



*A biannual publication of the Brunswick and Glynn County Development Authority*

# TRADEWINDS

## GLYNN COUNTY ACHIEVES WORK READY STATUS

After months of hard work on the part of many, Glynn County can now call itself "Work Ready". As one of the main pillars of the Georgia Work Ready Program introduced by Governor Sonny Perdue and the Georgia Chamber of Commerce in 2006, Georgia's Work Ready Community designation is awarded to communities who successfully achieve a 70% or higher high school graduation rate while completing a prescribed number of individual Work Ready assessments.

Work Ready utilizes the nationally recognized WorkKeys assessment system developed by American Collegiate Testing (the same organization responsible for the ACT college entrance exam). The three part assessment tests proficiency in reading comprehension, mathematics and locating information. Candidates who successfully complete the assessment are awarded platinum, gold, silver and bronze certificates based on their overall level of proficiency.

In Glynn County, the State required that a total of 742 individual Work Ready assessments be completed in eight demographic categories pertaining to the existing and available workforce. Approximately 1500 individuals residing in Glynn County successfully completed the exam.

Counties pursuing the Work Ready Community designation are generally allowed 36 months to complete the process. Glynn County chose to complete the certification on an accelerated 18 month track.

"To me, the fact that Glynn County completed the process on an accelerated timeline speaks volumes about this community's strong commitment to programs that will enhance our overall economic development competitiveness" stated Nathan Sparks, executive director of the Brunswick and Glynn County Development Authority.

With the Work Ready designation now secure, Sparks and others responsible for promoting the community to potential investors are eager to use information derived through the Work Ready process to educate business prospects and site selectors on characteristics of the Glynn County workforce.

"While the local unemployment rate gives our clients insight into how many individuals are available to work, it really doesn't tell them anything about the overall aptitudes and abilities of potential employees. Now, thanks largely to information derived from Work Ready, we can do that," concluded Sparks.

Happy New Year! With 2010 now squarely in everyone's rearview mirror, the time is right to toast the opportunity that a new year presents.

From a business perspective, it is no secret that 2010 is a year that many would just as soon forget. Our nation found itself feeling the after effects of a very difficult recession, while businesses found credit and capital hard to come by. While we certainly have not been immune from economic contagion in Brunswick and the Golden Isles, we have weathered the storm better than most. Thankfully, our overall unemployment rate of 9.7% (November 2010) continues to lag behind state and national averages. Meanwhile, the last few weeks of 2010 and the first few days of 2011

have brought an encouraging level of economic development prospect inquiries and interest. Some of the increasing activity is directly attributable to the Golden Opportunity Tour (community familiarization event) we hosted in conjunction with the McGladrey Classic PGA TOUR event held on St. Simons Island in early October. In total some 17 prospects, site selection consultants and real estate brokers participated in the event. Read more about this on page 2.

More positive signs that the economic fog may be lifting came in the latter half of the year when the Georgia Ports Authority announced that Brunswick's Colonels Island Terminal experienced its best year ever in FY 2010. Read more about the port's surging automobile and grain businesses on page 4. Lastly, a sincere thank you is due Glynn County's "dream team" who made our goal of becoming a Georgia Work Ready Community a reality just prior to the holidays. Without the support of individuals like Ken Farrell, Ellen Murphy, Katie Orrel, Hank Martin and Woody Woodside, this would not have been possible.



**BRUNSWICK  
AND THE GOLDEN ISLES**  
*Georgia's Golden  
Opportunity*

Warm regards,

S. Nathan Sparks, CEcD  
Executive Director

## COMMUNITY WELCOMES CONSULTANTS, PROSPECTS

Last winter's announcement by the Davis Love Foundation and Sea Island Company that the renowned Seaside golf course would be hosting an official PGA TOUR golf tournament October 7-10, 2010 did not fall on deaf ears. The Brunswick and Glynn County Development Authority ("BGCDA") knew right away that this was precisely the type of opportunity that would appeal to many of its business prospects and friends in the real estate brokerage and site location consulting communities.

"We had been batting around the idea of a community familiarization tour for some time, and when we received word that that McGladrey Classic PGA TOUR event was coming our way, it presented us with a ready-made venue to build relationships with some key audiences", stated Dave Erickson, chairman of BGCDA.

"Fam tours" as they are commonly known, have been a mainstay of economic development marketing for years, and are used by economic development agencies as a means of showcasing community assets to key decision makers. Those communities who have effectively implemented fam tours as a component of their outreach indicate that there is no substitute for getting key contacts to come and experience their communities first hand.

Once BGCDA made the decision to utilize the McGladrey Classic as the basis for a fam tour, the wheels immediately went into motion to create a signature event that could be replicated in future years. With that, the Golden Opportunity Tour was born. Organizers of the newly named event began to structure an event that included a desirable mix of business and leisure activities.



**Top:** Guests enjoying "Biscuits and Business" breakfast session at Sea Island's Retreat Golf Club.



**At left:** Golden Opportunity Tour Guests and Hosts Enjoying Dinner and Music at the AW Jones Heritage Center.

"In addition to hosting our guests at BGCDA's skybox on the 18th green, we structured a session we called Biscuits and Business which included CEOs from area industries as well as the leaders of the College of Coastal Georgia, Southeast Georgia Health System and the Jekyll Island Authority.

The objective was to present meaningful information in a fun and enjoyable format. Some of our guests also participated in tours of the state-of-the-art Federal Law

Enforcement Training Center operated by the Department of Homeland Security," stated Nathan Sparks, executive director of BGCDA.

In total, the Inaugural Golden Opportunity Tour welcomed 17 guests to the Golden Isles for the three day event. "We were definitely pleased with the level of interest, particularly for a first year event. We hope to continue this momentum in future years," stated Sparks.



## PINOVA ACQUIRES LYONDELLBASELL FLAVORS & FRAGERANCES, LLC

On December 22, 2010, Pinova Holdings, Inc., the parent company of Pinova, Inc. and owner of the Pinova rosin and terpene resins facility (former Hercules facility) in Brunswick, GA, announced the acquisition of LyondellBasell Flavors & Fragrances, LLC. LyondellBasell Flavors & Fragrances (LBFF) has more than 400 customers in 48 countries and is one of the world's largest producers of flavor and fragrance ingredients derived from natural and renewable raw materials.

"We are very pleased to welcome LBFF into the Pinova family," said David Bookbinder, Executive Chairman of Pinova Holdings. "This is an excellent business with a long history of successful innovation, industry leading customers, a broad array of products, and experienced and dedicated employees."

Together, the combined companies will have sales of more than \$250 million and about 450 employees.

LBFF will proudly take on its new name, Renessenz, and will operate as an independent, sister company to Pinova. With manufactur-

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— **David Bookbinder**, *Executive Chairman of Pinova Holdings*

ing facilities and offices in Jacksonville, FL and Brunswick, GA, Renessenz will continue to be led by its current management team.

Mr. Bookbinder further stated, "We plan to continue to invest in LBFF and its people just as we have done with Pinova, with the aim of generating growth by delighting our customers, through innovation and outstanding service. We believe LBFF is a great strategic fit including a similar natural and renewable raw material platform. In addition, they embrace our commitment to community and employee involvement, safety and environ-

mental responsibility."

Pat Grozier, Director of Manufacturing of Pinova's facilities in Brunswick, reported that during 2010, their first full year of operations following acquisition from Ashland Chemical Company, that Pinova's performance exceeded plan by more than 30%. He further stated, "We plan to hire 10 to 12 new employees at the Brunswick Plant during 2011. In addition, plans are underway for a \$6 million upgrade to the resin packaging facilities and an improvement of the appearance of the facility along Highway 17."

## BRUNSWICK AIRPORT SHOWS GAINS

As the economy inches forward, the Brunswick Golden Isles Airport has shown excellent gains in ridership on its ASA/The Delta Connection jet service to Atlanta.

The economy-driven drop in passenger enplanements turned around in August. In each of the past four months, the year-over-year increase has been 18 percent or more. November showed the biggest increase at 32.3 percent.

Reliability is markedly improved, as well. Five of the past eight months have seen no flight cancellations at all. With just four cancellations since April, the airport has registered 99.4 percent reliability.

Glynn County Airport Commission Executive Director Steve Brian notes that the commission has been aggressively marketing the airport through print, billboards, and Internet marketing. "These efforts are showing

a big payoff," he says, adding "Delta Air Lines has also been a major help in keeping fares competitive and has included Brunswick in many of their Atlanta sales."

Brian said the commission heavily promotes Delta special sales through local and regional media whenever possible, and the results are evident in November when travelers boarding from local zip codes increased 55 percent over November 2009.



## PORT OF BRUNSWICK REPORTS RECORD FY2010 GROWTH

“The Port of Brunswick experienced a remarkable recovery in FY2010 (July 1, 2009 - June 30, 2010)” said Curtis Foltz, Executive Director of the Georgia Ports Authority at the annual State of the Port Luncheon on October 27, 2010 at Jekyll Island.

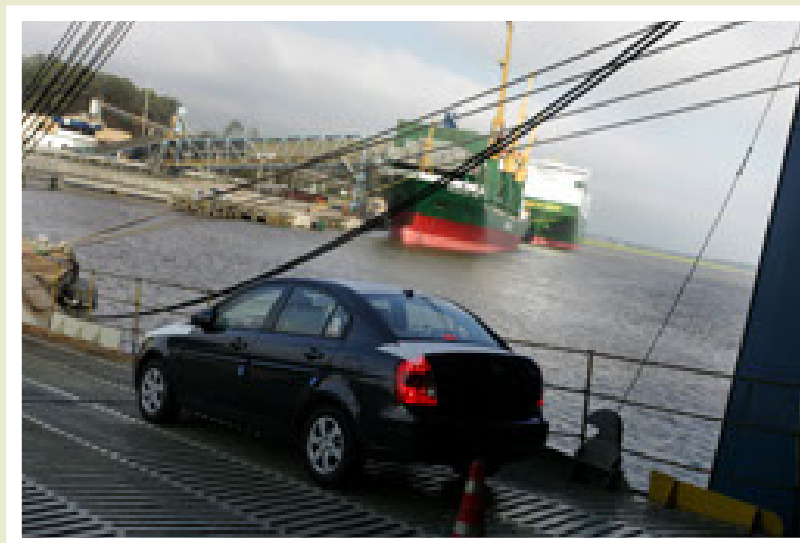
“The 26.2% increase in total annual tonnage of 1.672 million tons compared with the previous year allowed the GPA to surpass the record levels reached in FY2008 and continue its momentum gaining market share around the Southeast.”

During his address, he also announced that the Colonel’s Island Terminal marked its highest tonnage volume ever during the year.

During FY2010, the Brunswick Port also posted its best year ever for agri-bulk, exporting more than one million tons of grain - an increase of 37% compared to FY2009. Soybeans nearly doubled with a 93% increase over FY2009, as a strong export to Asia. Other commodities included soybean meal, barley, malt and wheat.

The 332,100 units of autos and machinery handled at the Colonel’s Island Terminal during FY2010 represented a 16% increase in total units over the previous year. In addition, the Port of Brunswick increased its East Coast market share for autos by 66% and its total U.S. market share by 72% over the past three years.

Additionally, Foltz lauded the new Mercedes-Benz USA (MBUSA) facility which opened



A vehicle rolls off a vessel at the Colonel’s Island Terminal as grain is unloaded from a ship in the background.

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— GPA’s Chairman of the Board, Alec L. Pointevint

its doors at the Port of Brunswick in January 2010. As the second vehicle processing center on the south side of Colonel’s Island Terminal, the MBUSA center also resulted in three ocean carriers, NYK, MOL, and K-Line, making regular calls on the port. He also discussed significant expansion opportunities and new infrastructure that will accommodate Georgia’s exports for biomass fuels.

“Georgia’s deepwater ports are one of the brightest spots in the Georgia economy right now,” said GPA’s Chairman of the Board Alec

L. Pointevint. “Brunswick has become the sixth largest U. S. auto port by having the best workforce, unsurpassed infrastructure, room to grow and a sound marketing plan to capitalize on its strengths.”

According to a University of Georgia study released earlier this year, Georgia’s deepwater ports supported more than 295,000 jobs in the state during FY2009 and contributed \$15.5 billion in income, \$61.7 billion in revenue and \$2.6 billion in state and local taxes to Georgia’s economy.