

Wilson Forward 2019 Annual Meeting

CONNECT

#CONNECTFORWARD

CAREER READINESS FOR MIDDLE SCHOOLERS

HOW CAN WE HELP MIDDLE SCHOOLERS BECOME
WORK-READY?

Personal qualities not measured by tests



DID YOU KNOW???

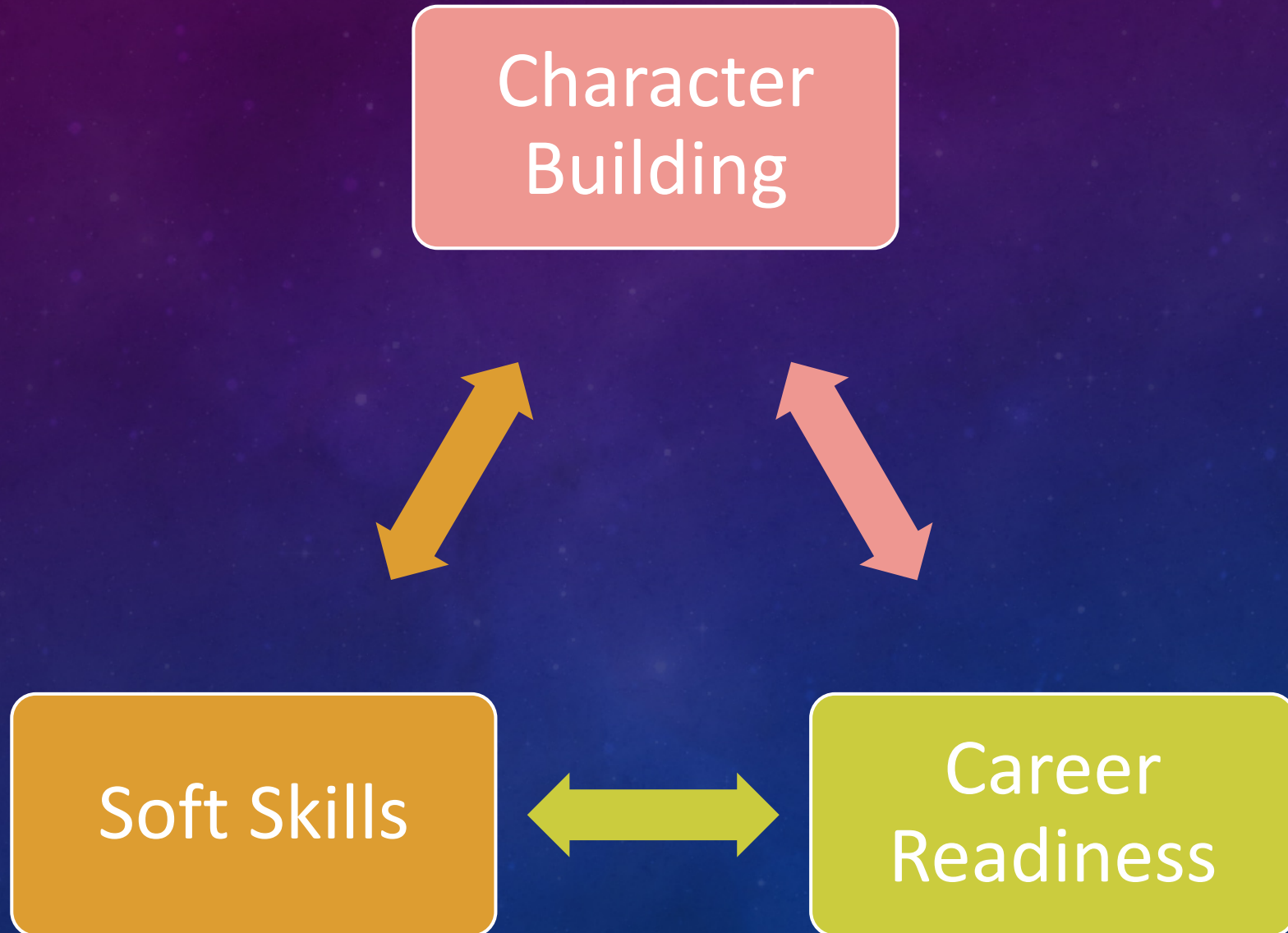
Local employers say the hardest part of hiring people is the lack of Soft Skills.

RESEARCH SUGGESTS....

- Middle school students are in a period of rapid change in their lives personally, socially, and academically. They are moldable and growing toward independence in their thought and decision making. A career planning program is consistent with the needs of this age.
- For students to be able to think about their career plans, they must have a foundation of career awareness and career exploration experiences.



WHAT WE DISCOVERED....



SO WHAT NOW???

- Builds confidence
- Molds youth in a positive way
- Gives life experiences
- Exposes them to new things



- Builds character
- Tutoring
- Soft skills
- Work-based learning



- Opportunity to apply essential standards
- Workplace readiness skills through experiences



WHERE CAN YOU PLUG IN?

The Pillars we discussed are just a few ideas on how to help middle schoolers prepare for their future. Which Pillar(s) speaks to you?



**DELIVERING SUSTAINED ECONOMIC DEVELOPMENT, COASTAL
RESILIENCE AND CLEAN COASTAL WATERS FOR NORTH CAROLINA**

BUILDING A \$100M OYSTER MARICULTURE INDUSTRY

OCTOBER 10, 2019



**WILSON
FORWARD**

The logo for Wilson Forward consists of the words "WILSON" and "FORWARD" stacked vertically in a bold, sans-serif font. To the right of the text is a large, stylized arrow pointing to the right, composed of two parallel lines.



**BUILDING PARTNERSHIPS FOR
EDUCATION • WORKFORCE DEVELOPMENT • HEALTH & WELLNESS**

Community Partners Making An Impact





January 2015

Coastal Restoration and Community Economic Development in North Carolina

Final Report

Prepared for—

**North Carolina Coastal
Federation**

3609 N.C. 24 (Ocean)
Newport, North Carolina

Prepared by—

**Sara Lawrence
Travis Beaulieu
Ashley Green
Alyce Kanabrocki
Alan O'Connor
Zack Oliver**

RTI International
3040 E. Cornwallis Road
Research Triangle Park, NC 27709



ANNEX 1. NORTH CAROLINA COASTAL GDP AND EMPLOYMENT

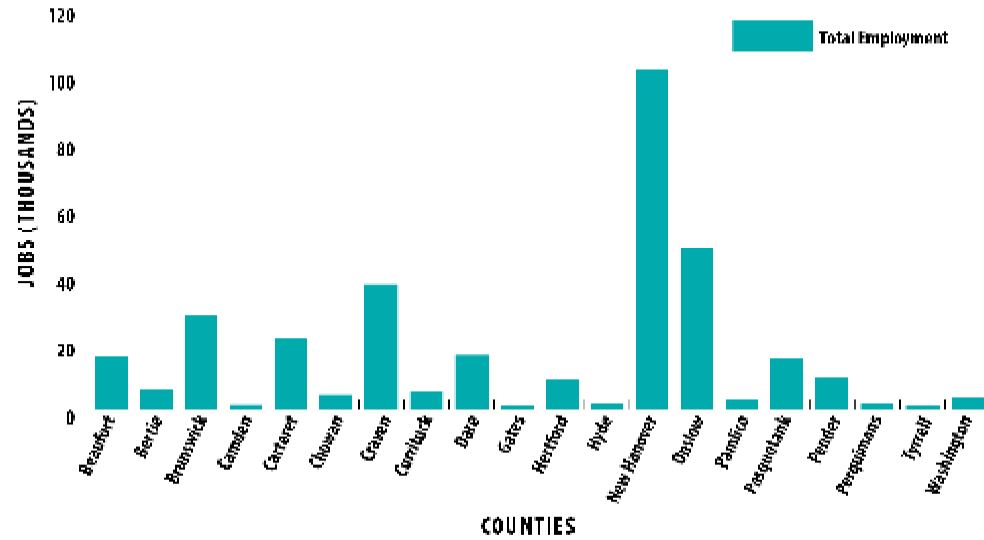
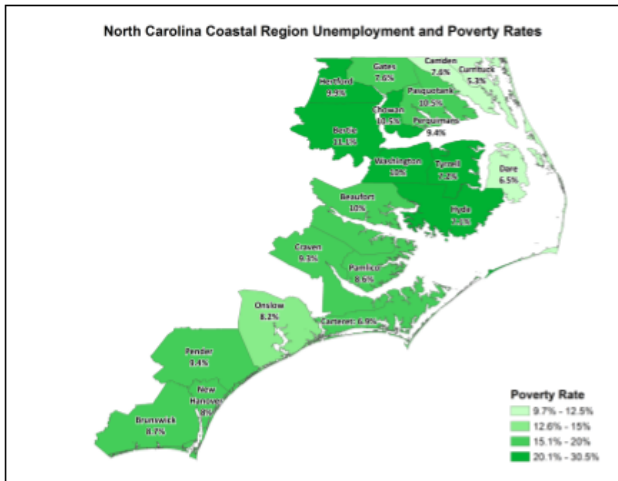
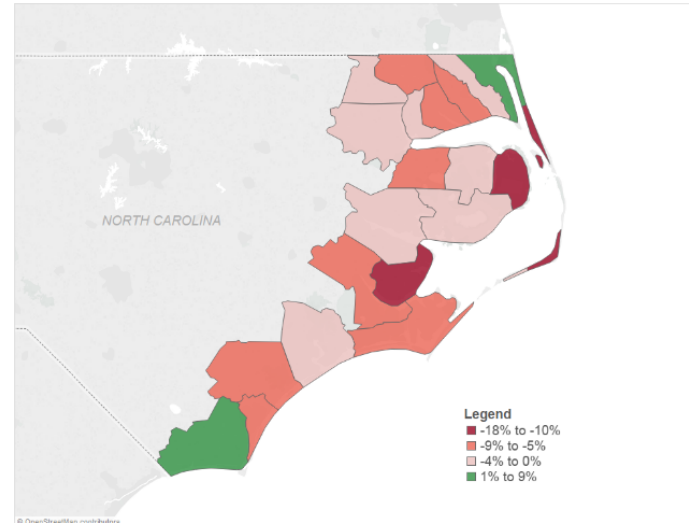


Figure A. Overall employment in North Carolina's 20 coastal counties in 2013. Source: NOAA, 2016; NOEP, 2016

Figure 1-3. Unemployment and Poverty Rates in Coastal North Carolina

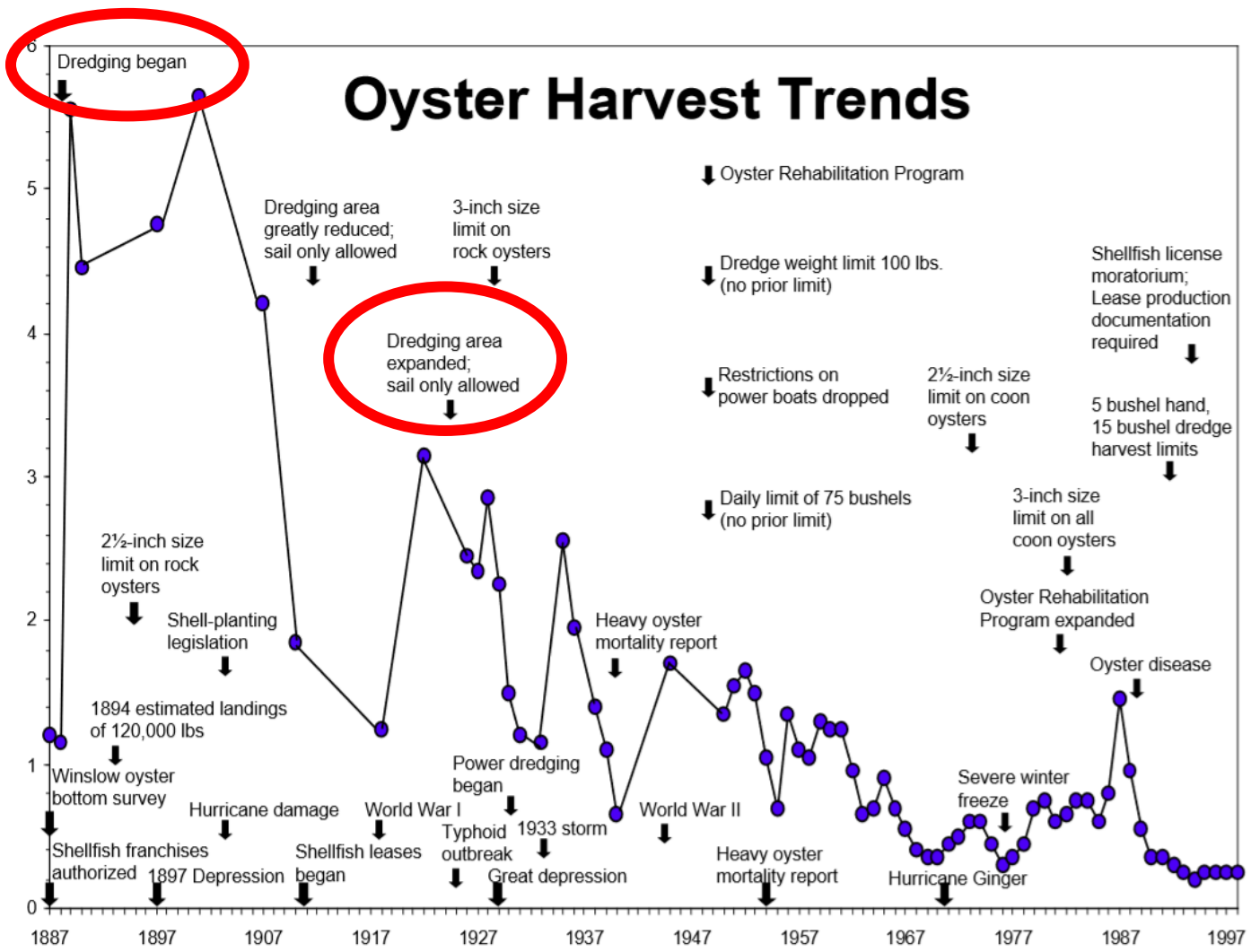


Sources: U.S. Census Bureau, 2012, American Community Survey (5-year estimates), Table Number B17001 Washington, DC: U.S. Census Bureau; Bureau of Labor Statistics. (2013). Local Area Unemployment Statistics. Table 3. Washington, DC: Bureau of Labor Statistics. Unemployment rates show as text within each county. Poverty rates shown by color shading according to the poverty rate legend.



Data Source: US Census Bureau, Small Area Income & Poverty Estimates || Note: Incomes were adjusted to 2016 current dollars

Economic Opportunity Needed on Coastal NC



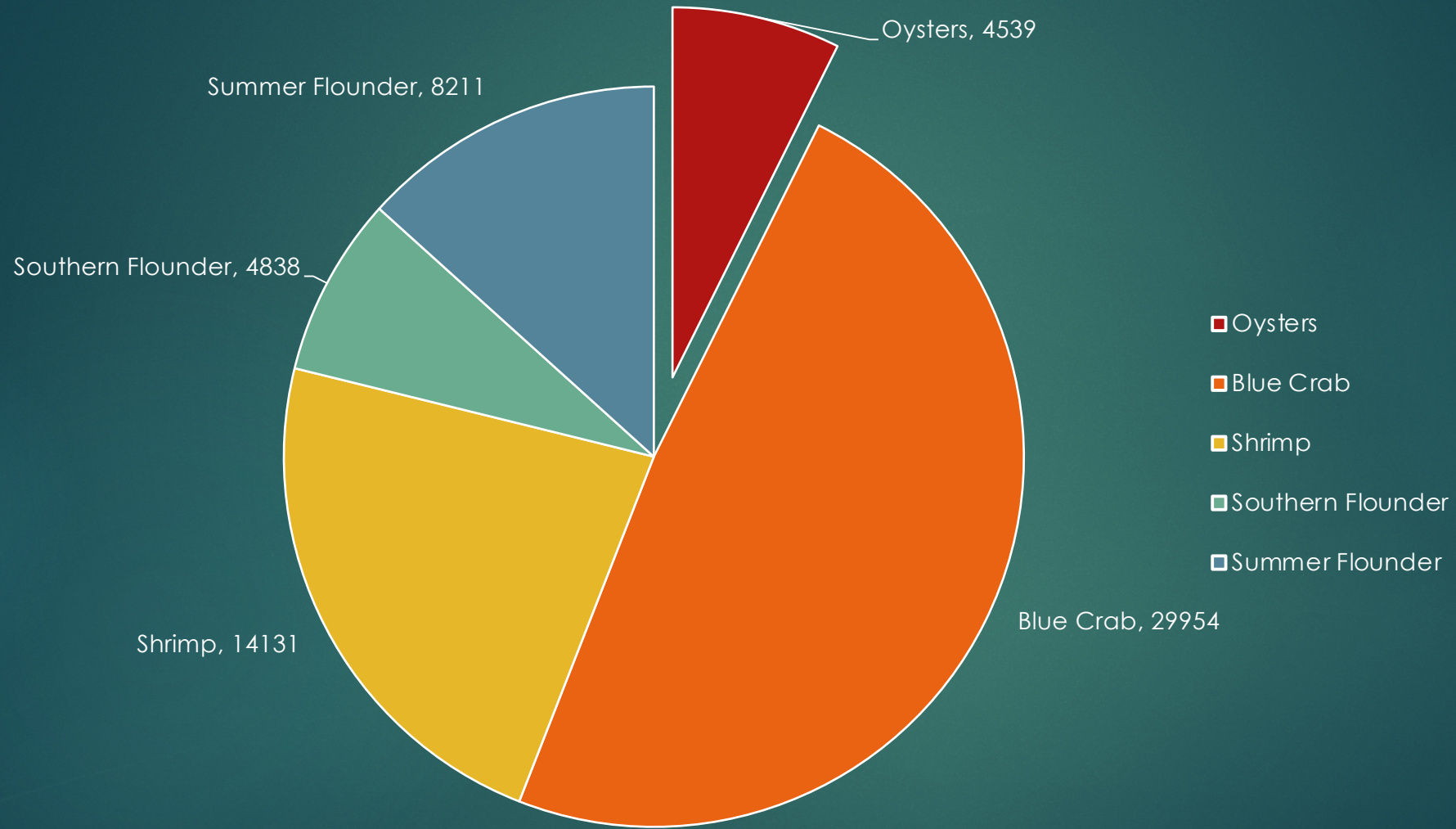
NC Historical Harvest Trends

Coastline of the United States

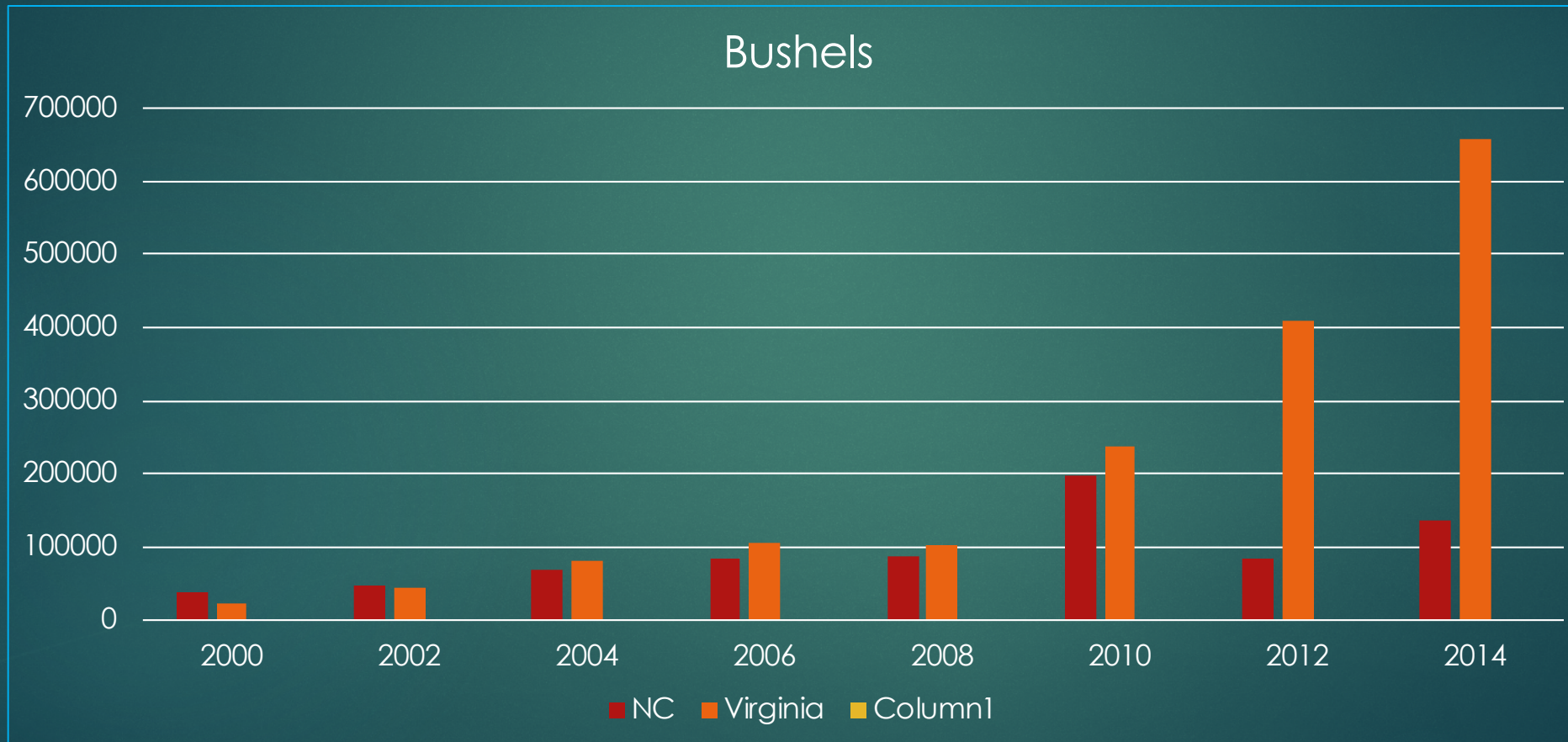
State	Lengths, statute miles	
	General coastline ¹	Tidal shoreline ²
Atlantic Coast:		
Maine	228	3,478
New Hampshire	13	131
Massachusetts	192	1,519
Rhode Island	40	384
Connecticut	—	618
New York	127	1,850
New Jersey	130	1,792
Pennsylvania	—	89
Delaware	28	381
Maryland	31	3,190
Virginia	112	3,315
North Carolina	301	3,375
South Carolina	187	2,876
Georgia	100	2,344
Florida (Atlantic)	580	3,331
Total Atlantic Coast	2,069	28,673



NC Top 5 Commercial Landings \$000



NC vs Virginia Oyster Production



Oyster Value Proposition

▶ Economically

- ▶ Oyster demand doubling 5 Years
- ▶ US Annual Consumption 35,000,000 LBS.
- ▶ WW Consumption 2 Billion lbs.
- ▶ Year Round Production!

▶ Environmental

- ▶ One Acre Oyster Reef Cleans 24M gal/day or 36 Olympic Pools
- ▶ Living shore lines reduce 88-93% wave action
- ▶ One acre support 1.5 tons of other seafood



EATING & DRINKING

Shuck And Awe

Nothing goes down easier with bubbly, but oysters are so varied and complex these days, a half-shell menu can be downright daunting. Two new books help facilitate a better bivalve experience

BY KATHLEEN SQUIRES

I STARED at the list, stumped. Should I order the one that had a “mild balanced finish?” Or should I go for the one with the notes of “butter, celery, copper and salt?” What about the option that offered a “blast of minerality?” I

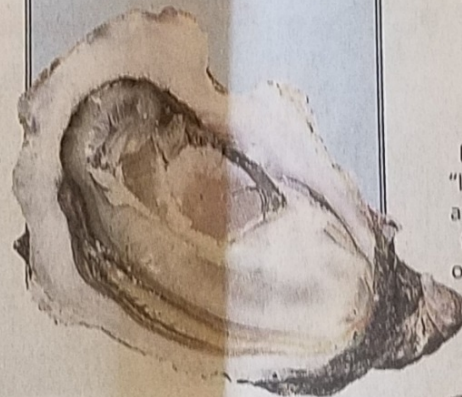
Association, measures the rebound via “increased availability, an uptick in the opening of oyster bars and the establishment of oyster festivals across the country.” Even Gulf Coast production is slowly recovering from the 2010 BP oil spill, due to efforts from groups such as the Coalition to Restore Coastal Louisiana.

Two recent books chart the oyster’s resounding comeback and

Hama Hama

WASHINGTON STATE

Clean, crisp, herbaceous. “In the spring, Hama Hama tend to be sweeter; in the winter, brinier. In both seasons, the oysters have a light cucumber/melon finish.” —J.S.



Belon Wild

MAINE

Powerfully savory and metallic. “I get excited about anything wild, as most of the oysters we eat are farmed. I always go for the wild oyster on a menu, if there is one.” —J.S.



Kumamoto

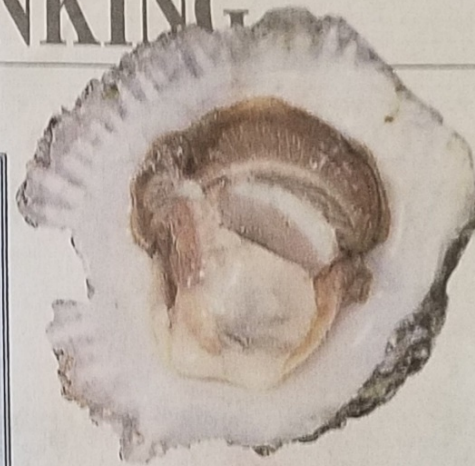
BRITISH COLUMBIA

Sweet, melony, firm, meaty. “In general, West Coast oysters have a meatier quality because of their deep, round

Pemaquid

MAINE

Big, brawny, briny. “We’re seeing oyster farms pop up in Maine like crazy. These Pemaquids tend to be plump, crisp and salty with an earthy finish.” —J.S.



Moonstone

RHODE ISLAND

Rich, beefy, flinty, with a distinctive striped shell. “Be oyster from a major fishing in the bay. They tend to be salty, like a broth.” —R

Oysters, the military's new defense

Reefs just offshore buffer bases from ravaging

Military Living Shorelines

\$100M Five Years- Living Shorelines Act
North Carolina 3rd Largest Military Installations

By The Associated Press

MIDDLETOWN, N.J. — Earle Naval Weapons Station, where the Navy stores America's most sophisticated weapons onto warships, suffered \$50 million in damage last year in superstorm Sandy. The naval pier is fighting back with some defense protection oysters.

The facility has allowed an environmental group to plant nearly a mile of oyster reefs about a quarter-mile off its shoreline to serve as a natural buffer to storm-driven wave damage.

Other military bases are enlisting the help of oysters, too. In June, environmental groups and airmen established a reef in the waters of Eglin Air Force

Base Reservation in Florida, and more are planned nearby. Oysters also help protect Naval Station Norfolk in Virginia.

The Living Shorelines Act, passed in 2012, allows military bases in North Carolina. And military installations in Alabama and North Carolina have dispatched enlisted personnel to help build oyster reefs off bases and other places around the United States and the world where coastal communities are threatened. The bill was introduced in Congress last year.

At Earle, the oyster reefs will create "living shorelines" that include oyster reefs.

"Having a hardened structure like that oyster reef will absorb some of that wave energy," said Earle spokesman Bill Addison. "All the pipes and cables that are on the pier now, all of that was washed away and had to be rebuilt. And there was a lot of flooding that came into the base.



Oysters at the Earle Naval Weapons Station in Middletown, N.J.

Will this protect us against all of that? No, but it will do a significant amount of good to protect the base and the complex and our surrounding communities."

The SUNJ Baykeeper group has been experimenting with oysters at the Navy pier since 2011, originally as a way to see if the shellfish, through their natural filtering ability, might help improve water quality in the Raritan Bay. (They did somewhat.)

In summer 2016, the group planted the oyster reef. In addition to cleaning the water, the oyster reefs help blunt the force of incoming waves. "They are nice speed bumps," said Meredith Comi, an official with the Baykeeper group.

Environmentalists say "living shorelines" including oyster colonies are preferable to, and

cheaper than, armoring the coast with steel sea walls or wooden bulkheads that invariably accelerate erosion of the sand in front of such man-made structures.

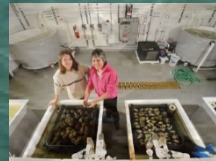
Rep. Frank Pallone Jr., a New Jersey Democrat, recently introduced The Living Shorelines Act, which would make coastal communities eligible for \$300 million over five years in federal grants for oyster reefs and wetlands plants. Its prospects remain uncertain in the Republican-controlled Congress.

In most spots, the oysters are designed not to be harvested and eaten. But in other places, including New Jersey, the oysters have been planted in polluted waterways where shellfish harvesting is prohibited, leading to concerns about poachers stealing them and sickening customers.

Such a dispute forced Baykeeper to rip out an oyster reef it planted a few miles from the Navy pier and relocate the shellfish to waters near the pier patrolled by gun-toting boats.



End to End Strategic Plan



Regulation

Leasing
Monitoring
Enforcement

Research

Seed Stock
Disease Resistant
Environmental Impact
Grower Technology

Education

K12
Community Colleges
Environmental Groups
Local Outreach
Workforce Dev

Investment

Business Case
Seed Money
Investors
Low Cost Loans
Grants
Insurance

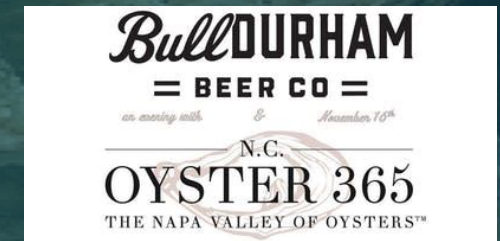
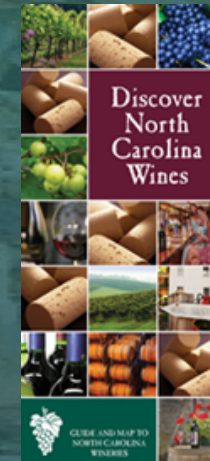
Mktg/Dist

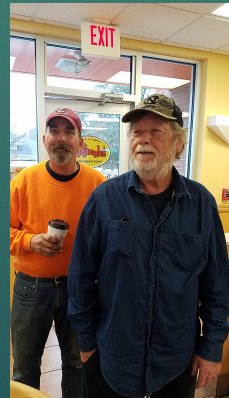
Build Brand
Go to Market
Community Engagement
Tourism
Export

People, Partnerships & Collaboration



North Carolina Coastal Federation
Working Together for a Healthy Coast







Bobbie Faircloth

Bobbie's Seafood

Motto

"I have been catching seafood all my life"



The 2019 Oyster Blueprint/ Strategic Plan

\$100M 1000 Jobs

Regulatory Actions

- DMF Shellfish Leasing Section/ DMF Shellfish Advisory Committee

Statutory Action

- Shellfish Enterprise Zones/Poaching Laws/Use It or Lose it!

Grower Support

- Low interest Loans/Insurance/AG Shellfish Advisory panel

Research

- Aquaculture Business Agent/ Multiple NC Sea Grant Programs

Marketing & Distribution

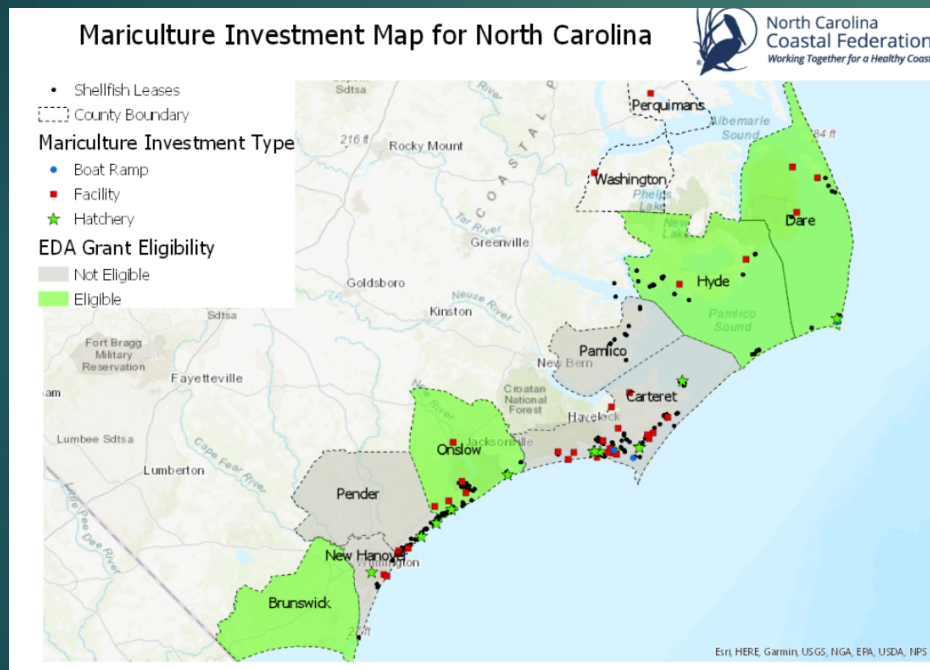
- Oyster Trail/Strategic Study

Water Quality

- DEQ Staff to Monitor Stormwater Systems
- Revise Grant Funding –Focus on growing water and habitat restoration
- Low Impact development- State funded construction projects

Incubator Analysis- EDA Funded

Current Infrastructure



Grower Feedback

SHELLFISH MARICULTURE INFRASTRUCTURE STUDY

Summary as of August 7, 2019

Challenges and Opportunities for NC Shellfish Mariculture Industry


Challenges	No. of Interviewees	Opportunities	No. of Interviewees
Storm/rain events	18	Processing and distribution centers	21
Lease establishment	17	Hatcheries and nurseries	16
Waterfront access	15	Cooperatives	12
Financial capital	13	Public awareness	12
Product distribution	12	Working waterfront dock	8
Seed source	11	Shellfish grower connections	6
Processing and distribution centers	10	Crop insurance	6

North Carolina Oyster trail will be organized into regions that feature a variety of food and beverage, cultural, and natural sites


Choose your own oyster experience:

Restaurant	Brewery	Winery	Historic Site	Aquarium	Museum	Natural Site	Eco-tour	Outdoor activity
------------	---------	--------	---------------	----------	--------	--------------	----------	------------------


For the connoisseur:




For the beer lover:




For the history buff:



For the science nerd:



For the outdoorsman:





Cedar Island Selects

Core Sound 2⁷⁵
 Oyster Creek Salts 2⁷⁵
 Dukes of Topsail 3²⁵
 Newport  2⁷⁵
 Olde Point Salts 2⁷⁵
 Cedar Island 2⁷⁵



Carolina Pearls



Atlantic Emerald



Brasserie du Soleil

SOUP

LOBSTER BISQUE \$12

lobster tail, EVOO, nasturtium herbs

LIMITED FEATURE

EN PAPILOTE \$27

halibut, piperade, broccolini

PLAT DU JOUR

CÔTE DE BOEUF \$37

*duchess potato, local mushrooms
sweet onion marmalade, tarragon buerre rouge*

FEATURE

LOBSTER RAVIOLI \$28

*hen of the woods, toasted pine nuts
red beet & ginger glaze, shiso*

OYSTER SELECTION

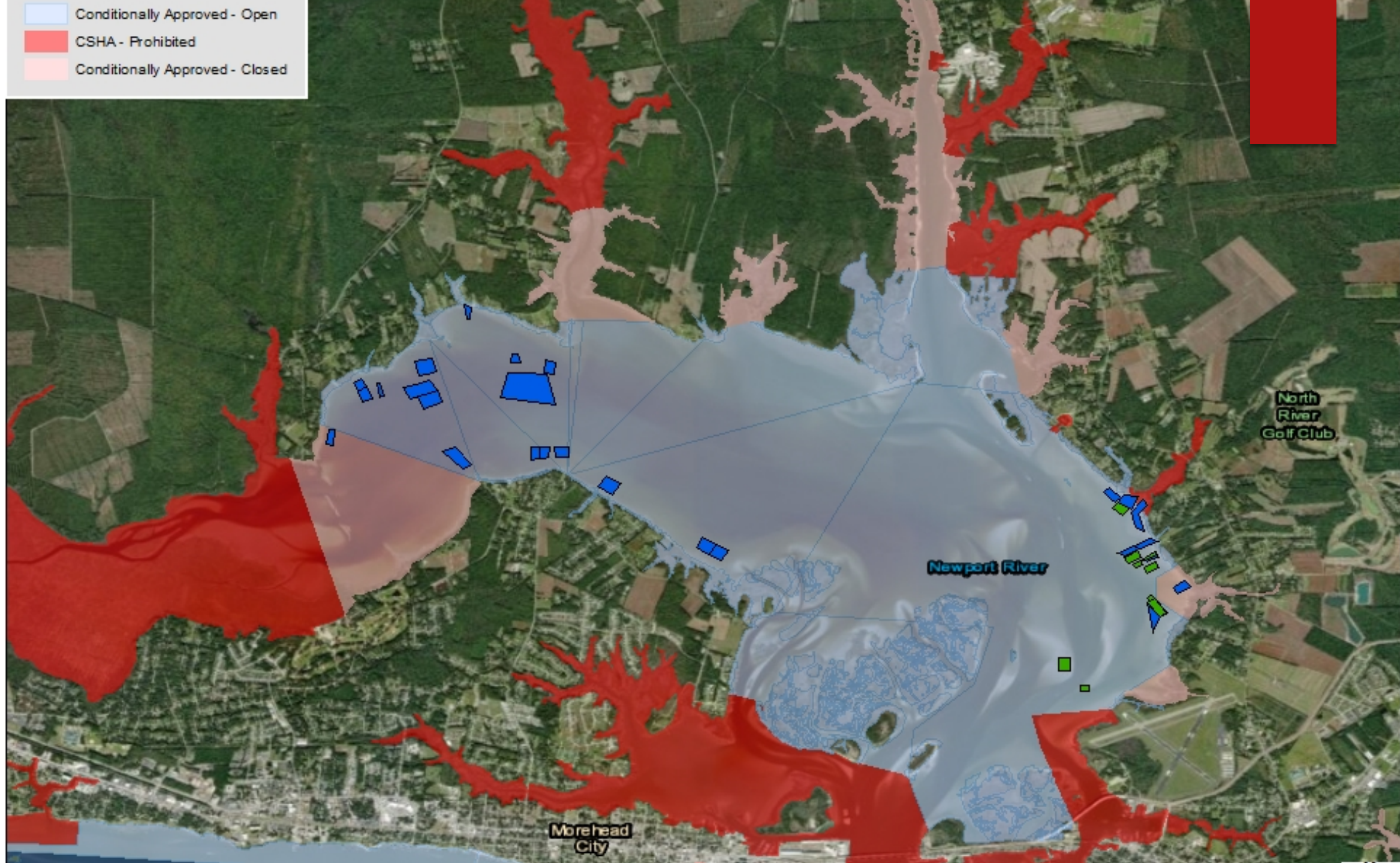
BIG ROCK - MA \$3

STONE BAY - NC \$2.50

ARCHER CHANNEL - NC \$3.50

JARRET BAY - NC \$3.50

- Conditionally Approved - Open
- CSHA - Prohibited
- Conditionally Approved - Closed





North Carolina
Coastal Federation

**NORTH RIVER FARMS
RESTORATION SITE**



Oysters Deliver It All for Coastal North Carolina



Napa Valley of Oysters

(Coastal Assets)



Silicon Valley Aquaculture & Coastal Restoration Technology

(UNC/Duke/NC State/CCC/UNCW)



Success Breeds Success



Set Aspirational Targets

Have a plan
Hope is not a strategy



Focus

Do not spray and pray



Think Differently

Come at things from
different directions



Ownership

Drive feedback & collaboration
Assume Positive Intent



Ask for the Order

Earn the Right to Ask
Deliver on commitments



Execute

Time Kills Deals!!!!!!!!!!

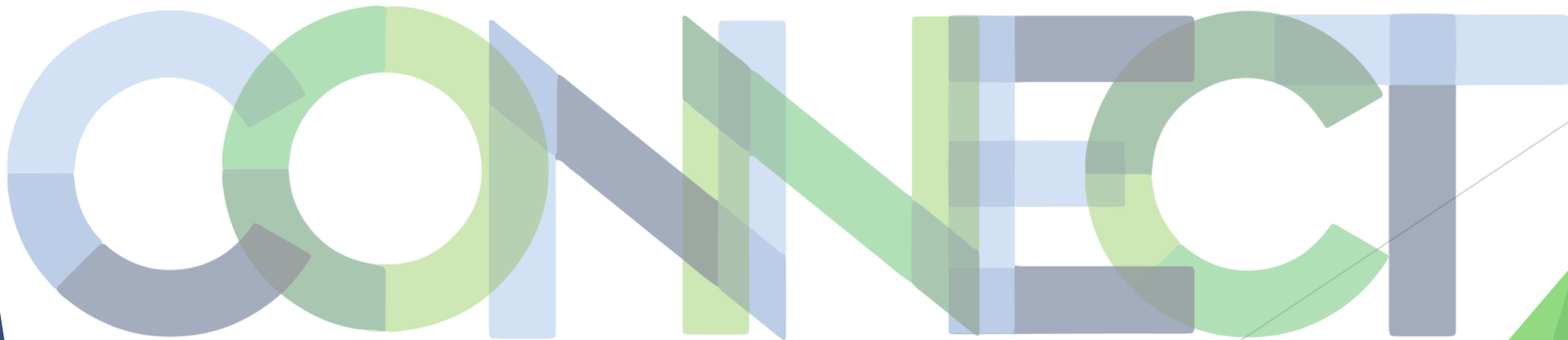


Don't be afraid to give up the good to go for the great!
John D Rockefeller

The New Power of Place:

*Creating Optimized Communities,
Thriving Economies, and Attached
Residents*

Dr. Katherine Loflin



Aerial View of Wilson, N.C.

88642

17

*The New Power of Place:
Optimized Communities,
Thriving Economies, and
Attached Residents*

Dr. Katherine Loflin

Place Science:

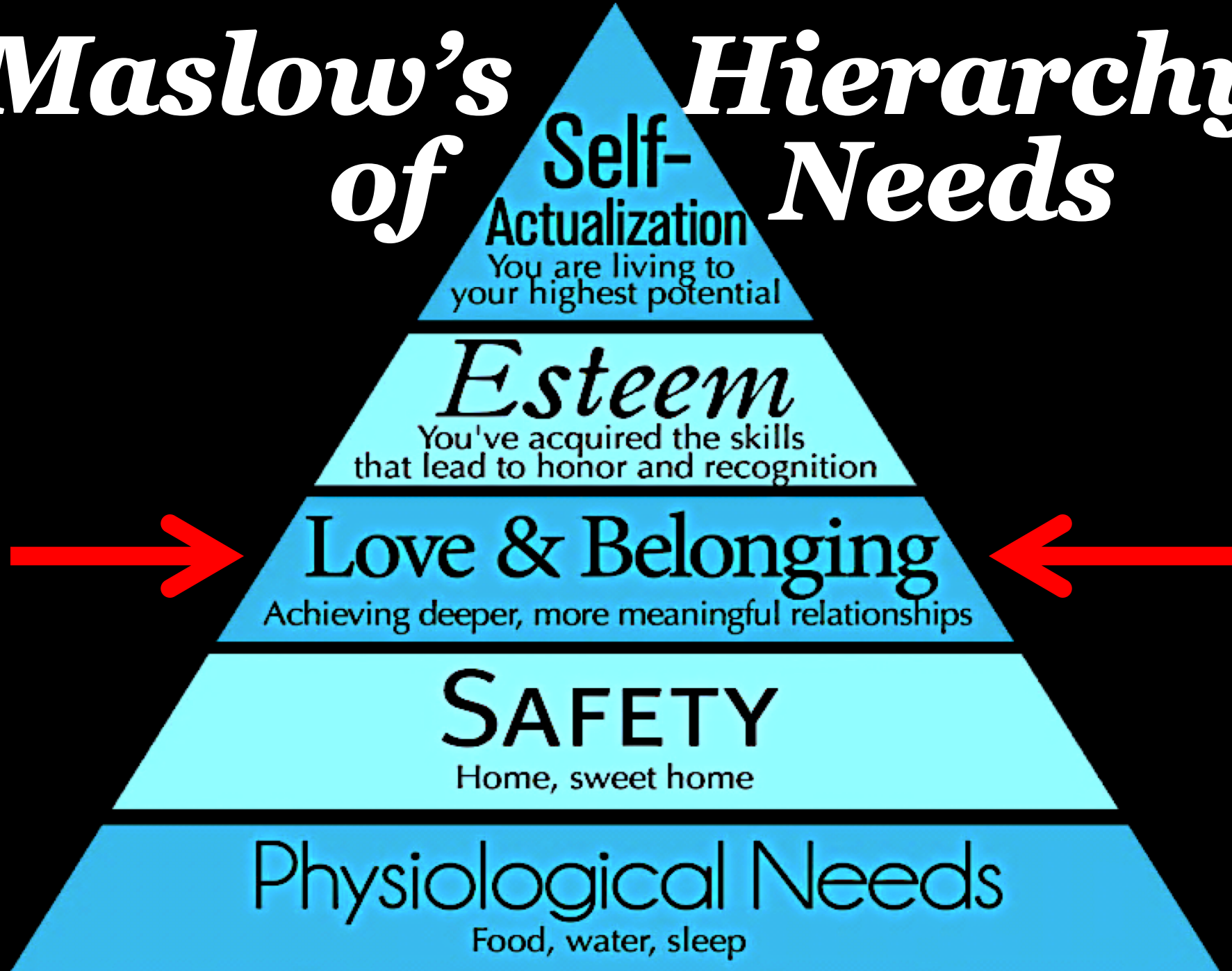
The critical interdependent relationship between people and places and its impact to people, places, and local economies.

Placemaking:

Applying place science to inspire connection between people and place.

*Place Science:
The Power of
Place
in Our Lives*

Maslow's **Self-Actualization** *Hierarchy* *of* **Needs**





Products vs. Experiences

4

70% of Millennials have FOMO

Prefer experiences over material things -

- 81% of Millennials
- 79% of Gen Xers
- 78% of Baby Boomers

65% would rather spend money on an experience than a product



*Place Science
Research:
What Makes
a Loved Place*

Knight Soul of the Community

**Key Place
Characteristics**

Social Offerings
Aesthetics
Openness

**Resident
Attachment**

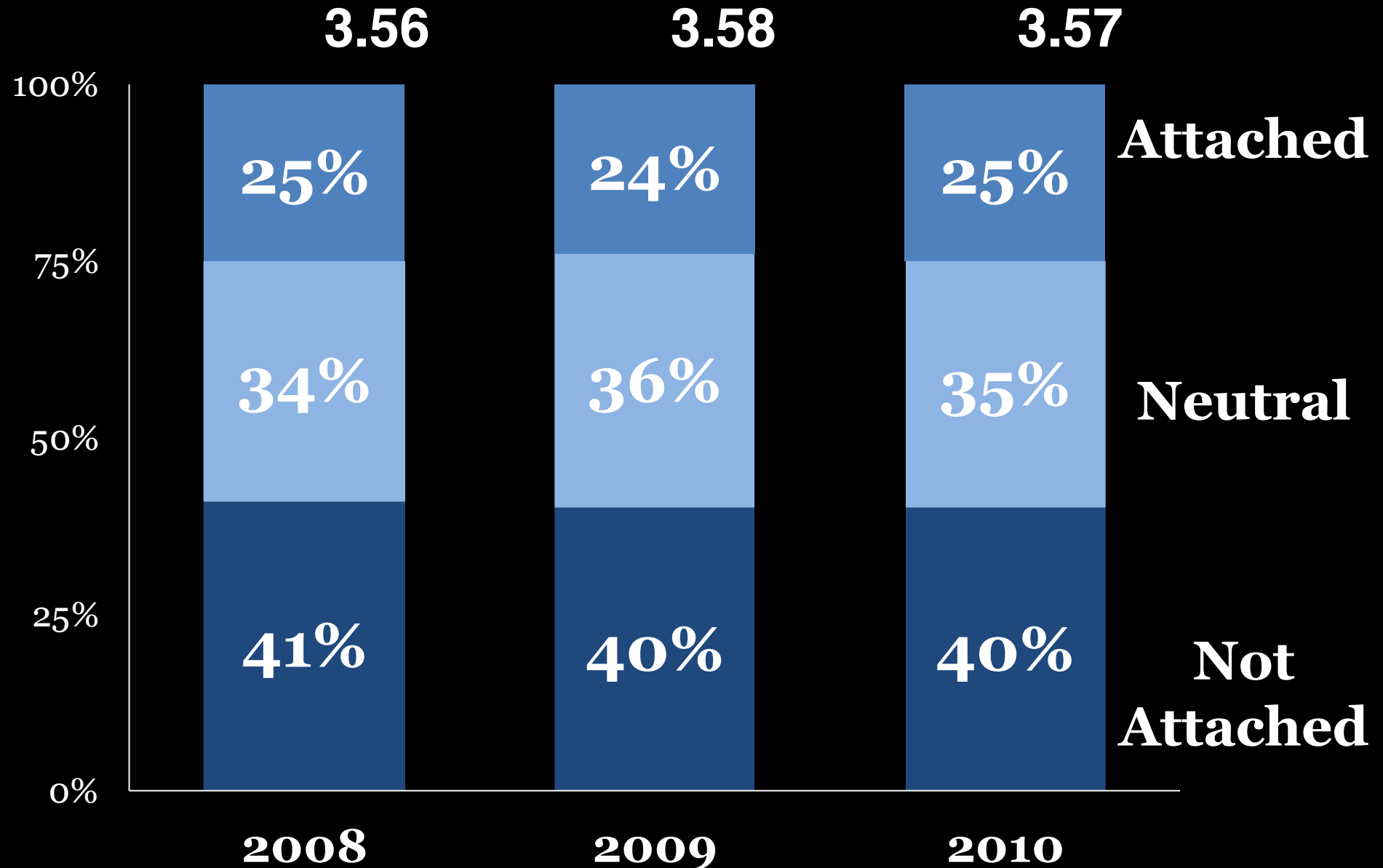


**So
What**

**Local
GDP
Growth**
**(and
more)**

In 26 US cities, 43,000 people, 2008-2010

National Average Attachment



SOCIAL OFFERINGS



AESTHETICS

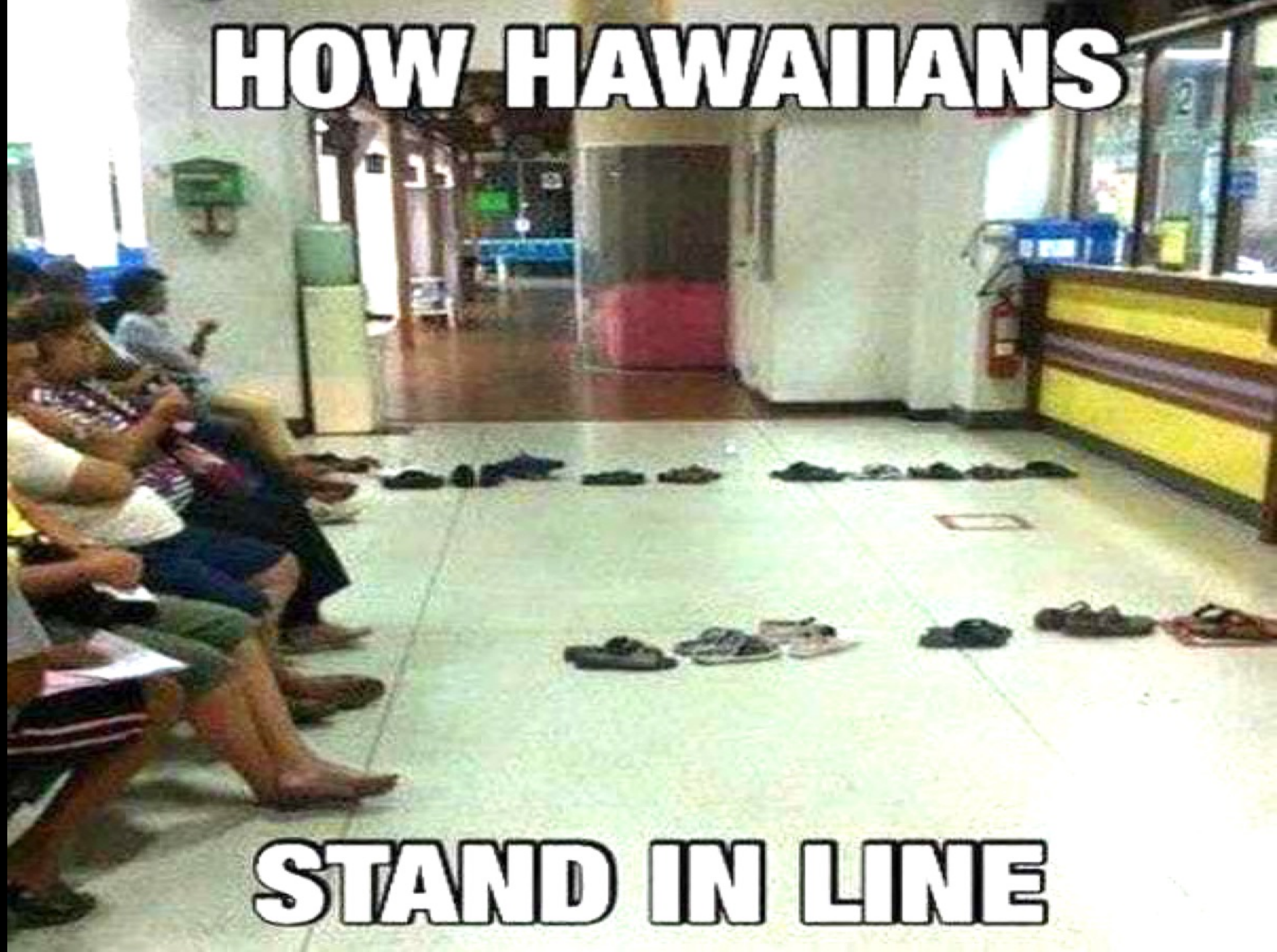


OPENNESS



*The Place
Narrative:
Places (Should)
Have Personalities*

HOW HAWAIIANS



STAND IN LINE

A photograph of a woman with long dark hair, wearing a black and white striped top, sitting at a table in a restaurant. She has her hands pressed against her face, appearing to be crying or embarrassed. In the background, a man with a mustache in a blue t-shirt and a woman in a grey top are seated at another table. The setting is a bright restaurant with large windows overlooking a city.

Cary/Apex

Fuquay

**Holly
Springs**

**Top 10
"Best
Places to
Live" lists**

**BEST
PLACES**
& WORLD REPORT
U.S. News
RANKINGS

REDUCE
SPEED
AHEAD



**THIS IS ALSO OUR GREAT PLACE
WHEN WE GET TWO INCHES OF
SNOW.
EVERY. TIME.**



Meanwhile, in North Carolina....



y'all see this right



School Lunches According To Town

Apex



Angier



Garner



Holly Springs



Durham



Cary



Chapel Hill



Fuquay-Varina



@thefvmemes

PIC•COLLAGE



Raleigh

Morrisville

Chapel Hill

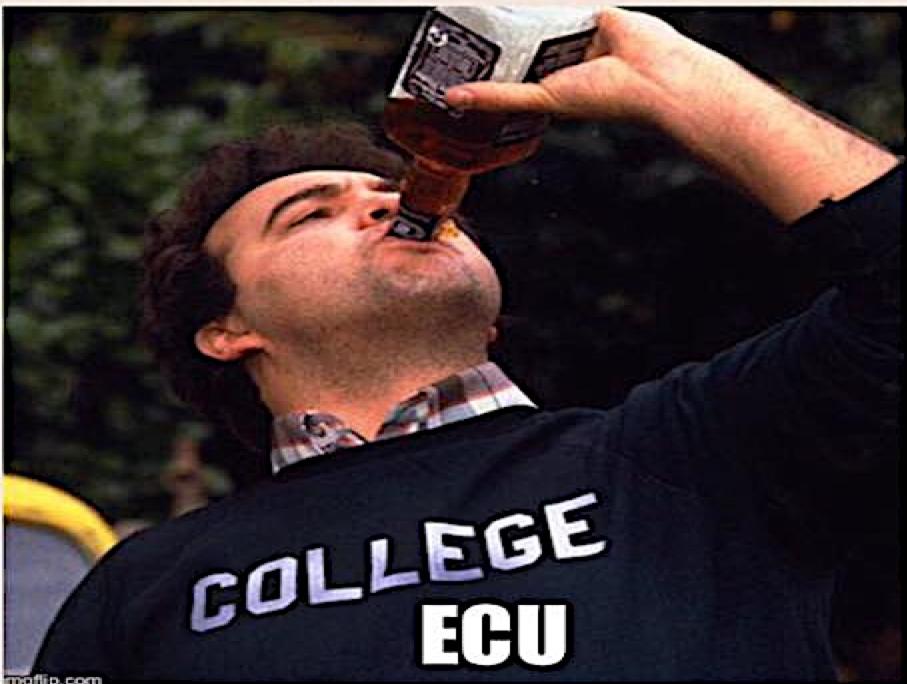
Cary

Apex

**Holly
Springs**

Fuquay

Garner



Sources of Place Narrative



- *History*
- *Geography*
- *Industry*
- *Culture/Spirit*
- *Anchor Institutions*
- *Landmarks*

*Place Match:
Finding
Belonging in
Place*

Dating the Place









MACON MONEY

BOND

maconmoney.com

Find the matching half of this Macon Money Bond & collect \$20, \$50, or even \$100 in Macon Money!

HT0598FT-BZ



MACON MONEY

BOND

maconmoney.com

Find the matching half of this Macon Money Bond & collect \$20, \$50, or even \$100 in Macon Money!

HT0598FT-BZ



Marrying the Place



&

the Relationship

Over Time





Divorcing the Place & Starting Over



ISN'T IT TIME
TO COME BACK

Home?

COME HOME TO



HOME OF THE FIRST
ENGLISH THANKSGIVING

AMERICANEVOLUTION2019.COM



DR. KATHERINE LOFLIN

**PLACE
MATCH**

The City Doctor's Guide to
Finding Where You Belong

The City Doctor

Wilson Forward 2019 Annual Meeting



CONNECT

#CONNECTFORWARD