Carolina. Their specialty? Fishing line for the rods and reels of the day. Today, one example of that monofilament legacy is exuded (or, shall we say, extruded) in nylon grass trimmer line. Jarden Applied Materials makes enough string trimmer line each year to circle the earth nine times! If you have

shopped at a Southeast-headquartered mega box store like Home Depot, Lowes, Wal-Mart or Do it Best, you probably have some in your toolshed.

THE SOUTHEAST’S EVER-GROWING GRASS IS TRIMMED WITH JARDEN’S PLASTIC

Jarden’s 43-acre site in South Carolina has been tweaked and streamlined to conscientiously embody Searfoss’ philosophy of “well done.” The 15 buildings were reorganized to maximize two results: efficiency and profitability. Speaking with a Zen-like conviction, Searfoss explained his particular brand of operational excellence. He calls his continuous improvement program Fit4Future. “It’s so that every associate marches to the same plan,” says Searfoss. The South Carolina Fit4Future legacy focuses on four areas to strengthen: the planet, the employees, the company and its customers. “If we take care of the planet and ourselves, it will take care of the company,” he explains. “We must invest in assets that will continue running with a focus on improvement.” Scratch the surface and you will discover a company that truly walks the walk, and doesn’t just talk the talk. At Shakespeare Monofilaments, their focus on the environment has led them to recycling programs, a reduction of plastic in their packaging, and a shift from PVC to recycled PET. The company has vertically integrated into resin manufacturing and consumer packaging, which allows them to oversee production from raw materials to finished product.

THE FISHING LINE THAT HOOKED AN AWARD FOR JARDEN APPLIED MATERIALS

Jarden’s 2013 Manufacturing Excellence Award went to the Columbia S.C.

Jarden Applied Materials makes enough string trimmer line each year to circle the earth nine times!





Brian Searfoss, shown here at the award-winning Columbia plant, is president of Jarden Applied Materials.

plant, beating 18 other applications. The JAM plant produces four distinct product lines: monofilaments, engineered nylon polymer, consumer products and antennas. Because each product line has very different production, warehousing and engineering requirements, the complexities of managing product flow throughout the existing site was exacerbated with each new building addition. This created an opportunity to improve product flow. Recognizing a need for a change in 2011, Searfoss and his team reorganized the site layout, optimized product processes and applied Lean manufacturing principles to develop a strong, continuous line, reducing inventory, improving labor efficiency, decreasing operating costs and increasing revenue. They were able to track their results for a full year before submitting their application to prove that they were the best overall manufacturing facility in the network.

WHY THE PALMETTO STATE?

“What better place to be than to be in the Southeast, the largest market for grass trimmer line?” asks Searfoss, a Pennsylvania native. He says that South Carolina has a dedicated workforce pool that has served him well. The company’s philosophy is demonstrated in the longevity of his employees’ careers. Some have 25 and 30 years of service, as well as generations of workers who go off to college and return. “We are competitive because of our discipline,” he concludes.

Penny Delaney Cothran is the multimedia manager at the South Carolina Chamber of Commerce and editor of South Carolina Business.

JARDEN CORPORATION QUICK FACTS

- Publicly traded under the symbol JAH
- Employs 30,000 in 16 countries worldwide
- Ranked 383 on Fortune’s 500 list
- Among the top five performing stocks compared to the S&P 500 Consumer Staples Index
- Donated over \$100,000 to Make-A-Wish Foundation in 2013
- The name Jarden was conceived to combine the heritage of the Ball Mason Jar (“Jar”) with the concept of using their products in the home (“den”).



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Crowdfunding

be for a specific and unique project that aims to raise less than \$10,000 in a 90-day timeframe. "The point is to leverage the power of the marketplace to hit it fast and get support for it," he says.

As you can imagine, with Gen X and Y, the use of social media and crowdfunding go hand in hand. The most successful campaigns do a lot of marketing to their affinity groups before the project even comes online, like a pre-campaign asking that they share, tweet and blog about it to build excitement. Facebook is also one of the largest drivers of traffic to FundingCharleston.com, says Osborne. Projects with a video component get an average of 150 percent higher level of funding than those that do not, because it's easier to tell a story. And if entrepreneurs can get press for their campaigns, it'll help them fare all the better in spreading their message.

The excitement that builds around a project can carry forward even further than the project itself, Osborne notes, recalling COAST Brewing Company, who used FundingCharleston.com to raise \$25,000 to build an onsite taproom at their brewery. "I know people who contributed to that campaign, and because they did, they now order COAST beer more often. It's like they are part of the brand," says Osborne. This kind of emotional investment creates a secondary benefit in brand loyalists and ambassadors who bring a certain kind of power to what local entrepreneurs are doing and can do with crowdfunding.

In a world that feels so large, younger generations want the chance to feel as though they are part of something greater than themselves, and there's an inherent desire to feel like they are doing things that really matter, Osborne explains. When it comes to a crowdfunding campaign at its very core, it is just a new venture that is looking for support from the community, be it geographic or through common interests. These generations want to be able to tell their story in a very transparent fashion and let people know how their contributions will help to move it forward.

Osborne is passionate about the support of small businesses and entrepreneurship by everyone. "If there's one thing that we can do as a community and as a state, it's to support entrepreneurship. When you see something that you like, be willing to put five or ten dollars towards it to show them that you're willing to support their journey. It's on all us to help move innovation and entrepreneurship forward."

April Blake is a freelance writer and blogger from Cayce, South Carolina.



COAST Brewing used FundingCharleston.com to raise \$25,000 to build an onsite taproom at their brewery.

Continued from page 13

Reshoring Best Practices

distributing the product in a new location. Other factors include language and cultural barriers, as well as the cost savings or advantage of occupying the new location relative to other facilities when product design, model changes or communication is important.

Labor issues also factor into the cost equation. Manufacturers must consider whether appropriate and willing labor – skilled and unskilled – is available and plentiful at the new location or whether the supply has been exhausted by industry abundance or other effects. Rising labor costs are challenging profitability for manufacturing companies. According to a recent PricewaterhouseCoopers LLP report, manufacturing labor costs in China have risen by more than 80 percent from 2008 to 2011. The study also indicates that Chinese labor costs will continue to rise at a similar rate for at least the next four years. Concurrently, the increasing flexibility and productivity of the American worker, along with the increase in advanced manufacturing techniques that makes production less labor intensive, is also another part of the story.

Recently, several manufacturers have been faced with inconsistent and low quality products coming from certain areas in Asia. Loss due to utilizing a cheaper labor pool of employees who are unable to provide the quality expected of customers is an important factor for consideration. Concerns over quality and protection of intellectual property also should be analyzed.

The vetting process for companies considering reshoring also includes an examination of post-move factors such as regulation, logistics and transportation. If environmental impact is a concern, companies should consider whether the environmental regulation (or proposed regulation) is more intense at the proposed location or the existing location of manufacturing, and what financial impact may be incurred as a result. A comparison of the transportation and shipping infrastructure, including the ease and economy of utilizing it, also should be evaluated, particularly if a company manufactures *and* ships its products.

Manufacturing companies cannot afford to ignore the reshoring movement. For certain manufacturing companies, reshoring to the U.S. can be a sound financial decision. But before spending valuable dollars to relocate production facilities, conduct a comprehensive cost-analysis of overall benefits, as well as company-focused advantages and disadvantages, for every aspect of production. Engaging integrated design and construction firms early in the process can help manufacturers sort through the challenges and opportunities related to bringing production back to the U.S. The manufacturing resurgence and reshoring trend is Just Right for South Carolina.



Recently, several manufacturers have been faced with inconsistent and low quality products coming from certain areas in Asia.



Brian Gallagher is director of marketing for O'Neal Inc., a Greenville-based integrated engineering and construction firm that specializes in designing and constructing manufacturing, process chemical and pharmaceutical facilities.

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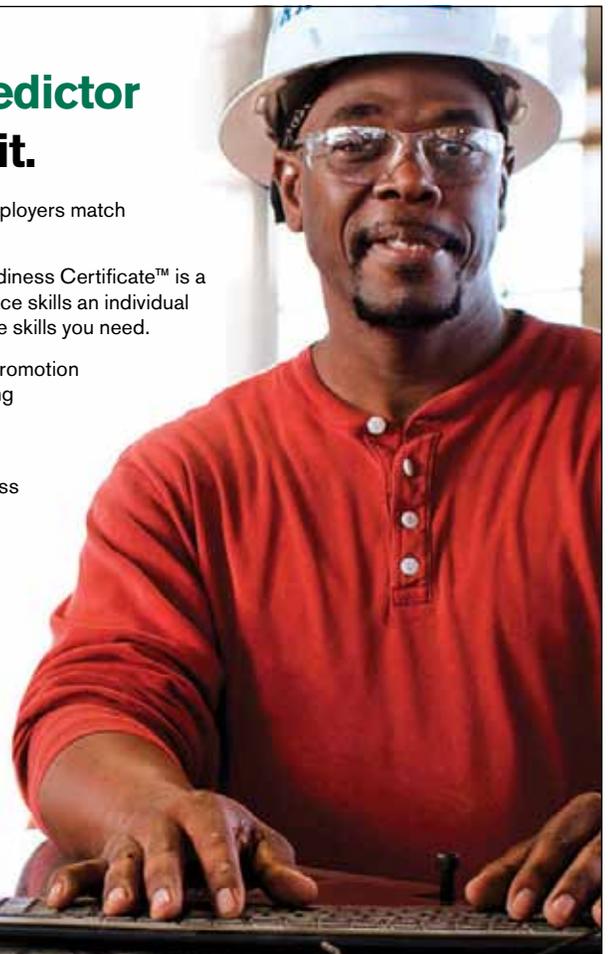
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Industry experts featured at 4th Annual Manufacturers Conference

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Next year's conference will be held at the Hyatt Regency in Greenville February 11-13, 2015.



Bob Kiggans of the SC Research Authority gives an update to conference attendees.



The conference attracts over 120 attendees from across South Carolina.



Al Reid, chair of the Manufacturers Steering Committee and plant manager at PPG Industries, networks with attendees.



Cheryl Stanton, director of the SC Department of Employment and Workforce, speaks during the luncheon.



Representatives from Dixon Hughes Goodman and McNair Law Firm, P.A. showcase their services to conference attendees in the exhibit hall.



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Paul Springett and Fred Monk network during the conference.



Ethan Ware, shareholder with McNair Law Firm, P.A., gives an environmental regulatory update.

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The Safety Awards luncheon, presented by Human Technologies, Inc., was held March 12, 2014 in Columbia. The South Carolina Chamber of Commerce's Safety, Health and Security Committee honored those members who had a successful workplace safety record last year. This program was designed to recognize companies and their employees who have had a commendable Lost Workday Case Rate during the 2013 calendar year. Deserving companies who have demonstrated a commitment to the health and safety of their employees were presented certificates. Dottie Ison, administrator of the OSHA Division at the South Carolina Department of Labor, Licensing and Regulation (LLR), addressed the winners during the awards luncheon.



HTI Manufacturing Solutions receives its Safety Award.



Representatives from various Sonoco locations are presented with Safety Awards.

SOUTH CAROLINA  CHAMBER OF COMMERCE

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For more information, contact Barbara Beckham:
barbara.beckham@scchamber.net
803.255.2620



Judi Gatson of WIS-TV, luncheon emcee, greets attendees.



Dottie Ison, administrator of the OSHA Division at the South Carolina Department of Labor, Licensing and Regulation (LLR), addressed the winners during the awards luncheon.



Approximately 300 safety professionals gathered at the Doubletree by Hilton for the Safety Awards luncheon.

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S.C.'s Congressional Delegation addresses business community at Washington Night

South Carolina's congressional delegation took questions from South Carolina's business community at the Columbia Marriott April 16 during a panel discussion at the South Carolina Chamber of Commerce's Washington Night in South Carolina, presented by AT&T. U.S. Senator Lindsey Graham, U.S. Representative Mark Sanford, U.S. Representative Joe Wilson, U.S. Representative Jeff Duncan, U.S. Representative Mick Mulvaney and U.S. Representative Tom Rice were all in attendance.



Mikee Johnson, incoming chair of the Chamber's board of directors, welcomes attendees to the town hall meeting.



Prior to the panel discussion, Congressman Joe Wilson mingles with Washington Night attendees.



Ted Creech of AT&T, the presenting sponsor, delivers remarks to the audience of over 200.



Senator Lindsey Graham talks business issues during the discussion.



Business leaders from all over South Carolina gathered to discuss the business environment, such as infrastructure funding, offshore oil exploration and the economy.



Sen. Lindsey Graham along with Congressmen Mark Sanford, Joe Wilson, Jeff Duncan, Mick Mulvaney and Tom Rice take questions from the audience of business leaders.

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Orangeburg County Chamber Of Commerce
Tri-County Regional Chamber of Commerce

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Select Health of South Carolina partnered with **Marcus Lattimore**, former University of South Carolina star running back and current San Francisco 49er, to promote adolescent well visits among 12 to 21-year-olds on its First Choice Medicaid health plan. Lattimore was chosen as a First Choice Fit SM celebrity spokesperson for his ability to communicate the importance of proper nutrition, exercise and a relationship with a primary care physician.

Abacus Planning Group welcomed **Eddie W. Kramer**, CFP® to its financial planning team.



A.T. Locke added **Joie More** as financial analyst.

HDMS recognized **BlueCross BlueShield of South Carolina** as an innovator and thought leader in health care data analytics. The health care industry software development company presented BlueCross with its Health Plan Innovator Award for Transformation of



Analytics. **BMW Manufacturing** named **Andreas Guecker** the new vice president for Total Vehicle, Quality Management and Engineering.



Colonial Life & Accident Insurance Company named **Rich Williams** senior vice president, growth markets. He is responsible for leading the company's brokerage, direct, large account and public sector marketing programs and services.



The Brandon Agency welcomed **Laura Skolnick** as a public relations associate to its Myrtle Beach office as well as **Emily Randisi** as an account manager and **Sarah Lovinggood** as a media buyer to its Charleston office. The agency named **Andy Kovan** its new account planning and development director.



Clemson University installed **Dr. James P. Clements** as the 15th president, giving a unique twist to the school's spring commencement ceremonies.



The Association for Information Systems (AIS) ranked the research output of

the **Clemson University's College of Business and Behavioral Science** among the top 10 institutions in the world of management information systems research. In the 2014 AIS update, Clemson ranked No. 6 in the world for 2011-2013 based on the six leading AIS journals. Three Clemson faculty members were ranked in the top 100 researchers list: **Varun Grover**, the William S. Lee Distinguished Professor of Information Systems, was ranked No. 1. Also, the AIS listed professors **Heshan Sun** and **Jason Thatcher** as top researchers, ranked No. 18 and 73, respectively.



Crump



Ballato

Clemson University named employee **Steven H. Crump, CPA**



Askew



Duke

associate vice president and controller. **John**



Nocks

Ballato, professor of materials science and engineering, director of the Center for Optical Materials Science and Engineering

Technologies and academic director for the Clemson University Restoration Institute, took on additional duties as vice president for economic development.

George Askew, associate vice president of public service and agriculture (PSA), was named the university's vice president for public service and agriculture. Marketing professor **Charles Duke** was selected to receive the Lifetime Achievement Award from the Marketing Educators Association. **Barry Nocks**, professor emeritus of city and regional planning, was named to the College of Fellows by the American Institute for Certified Planners in recognition of his achievements in urban planning, community service and leadership.



The White House honored Clemson professor **Rajendra Singh** in April as a "Champion of Change" for his efforts to promote and expand solar deployment in the residential, commercial and industrial sectors. Singh, the D. Houser Banks Professor of Electrical and Computer Engineering and director of Clemson's Center of Silicon Nanoelectronics, is leading the charge across the country to create jobs and economic opportunity in solar power and driving policy changes

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Roly Poly in Columbia, was recently honored with the Golden Spatula Award by WLTX-TV News 19. WLTX-TV reports the best and worse food service establishments each week based on the restaurants' scores on their routine inspections. Roly Poly scored 100% (A) during their inspection in April. Pictured: **Rebekah Hillbish** who handles the kitchen preparation area for the family-owned business proudly displays the Golden Spatula Award.

at the local level to further advance solar deployment.

Meredith Walker joined **Chemoff Newman** as a graphic designer and **Emmy Antley** joined the firm as an account manager in its Columbia office. Chemoff Newman recently expanded into North Carolina through a merger with Carolina Public Relations, one of Charlotte's best-known public relations and marketing firms.

Food Lion implemented an industry-leading sustainable seafood policy that covers approximately 1,000 fresh, frozen, canned or packaged products sold across

the store, providing customers with easy access to responsibly harvested seafood at Food Lion's same low prices.



Garvin Design Group made **David Sickinger** **AIA, LEED AP** a corporate partner of the firm.

The Google Data Center Fund of Tides Foundation recently gave a grant totaling \$30,000 to the South Carolina Aquarium in Charleston. The grant is part of the Foundation's commitment to play a positive role in each of the communities in which they operate and will help support

WELCOME, NEW MEMBERS

Aon Risk Services South, Inc.
Greenville

Ben Arnold - Sunbelt Beverage Co. of South Carolina
Ridgeway

Bracewell Construction, LLC
Summerville

Capital City Statistics LLC
Columbia

Clean Energy
Newport Beach CA

Concrete Recycling
Spartanburg

Consolidated Systems, Inc CSI, Inc.
Columbia

Davco Steel Inc.
Loris

France's Catering LLC
Irmo

ISI Technology
Sullivans Island

Nephron Pharmaceuticals Corporation
West Columbia

Palmetto Pig
Columbia

PASCON P & S Construction
Lexington

Pro-Coat Finishing, LLC
Summerville

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UTC-Aerospace Systems - Engine Systems
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Palmetto Vision Awards Gala



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The South Carolina Chamber of Commerce is pleased to announce the inaugural awards gala. The "*Palmetto Vision Awards Gala*", will honor and recognize companies that have excelled in the field of manufacturing and diversity and will recognize and honor the state's top human resources and community diversity professionals.

Visit tinyurl.com/sccpva and apply by June 13 at 5pm.

**Excellence In Community Diversity
Excellence in Workplace Diversity
Manufacturer of the Year
HR Professional of the Year**

About the Gala: Nominees for each award will be recognized, and the winners will be announced at the conclusion of the dinner. Special entertainment and a silent auction are also planned.

Save the date
**September 18, 2014
Marriott Columbia**

Application Questions: Tish.Anderson@sccchamber.net
Gala Questions: Alexa.Stillwell@sccchamber.net

South Carolina Aquarium STEM education programs for Berkeley County students and teachers.



Ferguson

McKinney

Two **Haynsworth Sinkler Boyd** attorneys have been selected for The Riley Institute's Diversity Leaders



Kent

Johnson

Initiative. **Stinson W. Ferguson** will join the Upstate's 17th Class and **Stephen F. (Steve) McKinney** will join the

Floyd

Midlands VII Class. Ferguson and another employee, **Kimberly V. (Kim) Kent**, were recognized as two of Converse College's 125 Outstanding Alumni. Attorney **William R. (Will) Johnson** received the *South Carolina Lawyers Weekly* Leadership in Law Award. Governor Nikki Haley appointed **William Floyd** to the board of directors of the Governor's School for the Arts and Humanities for a three-year term.

Haynsworth Sinkler Boyd's Public Finance Group closed over \$2.9 billion of bond transactions in 2013, placing it first among South Carolina law firms for overall volume, according to The Bond Buyer.



Lexington Medical Center emergency medicine physician **Dr. Todd Crump** earned the MedicalMissions.org

Physician of the Year award for domestic service from LocumTenens.com for his volunteer work with The Free Medical Clinic in Columbia.

Lockhart Power Company and Pacolet Milliken Enterprises, Inc. announced plans in March to develop, own and operate a landfill gas-to-power renewable energy facility at the Republic Services, Inc. Upstate Regional Landfill located near Cross Anchor in Union County. The project will use methane captured from the landfill as fuel to make electricity. The project will consist of two reciprocating combustion engines, each of which will power a 1,600 kilowatt generator. The facility will be connected to the electrical grid, and its output will initially be purchased by Duke Energy.

M33 was awarded the 2013 Hilex Poly Supplier of the Year Award due to excellence in supply chain management and distinctive performance of reliability, efficiency and affordability.

McAngus Goudelock & Courie (MGC) presented the inaugural Long Run 15k and Not-So-Long Run 5k, raising \$20,000 for Souper Bowl of Caring. Held in February, The Long Run 15k was presented by MGC and The Not-So-Long Run 5k was presented by **Midlands Orthopaedics, P.A.** Over 500 runners and walkers and 250 volunteers came out to support Souper Bowl of Caring. In other news, MGC announced an expansion with offices in Memphis, Tenn., and Oxford, Miss.



McNair Law Firm announced that attorney **Franchia "Frannie" B. Heizer** was selected for induction into the Richland One Hall of Fame. *South Carolina Lawyers Weekly* honored McNair attorney **Susan Taylor Wall** with its 2014 Leadership in Law Award.



NBSC, a division of Synovus Bank, named **William C. Hubbard, Steven W. Mungo, and John J. Singerling, III** to its South Carolina board of directors.

John Fitzhugh "Fitz" King was promoted to senior private banker.



Chantelle Lytle joined the Columbia office of **Nelson Mullins Riley & Scarborough LLP** as an associate.



Long

Wallace

Nexsen Pruet attorneys **Jimmy Long, Bruce Wallace and Tracy Vann** have been elected to the House

of Delegates for the South Carolina Bar beginning July 1, 2014. The Columbia World Affairs Council re-elected Nexsen Pruet member **Bob Coble** as its chair.

Ogletree, Deakins, Nash, Smoak & Stewart, P.C. named **Benjamin Glass** managing shareholder of the firm's Charleston office.



Parker Poe Adams & Bernstein LLP announced that **Kay Linn Miller Hobart** joined as a partner in the Raleigh office.

Phillips Staffing named **Kim Ruud, PHR** as client services specialist.



The State Board for Technical and Comprehensive Education named **Dr. James C. "Jimmie" Williamson** the next president and executive director of the **SC Technical College System**.



Scott and Company LLC added **Terry Knause**,

long-time audit partner with international accounting firm Deloitte & Touche LLP, as a partner with the firm. Certified public accountant **Sharon Ray** joined as a senior accountant on the Assurance and Advisory services team.

Spartanburg Water named **Chad Erik Lawson** its new communications manager.

Streit USA Armoring, LLC hosted engineering honors students from the Rochester Institute of Technology (RIT). As an extension of the "Product Development in a Global Economy" program of the engineering college, students took a week-long trip to visit companies and learn about product development and manufacturing at various companies throughout the country.

Columbia's **Southeastern Freight Lines** promoted **Kerry Stritt** to vice president of fleet services.

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I am S.C. Business

Name: Josh Fiorini

Hometown: Bristol, Connecticut

Education/College: Union College in upstate New York. My real career path coming out of school was in finance. I spent a few years in various finance firms in Boston.

Occupation: CEO, PTR Industries, Inc., a firearms manufacturing firm in Aynor, S.C.

"[Before PTR] I worked my way into being a private portfolio manager at a law firm doing a lot of equity analysis. My partner and I decided to start our own small hedge fund at exactly the wrong time. We had our soft launch with GP Capital on Oct. 1, 2008. On Oct. 8, the headline of the *Wall Street Journal* was 'The Day that Wall Street Died.' A lot of the capital that was committed evaporated. We ran our fund for about a year, but we could never get our assets back up to where we needed them to be to sustain it. Both my partner and I started doing some consulting work on the side, which led me here. I have been with PTR as a consultant since late 2009 and as a partner since mid-2011. Prior to working here I had never owned a gun."

How has your industry changed?

"The gun industry is a highly politicized industry. After the Sandy Hook shooting, the climate in Connecticut got unfriendly toward the industry. The governor came out with a bill that he wrote and got passed in less than a week. As a result, that bill was not well written. What we had hoped was that there would be proper exemptions for [gun] manufacturers to do their jobs. In order to sustain the company, we had to expand. We certainly weren't going to expand in a state where it was debatably legal whether we were [allowed] to do business there. Our decision was made pretty quickly for that reason. We started the process of looking out of state to relocate all our operations. We're happy to be here [in S.C.]. It's been a lot smoother transition than we thought it would be."

What are you known for?

"There's seven guys here [at PTR Industries] who've known me my whole life. You should ask them!"

What was the best career advice you've ever received?

"A mentor from college taught me to take the long view of things and manage your expectations. Be willing to accept, and actively seek, short-term sacrifices for potential long-term gains."

What's your secret to success?

"I don't think it's anything more complicated than hard work and focus."

South Carolina is the best state because... "It's warm, and I don't mean just the climate. I mean the attitude and the people."

I am S.C. Business because... "Out of 50 choices, I chose South Carolina. I plan to spend the next 30 to 40 years building my business here. And helping the community and the state to grow."

Keeping South Carolina Strong.



Here at Alcoa-Mt. Holly, we take a global approach to business. That's only natural.

We're part of a global corporation, with operations and interests on every continent. We rely locally on the robust Port of Charleston, and traverse the rails and highways of the state to serve our customers' needs. Our plant has delivered marked increases in production in the past six years, responding to growing demand for aluminum.

Our 600+ local employees work hard, both inside the plant and throughout our communities. Employees contribute more than 6,000 hours of community service each year. Through Alcoa Foundation funds and other grants, we contribute hundreds of thousands of dollars every year to local causes.

In the end, it's all about one thing: At Alcoa, we believe strong communities make strong companies. And, we'd like to think it's also true in reverse.

