



West Virginia Mission to Japan 2000

Where to start is the problem. So much has happened since our last newsletter that the most difficult task is to decide what to write about and still keep this issue only four pages long.

One of the most important and exciting activities of this quarter was the trip to Japan, April 7 – 15. I had the honor of serving as part of the West Virginia Mission to Japan 2000. What a tremendous opportunity it was.

The mission was led by John R. Snider, Executive Director of the West Virginia Development Office. Other participants on the mission were: Steve Spence, Director, International Division, WV Development Office, PCDA Director Gary Walton, Malie Combs, Director Hardy County Rural



Ken Crockett, Director of West Virginia's Japan Office accepts, on behalf of the state, a welcome gift from Mr. Chihiro Kato, Managing Director, Katoh Seisakusho Co., Ltd. During the group's visit to the metal stamping, plastic molding, and die maker and assembly plant in the Kani Industrial Park in Gifu Prefecture.

Development Authority, Scott Rotruck, Director of Economic Development at West Virginia University, Patrick Kelly, partner, Steptoe & Johnson, Bob Crawford, Director of the Berkeley County Economic Development Authority, Bill Goode, President of BIDCO, Jerry McDonald, President of HADCO, Rory Perry, President, Bank One Logan, and Hollie Hubbert, International Div., WVDO.



Members of the West Virginia Mission to Japan 2000 and our hosts pose for a photo at the Gifu-WV Friendship Society dinner at Bakuro Ichidai Restaurant.

(The story is continued with more photographs on page 2 of this newsletter.)

Toyota Dedicates 6-cylinder Facility



(L-R) Mayor Bill Whittington of Buffalo, Commissioner Clinton "Bud" Beaver, Mr. Tomoya Toriumi, President & CEO, Toyota Motor Mfg. WV, Commissioner Jim Withrow, and Commission President Jim Caruthers at the presentation of the toy ambulance. The gift symbolizes the new ambulance to be purchased with a donation from Toyota in celebration of the dedication of the 6-cylinder engine manufacturing facility in Buffalo.

Toyota Motor Corporation (TMC) President Fujio Cho, Governor Cecil Underwood, Senator Jay Rockefeller and hundreds of guests attended the celebration. The plant dedication marked Mr. Cho's first official visit to a North American Toyota manufacturing facility since being named President of TMC last year. At the dedication, President Cho told the gathering, "In four short years, this once-open field has transformed into a thriving plant where some 650 West Virginians are producing some of the world's best engines. In less than a year, Toyota West Virginia will become the first plant outside of Japan to produce automatic transmissions. *(More on page 2)*

West Virginia Mission to Japan 2000 (Continued from Page 1)



The delegation met with representatives from the parent companies of K.S. of West Virginia, Toyota, Okuno International and other companies that have established facilities in West Virginia.

Photographic evidence that Charleston and Huntington do work together (photo above) Bill Goode, President, BIDCO, and Jerry McDonald, President, HADCO. The photo was taken during our visit to K.S. of West Virginia's parent company.

Our visits with company representatives in Japan are evidence that there is considerable interest in locating new facilities in West Virginia. The two investment seminars were extremely well attended by more than 100 Japanese companies. At least 10 to 12 of those companies indicated interest in locating facilities within West Virginia. The photo below was taken at one of the investment seminars.

Only one Japanese company had a location in West Virginia prior to 1990 when the state established its



Nagoya office. Our state can be proud of the professional staff in the West Virginia Japan Office. Never have I seen such efficiency and effectiveness. A great big **Well Done** is due to Ken Crockett, Director of the Japan Office, Atsuko Murayama and Kazuyo Mizutani for making the trip both extremely pleasant and productive.



(L -R) Steve Spence, Atsuko Murayama, Jerry McDonald, Rory Perry, John Snider, Gary Walton, Patrick Kelly, Hollie Hubbert, Bill Goode, Mallie Combs, Bob Crawford.

The photo (above) shows the group on Sunday during our visit to Kyoto. Kyoto was truly beautiful with the cherry trees in full bloom.

The last photo (right) shows your Executive Director outside the Bank of Nagoya. The group was welcomed to the Bank by Kazumaro Kato, President and Chief Executive Officer and the friendly staff. The Bank of Nagoya has been extremely helpful in working with the West Virginia Japan Office in attempting to attract Japanese investments to our state.



The group visited many beautiful cities and states including Nagoya, Gifu Prefecture, Aichi Prefecture, Hamamatsu, Kyoto, and Tokyo.

Toyota Plant Dedication Ceremony (continued from page 1)

TMC President Cho (center, photo below) enjoys a visit with members of the Toyota team during a visit to the newly-dedicated engine facility. (Thanks to Laura Gandee, TMMWV, for the photos)



The dedication culminated with the unveiling of a patchwork quilt honoring traditional craftsmanship and the skill of West Virginians symbolizing the partnership between Toyota and the Mountain State. The Toyota West Virginia dedication quilt, titled

"Motion" was designed by Charleston artist Leslie Sabol and produced by the skilled artisans at the Cabin Creek Quilts cooperative in Malden. Sabol said she de-

signed the quilt to "capture the interest of its viewers and challenge them to look again and again." The sampler quilt uses traditional Appalachian patterns and Asian-inspired fabric designs to create a circular motif common in Japanese artistry. According to Sabol, "The result is a celebration of the partnership between two cultures and a surprising resemblance to machinery in 'Motion.'"



Dignitaries pose with the "Motion" quilt designed by Leslie Sabol of Charleston.

Donations to PROTEC

A big THANK YOU to the following businesses who have contributed since our last newsletter.

TYLER MOUNTAIN WATER COMPANY, INC.

ROCK BRANCH COMMUNITY BANK

BANK ONE

G & G BUILDERS, INC.

PRAY CONSTRUCTION COMPANY

CARSON INSURANCE AGENCY

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TRIAD ENGINEERING, INC.

V & S PILOT GALVANIZING, INC.

Gayle Vest Joins Advantage Valley

Congratulations to Gayle Vest. Gayle has accepted a position with Advantage Valley as its new Director. She began her duties on June 1.

Gayle will certainly be missed by the Putnam County Chamber of Commerce after serving as its director for the past 18 years. A reception was held in her honor on May 22nd at the Museum in the Community in Hurricane. A large crowd that included many current and former board members honored Gayle for her 18 years of service.

During her time with the Chamber, she was responsible for creating most of the Chamber's current projects. She was also the recipient of the Mayo Lester Community Service Award in 1995 for her leadership in completing the Tri-County YMCA Capital Campaign for the facility.

CONGRATULATIONS GAYLE...

American Economic Development Council (AEDC) Conference

I recently had the opportunity to attend the Annual Conference of the American Economic Development Council (AEDC) in Dallas, Texas. The theme of this year's conference was "Achieving Excellence in the New Millennium." The special opening session speaker was David Gergen, Advisor to four Presidents, Magazine/Television Editor/Journalist.

Mr. Gergen talked about eight trends he now sees in politics. 1) There is a move toward the center. Compassionate Conservatives are becoming the norm because voters are looking for candidates that "care about the people." 2) There is a move toward "empowerment of individuals." "More choice, more empowerment." Mr. Gergen commented that the recent top three winners in a national spelling bee were home-schooled. 3) People are becoming more "insistent on a higher quality of life." They are concerned about the environment, sprawl, health care. 4) "There is much greater insistence in citizen participation in the decision-

making process." He cited the impact of the Internet on the recent demonstrations against the World Trade Organization. Supporters used the Internet to launch major "grassroots" action campaigns. 5) We are "moving toward new ways of governing." He used the example of privatization in the City of Indianapolis, IN. Gergen suggested that Governors are behind this change—not the federal government. 6) "People are looking for more significance in their lives." He said that Billy Graham had spoken at Harvard several years ago and there was hardly a crowd. Recently, however, Mr. Graham spoke at Harvard and there was an extremely large crowd. Children are looking for answers. 7) There is the "potential for backlash." Increasingly, the backlash is a symptom of something deeper. 8) "Revolutions in technology and science will push more different issues into politics in the future." He cited the examples of the Microsoft case and human genome research with far-reaching impacts.

*"You cannot discover
NEW OCEANS unless you
have the courage to lose
sight of the SHORE"*

Regional Airport

The Just in Time Transportation Development Corporation held a public kick-off on May 17th. An almost standing-room only crowd filled the Sleepy Hollow Country Club main dining room to hear about the proposed efforts to undertake a major educational campaign to increase public knowledge about the new regional airport and its anticipated impacts on this part of West Virginia.

If you would like to become involved, just call our office at 757-0318 and we'll give you information about the next meeting of the Just in Time Committee and the Development Corp. All meetings are open to the public and everyone is welcome.

Also, while at the conference, I had the opportunity to participate in a two-day study workshop prior to taking the Certified Economic Developer (CED) exams on Saturday, June 3. All of the results are not in yet, but I did receive word that I have passed two parts of the three-part exam. Graders will not have the essay portion of the exams graded and results returned for at least one-two months. The CED designation is recognition of professional expertise in economic development. Economic development continues to increase in scope and complexity and the CED is a method of measuring expertise in this ever-changing field.



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Gary S. Walton, Executive Director
Gloretta Bishop, Administrative Assistant

Kindergarten in Japan ... Putnam County Style

During our visit to Japan, one meeting was with the Governor of Gifu Prefecture. During the meeting, WVDO Executive Director John Snider introduced each member of the party to Governor Taku Kajiwara. When Governor Kajiwara learned I was from Putnam County, he began—through the interpreter—to explain about the CD entitled “**Lets Go to Putnam Kindergarten.**”

The CD is used to teach English in many kindergartens in the Gifu Prefecture. The Governor was extremely proud of the CD and the Prefecture’s work with Putnam County, WV. When I came back to Putnam County, I talked with Mr. Robert E. Hull, Putnam County Schools. Mr. Hull worked with the Prefecture and the West Virginia Department of Education and spent two weeks in Gifu Prefecture last November. After returning from Japan, collaboration between the Putnam County Schools and the Gifu Kindergarten Association resulted in the development of the CD.

I would encourage you to visit the Web Site of Putnam County Schools. There you’ll find a link to the Gifu Private Kindergarten Association and many other exciting links. To connect go to the link: <http://www.youchien.gr.jp/> or you can just go the Putnam County Development Authority’s main web page at <http://www.pcca.org> and click on the Putnam County Schools link.

The Last Word

One of the most important functions of the Putnam County Development Authority is its work with existing Putnam County businesses. Existing industries are truly the backbone of the local economy.

With the guidance of Rolland Phillips, Program Manager, West Virginia Development Office, the staff is attempting to meet with as many existing industries as possible. In almost ten months, it has been impossible to meet with each of our existing firms but we will continue to try to meet with each and every one.

I’ve met with almost 50 firms and truly appreciate the hospitality you have shown and your willingness to help me to become more familiar with Putnam County and our industrial base. Without

your assistance my job would be even more difficult. Thank you so much for allowing me to learn more about your business and I am hopeful that we can continue to work together to make your business grow in Putnam County.

It is a pleasure to work in an area where county and municipal governments and businesses work in a spirit of cooperation to make Putnam County an even better place to live, work and raise a family.

Each day I am contacted by communities from inside and outside the State of West Virginia who look to Putnam County as an example of leadership and a willingness to look to the future. For this you all owe yourselves a big WELL DONE!

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Address Correction Requested

