



## Where Creativity and Commerce Connect

### Alliance Advancing the Way for Economic Growth



**Megan Lucas, CEO & Chief Economic Development Officer**

The United States is projected to grow 2.7 percent in 2018 as tax cuts promote job and income growth. As the old saying goes, “a rising tide lifts all ships” and our region is poised for positive growth as we implement our economic development recruitment strategy for 2018 and beyond. We continue to see increased requests for information for the Lynchburg Region, in addition to seeing expansions through companies like Graham Packaging who just announced their plans to invest \$6.7 million in their Altavista site.

In 2017, we began preparations for an aggressive marketing and recruitment strategy by conducting a supply chain analysis. We interviewed 35 companies to identify the products, services and raw materials they need to operate effectively. Our results found metals, plastics, machinery/components, and transportation/logistics were in our top sectors for supply chain recruitment. Wins within these sectors not only would increase capital investment and job creation in our region, but would better serve our existing industries that are so critical to our economic wellbeing.

The Alliance targets these companies through a variety of ways. Primarily, we reach out one-on-one to company executives within these company sectors to arrange meetings, conference calls and email exchanges to inform them about the assets within our region. We will attend tradeshow all over the country that feature our target sectors. We will also continue to grow and maintain our relationships with site consultants. These are the individuals that companies hire to assist them with relocations and expansions. Thanks to our supply chain study, we now have the data to back up why we are a great fit for their clients.

Talent development and retention continues to be a priority for the Alliance. A strong workforce is critical to existing companies and also to those that may locate here in the future. Communities with strong talent pipelines win in business recruitment. We are fortunate in our region to have strong partners in workforce development, training and higher education. The Alliance recently partnered with the Roanoke Regional Partnership and New River Valley Partnership on a GO Virginia proposal to conduct a study of our regional colleges to gather the data needed to better match company recruitment with the degrees that are being produced in our region. Our proposal was approved for funding by the state board.

All of our economic development plans are guided by the Regional Comprehensive Economic Development Strategy (CEDS) developed in 2016. The CEDS initiative councils meet regularly to develop implementation strategies for this five-year plan and will present their recommendations to the CEDS steering committee on March 1.

We are fortunate to have both private and public sectors partners who invested in a five-year capital campaign for economic development last year. Our municipal partners include: the counties of Amherst, Appomattox, Bedford, and Campbell; the towns of Amherst and Altavista; and the City of Lynchburg. All of these localities, along with 50 private-sector partners have pledged that job creation and economic growth are critical.

So, stay tuned as we continue to advance economic opportunities in the Region with the strong support of business and government leaders from throughout our great community.

### Leadership Lynchburg Now Accepting Nominations for 44th Class

The award winning Leadership Lynchburg program seeks candidates who want to expand their influence, develop their skills and lead in their personal and professional lives. Leadership Lynchburg provides in-class instruction, interaction with community leaders and rewarding community projects. Alumni role models and coaches support the journey. The ideal candidate is open to learning about how they present themselves, discovering new insights about their leadership style, and developing their skills with other like-minded individuals.

To self nominate or nominate a candidate, visit [www.leadershiplynchburg.com](http://www.leadershiplynchburg.com) and click on Flagship program.

### Welcome new Alliance members

Alliance welcomes the following new members who joined in the past month and are growing their business.

- 1st Choice Shredding
- BCS & Associates, Inc.
- Boy Scouts of America - Blue Ridge Mountains Council
- Browns Heating and Air
- Consolidated Shoe Store
- Lutheran Family Services of VA
- Rob Dean Law - Lynchburg Criminal Defense
- WNRN

### Upcoming Events

#### A.M. Alliance

**Fri., March 2, 7:30 – 9 a.m.**

**Lynchburg Regional Business Alliance  
300 Lucado Place, Lynchburg**

A monthly morning networking event for members. Each participant gives a 30-second introduction of their business and services. Free for members/\$5 General Admission. RSVP to 434.845.5966.

#### Be the Messenger: Diversity and Inclusion Training

**Thursday, March 15, 8 a.m. – 12:30 p.m.**

**Lynchburg Regional Business Alliance  
300 Lucado Place, Lynchburg**

Be the Messenger: Diversity and Inclusion Workshop is designed to help you understand your Identity and Culture and unpack diverse environments surrounding you. Early Bird/Tickets: \$125/person (ends March 9) Call 434.329.9002

#### Pancakes & Politics Legislative Wrap-Up Breakfast

**Thur., March 29, 7:30 a.m. – 9 a.m.**

**Liberty University Welcome Center  
University Blvd.**

This Legislative Breakfast brings the Region's legislators together with members of the business community for an update and briefing of the 2018 General Assembly Session. Cost is \$25 for Alliance members.

#### Restaurant After Hours

**Tues., March 27, 4 – 6 p.m.**

**Market at Main**

**904 Main Street, Lynchburg**

Join us for our first Restaurant Business After Hours of the year. Enjoy food and beverages as you network with other business professionals. Free for members/\$5 General Admission. RSVP to 434.845.5966.

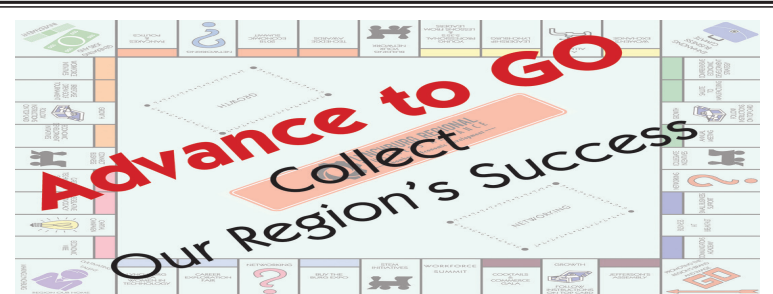
### Alliance lobbyist keeps pace with bills impacting our Region

**Denzel Jones, Director of Public Policy**

The Lynchburg Regional Business Alliance is devoted to bringing the legislative concerns that impact your ability to conduct business before our lawmakers in Richmond. With your help, we have been able to lobby for pro-business policies that will significantly serve our region and the Commonwealth. So far, we have supported budget amendments pertaining to the Central Virginia Training Center. If approved, these funds will be allocated towards completion of the Phase II environment assessment as well as remediation of contaminants found in Phase I.



We have also worked earnestly to secure funds for GO Virginia initiatives that will develop strategic plans to attract, and retain recent graduates to our region. This spring we will host a seminar in which the experts from the National Federation of Independent Business (NFIB) will brief our members on what to expect from the newly adopted tax code. I will be keeping a keen ear to your legislative concerns throughout this session, and I'm thankful to be your voice in Richmond.



The Lynchburg Regional Business Alliance Board of Directors cordially invites you to attend

### 2018 Annual Meeting Wednesday, February 28, 7:30 – 9 a.m.

Lynchburg Regional Business Alliance  
300 Lucado Place, Lynchburg, VA 24504

**Presented by**



Please join the Alliance as we unveil our region's success through the 2018 Program of Work and celebrate our 2017 Accomplishments and recognize the Alliance's 50-year members.

Two distinguished awards will be presented to community leaders --

**Gary Case of Gary W. Case & Co.** for the F. M. "Dink" Cloyd Award for Alliance service and **David Stokes, President of Vietnam Veterans of America Chapter #196** for the George Taylor Stewart III Award for community service.

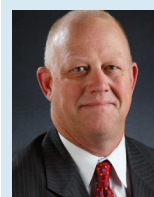
Admission: \$25 and includes breakfast.

Corporate Tables of 8: \$300 and includes breakfast and event recognition.

RSVP by February 21 by contacting the Alliance at 434.845.5966.

### Meet Alliance Ambassador...

#### ROBERT GOODMAN



**Occupation:** Associate Athletic Director for Marketing and Ticket Sales, Liberty University

**What Inspires You?** I am inspired by the amazing student-athletes we have here at Liberty. I want to make sure that each one has an incredible experience during their four years here by providing the best game day environment that my staff and I can provide.

**Favorite Business Tip:** I have a few: under promise, over deliver. It is easier to explain an over budget success than an under budget failure. It is easier to ask forgiveness than permission.

**Best Part of Being an Ambassador:** I am new to Liberty and Lynchburg so the best part of being an Ambassador is meeting new people. I love talking with people and learning more about their business and seeing how the Alliance can help them more.

**If you are interested in becoming an Ambassador, contact Heath Barret at the Alliance at 434.845.5968 x20.**

### Book your trip to one of these exciting destinations

#### CANADIAN ROCKIES

**Travel Dates: June 20-26, 2018**

The rich tradition for the creation and appreciation of art and culture continues today. Many artists from around the world are drawn to the alluring landscapes, and arts and culture are celebrated in the galleries, cultural centers, historic sites, museums of Banff & Lake Louise and more.



**Canadian Rockies**  
\$3,099 per person

#### GREECE AND SUNNY MEDITERRANEAN

**Travel Dates: August 3-12, 2018**

Whether you are a history buff, faith journey seeker, mythology enthusiast, photographer, or simply a sun worshiper; this is the trip for you!

Limited space still available. For more information available at [LynchburgRegion.org](http://LynchburgRegion.org) or contact Denise Rowland at 434.845.5966.



**Greece & Mediterranean**  
\$4,099 per person