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Project Harvest 1999 Successful Trade Mission for West Virginia Businesses

In January, U.S. Senator Jay Rockefeller led his third Project Harvest trade mission to Asia sponsored by the Discover the REAL West Virginia Foundation. Thirteen manufacturers and representatives from across the State participated in the mission to Taiwan, Japan and China for a three week trip aimed at exploring business opportunities for the State.

Clark Truck Parts Finds Niche in China's Market

Eric Clark, Vice President of Clark Truck Parts, quickly realized that his company could profit in the Chinese market. While visiting Tianjin, China on Project Harvest 99, Clark was amazed at the many opportunities for his product in the Chinese firefighting equipment industry. The city of Tianjin, with approximately 11 million people, has a limited fire hydrant supply, and trucks with tanks capable of only holding up to 750 gallons of water. Clark Truck Parts has developed a truck with a tank capable of holding 2,750 gallons.

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West Virginia companies participating in this year's mission included Aurora Flight Sciences, Clark Truck Parts, Inc., Darco International, Inc., FCX Systems, Inc., The Jim C. Hamer Company, and Shell Chemical Company. Business leaders serving as ambassadors on the trade mission included Ralph Bean, Steptoe & Johnson; Ellen Cappellanti, Jackson & Kelly; Michael Perry, Bank One West Virginia Corporation; Clarence E. (CEM) Martin, III, Martin & Seibert, L.C., and John Smolak, American Electric Power Company.

January's trip was the third Foundation sponsored trade mission to Asia organized to increase the exporting potential of West Virginia manufacturers. "By assisting West Virginia businesses in expanding their export market and establishing joint-ventures, the Foundation hopes to provide for increased economic vitality of the State, the diversification of our economy, and ensuring our State's competitiveness in the global marketplace," explains CEM Martin, a partner with the Martinsburg law firm Martin & Seibert, L.C., and President of the DRWV Foundation. "All of this allows our State to expand its economy, provide employment

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Photo courtesy of Gazette Mail

Foundation Board of Director Profile — Ellen Cappellanti

Historically, the partners of Jackson & Kelly, PLLC have been encouraged to develop a strong sense of commitment to community involvement and economic development through active participation in philanthropic and service-related organizations. Ellen Cappellanti, a partner in the firm's Charleston office, strives to live up to that goal. "We work to enhance the communities in which we live as well as to advance the interests of our clients, both of which depend on the creation of new, viable businesses in West Virginia. Joining the DRWV Foundation made perfect sense," Cappellanti said.

Cappellanti has been a member of the DRWV Board of Directors since 1997. A graduate of West Virginia University, she manages Jackson & Kelly's extensive corporate and commercial department. In addition, she is active in the State Bar and is former chair of its Standing Bankruptcy Committee, as well as a frequent lecturer on commercial law issues.

Serving as a state ambassador, Cappellanti has participated in two DRWV-sponsored Project Harvest trade missions, traveling to Japan and Taiwan in 1997 and, this past January, to Beijing and Shanghai, China. Her mission, as ambassador, was to encourage foreign companies to invest in the State and to explore new markets for West Virginia products. Cappellanti noted that while in China, "I called on six potential prospects to introduce them to West Virginia investment opportunities. As a business lawyer, I am well-versed in both the challenges and advantages to investing in West Virginia".

Jackson & Kelly has a long-standing history of business dealings with organizations located in the Far East. The firm represented Tokyo Tower in connection with its ownership and operation of the Snowshoe and Silver Creek Resorts and currently represents



Toyota Motor Corporation, West Virginia. Jackson & Kelly is the oldest and largest law firm in West Virginia, with 150 lawyers and seven offices state-wide.

Much of Ellen's time as a member of the Board of Directors involves participating in reverse trade missions that showcase the opportunities and advantages that West Virginia offers foreign investors. As a direct result of invitations extended by Senator Rockefeller, several delegations visit the state each year in search of investment opportunities. The success of the Foundation's economic development efforts is in large part due to the strong "relationships that Senator Rockefeller has developed over the years with a number of investors, such as Toyota and NGK," Cappellanti explained.

The Foundation works in tandem with state and local economic development agencies to encourage investment in the State, bringing resources to the table that are not often available to governmental economic development agencies. Cappellanti understands that while the Foundation fills an important niche in West Virginia's development efforts, the task of bringing investment to West Virginia is a collective effort. "Economic development in West Virginia is truly a team effort, and through our combined efforts we can positively shape the future of our State."

Clark Truck Parts *continued from page 1*

Clark's truck is also equipped with a 750 gallon per minute pump, capable of delivering over 400 gallons of water per minute at over 300 feet vertically. Additionally, Clark's 6 x 6 all-wheel drive truck is capable of driving up to any water source, be it a pond, lake or river. This capability makes Clark Truck Parts' fire fighting truck invaluable to cities like Tianjin where infrastructure is still being developed.

Clark Truck Parts of Black Betsy, West Virginia, is a family-owned business founded in 1958 by Eric's father, Jack L. Clark. The company buys and re-sells refurbished military trucks, trailers, and truck parts which are primarily sold to off-road users such as electrical transmission companies, lumber, oil and gas companies, and agricultural and reclamation industries.

As a result of Project Harvest 99, Clark Truck Parts "has secured an irrevocable line of credit that is being opened for the purchase of our first demo truck, being sold as a Support Water Transporter/Shuttle to aide the fire department of the City of Tianjin. If they like the truck, it could mean a purchase of no fewer than 80 units and could possibly result in a purchase of many hundred more," Clark explained. A purchase order of 100 trucks would be a \$7.5 million dollar deal for the company, tripling their annual revenues.

Once the truck is shipped, Clark will travel to China this fall to provide a full demonstration of the unit. He knows that doing business overseas takes time. "Obviously the fruits of your labor may not be seen or measured immediately, but in the long-haul your company will reap the benefits," Clark explained.

In addition to venturing into a new market, Clark has developed relationships that are helping bring growth to his company. Clark notes that his company has forged relationships with other national business builders such as the Small Business Administration and Ex-Im Bank, as well as other successful pro-active West Virginians who are trying to bring growth to their companies.

As to whether he would encourage other West Virginia manufacturers to participate in future missions Clark exclaims "I have to say—wake up and go! From forming a friendship with Senator Rockefeller and relationships with other West Virginia business leaders, the benefits of participating in Project Harvest are life-lasting and very advantageous for the West Virginia entrepreneur."

opportunities with better wages and benefits, and enhance our tax base” Martin concluded.

“Previous trade missions have resulted in millions of dollars in contracts for West Virginia manufacturers,” Senator Jay Rockefeller explains. “Since I first began organizing these trips in 1995, West Virginia’s exports to Asia have increased by 22%, accounting for 20% of the total merchandise our State sells overseas. In total, our State exports \$2.2 billion worth of goods to the world, supporting about 35,000 jobs,” Rockefeller stated.

In addition to increasing the exporting potential for West Virginia manufacturers, Foundation Board Members served as “ambassadors” to help promote foreign investment in the State. Ralph Bean, a partner with the law firm of Steptoe & Johnson and DRWV Foundation Board Member, explains that “Ambassadors play a vital role in putting a face on West Virginia business opportunities for foreign investors. As business people, we relate to the needs of others in business. Trade missions provide the opportunity to cultivate personal relationships that are so important to doing business across borders; and strong personal relationships strengthen the chances of forming successful long term partnerships.”

“By giving West Virginia companies a leg up in the global marketplace and demonstrating the virtues of investing in our State, these trade missions have met with great success



Mission ambassadors visit Japanese Parliament



Participants view Toyota Prius

over the years” Rockefeller said. “From Sino Swearingen, NGK, and most recently Toyota Motor Manufacturing, we have seen these relationships grow into hundreds of jobs and tremendous economic investment for our communities,” Rockefeller continued.

The results of January’s mission to Asia have already begun to payoff for West Virginia manufacturers. Robb Lenhart, President of Aurora Flight Sciences of West Virginia, met with The Ishida Group in Japan to discuss possible business ventures. In July, Aurora announced that it has been awarded a contract from The Ishida Group to conduct a feasibility study on the Ishida ITW-19 tilt-wing aircraft. Aurora Flight Sciences, is a recognized industry leader in the design and rapid prototyping of Unmanned Aerial Vehicles (UAV) used for atmospheric science research.

Project Harvest participants agreed that this mission offered a great deal of access to Asian government and business leaders which proved crucial in business negotiations. “The prestige of participating in this mission led by Senator Jay Rockefeller quickly opened doors at the highest levels that we would not have experienced otherwise,” said Bob Bowen, Plant Manager of

Shell Chemical’s PET plant in Apple Grove, West Virginia.

Bob Bowen and Fred Fournier representing Shell Chemical, participated in the Taiwan-Japan leg of the trip. While in Japan, both men met with high-level representatives from the Hitachi Corporation. As a result of that meeting, Hitachi representatives visited the State in May to discuss potential investment in a raw material PTA plant which would supply the Apple Grove facility.

Steve Hamer, Vice-President of Marketing & Sales for the Jim C. Hamer Company participated in the China portion of the trip, and has since made two return trips to Tianjin to continue discussions with business leaders regarding potential business opportunities. The Jim C. Hamer Company supplies hardwood lumber and processed kiln-dried lumber to furniture manufacturers.

“Developing new markets abroad is not an easy task and will not likely happen overnight. However, real business opportunities exist in the developing Chinese market, not just for forest-related products, but for many other industries. I would encourage other West Virginia manufacturers to explore this emerging Asian market and to participate in these trade missions” Hamer said.

Current Foundation Events

A cornerstone of the Foundation's activities has been to showcase West Virginia to international business leaders in order to attract investment to the State. Equally important, is its mission to bring West Virginia business leaders together to help shape the State's future economic development efforts.

NGK SUPPLIER MISSION

A delegation of eight NGK parts suppliers, interested in exploring investment opportunities in West Virginia visited the State during September 11-17th. This mission was a joint effort between the DRWV Foundation and the West Virginia Development Office.

Senator Rockefeller met with this group during the recent Project Harvest 99 Trade Mission to Japan. While in the State, the delegation visited the Jackson County Industrial Park, Eleanor Industrial Park, Huntington Area Development Authority, and the NGK facility in Sissonville.

CHUKEIREN VISIT

Thirty-one members from the Chubu Economic Federation in Japan visited West Virginia September 19 to 20. While in the State, members of the Chubu Economic Federation met with Senator Rockefeller, Governor Underwood and toured the Toyota plant in Buffalo. The Foundation joined the West Virginia Development Office in hosting the delegation during their stay in West Virginia.

TOYOTA PARTS SUPPLIERS MISSION

In a continuing effort to attract more suppliers for the growing automotive industry in and around West Virginia, a delegation of Toyota parts suppliers' group companies will be invited to the State. This mission will introduce Toyota suppliers to West Virginia and encourage them to locate facilities in the State.

An invitation was issued by Senator Rockefeller to the group last January during a reception sponsored by the DRWV Foundation in Toyota City. This mission will be a joint effort with the West Virginia Development Office, and the West Virginia Japan Office. The date for the mission has yet to be determined.

WEST VIRGINIA IN THE NEW MILLENNIUM

In 2000, Senator Rockefeller and the Foundation will host a summit to explore the economic future of West Virginia on the eve of the 21st Century. By focusing on four distinct areas of development—Technology, Transportation, Education, and Manufacturing, the event will examine how these critical areas shape the future of our State.

The summit will consist of intense meetings to discuss, brainstorm, and gain insights as to how West Virginia can best prepare for the new millennium. Envisioned as a unique experience for West Virginians to work with decision makers and leaders in each field, the conference will strive to create a forum for discussion, new ideas, and innovative thinking to help begin a framework for the next century. Experts from government agencies and specialists from the private sector will be invited to participate in the forum.



Dennis Bone Joins DRWV Foundation Board of Directors

Dennis M. Bone, President and CEO of Bell Atlantic-West Virginia, Inc., was elected to the DRWV Foundation's Board of Directors. As President and CEO, Bone has oversight of Bell Atlantic-West Virginia's operations, external affairs, regulatory and financial matters. Bone is a graduate of the West Virginia Institute of Technology, with a bachelor's degree in mathematics. He also has a master of business administration degree in finance and economics from Rutgers University, and a master of science degree in counseling from The John Hopkins University.

Among other prestigious boards across the State, Bone is Chairman of the Board of Directors of the West Virginia State Chamber of Commerce and Vice-Chairman of the West Virginia Roundtable. He also serves as a member of the Governor's Science and Technology Advisory Council, trustee of Charleston Area Medical Center and the Board of Advisors at West Virginia University.

"I'm honored to join the Discover the REAL West Virginia Foundation's board of directors. This organization has led the charge in creating a more diverse, 21st century economy in our State. I'm excited to join Senator Rockefeller and the talented directors of the DRWV Foundation in keeping this momentum going."

1998 Highlights

TLM Aerospace Groundbreaking



★ In April, a delegation from around the world gathered in Martinsburg to

celebrate the second major investment by a Taiwanese manufacturer in West Virginia. TLM Aerospace, a subsidiary of Tong Lung Metal Industries, Co., of Taiwan, broke ground on a new manufacturing plant which will make two models of single-engine, four-passenger airplanes. TLM's initial investment of \$15 million in the new manufacturing plant will create 200 new jobs in West Virginia. Within the next five years, TLM hopes to double its investment to \$30 million and employ as many as 500 workers.

"The decision by Tong Lung Metal to set up their subsidiary, TLM Aerospace, in Martinsburg is another sign that West Virginia's economy has taken off," U.S. Senator Jay Rockefeller said.

"Investors from around the world have gotten the word that West Virginia is a great place for growing companies, with a healthy business climate and workers who take pride in a job well done."

Southern West Virginia Teleservices Mission



★ In May, eight senior level executives from teleservicing companies around the country,

including Civic Development Group, Telespectrum, the Signature Group, and Dial America Marketing came to southern West Virginia to participate in a two-day teleservices mission sponsored by the DRWV Foundation and Bell Atlantic West Virginia. The mission, hosted by Senator Jay Rockefeller, was part of an effort to attract investment to southern

West Virginia counties. Telemarketing executives witnessed first-hand the many opportunities and advantages that the State has to offer: a quality workforce, access to fiberoptic, a telecommunications infrastructure, and low electricity costs.

As a result of the mission, Civic Development Group (CDG) announced in January 1999 the opening of a call-center in Bluefield employing approximately 250. The company also plans to open an in-bound call-center in Logan in December which will employ between 500-700. Civic Development Group's decision to locate in southern West Virginia "will provide many area workers with secure jobs and benefits," Rockefeller said. Walt Lapinsky, CDG's President of Call Centers, and DRWV Foundation Board Member, said that the Logan facility will be CDG's ninth center in West Virginia, employing approximately 3,000 state-wide.

West Virginia Worldwide Asian Export Seminar



★ July 27, the Foundation sponsored a one-day export conference called the "West Virginia

Worldwide Asian Export Seminar" in Charleston, with the objective of encouraging West Virginia companies to explore exporting opportunities in the Pacific Rim, focusing on the Taiwan, Japan, and China markets.

A distinguished list of speakers from around the world, including U.S. Secretary of Commerce, William Daley discussed topics ranging from export financing to the tools necessary to succeed in Asia. In addition, potential exporters were identified for participation in the Foundation's third trade mission to Asia in January 1999.

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