

# 2020 ECU PURPLE & GOLD BUS TOUR



Funded by a grant provided by the Health Resources & Services Administration  
Pamela Reis, PI  
College of Nursing

# BUS TOUR FUNDING & SUPPORT

The 2020 Purple and Gold Bus Tour was funded by a grant from the United States Health Resources & Services Administration's (HRSA) Advanced Nursing Education Workforce program. The administration is an agency of the Department of Health and Human Services. It is the primary federal agency for improving health care to people who are geographically isolated or are economically or medically vulnerable. Many eastern North Carolina residents fall under that description.

The grant was awarded to ECU College of Nursing primary investigator Pamela Reis for her project "Advanced Practice Registered Nurse (APRN) Academic-Clinical Practice Collaborative." The study's purpose is to significantly strengthen the availability and capacity of the APRN primary care workforce in rural and underserved communities in eastern North Carolina. This innovative collaboration between students in three APRN concentrations – nurse practitioner, nurse-midwifery and clinical nurse specialist – will occur through joint, long-term clinical placements in rural and underserved clinics in partnership with Vidant Health.

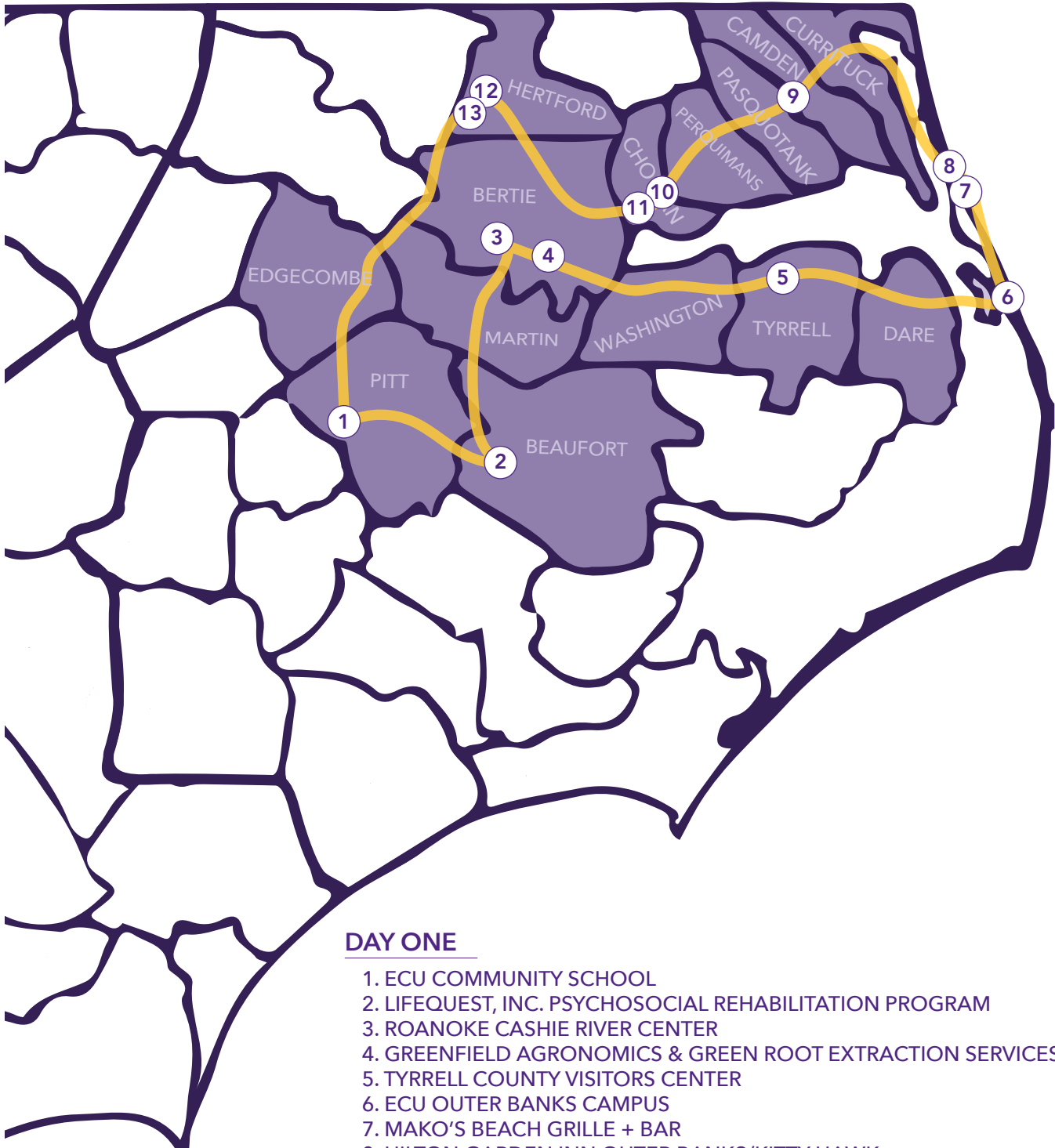
The project's main goals are to:

- » Establish and enhance academic-clinical partnerships with Vidant Health, the North Carolina Agromedicine Institute, and the East Carolina University Center for Telepsychiatry and E-Behavioral Health.
- » Recruit and train a minimum of 16 APRN preceptors in partnership with Vidant Health.
- » Create eight longitudinal clinical placement sites in rural and underserved communities through Vidant Health
- » Provide traineeship funds to at least 84 full- and part-time nurse practitioner, nurse-midwifery and clinical nurse specialist students.
- » Implement the innovative APRN RURAL Scholars program to advance clinical and leadership skills, capacity and investment in providing primary care in rural and underserved communities.

The HRSA grant will transform eastern North Carolina's APRN workforce through a newly-created scholars program designed to enhance clinical excellence in rural health, develop leadership capacity for delivering high quality evidence-based health care, and promote employment in rural communities following graduation. The APRN Rural and Underserved Roadmap to Advance Leadership (RURAL) Scholars Program provides each student receiving traineeship funds with 1-2 semesters of clinical placement in rural communities through Vidant Health; trains students in telehealth with a focus on telepsychiatry through the ECU Center for Telepsychiatry and E-Behavioral Health; and provides opportunities for improving the health of farmers, loggers and fishermen and their families through the North Carolina Agromedicine Institute. APRN RURAL Scholars will commit to two years of employment in rural/underserved communities for each year of support. Participants in the RURAL Scholars program will be recognized at the ECUCON graduation ceremony for their participation in this program.

Learn more about the program online at <https://nursing.ecu.edu/ruralscholars/>.

# 2020 PURPLE AND GOLD BUS TOUR STOPS



## DAY ONE

1. ECU COMMUNITY SCHOOL
2. LIFEQUEST, INC. PSYCHOSOCIAL REHABILITATION PROGRAM
3. ROANOKE CASHIE RIVER CENTER
4. GREENFIELD AGRONOMICS & GREEN ROOT EXTRACTION SERVICES
5. TYRRELL COUNTY VISITORS CENTER
6. ECU OUTER BANKS CAMPUS
7. MAKO'S BEACH GRILLE + BAR
8. HILTON GARDEN INN OUTER BANKS/KITTY HAWK

## DAY TWO

9. U.S. COAST GUARD AIR STATION - ELIZABETH CITY
10. REGULATOR MARINE
11. JIMBO'S JUMBOS
12. ECU DENTAL SCHOOL COMMUNITY SERVICE LEARNING CENTER - AHOSKIE
13. ROANOKE CHOWAN COMMUNITY HEALTH CENTER

## TIMELINE DAY ONE

SITE	TIME	PRESENTER	ACTIVITY & OUTCOME
DEPART ECU	7:45 AM	REDE LEADERSHIP	<b>ACTIVITY:</b> Welcome remarks  <b>GOAL:</b> Overview of tour
<b>ECU COMMUNITY SCHOOL</b> Greenville, Pitt County	<b>10-Minute Drive</b>  <b>ARRIVAL:</b> 7:55 AM  <b>DEPARTURE:</b> 9:00 AM	<b>TRACEY COLE</b> Principal, ECU Community School	<b>ACTIVITY:</b> Tour  <b>GOAL:</b> Understanding of education struggles in rural communities
<b>PITT &amp; BEAUFORT COUNTIES</b> Windshield tour	<b>30-Minute Drive</b>  <b>9:00-9:30 AM</b>		<b>ACTIVITY:</b> Network on bus
<b>LIFEQUEST PSYCHOSOCIAL REHABILITATION CENTER</b> Washington, Beaufort County	<b>ARRIVAL:</b> 9:30 AM  <b>DEPARTURE:</b> 10:30 AM	<b>ADAM CONGLETON</b> Program Director, LifeQuest	<b>ACTIVITY:</b> Tour  <b>GOAL:</b> Understanding mental health disparities in rural communities
<b>BEAUFORT, MARTIN &amp; BERTIE COUNTIES</b> Windshield tour	<b>45-Minute Drive</b>  <b>10:30-11:15 AM</b>		<b>ACTIVITY:</b> Network on bus
<b>ROANOKE CASHIE RIVER CENTER</b> Windsor, Bertie County	<b>ARRIVAL:</b> 11:15 AM  <b>DEPARTURE:</b> 12:50 PM	<b>JIM HOGGARD</b> Mayor, Town of Windsor  <b>BILLY SMITHWICK</b> Tourism and Marketing, Town of Windsor  <b>STEVE BIGGS</b> Executive Director, Bertie County Economic Development	<b>ACTIVITY:</b> Windshield tour of Windsor, lunch, and overview of ECU research development support  <b>GOAL:</b> Understanding economic impact of flooding and hurricanes on the region

SITE	TIME	PRESENTER	ACTIVITY & OUTCOME
<b>BERTIE COUNTY</b> Windshield tour	<b>10-Minute Drive</b>  <b>12:50 - 1:00 PM</b>		<b>ACTIVITY:</b> Network on bus
<b>GREENFIELD AGRONOMICS AND GREEN ROOT EXTRACTION SERVICES</b> Windsor, Bertie County	<b>ARRIVAL: 1:00 PM</b>  <b>DEPARTURE: 2:00 PM</b>	<b>FEN RASCOE</b> Member Manager, Greenfield Agronomics and Green Root Extraction Services	<b>ACTIVITY:</b> Tour  <b>GOAL:</b> Understanding of hemp growing and processing
<b>BERTIE, WASHINGTON &amp; TYRRELL COUNTIES</b> Windshield tour	<b>45-Minute Drive</b>  <b>2:00 - 2:45 PM</b>		<b>ACTIVITY:</b> Network on bus
<b>POCOSIN LAKES NATIONAL WILDLIFE REFUGE VISITORS CENTER</b> Columbia, Tyrrell County	<b>ARRIVAL: 2:45 PM</b>  <b>DEPARTURE: 3:30 PM</b>	<b>HOWARD PHILLIPS</b> Refuge Manager, Pocosin Lakes National Wildlife Refuge	<b>ACTIVITY:</b> Tour  <b>GOAL:</b> Understanding natural resource tourism in eastern North Carolina
<b>TYRRELL &amp; DARE COUNTIES</b> Windshield tour	<b>45-Minute Drive</b>  <b>3:30-4:15 PM</b>		<b>ACTIVITY:</b> Network on bus
<b>ECU OUTER BANKS CAMPUS</b> Wanchese, Dare County	<b>ARRIVAL: 4:15 PM</b>  <b>DEPARTURE: 5:30 PM</b>	<b>REIDE CORBETT</b> Dean, ECU Integrated Coastal Programs  <b>JOHN MCCORD</b> Assistant Director of Engagement and Outreach, Coastal Studies Institute  <b>NEAL CONOLEY</b> Author	<b>ACTIVITY:</b> Tour  <b>GOAL:</b> Understanding North Carolina's coast, natural resources, Outer Banks Campus resources, and opportunities for research and partnerships

SITE	TIME	PRESENTER	ACTIVITY & OUTCOME
<b>DARE COUNTY</b> Windshield tour	<b>30-Minute Drive</b>  <b>5:30 - 6:00 PM</b>		<b>ACTIVITY:</b> Network on bus
<b>MAKO'S BEACH GRILLE + BAR</b> Kill Devil Hills, Dare County	<b>ARRIVAL: 6:00 PM</b>  <b>DEPARTURE: 7:15 PM</b>	<b>MIKE KELLY</b> Restaurateur and former ECU trustee	<b>ACTIVITY:</b> Dinner and networking
<b>HILTON GARDEN INN</b> Kitty Hawk, Dare County	<b>ARRIVAL: 7:30 PM</b>		<b>ACTIVITY:</b> Overnight stay

### TIMELINE DAY TWO

<b>HILTON GARDEN INN</b>	<b>6:30 - 7:30 AM</b>		<b>ACTIVITY:</b> Breakfast
<b>DARE, CURRITUCK, CAMDEN &amp; PASQUOTANK COUNTIES</b> Windshield tour	<b>60-Minute Drive</b>  <b>7:30 - 8:30 AM</b>		<b>ACTIVITY:</b> Network on bus
<b>UNITED STATES COAST GUARD AIR STATION</b> Elizabeth City, Pasquotank County	<b>ARRIVAL: 8:30 AM</b>  <b>DEPARTURE: 11:30 PM</b>	<p><b>ED GIBBONS</b> Executive Director, Aviation Logistics Center</p> <p><b>BRIAN HOPKINS</b> Commanding Officer, Aviation Technical Training Center</p> <p><b>CAROLINE KEARNEY</b> Executive Officer, Aviation Technical Training Center</p> <p><b>GARY PERRIMAN</b> Command Master Chief, Aviation Technical Training Center</p>	<p><b>ACTIVITY:</b> Tour</p> <p><b>GOAL:</b> Understanding of military impact on coastal and eastern North Carolina</p>

SITE	TIME	PRESENTER	ACTIVITY & OUTCOME
<p><b>PASQUOTANK, PERQUIMANS &amp; CHOWAN COUNTIES</b> Windshield tour</p>	<p><b>30-Minute Drive</b>  <b>11:30 AM - NOON</b></p>		<p><b>ACTIVITY:</b> Network on bus</p>
<p><b>REGULATOR MARINE</b> Edenton, Chowan County</p> <p>.....</p> <p><b>JIMBO'S JUMBOS</b> Edenton, Chowan County</p>	<p><b>ARRIVAL: NOON</b></p> <p><b>DEPARTURE: 1:45 PM</b></p>	<p><b>JOAN MAXWELL</b> President, Regulator Marine</p> <p><b>KEITH STEVENS</b> Vice President of Operations, Regulator Marine</p> <p><b>HAL BURNS</b> General Manager, Jimbo's Jumbos</p> <p><b>LAUREN WHITE</b> Purchasing Manager and Operations Assistant, Jimbo's Jumbos</p> <p><b>ROBIN ZINMEISTER</b> Academic Dean of Workforce Development, Public Services and Career Readiness, College of The Albemarle</p> <p><b>RONALD VAUGHAN</b> Chairman, Edenton-Chowan Partnership</p>	<p><b>ACTIVITY:</b> Tour and lunch</p> <p><b>GOAL:</b> Understanding of eastern North Carolina industries and their impact on rural economics</p>
<p><b>CHOWAN &amp; HERTFORD COUNTIES</b> Windshield tour</p>	<p><b>60-Minute Drive</b>  <b>1:45 - 2:45 PM</b></p>		<p><b>ACTIVITY:</b> Network on bus</p>

SITE	TIME	PRESENTER	ACTIVITY & OUTCOME
<p><b>ROANOKE CHOWAN COMMUNITY HEALTH CENTER</b> Ahoskie, Hertford County</p> <p>.....</p> <p><b>ECU SCHOOL OF DENTAL MEDICINE COMMUNITY SERVICE LEARNING CENTER</b> Ahoskie, Hertford County</p>	<p><b>ARRIVAL:</b> <b>2:45 PM</b></p> <p><b>DEPARTURE:</b> <b>4:00 PM</b></p>	<p><b>CAROLINE DOHERTY</b> Chief Development and Programs Officer, RCCHC</p> <p><b>WEYLING WHITE</b> Practice Administrator, RCCHC Mayor, Ahoskie</p> <p><b>FORD GRANT</b> Director of General Dentistry, ECU CSLC</p> <p><b>TONI BENNETT</b> Patient Care Coordinator, ECU CSLC</p>	<p><b>ACTIVITY:</b> Tour</p> <p><b>GOAL:</b> Understanding health disparities in rural communities, Federally Qualified Health Centers, and the CSLC educational model and service to community</p>

**RETURN TO GREENVILLE 75-Minute Drive**



# ADDRESSES & CONTACTS

## TOUR STOPS

### **ECU COMMUNITY SCHOOL**

East Carolina University  
811 Howell Street, Greenville, N.C. 27858  
Telephone: 252-737-5600

The East Carolina University Community School opened its doors in 2017, welcoming second, third and fourth graders to a unique laboratory teacher training site. The community school works in collaboration with Pitt County Public Schools and South Greenville Elementary School. The school is designed to build upon students' strengths and provide real world learning experiences with research based instruction. The ECU Community School serves not only academic needs, but provides resources that enhance students' physical, social and emotional development.

### **LIFEQUEST, INC. PSYCHOSOCIAL REHABILITATION PROGRAM**

230 East Eighth Street  
Washington, N.C. 27889  
Telephone: 252-975-8055

LifeQuest, Inc. Psychosocial Rehabilitation Program is an accredited rehabilitation program for adults with severe and persistent mental illness. Its mission is to help adults achieve the self-empowerment needed to live a successful, rewarding life. The program provides a structured environment that offers assistance in areas including: independent coping, social skills and relationship building, money management, pre-vocational skills, self care, and educational needs.

### **ROANOKE CASHIE RIVER CENTER**

112 West Water Street  
Windsor, N.C. 27983  
Telephone: 252-794-2001

Located on the Cashie River, the Roanoke Cashie River Center features exhibits and programs about the natural and cultural heritage of Windsor and the surrounding region. The center places a special emphasis on migratory songbirds and the area's forests. Its mission is to promote sustainable, community-driven economic well-being and stewardship in the Albemarle-Pamlico region through environmental education and nature-based cultural tourism.

## **GREENFIELD AGRONOMICS & GREEN ROOT EXTRACTION SERVICES**

Farm and Greenhouse: 843 Grabtown Road, Windsor, N.C. 27983

Processing Facility: 142 Lam Plant Road, Windsor, N.C. 27983

Telephone: 919-633-9555

Greenfield Agronomics is a collection of North Carolina farmers in their third year of hemp cultivation. Many of its members funded the necessary monetary requirements to initiate North Carolina's Industrial Hemp Pilot Research Program. In 2019, Greenfield Agronomics and its partners formed the Green Root Extraction Services (GRES) alliance, launching the largest hemp processing, storage and extraction facility in North Carolina. GRES increases access to national markets and resources while providing a farmer-to-farmer support network in the southeast.

## **POCOSIN LAKES NATIONAL WILDLIFE REFUGE**

Tyrrell County Visitors Center

203 South Ludington Drive, Columbia, N.C. 27925

Telephone: 252-796-0723

The Pocosin Lakes National Wildlife Refuge is located six miles south of Columbia. The refuge covers 110,000 acres in Hyde, Tyrrell and Washington counties. The refuge serves as a sanctuary for migratory birds, a conservation home for wetlands, and a protective center for wildlife and aquatic resources. Its vision is to restore and maintain natural processes and biodiversity of a functional pocosin wetland and provide habitat for threatened and endangered species. The Tyrrell County Visitors Center is the starting point of an extensive network of trails and docks that leads visitors along the banks of the Scuppernong River where they can glimpse native flora and fauna.

## **ECU OUTER BANKS CAMPUS**

850 N.C. Highway 345

Wanchese, N.C. 27981

Telephone: 252-475-5400

ECU's Outer Banks Campus is located along the second largest estuary in the United States, an iconic barrier island chain and an energetic and productive coastal ocean. The coastal campus spans 213 acres of marshes, scrub wetlands, forested wetlands and estuarine ecosystems. The campus is home to ECU's Integrated Coastal Programs academic unit and the multi-institutional Coastal Studies Institute. Led by ECU, in partnership with NC State and UNC-Chapel Hill, the institute focuses on research and education programming that responds to the needs, issues and topics of concern to eastern North Carolina residents.

## **UNITED STATES COAST GUARD AIR STATION: SEARCH AND RESCUE UNIT**

Weeksville Road, Bldg 47

Elizabeth City, N.C. 27909

Telephone: 252-335-6360

U.S. Coast Guard Air Station - Elizabeth City is located in the heart of northeastern North Carolina. The station coordinates and provides regional mission support activities within the Fifth Coast Guard District. The station is a regional command that provides logistics, engineering, administrative, financial, purchasing, and health care services to Coast Guard units throughout the state. More than 850 military personnel are stationed at the Elizabeth City site, leading missions as far away as Greenland and the Caribbean.

## **UNITED STATES COAST GUARD AIR STATION: AVIATION LOGISTICS CENTER**

Weeksville Road, Bldg 47

Elizabeth City, N.C. 27909

Telephone: 252-335-6360

U.S. Coast Guard Air Station - Elizabeth City's Aviation Logistics Center (ALC) provides centralized logistics support for Coast Guard aviation missions. The center provides repair maintenance, engineering, supply, procurement and information services for the branch. The nation-wide ALC network supports 26 Coast Guard aviation units that operate 200 aircraft across the country and Puerto Rico. The center's staff is made up of military, civilian and contractor employees.

## **REGULATOR MARINE, INC.**

187 Peanut Drive

Edenton, N.C. 27932

Telephone: 252-482-3837

In 1988, Regulator Marine set out to reinvent the deep sea boat by redesigning the center console experience. The company launched its first Regulator boat series in Edenton and today its boats are known for their deep-vee hull that provides a smooth and dry ride with ample storage space. Built in North Carolina and tested against the challenging conditions of the Outer Banks, Regulator boats are seriously tough sportfishers known for their exceptional fit and finish. Regulator Marine added a \$7 million, 55,000 square foot factory expansion in 2019 and currently employs more than 300 workers.

## **JIMBO'S JUMBOS**

185 Peanut Drive

Edenton, N.C. 27932

Telephone: 252-482-2193

As one of North Carolina's largest peanut producers, Jimbo's Jumbos employs more than 200 workers in Edenton. An incorporated subsidiary of Hampton Farms, the company operates as a buyer, miller, sheller and processor of peanuts and other nuts. Jimbo's Jumbos provides consumer packaged processed and raw, in-the-shell peanuts to customers in the United States. Jimbo's Jumbos was acquired by Hampton Farms in 2003 and has since gone through a \$30 million plant expansion, including the addition of a blanching facility in 2019. North Carolina is home to 1,400 peanut farms and harvested more than 98,000 acres of peanuts in 2018.

## **ECU SCHOOL OF DENTAL MEDICINE COMMUNITY SERVICE LEARNING CENTER - AHOSKIE**

100 Health Center Drive

Ahoskie, N.C. 27910

Telephone: 252-332-1904

The ECU School of Dental Medicine Community Service Learning Center in Ahoskie is one of eight community centers in rural North Carolina committed to providing dental services to disadvantaged communities. The center's mission is to improve the health and quality of life of all North Carolinians by creating leaders with a passion to care for the underserved and by leading the nation in community-based practice, service-learning and health education. The Ahoskie center offers comprehensive general dental services in a safe, caring and professional setting to all patients.

## **ROANOKE CHOWAN COMMUNITY HEALTH CENTER**

120 Health Center Drive

Ahoskie, N.C. 27910

Telephone: 252-332-3548

Roanoke Chowan Community Health Center (RCCHC) in Ahoskie is one of four locations serving the Roanoke-Chowan community. The mission of the RCCHC is to provide comprehensive health care that reduces health disparities for the people of the Roanoke-Chowan area. It is one of 30 Federally Qualified Health Centers (FQHCs) in North Carolina. RCCHC offers complete preventive and primary health care for the entire family. It serves patients in Ahoskie, Colerain, Creswell and Murfreesboro, and administers a student wellness center at Hertford County Middle School.

## LODGING & DINING

### **MAKO'S BEACH GRILLE + BAR**

1630 North Croatan Highway  
Kill Devil Hills, N.C. 27948  
Telephone: 252-480-1919

Mako's Beach Grille + Bar – owned by ECU alumnus and former trustee Mike Kelly – is a favorite restaurant of Outer Banks visitors and locals. The restaurant offers a family-friendly atmosphere and memorable dining experience. Mako's menu features fresh Outer Banks seafood, Angus beef, authentic jerk chicken, golden fried oysters, appetizers, salads, pasta dishes, homemade desserts, gluten-free items, and pizzas made in the restaurant's authentic Italian wood-burning stove.

### **HILTON GARDEN INN OUTER BANKS/KITTY HAWK**

5353 North Virginia Dare Trail  
Kitty Hawk, N.C. 27949  
Telephone: 252-261-1290  
Fax: 252-255-0153

The Hilton Garden Inn Outer Banks/Kitty Hawk is located in close proximity to the Kitty Hawk fishing pier. Each room of the hotel features a private balcony with views of the region's unique scenery. The hotel also features a complimentary 24-hour business center, a fully-equipped fitness room, and an indoor pool. Complimentary WiFi is provided for guests.

# BUS TOUR PARTICIPANTS

## FACULTY & STUDENT PARTICIPANTS

### **Tarek Abdel-Salam**

Office of the Dean  
College of Engineering and Technology

### **Azeez Aileru**

Foundational Science and Research  
School of Dental Medicine

### **Jerrell Ayran**

Instructional Technology Consultant  
College of Nursing

### **Dennis Barber III**

Miller School of Entrepreneurship  
College of Business

### **Ann "Catherine" Barnes**

Nursing Student, Nurse-Midwifery  
College of Nursing

### **Melissa Beck**

Undergraduate Nursing  
College of Nursing

### **Natasha Bell**

Department of Engineering and Water Resources Center  
College of Engineering and Technology

### **Ronny Bell**

Public Health  
Brody School of Medicine

### **Juan Beltran-Huarac**

Physics  
Thomas Harriot College of Arts and Sciences

### **Kelsey Booth**

Nursing Student, DNP  
College of Nursing

### **Nicholas Broskey**

Kinesiology  
College of Health and Human Performance

### **Courtney Caiola**

Nursing Science  
College of Nursing

### **Kanchan Das**

Technology Systems  
College of Engineering and Technology

### **Nancy Dias**

Nursing Science  
College of Nursing

### **Helen Dixon**

History  
Thomas Harriot College of Arts and Sciences

### **Charles Ellis Jr**

Communication Sciences and Disorders  
College of Allied Health Sciences

### **Danny Ellis**

Marketing and Supply Chain Management  
Vice Chancellor's Fellow for Diversity Research  
College of Business

### **Conley Evans**

Instructional Technology Support Specialist  
College of Nursing

### **Nicole Harden**

Nursing Student, DNP  
College of Nursing

### **Nic Herndon**

Computer Science  
College of Engineering and Technology

### **Jake Hochard**

Economics and Integrated Coastal Programs  
Thomas Harriot College of Arts and Sciences

### **Elizabeth Hodge**

Interdisciplinary Professions  
College of Education

### **Molly Jacobs**

Health Services and Information Management  
College of Allied Health Sciences

### **Sharona Johnson**

Director of Advanced Clinical Practice  
Vidant Medical Center

## FACULTY & STUDENT PARTICIPANTS

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### **Aaron Kipp**

Public Health  
Brody School of Medicine

### **Donna Lake**

Nursing Science  
College of Nursing

### **Jinkun Lee**

Engineering  
College of Engineering and Technology

### **Yang Liu**

Engineering  
College of Engineering and Technology

### **Carol Massarra**

Construction Management  
College of Engineering and Technology

### **Barbara Muller-Borer**

Engineering  
College of Engineering and Technology

### **Vanessa Pardi**

Foundational Sciences  
School of Dental Medicine

### **Ciprian Popoviciu**

Technology Systems  
College of Engineering and Technology

### **Pamela Reis**

Nursing Science  
College of Nursing

### **Kate Veal**

Nursing Student, Nurse-Midwifery  
College of Nursing

### **Ryan Wedge**

Physical Therapy  
College of Allied Health Sciences

### **Holly Wei**

Graduate Department  
College of Nursing

### **Hua Xu**

Political Science  
Thomas Harriot College of Arts and Sciences

## CLUSTER DIRECTOR

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### **Burrell Montz**

Geography, Planning and Environment  
Harriot College of Arts and Sciences

### **Saulo Geraldeli**

General Dentistry  
School of Dental Medicine

## REDE LEADERSHIP & STAFF

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### **Mary Farwell**

Assistant Vice Chancellor  
Research Compliance

### **Matthew Smith**

Communications Specialist

### **Cassie Keel**

University Program Support Associate  
Community Engagement and Research

### **Kathryn Verbanac**

Assistant Vice Chancellor  
Research Development and Advancement

### **Jim Menke**

Director of National Security Initiatives  
National Security and Industry Initiatives

### **Keith Wheeler**

Executive Director  
National Security and Industry Initiatives

### **Sharon Paynter**

Assistant Vice Chancellor  
Economic and Community Engagement

## BUS TOUR SPEAKERS

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### **Tracy Cole**

Principal, ECU Community School  
Pitt County

### **Adam Congleton**

Program Director, LifeQuest, Inc. Psychosocial Rehabilitation  
Beaufort County

### **Jim Hoggard**

Mayor of Windsor  
Bertie County

### **Billy Smithwick**

Tourism and Marketing Director, Town of Windsor  
Bertie County

### **Steve Biggs**

Bertie County Executive Director of Economic Development  
Bertie County

### **Fen Rascoe**

Member Manager, Greenfield Agronomic and  
Green Root Extraction  
Bertie County

### **Howard Phillips**

Manager, Pocosin Lakes National Wildlife Refuge  
Tyrrell County

### **Reide Corbett**

Dean, ECU Integrated Coastal Programs  
Executive Director, Coastal Studies Institute  
Dare County

### **John McCord**

Assistant Director of Engagement and Outreach,  
Coastal Studies Institute  
Dare County

### **Neal Conoley**

Author  
Dare County

### **Mike Kelly**

Owner, Mako's Beach Grille + Bar  
Former ECU Trustee  
Dare County

### **Ed Gibbons**

Executive Director, U.S. Coast Guard Aviation Logistics Center  
Pasquotank County

### **Captain Brian Hopkins**

Commanding Officer,  
U.S. Coast Guard Aviation Technical Training Center  
Pasquotank County

### **Lieutenant Commander Caroline Kearney**

Executive Officer,  
U.S. Coast Guard Aviation Technical Training Center  
Pasquotank County

### **Master Chief Gary Perriman**

Command Master Chief,  
U.S. Coast Guard Aviation Technical Training Center  
Pasquotank County

### **Hal Burns**

General Manager, Jimbo's Jumbos  
Chowan County

### **Lauren White**

Purchasing Manager and Operations Assistant, Jimbo's Jumbos  
Chowan County

### **Joan Maxwell**

President, Regulator Marine  
Chowan County

### **Keith Stevens**

Vice President, Regulator Marine  
Chowan County

### **Robin Zinsmeister**

Academic Dean of Workforce Development, Public Services  
and Career Readiness, College of The Albemarle  
Chowan County

### **Roland Vaughan**

Chairman, Edenton-Chowan Partnership  
Chowan County

### **Caroline Doherty**

Chief Development and Programs Officer,  
Roanoke Chowan Community Health Center  
Hertford County

### **Weyling White**

Practice Administrator,  
Roanoke Chowan Community Health Center  
Mayor, Ahoskie  
Hertford County

### **Ford Grant**

Director of General Dentistry,  
ECU Community Service Learning Center - Ahoskie  
Hertford County

### **Toni Bennett**

Patient Care Coordinator,  
ECU Community Service Learning Center - Ahoskie  
Hertford County



# BUS TOUR PARTICIPANTS



**Tarek Abdel-Salam | [abdelsalamt@ecu.edu](mailto:abdelsalamt@ecu.edu)**

Office of the Dean  
College of Engineering and Technology

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Tarek Abdel-Salam earned his doctorate in mechanical engineering from Old Dominion University. His research is focused in two areas: technical research in thermo-fluids and engineering education. His technical research includes computational fluid dynamics methods, subsonic and supersonic mixing and combustion, fuel injection and sprays, fluidics and micromixers, energy efficiency, renewable energy (wave, wind and solar), and environmental management. In engineering education, his research includes areas related to recruitment into STEM fields, virtual engineering laboratories and distance education.



**Azeez Aileru | [aileru19@ecu.edu](mailto:aileru19@ecu.edu)**

Foundational Science and Research  
School of Dental Medicine

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Azeez Aileru earned his doctorate in physiology and biophysics from Howard University College of Medicine. In his field of neuroscience of cardiovascular diseases, he studies nerve to nerve communication and the elastic properties of blood vessels during different episodes of sustained blood pressure. His research also focuses on the acquired or genetic forms of hypertension. Aileru's work explores the mechanistic relationship between the brain and kidney in the long-term control of blood pressure, fluid volume and how a specific peptide system interacts with cardiovascular reflexes at specific brain sites. He aims to target the neural elements involved in enhancement of this nerve-to-nerve communication to bring about a therapeutic agent specific for acquired and familial forms of hypertension.



**Jerrell Ayran | [ayranj19@ecu.edu](mailto:ayranj19@ecu.edu)**

Instructional Technology Consultant  
College of Nursing

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Jerrell Ayran earned his bachelor's degree in music performance from North Central University in Minneapolis, Minn. Ayran has served as a videographer for the College of Nursing since February 2019. He assists in the shooting and editing of videos, provides original music composition and scoring for media pieces, and shoots and edits photos for the college.

# BUS TOUR PARTICIPANTS



**Dennis Barber III | [barberde17@ecu.edu](mailto:barberde17@ecu.edu)**

Miller School of Entrepreneurship  
College of Business

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Dennis Barber III earned his doctorate in economics with a specialization in public finance and development economics from the University of New Mexico. Barber conducts applied research on the topics of transition and exit planning, entrepreneurship education and pedagogy, rural entrepreneurship, economic development, public policy, and entrepreneurial attitudes. He strives to engage with community leaders and small business owners as a means to identify opportunities to work together.



**Ann "Catherine" Barnes | [barnesa18@students.ecu.edu](mailto:barnesa18@students.ecu.edu)**

Nursing Student, Nurse-Midwifery  
College of Nursing

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Catherine Barnes earned her bachelor's degree in nursing from Barton College and has worked in an in-patient obstetrical setting in eastern NC for 11 years. She currently holds an adjunct position at Wilson Community College teaching maternal-child content. Her interests include increasing access to quality, holistic primary care for women in the agricultural industry.



**Melissa Beck | [schwartzme@ecu.edu](mailto:schwartzme@ecu.edu)**

Undergraduate Nursing  
College of Nursing

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Melissa Beck earned her doctorate in nursing from East Carolina University. Her research interest includes storytelling, digital stories, simulation and serious games. Beck's research goals aim to create, implement and evaluate the use of serious games as a replacement for lecture and as a preparatory tool for simulation and clinical. She assesses the combination of narrative, digital media and serious games on learning outcomes in undergraduate nursing students.

# BUS TOUR PARTICIPANTS



**Natasha Bell | [bellna19@ecu.edu](mailto:bellna19@ecu.edu)**

Department of Engineering and Water Resources Center  
College of Engineering and Technology

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Natasha Bell earned her doctorate in biosystems engineering from Clemson University's Department of Environmental Engineering and Earth Sciences. Her research focuses on the development of sustainable environmental remediation strategies that inform decision-making and policies within the water-energy-food nexus. Specifically, she focuses on green infrastructure and ecological technologies, including constructed wetlands, subsurface bioreactors, and passive filters for remediation of waterborne pollutants. Her goal is to understand water quality and quantity issues in eastern North Carolina and beyond. She also aims to investigate potential barriers that may limit the adoption of novel bioremediation technologies, while quantifying ecosystem services that these technologies provide.



**Ronny Bell | [bellr16@ecu.edu](mailto:bellr16@ecu.edu)**

Public Health  
Brody School of Medicine

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Ronny Bell earned his doctorate in foods and nutrition from the University of North Carolina at Greensboro. Following graduation, he served as postdoctoral fellow in gerontology and earned a master's degree in epidemiology from the Wake Forest School of Medicine. Bell's research focuses on understanding and addressing health disparities in rural populations, with particular interest in American Indian and rural populations. He currently serves as the chair for the North Carolina Diabetes Advisory Council and the North Carolina American Indian Health Board.



**Juan Beltran-Huarac | [beltranhuaracj19@ecu.edu](mailto:beltranhuaracj19@ecu.edu)**

Physics  
Thomas Harriot College of Arts and Sciences

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Juan Beltran-Huarac earned his doctorate in chemical physics from the University of Puerto Rico. His research interests focus on studying the interaction of functional nanoconstructs with biological systems in the presence of super low-frequency AC magnetic fields to treat cancer. His goal is to gain a better understanding how mechanical motion of field-activated nanoconstructs induces changes in cell function and tumor microenvironment. Beltran-Huarac's technology advances efforts to treat cancer remotely and has the potential for translation in the clinic.

# BUS TOUR PARTICIPANTS



## **Kelsey Booth | [boothk19@students.ecu.edu](mailto:boothk19@students.ecu.edu)**

Nursing Student, DNP  
College of Nursing

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Kelsey Booth earned bachelor's in nursing from Appalachian State University. She has been a registered nurse since 2016 and has worked in a variety of settings including pediatric intensive care, emergency medicine and cardiac intermediate care. Booth's goals include improving access to health resources in rural communities, providing improvements in education surrounding chronic illness, and providing preventative care to underserved communities. Her personal goal is to make a positive impact on the life of every patient she meets.



## **Nicholas Broskey | [broskeyn19@ecu.edu](mailto:broskeyn19@ecu.edu)**

Kinesiology  
College of Health and Human Performance

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Nicholas Broskey earned his doctorate in metabolism from the University of Lausanne, Switzerland. Broskey is a translational scientist focusing on skeletal muscle physiology. Particularly, Broskey is interested in the role of mitochondria in health and disease and how exercise interventions can help ameliorate conditions of metabolic disease through mitochondrial biology. He has worked on interventions involving exercise training in elderly individuals at risk for diabetes and now focuses on the opposite side of the age spectrum – infants. He is interested in how maternal health during pregnancy programs infants in utero for future metabolic health outcomes. He is currently using an umbilical cord mesenchymal stem cell model, a unique model that when differentiated into a myogenic or adipogenic phenotype represents fetal tissue. Using this model, his future research plans involve delving further into developmental programming of obesity and diabetes with a focus on mitochondria as potential cellular organelles responsible for the imprinting of metabolic health status in infants.



## **Courtney Caiola | [caiolac19@ecu.edu](mailto:caiolac19@ecu.edu)**

Nursing Science  
College of Nursing

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Courtney Caiola earned her doctorate in nursing from Duke University's School of Nursing. Her research is aimed at improving the health outcomes of mothers at risk for, or living, with chronic illness by examining and addressing the social and economic determinants of their health. As a means of addressing the inherent complexity of health inequities faced by mothers, Caiola uses intersectional approaches, syndemic theory and community-engaged research methods in her work.

# BUS TOUR PARTICIPANTS



**Kanchan Das | [dask@ecu.edu](mailto:dask@ecu.edu)**

Technology Systems  
College of Engineering and Technology

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Kanchan Das earned his doctorate in industrial engineering from Windsor, Ontario, Canada. His current research interest include integration of Lean systems, sustainability considerations, risk management, and resiliency planning in supply chain design and management. Das is a member of Decision Sciences Institute and Institute of Industrial and Systems Engineers.



**Nancy Dias | [diasn17@ecu.edu](mailto:diasn17@ecu.edu)**

Nursing Science  
College of Nursing

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Nancy Dias earned her doctorate in pediatric bereavement care from Duke University's School of Nursing. Her research interests are in pediatric palliative, end-of-life and bereavement care. Her research goal is to develop interventions for bereaved parents and their families with a goal to improve their health outcomes. She has developed, and is testing, a web-based, multi-modal intervention for bereaved parents that can be implemented during the child's end-of-life and utilized during the bereavement period.



**Helen Dixon | [dixonhe19@ecu.edu](mailto:dixonhe19@ecu.edu)**

History  
Thomas Harriot College of Arts and Sciences

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Helen Dixon earned her doctorate in near eastern studies, with a graduate certificate in museum studies, from the University of Michigan. Her research explores the ancient Mediterranean world through the culture, history and impact of the Phoenicians in the first millennium BCE. Her interdisciplinary work draws on archaeological excavations, mortuary inscriptions, museum study, and archive work in Lebanon, Syria, Cyprus, Israel, the West Bank, Greece, Turkey, and Jordan. This work informs her investigations into how Phoenicians and their neighbors negotiated their social identities in life and in death. Dixon maintains secondary publishing interests in the study and teaching of the ancient world and the increasingly urgent ethical challenges of the international antiquities trade.

# BUS TOUR PARTICIPANTS



**Charles Ellis Jr. | [ellisc14@ecu.edu](mailto:ellisc14@ecu.edu)**

Communication Sciences and Disorders  
College of Allied Health Sciences

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Charles Ellis Jr. earned his doctorate in rehabilitation science from the University of Florida. Ellis' academic concentration focuses on adult neurogenic disorders. Additionally, he teaches courses related to aphasia and cognitive disorders. His research emphasizes outcomes associated with adult neurologically based disorders of communication and factors that contribute to the lack of equity in service provision and outcome disparities that exist among African Americans and other underrepresented minority groups. Ellis has authored or co-authored more than 100 peer-reviewed journals articles, two book chapters and has over 100 presentations to his credit related to Parkinson's disease, stroke, traumatic brain injury, and health disparities and minority health issues.



**Danny Ellis | [ellisd14@ecu.edu](mailto:ellisd14@ecu.edu)**

Marketing and Supply Chain Management  
Vice Chancellor's Fellow for Diversity Research  
College of Business

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Danny Ellis earned his doctorate in human services from Capella University. His research interests include diversity capital, community engagement, and faith-based and community sustainability. After a full military career as a health administrator, he spent 15 years as the executive director of a rural community-based organization. His research aims to expand the tenets of community-based participatory research, inclusive of historically underrepresented faith leaders, to prepare their organizations for sustained health intervention. He designs studies addressing HIV testing and case management, diabetes, heart diseases, and other health disparities.



**Conley Evans | [evansmar@ecu.edu](mailto:evansmar@ecu.edu)**

Instructional Technology Support Specialist  
College of Nursing

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Conley Evans earned his bachelor's degree in technical photography from Appalachian State University. Evans has assisted in shooting and editing photos for the College of Nursing since 2012.

# BUS TOUR PARTICIPANTS



**Saulo Geraldeli | [geraldelis19@ecu.edu](mailto:geraldelis19@ecu.edu)**

General Dentistry  
School of Dental Medicine

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Saulo Geraldeli earned his doctorate in dentistry with a focus in dental materials from the University of Sao Paulo, Brazil. His research interests relate to the understanding of current dental biomaterials performance in both laboratories and clinical environments. His laboratory is equipped to synthesize and test bioactive nanoparticles for the delivery of nano-precursors and ions aiming remineralization of demineralized dental tissues.



**Nicole Harden | [hardens19@students.ecu.edu](mailto:hardens19@students.ecu.edu)**

Nursing Student, DNP  
College of Nursing

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Nicole Harden earned her associate's degree in nursing from College of the Albemarle and her bachelor's degree from the University of North Carolina at Wilmington. She has worked as an emergency room nurse for four years. Harden's research interest includes family presence during cardiac pulmonary resuscitation and cardiac pulmonary resuscitation education in public schools and the community.



**Nic Herndon | [herndonn19@ecu.edu](mailto:herndonn19@ecu.edu)**

Computer Science  
College of Engineering and Technology

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Nic Herndon earned his doctorate in computer science from Kansas State University. Prior to joining ECU, he was a teaching fellow in the College of Information and Computer Sciences at the University of Massachusetts Amherst. Before that, Herndon was a postdoctoral research associate at the University of Connecticut in the Plant Computational Genomics Lab; a bioinformatics specialist at the Bioinformatics Center at Kansas State University; a programmer analyst in the Office of Undergraduate Admissions at Kansas State University; a software engineer at International Game Technology; and a system administrator at Barnes & Noble, Inc.

# BUS TOUR PARTICIPANTS



**Jake Hochard | [hochardj15@ecu.edu](mailto:hochardj15@ecu.edu)**

Economics and Integrated Coastal Programs  
Thomas Harriot College of Arts and Sciences

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Jake Hochard earned his doctorate in environmental economics from the University of Wyoming. His research focuses on the impact of hurricanes on rural poverty and reproductive health in eastern North Carolina. He works with interdisciplinary teams – funded by the National Science Foundation and the U.S. Environmental Protection Agency – to help guide natural infrastructure investments in the eastern part of North Carolina.



**Elizabeth Hodge | [hodgee@ecu.edu](mailto:hodgee@ecu.edu)**

Interdisciplinary Professions  
College of Education

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Elizabeth Hodge earned her doctorate in higher education administration from the University of Florida. Hodge believes that the seed of innovation can grow in numerous ways to create impact. As a member of the Economic Development Engagement Council, Hodge works to engage students and faculty in innovation and entrepreneurship, including through a grant program in the College of Education that supports research and innovation activities. Hodge also serves as the program director for the North Carolina New Teacher Support grant. The comprehensive, university-based induction program offers a research-based curriculum and services designed to increase teacher effectiveness, enhance skills and reduce attrition among beginning teachers.



**Molly Jacobs | [jacobsm17@ecu.edu](mailto:jacobsm17@ecu.edu)**

Health Services and Information Management  
College of Allied Health Sciences

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Molly Jacobs earned her doctorate in economics from George Washington University with a focus in econometrics and labor. Her research interests include social, genetic and behavioral determinants of health outcomes among adolescents and young adults. Jacobs' research focuses on applying unconventional empirical techniques to big data including machine learning, neural network, and Bayesian simulation of health disparities. Having served for five years as an economist for the USDA, she has extensive experience analyzing federal food programs including SNAP, TANF and WIC. Her expertise in data validation and cleaning has enabled many novel partnerships with public health, medical and social collaborators.



# BUS TOUR PARTICIPANTS



**Sharona Johnson | [shajohns@vidanthealth.com](mailto:shajohns@vidanthealth.com)**

Director of Advanced Clinical Practice  
Vidant Medical Center

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Sharona Johnson earned her doctorate in nursing from East Carolina University. Her passion for the plight of people with end stage renal disease led her to complete her master's degree as a family nurse practitioner. She continues to provide care to a population at ECU Nephrology and Hypertension Clinic. Johnson has also published her research on coping with hemodialysis.



**Aaron Kipp | [kippa19@ecu.edu](mailto:kippa19@ecu.edu)**

Public Health  
Brody School of Medicine

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Aaron Kipp earned his doctorate in epidemiology from the University of North Carolina at Chapel Hill. His research interests are broadly in the social and behavioral factors that affect access, retention and adherence to care for various marginalized populations, including people with HIV, tuberculosis or opioid use disorder. This includes measurement and consequences of HIV-, TB- and substance use-related stigma. Kipp also strives to ascertain the impact of marijuana use, including motivation for use, on retention in care for people living with HIV.



**Donna Lake | [laked@ecu.edu](mailto:laked@ecu.edu)**

College of Nursing

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Donna Lake earned her doctorate in health sciences with a concentration in health care management. A nursing executive with more than 40 years of experience, she is a retired United States Air Force colonel, serving as a nurse and medical commander. Her clinical practice areas include ICU, ED, cardiology, primary care, community and public health, health promotion, health policy, and legislative/advocacy work. Her research includes patient safety, curriculum design, adolescence wellness health, interprofessional teams, and veteran health.

# BUS TOUR PARTICIPANTS



**Jinkun Lee | [leejin18@ecu.edu](mailto:leejin18@ecu.edu)**

Engineering  
College of Engineering and Technology

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Jinkun Lee earned his doctorate in industrial engineering and operations research from Pennsylvania State University. His research interests include developing a data-driven optimization algorithm for complex dynamic systems and evaluating a unified framework with optimal control and reinforcement learning. Lee's current research applications include developing an optimal vehicle routing algorithm for drone-truck combined operation and developing an optimal insulin infusion controller for diabetes treatment.



**Yang Liu | [liuya19@ecu.edu](mailto:liuya19@ecu.edu)**

Engineering  
College of Engineering and Technology

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Yang Liu earned his doctorate in aerospace engineering from Iowa State University. His research interests include fundamental studies on challenging thermal-fluids problems, and development of advanced flow diagnostic techniques and instrumentation with multidisciplinary applications. His current research foci include: coastal hazard mitigation; wave/tidal energy harvest; icing problems on aircraft/wind turbine/solar panel/power transmission line etc; anti-/de-icing technologies; complex thermal flow in fuel injection and renewable energy; and unsteady heat transfers and inter-facial dynamics in multiphase flow.



**Carol Massarra | [massarrac19@ecu.edu](mailto:massarrac19@ecu.edu)**

Construction Management  
College of Engineering and Technology

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Carol Massarra earned her doctorate in engineering science from Louisiana State University. Her research interests lie in the areas of resilience to natural hazards with emphasis on post-hurricane performance of residential buildings. Her resilient construction research primarily focuses on spatial and non-spatial data-based natural hazards damage modeling and associated field damage data collection and performance of buildings and other built infrastructure subjected to hurricane multi-hazards. She approaches her research from the perspective of a builder (supply), homeowner (demand) and building code authority (regulation). Massarra's research outcomes help individual and communities make effective decisions that increase resiliency, especially in coastal areas.

# BUS TOUR PARTICIPANTS



**Burrell Montz | [montzb@ecu.edu](mailto:montzb@ecu.edu)**

Geography, Planning, and Environment  
Thomas Harriot College of Arts and Sciences

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Burrell Montz earned her doctorate in geography from the University of Colorado at Boulder. Her research interests center on the social sciences aspects of natural hazards and water resources management. Her current research centers on how to present uncertainty to spark appropriate responses to severe weather warnings, the impact of hurricanes on water utility planning and operations, and land management to address bluff erosion in the face of severe storms and sea level rise. Montz serves as co-director of the Natural Resources and the Environment Research Cluster, a faculty affiliate with ECU's Water Resources Center, and is a research associate with the Center for Natural Hazards Research.



**Barbara Muller-Borer | [mullerborerb@ecu.edu](mailto:mullerborerb@ecu.edu)**

Engineering  
College of Engineering and Technology

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Barbara Muller-Borer earned her doctorate in biomedical engineering from the University of North Carolina at Chapel Hill. She currently serves as the chair of the Department of Engineering. As director of ECU's Cell Based Therapy and Tissue Engineering Laboratory, her research has centered on exploring cell-signaling mechanisms that underlie and contribute to the differentiation and function of adult-derived stem cells for the treatment of heart disease. Current research is focused on creating 3D bioengineered microenvironments to study cell-to-cell interactions and developing bio-based scaffolds using novel electrospinning technology.



**Vanessa Pardi | [pardiv19@ecu.edu](mailto:pardiv19@ecu.edu)**

Foundational Sciences  
School of Dental Medicine

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Vanessa Pardi earned her doctorate in dentistry from the State University of Campinas, Brazil. Pardi's research interest is on oral health promotion and diseases prevention. Her research evaluates of preventative treatments and oral health education intervention to identify the most cost-effective and efficient methods that can be applied to decrease the disparities in oral health. Diet and nutrition, behavioral and sociodemographic factors, and their role on the maintenance of a good oral health are part of her interests as well. The goal of her research is to provide evidence-based data that supports the creation of health promotion programs that reduce the burdens of oral disease on underserved and underrepresented population.

# BUS TOUR PARTICIPANTS



**Ciprian Popoviciu | [popoviciuc18@ecu.edu](mailto:popoviciuc18@ecu.edu)**

Technology Systems  
College of Engineering and Technology

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Ciprian Popoviciu earned his doctorate in physics from the University of Miami. His research interests include communications infrastructure technologies and operational processes applied towards enabling and managing large scale networks and sensing environments. Ciprian's main focus areas are AI-assisted management of networks and managed Internet of things (IoT) solutions for environmental, water management and agricultural process optimizations. He is also focused on increasing broadband access availability in underserved communities.



**Pamela Reis | [reisp@ecu.edu](mailto:reisp@ecu.edu)**

Nursing Science  
College of Nursing

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Pam Reis earned her doctorate in nursing from East Carolina University. She has more than 40 years of nursing experience that includes practice as a nurse-midwife and neonatal nurse practitioner. Reis is the project director of the U.S. Department of Health and Human Services, Health Resources and Services Administration, Bureau of Health Professions (HRSA), Division of Nursing Advanced Nursing Education Workforce grant project "Advanced Practice Registered Nurse Academic-Clinical Practice Collaborative." In her role as project director, she coordinates the Advanced Practice Registered Nurse (APRN) Rural and Underserved Roadmap to Advance Leadership (RURAL) Scholars Program – an immersive experience in the primary care of rural and underserved communities in eastern North Carolina.



**Kate Veal | [vealk19@students.ecu.edu](mailto:vealk19@students.ecu.edu)**

Nursing Student, Nurse-Midwifery  
College of Nursing

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Kate Veal earned her bachelor's in nursing from Anderson University in Indiana. She is currently pursuing her master's in nurse-midwifery at East Carolina University. She is participating in the APRN Rural Scholars program at ECU. Her interests include bridging gaps in continuity and access to women's health care for underserved populations, as well as the provision of respectful maternal care based on a human rights framework.

# BUS TOUR PARTICIPANTS



**Ryan Wedge | [wedger19@ecu.edu](mailto:wedger19@ecu.edu)**

Physical Therapy  
College of Allied Health Sciences

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Ryan Wedge earned his doctorate in kinesiology from the University of Massachusetts Amherst. Wedge is interested in the mechanics and energetics of how people walk with and without an injury. His current focus is on patients with lower extremity amputations, but can be expanded to most injuries and surgeries. Wedge's research seeks to understand what objectives are most important to the walking system after an injury and how those objectives affect walking mechanics. After gaining that understanding, Wedge's research can be used to optimize rehabilitation interventions and device design to improve patient function.



**Holly Wei | [weih16@ecu.edu](mailto:weih16@ecu.edu)**

Graduate Department  
College of Nursing

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Holly Wei earned her doctorate in nursing from the University of North Carolina-Chapel Hill. Her research interest is in leadership development. Wei would like to work with leaders in eastern North Carolina to promote the health of the people and nurses in these communities, including programs to reduce stress.



**Hua Xu | [xuh19@ecu.edu](mailto:xuh19@ecu.edu)**

Political Science  
Thomas Harriot College of Arts and Sciences

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Daniel Xu earned his doctorate in public administration from Rutgers University. His areas of interests include health policy and public health, government financial management and budgeting, collaborative and e-governance, rural and community development, and public management. His scholarly work has appeared in a dozen journals and books. As a practitioner, he has worked at the Alabama Department of Public Health, the U.S. Farm Credit Administration, and the State Council Office for Poverty Reduction and Rural Development in Beijing, China.

# BUS TOUR PARTICIPANTS



**Holly Wei | [weih16@ecu.edu](mailto:weih16@ecu.edu)**

Graduate Department  
College of Nursing

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Holly Wei earned her doctorate in nursing from the University of North Carolina-Chapel Hill. Her research interest is in leadership development. Wei would like to work with leaders in eastern North Carolina to promote the health of the people and nurses in these communities, including programs to reduce stress.



**Hua Xu | [xuh19@ecu.edu](mailto:xuh19@ecu.edu)**

Political Science  
Thomas Harriot College of Arts and Sciences

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Daniel Xu earned his doctorate in public administration from Rutgers University. His areas of interests include health policy and public health, government financial management and budgeting, collaborative and e-governance, rural and community development, and public management. His scholarly work has appeared in a dozen journals and books. As a practitioner, he has worked at the Alabama Department of Public Health, the U.S. Farm Credit Administration, and the State Council Office for Poverty Reduction and Rural Development in Beijing, China.

# REDE LEADERSHIP & STAFF



**Mary Farwell | [farwellm@ecu.edu](mailto:farwellm@ecu.edu)**

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Mary Farwell earned her doctorate in biochemistry from the University of California, Berkeley. She serves as the assistant vice chancellor for academic affairs research and research compliance, director of undergraduate research, and is a professor of biology. Farwell's research interests include mitochondrial regulation of cell death in cancer cells and student success in STEM.



**Cassie Keel | [keelc15@ecu.edu](mailto:keelc15@ecu.edu)**

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Cassie Keel earned her bachelor's in psychology from East Carolina University and is currently enrolled in ECU's project management graduate certificate program. She is the university program support associate for the Office of Community Engagement and Research. Keel manages the SECU Public Fellows Internship program and supports other OCER efforts.



**Jim Menke | [menkej@ecu.edu](mailto:menkej@ecu.edu)**

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Jim Menke, a retired U.S. Navy master chief petty officer, earned his master's degree in health care management from Trident University. Menke is the director of national security initiatives in the Office of National Security and Industry Initiatives. He previously served as the director of military research partnerships. Menke spent 30 years in the Navy, reaching the branch's highest enlisted rank.



**Sharon Paynter | [paynters@ecu.edu](mailto:paynters@ecu.edu)**

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Sharon Paynter earned her doctorate in public administration from North Carolina State University, her master's from the University of Denver, and her MPA and bachelor's degrees from UNC-Chapel Hill. She is the assistant vice chancellor for economic and community engagement and is an associate professor of political science. Paynter's research interests include hunger, poverty and public policy.



## **Matt Smith | [smithmatt17@ecu.edu](mailto:smithmatt17@ecu.edu)**

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Matt Smith earned his master's in digital media from UNC-Chapel Hill. Smith spent seven years in the newspaper industry before joining the division as REDE's communication specialist. Smith oversees REDE's communication efforts with internal and external media outlets, while also maintaining the division's online presence.



## **Kathryn Verbanac | [verbanack@ecu.edu](mailto:verbanack@ecu.edu)**

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Kathryn Verbanac earned her doctorate in biochemistry from the University of Iowa. Verbanac serves as the assistant vice chancellor for research development and advancement, director of postdoctoral affairs, and is a professor of surgery. Her breast cancer research focuses on the tissue microenvironment and immune signatures at metastatic sites.



## **Keith Wheeler | [wheelerch18@ecu.edu](mailto:wheelerch18@ecu.edu)**

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Keith Wheeler, a retired U.S. Navy captain, earned his master's degree in national security and strategic studies from the U.S. Naval War College. Wheeler serves as the executive director of national security and industry initiatives. The Manteo native has held numerous leadership positions in the Navy, including commanding officer of U.S.S. McInerney where he led the Navy's first at-sea autonomous flight tests of the Fire Scout unmanned aerial vehicle. Wheeler also served as the chief of staff at DARPA — the Defense Advanced Research Projects Agency charged with creating breakthrough technologies and capabilities for national security.



# RESEARCH CLUSTER DESCRIPTIONS & DIRECTORS

## BIG DATA & ANALYTICS OVERVIEW

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Big data in health care can mean a lot of things to different individuals. However, there is one common element – data complexity. This is due, in part, to the fact that health care data can come from numerous sources including electronic health records, medical imaging, payor records, pharmaceutical research, patient and disease registries, and government claims, to name a few. Because it derives from many sources, it is highly variable in structure and nature, and therefore, requires special analytical techniques. Although challenging, technological improvements in computing and analytics allow one to systematically utilize big data to help inform health decisions.

The Big Data and Analytics Research Cluster was formed to bring together experts in support of the university's mission in health care research. The overall goal is to utilize big data from different health data sources to support informed decisions for teaching, research and delivery of health care. To realize this goal, the cluster will develop university-wide data analytics capabilities by utilizing big data technologies. The cluster plans to develop data collection, storage and analysis capabilities in support of health care research. By harnessing these tools, the cluster will increase the awareness of the value of big data to internal and external stakeholders.

For more information about the Big Data & Analytics Research Cluster, visit: <https://rede.ecu.edu/clusters/big-data-analytics/>.

## BIG DATA & ANALYTICS DIRECTORS

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**William (Bill) Irish | [irishw17@ecu.edu](mailto:irishw17@ecu.edu)**

**Surgery, Brody School of Medicine**

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Bill Irish is a professor and vice chair for research in the Department of Surgery. His major research interests consist of identification of important prognostic factors of disease and clinical outcomes and developing statistical models and assessing their clinical utility. Of interest is evaluating factors that can affect outcomes in individuals who live in rural areas. Rural residents have less exposure to health care specialties and may not seek necessary medical care. All these factors can result in disparate outcomes among rural versus urban residents. Irish's goal is to design, implement and evaluate an academic/community coordinated health system strategy to improve health outcomes in the rural community.



**Yajiong (Lucky) Xue | [xuey@ecu.edu](mailto:xuey@ecu.edu)**

**Management Information Systems, COB**

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Yajiong (Lucky) Xue is a professor of management information systems in the College of Business. She is the co-director of the Center for Healthcare Management Systems. Her research interests include IT and neuroscience, healthcare informatics, IT governance, IT strategy, enterprise systems, IT security, IT outsourcing, IT compliance, IT adoption, and knowledge management. She is the author of 56 papers that have appeared in peer-reviewed academic journals. Among those publications, 13 papers were published in the top four journals in the information systems discipline. Xue has taught a wide variety of graduate and undergraduate courses, including enterprise infrastructure, telecommunications and network, security management, MIS projects, business computer applications, introduction to MIS among others.

## BIOMATERIALS OVERVIEW

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The Biomaterials Research Cluster focuses on the broad field of next generation biomaterials, including applications in biomechanics, biosensors, nanotechnology, medical imaging, drug delivery, radiation, and tissue engineering. These applications span the study of natural and created materials, including the combination of both in biomimetic materials. The cluster facilitates research development that supports and integrates ECU faculty and their research endeavors, while collaborating with regional and national strategic partners. The cluster encourages collaborations between clinicians in medicine, dentistry and allied health with basic scientists in engineering, physics, chemistry and the biological sciences. The Biomaterials Research Cluster engages in proactive, catalytic and capacity-building activities – including core facility development – to position cluster scholars to grow extramurally funded research programs and to train the next generation of biomaterials researchers.

Previous cluster activities include two lightning talk sessions that highlighted biomaterials research across campus. Currently, the cluster is finalizing its strategic plan and hopes to launch research development initiatives – such as seed grants and grant advisory panels – in the coming months.

Learn more about the Biomaterials Research Cluster online at <https://rede.ecu.edu/clusters/biomaterials/> or by contacting co-directors Stephanie George ([georges@ecu.edu](mailto:georges@ecu.edu)) and Saulo Geraldeli ([geraldelis19@ecu.edu](mailto:geraldelis19@ecu.edu)).

## BIOMATERIALS DIRECTORS

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**Stephanie George | [georges@ecu.edu](mailto:georges@ecu.edu)**

**Engineering, College of Engineering and Technology**

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Stephanie George is an associate professor in the Department of Engineering. Her research interests include computational modeling of the cardiovascular system using MRI, pulmonary hypertension with sickle cell disease, and heart failure patient monitoring. She currently serves as a faculty mentor to the Society of Women Engineers chapter and Biomedical Engineering Society chapter. As part of her involvement in the American Society of Mechanical Engineers Bioengineering Division, she has reviewed abstracts and judged poster presentations for the division's undergraduate research competition and has also reviewed undergraduate papers for the Proceedings of the National Conferences on Undergraduate Research.



**Saulo Geraldeli | [geraldelis19@ecu.edu](mailto:geraldelis19@ecu.edu)**

**General Dentistry, School of Dental Medicine**

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Saulo Geraldeli is the division director of biomedical materials in the School of Dental Medicine. Geraldeli earned his doctorate in dentistry with a focus in dental materials from the University of Sao Paulo, Brazil. His research interests relate to the understanding of current dental biomaterials performance in both laboratories and clinical environments. His laboratory is equipped to synthesize and test bioactive nanoparticles for the delivery of nano-precursors and ions aiming remineralization of demineralized dental tissues.

## HEALTH BEHAVIOR OVERVIEW

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The Health Behavior Research Cluster takes a lifespan approach to improving mental and physical health by focusing on the science of health behavior from a socioecological standpoint, from childhood to adulthood, with an emphasis on critical concerns arising in eastern North Carolina communities.

To date, the cluster has facilitated the development of two interprofessional research teams that are working in the areas of child and adolescent health. One team is examining the influence of prenatal exercise on infant health and the second team is developing a mobile application for smartphone use with adolescents to reduce substance misuse. Community partners, such as the vice president of programs with the Boys & Girls Clubs of the Coastal Plain, are instrumental in these research teams.

For more information about the Health Behavior Research Cluster, visit: <https://rede.ecu.edu/clusters/health-behavior/>.

## HEALTH BEHAVIOR DIRECTORS

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**Lisa Campbell | [campbell@ecu.edu](mailto:campbell@ecu.edu)**

**Psychology, Thomas Harriot College of Arts and Sciences**

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Lisa Campbell is a licensed clinical psychologist and clinical researcher. Her research focuses on ethnic disparities in pain conditions and cancer outcomes, as well as developing culturally sensitive psychosocial and behavioral interventions to enhance post-treatment quality of life in African American prostate cancer survivors. Campbell's research is funded by the National Cancer Institute and the Department of Defense Prostate Cancer Research Program. She earned her doctorate from the University of Florida and has been published in peer-refereed journals including *Pain Medicine*, the *Journal of Pain and Palliative Care Pharmacotherapy*, and the *Journal of Pain & Symptom Management: Including Palliative Care*.



**Kim Larson | [larsonk@ecu.edu](mailto:larsonk@ecu.edu)**

**Nursing Science, College of Nursing**

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Kim Larson is a professor in the College of Nursing. Her clinical expertise in international population health includes work in Honduras, Guatemala, and Mexico. As a nurse fluent in Spanish, she works closely with the Latino population in North Carolina through health departments, migrant health centers, and school-based health centers. Her research foci are community-based participatory research with Latino communities across the lifespan and sexual risk reduction interventions with Latino adolescents.

## NATURAL RESOURCES & THE ENVIRONMENT OVERVIEW

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The Natural Resources and the Environment Research Cluster focuses on discovering new ways to support and optimize sustainable use of natural resources and the environment, with an initial focus on water quality, water quantity, and sustainable energy.

To meet its goals, the cluster supports core faculty members in a variety of ways. These include provision of seed grants to initiate ideas for developing large proposals, access to proposal reviewers, access to travel funds, access to incubator sessions to develop proposals, and access to multi-disciplinary faculty to collaborate on big proposals.

This past year, the cluster awarded four seed grants to faculty with the range of topics reflecting the breadth of the cluster's interests, including hydrokinetic energy development, evaluation of nano-filters to improve water quality, oyster restoration and water quality, and evaluating pro-conservation behaviors in eastern North Carolina. The cluster is also interested in fostering collaborations with other ECU clusters, as well as public/private groups and organizations whose interests align with the cluster's focus areas. For example, the cluster is collaborating with Sylvan Heights Bird Park in addressing species preservation and research, as well as habitat and land use trends.

For more information about the Natural Resources and the Environment Research Cluster, visit:  
<https://rede.ecu.edu/clusters/natural-resources-environment/>.

## NATURAL RESOURCES & THE ENVIRONMENT DIRECTORS

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**Alex Manda | [mandaa@ecu.edu](mailto:mandaa@ecu.edu)**

**Geological Sciences, Thomas Harriot College of Arts and Sciences**

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Alex Manda is an associate professor in the Thomas Harriot College of Arts and Sciences. Manda is interested in exploring water resources (groundwater and surface water) issues (e.g., saltwater intrusion) and the drivers that influence water resources (natural and anthropogenic). He has used a combination of field-based and computer modeling techniques to tackle various research problems in the inner and outer banks regions of eastern North Carolina. He is also interested in improving undergraduate student education in the geosciences and citizen science. Manda was awarded a Fulbright Scholarship in 2019 to study water quality in Zambia.



**Burrell Montz | [montzb@ecu.edu](mailto:montzb@ecu.edu)**

**Geography, Thomas Harriot College of Arts and Sciences**

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Burrell Montz was an environmental planner with responsibility for developing nonpoint source management plans before she embarked on an academic career. Throughout her career, she has been involved in teaching and research on natural hazards, water resources management, and environmental impact analysis, having mentored many graduate students in these areas. Her foci have centered on floodplain management and policy, vulnerability to hazards, responses to warnings, and environmental decision-making. Montz serves as a professor of environmental geography and planning. Her research has documented the effects of flooding on property values, perceptions of risk and responses to warnings, and sources and management options for water pollution.

## STEAM OVERVIEW

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The STEAM Education Research Cluster's foci are in the following areas: PK-12, community college, undergraduate, graduate, and life-long learners in STEAM (science, technology, engineering, arts, and mathematics); educational research including program evaluations, outreach, summer camps, grants, and study design; and educational and STEAM entrepreneurial research and development.

The cluster is currently looking to add partners in the following fields: health sciences, computer science, foreign languages, business, early childhood education, adult education, those interested in using data from the watershed observation system, and others with ideas.

For more information about the STEAM Research Cluster visit: <https://rede.ecu.edu/clusters/STEAM/>.

## STEAM DIRECTORS

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**Shawn Moore | [mooresha@ecu.edu](mailto:mooresha@ecu.edu)**

**Center for STEM Education, College of Education**

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Shawn Moore is the director for the Center for Science Technology Engineering and Mathematics (STEM) Education. AS a co-director for the STEAM Education Research Cluster, Moore helps oversee the cluster's goal of functioning as an interdisciplinary collaborative resource and partner to support and serve institutional projects that focus on STEAM education. The cluster supports faculty researchers who have an interest in interdisciplinary projects that prepare a pipeline of talented STEAM professionals, develop STEAM related tools and technologies to impact rural prosperity, and negotiate research projects that may link to other clusters and projects throughout the university.



**Daniel Dickerson | [dickersond15@ecu.edu](mailto:dickersond15@ecu.edu)**

**Mathematics, Science and Instructional Technology Education,  
College of Education**

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Daniel Dickerson is an associate professor of Science Education in the Department of Mathematics, Science, and Instructional Technology Education. He is also the coordinator of the STEM CoRE (Collaborative for Research in Education) at ECU. His research focuses on the teaching and learning of earth and environmental science content, environmental education, and STEM teaching and learning. He is a former high school earth science teacher who has served as PI, co-PI, or evaluator on NOAA, NSF, NIH, U.S. Department of Education, IMLS, state, and foundation funded projects.



# ECU

RURAL  
PROSPERITY  
INITIATIVE

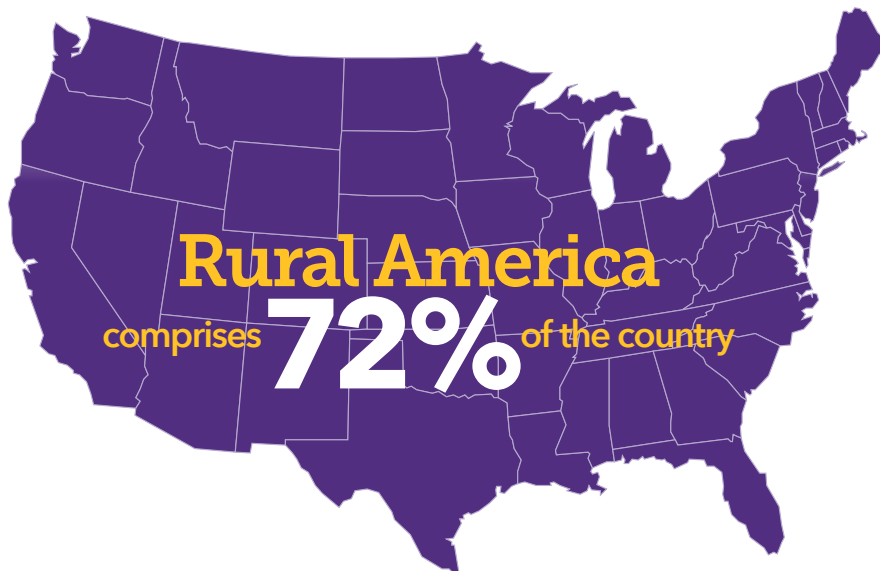
## Rural Sustains America.

## America is NOT Sustaining Rural.

Nearly 72 percent of the land area in the United States, comprised of 1,976 counties, is rural. Rural America produces the **majority of affordable food and energy**, contains the **minerals and metals** used in manufacturing, supplies **clean drinking water**, and provides the most opportunities for **outdoor recreation**.

Rural America's population is aging as **younger generations leave** for better economic opportunities in cities. At the same time, **rural health and education** continue to lag behind urban centers. Rural America is facing unprecedented **stress and decline** that puts the security and prosperity of our nation at risk.

# Committed to Rural Prosperity



**Eastern North Carolinians** face greater challenges than the **rest of the United States**, including the following:

**50% more** people **die** from diabetes.

**15% more** people over the age of 25 **did not** finish high school.

**20% more** people are living **below** the poverty line.

**3** of the top **25** regions in the country for **opioid abuse** are in eastern North Carolina.

**93%** of North Carolina schools receiving a **D or F** on their state report card were from poverty-stricken areas.

### About East Carolina University®

ECU serves **twice** as many undergraduate students from **rural communities** than any other in the University of North Carolina system.

ECU is the **only** university in North Carolina with **dental medicine, engineering and medicine** at the same institution.

Approaching **30,000** students, ECU offers **84** bachelor's, **72** master's and **19** doctoral degrees.

ECU hosts the **largest** business school enrollment and **largest** number of new nurses and education professionals produced by a four-year campus in the University of North Carolina system.

# ECU'S RURAL PROSPERITY INITIATIVE

For more than 100 years, ECU has been North Carolina's rural and coastal university. With the Rural Prosperity Initiative, ECU is focused on what the region needs for healthy, ready-to-work, and prosperous communities.

## ECONOMIC GROWTH COLLABORATORY

ECU's Economic Growth Collaboratory was launched in 2018. It is focused on generating opportunities that support regional transformation in eastern North Carolina. Thus far, collaboratory efforts have centered around workforce development and innovation in the value-add agriculture and aerospace sectors. The collaboratory will begin its Rural Opportunity Program, funded by the SECU Foundation, in spring 2020. This initiative will bring together partners across northeastern North Carolina to address affordable housing issues from a community-driven perspective.

## RISE29 MICROENTERPRISE PROGRAM

ECU launched its award-winning RISE29 microenterprise program in 2019. The program is a bold strategy that connects the needs of eastern North Carolina communities to student entrepreneurs. Funded by a \$1 million grant from the Golden LEAF Foundation, the program operates in four counties with plans to expand. During its first year, RISE29's team included 146 student participants serving 36 clients. RISE29 tallied more than 18,000 hours of field work. During Spring 2020, RISE29 brought on 14 interns to drive job growth and economic vitality for the entire region, totaling 60 interns in its first year.

## MILLER SCHOOL OF ENTREPRENEURSHIP

In 2015, a \$5 million commitment from Fielding and Kim Miller made it possible to establish the first named school of entrepreneurship in the state. The Miller School of Entrepreneurship serves as the regional hub for preparing students to take an entrepreneurial mindset into their communities. The school's Bachelor of Science in Entrepreneurship offers courses in topic areas including entrepreneurial finance, sales and marketing, business planning, small and family business management, and new venture launch, preparing a future generation of entrepreneurs.

## NATIONAL SECURITY AND INDUSTRY

ECU's Office of National Security and Industry Initiatives combines several university programs into one office, helping researchers engage with government and industry entities to advance programs and partnerships. Whether it's connecting military members to innovation labs and prototyping equipment, or helping regional industries network with academic programs for internship or capstone project opportunities, ECU is ready to meet the needs of the region.

## REGIONAL TRANSFORMATION COUNCIL

In 2015, East Carolina University leaders began to form a strategic approach for community engagement and economic development activities in ECU's 29 county service area. This strategy led to the formation of the university's Regional Transformation Council. The council's goal is to use ECU's internal resources combined with external stakeholder support to align, prioritize and invest in activities that promote economic development and drive innovation.

## VISION

ECU has committed to rural prosperity by leveraging assets from all corners of the university. We partner with government, industry and community groups to develop new tools and approaches that drive job creation, health innovation, and improve educational outcomes in rural and coastal communities.

## PROJECTS WITH A PURPOSE

As ECU stakeholders work together to advance the vision of the Rural Prosperity Initiative, the university has launched projects with the purpose of aiding eastern North Carolina's rural communities. Take a look at the projects we've launched to bring prosperity back to the region.

## MILLENNIAL CAMPUS

ECU's millennial campus connects the talents of university researchers and partners in industry, government, military and more to discover innovations that boost rural and coastal prosperity. The campus focuses on commercializing research discoveries that benefit regional industries. Millennial campus buildings will feature state of the art lab and collision spaces that foster interaction and stimulate ideas, collaboration and new discovery. In June 2019, ECU broke ground on its new Life Sciences and Biotechnology Building. The building serves as a gateway for eastern North Carolina to ECU, providing a dynamic environment where industry and community partners can engage with university faculty and students, and access university resources, and develop innovative solutions future growth and development.

## LICENSING AND COMMERCIALIZATION

ECU's Office of Licensing and Commercialization assists faculty, students and staff in transforming ideas into real world solutions that can transform the region's economy. These solutions can have a direct impact on individuals living in eastern North Carolina. The office accomplishes this mission by commercializing university-owned intellectual property, assisting in new venture development, enhancing research and industry collaboration, and providing educational programming to the community. It's commercialization focused programming, including its NSF-funded Innovation Corps program, has led to numerous new product launches.

## SMALL BUSINESS AND TECHNOLOGY DEVELOPMENT CENTER

The Small Business and Technology Development Center at East Carolina University provides knowledge, education and supportive resources that enable existing small and mid-sized businesses, emerging entrepreneurs, and local and state leaders to innovate and succeed. The SBTDC at ECU services 12 counties in its Greenville office on ECU's campus. The center offers dedicated services and educational seminars on business management advice, financial assistance and analysis, research, and marketing assistance. In January 2020, the SBTDC at ECU assisted more than 200 clients in eastern North Carolina, resulting in 10 business starts, \$21.5 million in capital formation, and 456 jobs created and retained.

Learn more about how to contribute by visiting  
[REDE.ECU.EDU/RURAL-PROSPERITY](https://REDE.ECU.EDU/RURAL-PROSPERITY)



## RISE 29 ENTREPRENEURSHIP PROGRAM

East Carolina University is creating a national model for emerging entrepreneurs with the goal of transforming eastern North Carolina through microenterprises, job development and existing business support. In fact, ECU has pledged to create the most student-led startups of any university in the state. We're accomplishing this goal through RISE29, our exciting new microenterprise program that connects small business ideas with regional community need. Through big data analytics, our student teams develop and launch new microenterprises, strengthen existing businesses with long-term continuity plans, and commercialize new technology that enhances our region's industries.



Boosts **rural prosperity**  
across **eastern**  
**North Carolina**



Creates **new business**  
**enterprises** and develops  
**sustaining succession plans**



Fueled by **big**  
**data analysis** and  
**matchmaking software**



ECU has committed to  
lead the state in **university-**  
**backed student startups**



### CONNECT WITH US



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252-737-1057







// I don't believe I could have started my business just anywhere. ECU and Greenville have provided me all of the tools and support I need for my business to thrive. **I can't imagine a better place to start a business than in eastern North Carolina.** //

Taylor Hicks | Owner, Simple & Sentimental  
ECU Senior, Business Management

**OPPORTUNITY**  
Student Innovation  
Community Need  
Tech Innovation

**RESEARCH & DEVELOPMENT**

**RESEARCH & DEVELOPMENT**

**BUSINESS PLAN**

**TEAM PITCH TO COMMUNITY**

**LAUNCH MICROENTERPRISES IN E-29 REGION**

**ONGOING MENTORING**

## THE PROCESS

RISE29 takes a holistic approach to job creation and microenterprise development. Student teams begin their journey with a business idea, a technological innovation, or a desire to help a community. Advancing through the program, teams receive research and development support, along with business plan mentoring. Finally, the teams launch their microenterprises in the Eastern-29 county region. This region serves as our base of operations, as the university places a special emphasis on partnering with these counties that many ECU students, faculty and partners call home.

## RESEARCH & DEVELOPMENT SUPPORT

ECU and its partners are providing research and development support through a variety of approaches, from student housing programs to financial support. Below is a sampling of the resources provided through RISE29.

- Big Data Analytics and Visualization
- Multi-Campus Research Labs
- Pirate Entrepreneurship Challenge
- Horizon Living Learning Community
- Small Business and Technology Development Center at ECU
- ECU Venture Fund
- Van and Jennifer Isley Innovation Hub
- Industry and Community Partner Mentoring
- Microenterprise Fund
- Miller School of Entrepreneurship
- Office of Innovation and New Ventures
- NSF I-Corps@ECU

## HOW YOU CAN HELP

RISE29 cannot succeed on its own. A program this ambitious is truly a regional effort and needs to be nurtured not only by ECU, but by the communities it partners with. There are many ways to support the program, including:

- Partnering with RISE 29 to identify regional and community needs
- Providing business development mentoring to student teams
- Participating in advisory councils
- Providing financial assistance through ECU's Microenterprise Fund for student teams

Contact RISE29 at [rise29@ecu.edu](mailto:rise29@ecu.edu) to learn more about how you can support meaningful regional transformation through microenterprises in eastern North Carolina.

## SIMPLY THE BEST

### ECU program recognized with national award for entrepreneurship innovation

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BY MATT SMITH  
ECU NEWS SERVICES  
JAN. 8, 2020.

East Carolina University's student entrepreneurship program, RISE29, was honored for its co-curricular innovation by the United States Association for Small Business and Entrepreneurship (USASBE) at its annual conference Monday in New Orleans.

RISE29 received the association's Excellence in Co-Curricular Innovation Award, presented annually to the college or university whose entrepreneurship program encourages creativity, quality and sustainability, and produces an impact on the communities it serves.

In its first year, RISE29 earned top honors over a field that included the country's No. 1 ranked entrepreneurship program by U.S. News & World Report.

Mike Harris, director of ECU's Miller School of Entrepreneurship, and Sharon Paynter, assistant vice chancellor for economic and community engagement, co-led the program during its inaugural year.

"When we first had the idea for the program, we knew we wanted RISE29 to become a national model for rural entrepreneurship," Harris said. "We're excited that other entrepreneurship educators from across the country saw the same potential in the program that we did. They have faith that RISE29 will serve as a blueprint to foster economic success in rural regions not only in North Carolina, but across the country."

Spurred by population loss, declining employment opportunities, and "brain drain" in eastern North Carolina, RISE29 began in February 2019 as part of a \$1 million grant from the Golden LEAF Foundation. Led by the Miller School of Entrepreneurship and the Division of Research, Economic Development and Engagement, the program became the first university-wide initiative targeted at transforming students into emerging entrepreneurs.

The program works hand-in-hand with local community leaders to identify community needs and pairs business clients with students to address those concerns. As a result, students that participate in RISE29 create new opportunities and sustain existing businesses in rural North Carolina that add value and complement existing ventures in the university's 29-county service area.

During its first year, RISE29 recorded more than 18,000 hours of fieldwork with 36 business clients in Beaufort, Hyde, Martin and Pitt counties. In total, more than 140 students with backgrounds ranging from nutritionists and biologists to engineers and marketers participated in the program.

"Taking a step outside of the classroom, the students involved in RISE29 are using their skills to directly impact local businesses in Beaufort County," Beaufort County Economic Development Director Martyn Johnson said.

“ECU has a strong history and a proven model of supporting rural eastern North Carolina through student involvement ... and is furthering the growth of community support between all the counties participating in the program.”

RISE29 leaders plan to expand the program to more counties in 2020, eventually servicing all 29 counties that help make up its name.

“We couldn’t do this without the support of our clients and community partners,” said Sharon Paynter, assistant vice chancellor for economic and community engagement. “ECU has resources, including students, research facilities and collaborative innovation spaces. With the added expertise provided by business owners and county managers, we’ve been able to successfully jump-start a program that will have a positive benefit in developing eastern North Carolina’s economy for years to come.”

RISE29 is part of a growing effort to advance entrepreneurship across ECU’s campus. In 2015, the university established the Miller School of Entrepreneurship and last year announced a new undergraduate degree in entrepreneurship. The university has also developed the annual Pirate Entrepreneurship Challenge and its residential, entrepreneurship-based Horizons Living Learning Community.



**OFFICE OF COMMUNITY  
ENGAGEMENT  
AND RESEARCH**

**Discussion Guide for Departments and Colleges About Engaged Scholarship in Promotion and Tenure**

Modified by the Office of Community Service and Public Relations at East Carolina University with permission from Diane M. Doberneck, Chris R. Glass, & John H. Schweitzer  
University Outreach and Engagement, Michigan State University  
September 2011

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## community engagement

“Community engagement (CE) describes collaboration between institutions of higher education and their larger communities (local, regional/state, national, global) for the mutually beneficial exchange of knowledge and resources in a context of partnership and reciprocity.” – Carnegie Foundation

See [www.ecu.edu/ps/engaged-institution.cfm](http://www.ecu.edu/ps/engaged-institution.cfm) for more detail.

- **In your unit, what CE collaboration and activities are faculty conducting?**
- **Are there existing partnerships between faculty in your unit and community organizations that could become CE projects?**

## public service

Broadly defined, public service at ECU is the use of university resources to address societal challenges and contribute to the common good.

- **In your unit, what are examples of public service?**
- **What criteria do you use to judge its quality?**

## community

Communities can be defined by geography (neighborhood, city), circumstance (disaster survival, belonging to a school district), identity (gender, ethnicity, race, etc.), kinship, affiliation (political party, alumni group), or profession (field of expertise, type of business). “The purpose of community engagement is the partnership of college and university resources with those of public and private sectors to enrich scholarship, research, and creative activity; enhance curriculum, teaching, and learning; prepare educated, engaged citizens; strengthen democratic values and civic responsibility; address critical societal issues; and contribute to the public good.”

– Carnegie Foundation

- **What communities are natural partners for faculty in your discipline, department, or college?**
- **How do community partners connect with faculty in your discipline, department, or college?**

# outreach

The voluntary provision of programs, services, activities, or expertise **for** those outside the traditional university community. In comparison, community engaged scholarship relies on collaborative, mutually beneficial work **with** a community partner.

See [www.ecu.edu/pscr/conferences.cfm](http://www.ecu.edu/pscr/conferences.cfm) for more information.

- **What are examples of outreach undertaken by faculty in your unit?**
- **What criteria do you use to judge its quality?**

# scholarship

Community engaged scholarship (CES) focuses on issues that are important to communities and educational institutions. CES should be evaluated by clear standards of rigor and quality just as other forms of scholarship are judged in the Academy. CES takes the form of peer-reviewed manuscripts and conference presentations as well as other products such as training manuals, patents and copyrights, classroom lectures, curricula, news articles, websites, technical bulletins, evaluation reports, public performances, workshops, and more. Faculty scholarship at ECU includes the scholarship of research, the scholarship of creative activity/innovation, and the scholarship of engagement and/or outreach.

— *ECU Faculty Manual, Part VII, Section I*

- **What counts as CES in your discipline, department, and college?**
- **What criteria are used to judge the quality of scholarship?**

# type of activity

Faculty may partner with communities through research, scholarship, and creative activity, teaching and learning (such as service learning course or co-curricular activities), service (such as technical assistance or expert testimony), or innovation and entrepreneurship (such as patents, licenses, new business ventures, etc.).

- **In your discipline, department and college what common types of scholarly outreach and engagement activities are faculty involved in?**
- **What could your department do to increase involvement in scholarly outreach and engagement activities with community partners?**

# sustainability

It is important to address sustainability in university-community partnerships by considering plans for sharing resources, development of joint funding proposals, dissemination of research findings, and thinking about how the partnership can mature.

- **In your unit, what are examples of sustainable partnerships?**
- **What can the University do to support sustainable partnerships?**

## community based learning

Community based learning (CBL) is the integration of service activities with structured reflection that addresses defined community need through intentional opportunities for student learning and development. CBL can be curricular (e.g., designated service learning courses) or co-curricular (e.g., alternative spring break). CBL is beneficial for both university and community partners.

- What types of CBL activities are happening in your unit?
- How could CBL turn into scholarship in your discipline?

## integration

Scholarly outreach and engagement activities integrate with traditional faculty responsibilities when they are research, scholarship, or creative activities; make contributions to student learning and instruction; or have commercialization potential.

- In your discipline, department, or college, how might faculty integrate their engaged scholarship with other responsibilities?
- Are outreach and engagement activities listed in your unit code?

## degree of collaboration

Faculty members collaborate with community partners in a variety of ways that range from being responsive to community needs to full partner engagement in research design, implementation, analysis, and publication. The range in degree of engagement reflects elasticity in collaboration – with faculty members making the appropriate choices given the community, context, research problem, resources available, and more.

- Describe the different degrees of community engagement in which faculty members in your discipline, department, and college are involved.
- How can faculty in your department develop partnerships with community organizations that may lead to full partner engagement in the production of research, scholarship, and creative activity?

## language

The language associated with scholarly outreach and engagement varies by discipline. The ways of describing scholarly outreach and engagement include translational research, service learning, public humanities, civic engagement, university-community partnerships, community based participatory research, and others.

- What words are commonly used to refer to scholarly outreach and engagement in your discipline?
- What are some examples of outlets for disseminating outreach and engagement activities described in your discipline?

## career stage

Faculty participation in scholarly outreach and engagement activities changes over the career span; that is, faculty members collaborate with communities in different ways at different stages of their career.

See [www.ecu.edu/pscr/engagement/taowards.cfm](http://www.ecu.edu/pscr/engagement/taowards.cfm) for more detail.

- **How do individual preferences and departmental (or disciplinary) expectations for faculty involvement in scholarly outreach and engagement change over time?**
- **How has research, scholarship, and creative activity focused on university-community partnerships in your discipline, department, college evolved over time?**

## support

Faculty members improve their engaged scholarship through conversation, collaboration and reflection with other engaged scholars. At ECU the Office of Public Service and Community Relations offers resources to aid faculty in developing a research agenda based on engaged scholarship.

See [www.ecu.edu/pscr](http://www.ecu.edu/pscr) for more information on this program.

- **What resources would help faculty in your department develop an engaged scholarship agenda?**
- **Are there institutional barriers to engage scholarship in your discipline, department, and college?**

# ECU Office of Innovation & New Ventures

THE INTERSECTION OF RESEARCH, INNOVATION AND ECONOMIC DEVELOPMENT



## Innovation

INV promotes, educates and facilitates the development of products of innovation from the campus community to the marketplace.

- 💡 Idea/Opportunity Assessment
- 💡 NSF I-Corps Program
- 💡 Incubation and Venture Services
- 💡 Business Startup Guidance



## Intellectual Property

INV assesses university inventions for commercial potential and establishes appropriate forms of intellectual property protection to maximize industry interest.

- 📄 Patent Protection
- 📄 Copyright and Trademark Protection
- 📄 Research Landscape Reports



## Research

INV facilitates research activities by identifying funding opportunities and executing agreements that recognize and protect ECU's intellectual assets.

- 🔗 Material Transfer Agreements
- 🔗 Confidential Disclosure Agreements
- 🔗 Funding Searches



## Resources & Partnerships

INV markets and licenses ECU innovations & inventions to skilled advisors and industry partners for development of useful products and services. These partners may be established industry leaders, emerging businesses or industry experts.

- 🤝 License Agreements
- 🤝 Commercialization Funding
- 🤝 Mentors and Consultants





Funded by NSF, **I-Corps@ECU** embraces innovation and commercialization of inventions by using proven methods in lean launch, customer discovery and business model innovation. The program prepares and supports ECU faculty, staff, students and aspiring entrepreneurs in the process of validating the potential for new products, services and technologies. I-Corps@ECU supports 30 entrepreneurial teams per year and provides seed grants of up to \$3,000 per team to help fund customer discovery, including travel to conferences and prototype development activities.

**ICorps.ecu.edu**

The **Digital Market** is an online platform focused on bringing together digital content (best practice guides, courses, videos, audio, web apps, etc.) developed by East Carolina University into a single digital marketplace that can be easily accessible by the general public. By placing content on the exchange, visibility of the university's research enterprise is increased, royalties generated by the exchange are given back to the contributing faculty or staff, and most importantly research-based solutions have an easy path to those who need it.

**DigitalMarket.ecu.edu**



**ConnectEast** is an online community of business, academic, non-profit and government leaders from Eastern North Carolina ready to assist with advice and networking. Getting started is simple: Complete a quick registration at **www.connecteastnc.org** to tell us more about you and your expertise. Once complete, submit a simple form and be connected with individuals based on your expertise, location and/or need. Mentors can share advice, offer a call/meeting or they can share your request with someone in their network. As soon as they engage, you'll get an email.

**ConnectEastNC.org**

[www.rede.ecu.edu/innovation/](http://www.rede.ecu.edu/innovation/)    [innovation@ecu.edu](mailto:innovation@ecu.edu)

## **I-Corps @ ECU: Making Your Discovery Real**



**I-Corps @ ECU embraces ideation, innovation and commercialization of inventions by using proven methods in lean launch, customer discovery & business model innovation. The program helps faculty, staff, students & friends of ECU to assess their innovative ideas for potential new products, services or ventures.**

## **I-Corps @ ECU Program Highlights**



### **One-on-One Mentoring**

During the I-Corps program you will interact one-on-one with one of our I-Corps mentors. I-Corps mentors have expertise in multiple facets of venture development including licensing, business plan writing, investment strategy and intellectual property protection.



### **Funding**

NSF funding up to \$3,000 is available for teams in a STEM discipline to further customer discovery or establish proof of concept. Access to funding becomes available once 10 customer interviews have been completed. Non-STEM teams are still eligible to participate in I-Corps.



### **Access to Business Experts**

In addition to I-Corps mentors, business experts from the community often attend the program to provide guidance to teams. These outside connections have proven valuable in providing teams with additional resources to grow at a rapid pace.



### **Proven Methods**

Lean LaunchPad pedagogy is core to the NSF I-Corps program. As of 2016, Lean LaunchPad is taught in more than 200 universities worldwide and more than 300,000 people have signed up for a free online version of the class

# I-Corps @ ECU Pathway

**IDEA**



## Boot Camp

build your initial  
business model



## Customer Exploration

learn about your customers  
narrow/redoefine your business focus



## Venture Building

Networking, funding, and  
growing your venture

Information: [icorps.ecu.edu](http://icorps.ecu.edu)

# I-Corps Mentors



Ariana Billingsley: SBTDC



John Ciannema: Greenville SEED



Wayne Godwin: CFAC



Mike Harris: Miller School



Elizabeth Hodge: COE



David Mayo: Mille School



Carlyle Rogers :Licensing &  
Commercialization



Marti Van Scott: Licensing &  
Commercialization

# Why Should I Work with the *Small Business & Technology Development Center?*

## Better Decisions

Managing a business means making serious and difficult decisions; but you don't have to do it alone. The SBTDC's management counselors provide one-on-one assistance to help you:

- **Review, confirm & enhance your current plans**
- **Discover & evaluate new opportunities**
- **Acquire new ideas.**

All of this is designed so that you can make the best decisions possible for your business.

## Better Financial Performance

Everyone wants their business to be more profitable. The SBTDC can help you to:

- **Understand your financial data and reports**
- **Analyze your costs & revenues**
- **Identify problem areas**
- **Develop a plan for improvement, and**
- **Prepare financial projections**

Using our knowledge and experience, along with the latest analytical tools, the SBTDC can help you assess your current financial performance and recognize opportunities to increase your bottom line.

**Our professional staff combines real-life business experience with industry expertise, education, and advanced training. Most of our counselors have been business owners or have held executive positions. Most of our counseling services and training events are free to the public and our organization keeps client information confidential.**



**Did You Know?** The SBTDC is a statewide university system program that advises small and mid-size businesses. Our goal is to help you make your business better.

**Over the past 25 years, the SBTDC has served more than 100,000 North Carolina business owners and entrepreneurs. We maintain 16 offices across the state, each supported by a local University of North Carolina Campus.**

## Better Access to Capital

Obtaining financing and contracts for your business can be difficult and fiercely competitive. It helps to have someone with the experience to navigate the waters and increase your chances of success. The SBTDC specializes in helping businesses access and prepare for:

- **Bank loans**
- **Federal, state & local government contracts**
- **Federal research & development funding**
- **Equity capital investment, and**
- **International export financing**

The SBTDC can help you select and pursue the best approach to growing your business.

## Better Future Direction

You may see a need to revitalize your business—or you may be assessing how to better position your business for the future. The SBTDC can help you develop and implement strategies to:

- **Address short-term turnaround needs**
- **Create or expand markets**
- **Improve or create products & services**
- **Reposition your business long-term, and**
- **Address leadership or ownership succession**

The SBTDC's services are designed to save you time and accelerate your plans for a better future.

# Small Business & Technology Development Center at East Carolina University

Businesses that team up with the SBTDC get results. Over the last 5 years, the average business we worked with credited the SBTDC with helping them:

## Increase revenue by over 10%

– **More than 3 times** the rate of growth for the average NC firm

## Increase the size of their business by over 10%

– **More than 6 times** the NC rate of employment growth

## Over the last 5 years, we have also cumulatively helped businesses

- Obtain **over \$3 billion** in government contracts
- Acquire **over \$500 million** in financing through loans, private investments, and research and development
- Weather economic uncertainties by **saving 18,000 jobs** that otherwise would have been cut

## Business Counselors

**Steven Jacobs**

sjacobs@sbt-dc.org | 252-737-1372

**Rachel Bridgers**

rbridgers@sbt-dc.org | 252-737-1384

## Strategy, Growth, & Sustainability Counselor

**Hallie Hawkins, JD**

hhawkins@sbt-dc.org | 252-737-4131

## Location & Contact Information



**ECU Willis Building**

300 East 1st Street | Greenville, NC | 27858  
(252) 737-1385

sbt-dc  
Your business. Better.

The SBTDC is a business and technology extension program of the UNC System and is funded in part through a cooperative agreement with the US Small Business Administration.

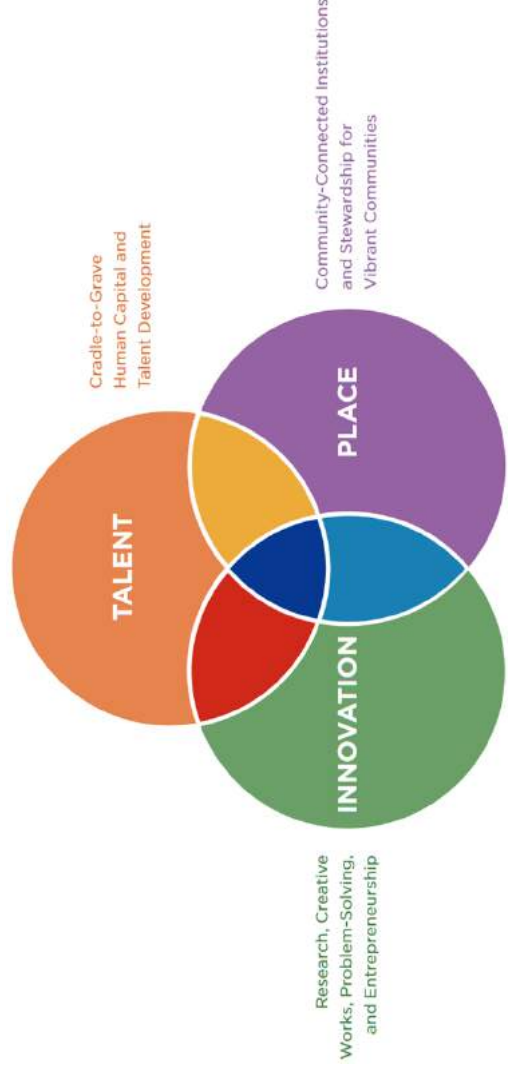
# The East Carolina Research and Innovation Campus

Millennial Campus



## Conceptual Framework: University-Driven Economic Development

As used by APLU, CICEP and UEDA, economic development in/by higher education is defined as follows: In higher education, economic development means proactive institutional engagement, with partners and stakeholders, in *sustainable growth of the competitive capacities that contribute to the advancement of society through the realization of individual, firm, community, and regional-to-global economic and social potential*

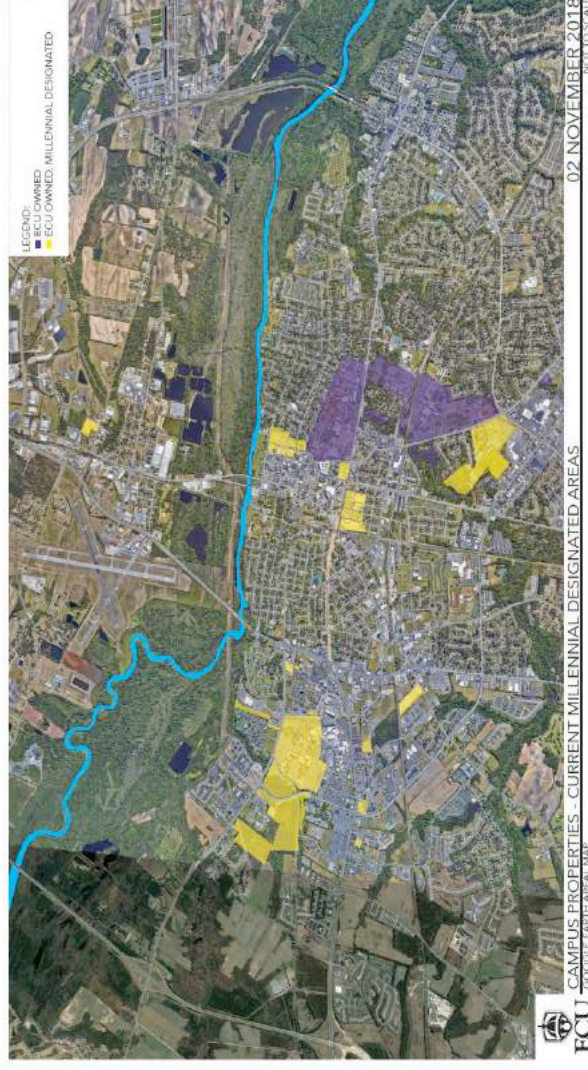


## The ECU Research and Innovation Campus The Millennial Campus

The Millennial Campus currently encompasses more than 500 acres within six sites spanning more than 100 miles of eastern North Carolina. Value-adding resources within each district and area are already available to support research, discovery, innovation, entrepreneurship, incubation, manufacturing and commercialization.

“The Millennial Campus, which will be known as ECRIC (East Carolina Research and Innovation Campus) would be developed to enhance the research, teaching, and service missions of ECU by accelerating and expanding collaborative research, health sciences, teaching, and service to champion economic and community development for both Greenville and the region, producing innovations in education, science, technology, and the arts that address local and regional challenges while equipping the region with a magnet to attract talent and investment.”

**UNC System BoG-Approved April 10, 2015.  
Greenville, NC.**





# The Warehouse District

ECU is currently transforming its Warehouse District into the next phase of the expanding Millennial Campus. This expansion encompasses more than 22 acres of converging opportunities to restore and reuse valuable historic properties, accelerate reinvestment activities within Greenville's Center City and arts and innovation district. These efforts will lead to the development of collaborative research, innovation and economic development spaces.

Specifically, the American Tobacco, the Export Leaf, and the Prichard-Hughes buildings are located within or adjacent to the Nationally Registered Historic Tobacco Warehouse District, and ECU plans to preserve and redevelop these valuable facilities through public-private partnerships leveraging historic and other tax credits. Additionally, ECU's new Life Sciences and Biotechnology Building will provide more than 140,000 sf for cutting-edge, team-based, industry-relevant basic and applied research.

# Life Sciences and Biotechnology Building



## The Uptown District

ECU's Uptown properties (right) consist of 19.04 acres (including 14 acres of surface parking) bordering the east side of Uptown Greenville, bridging the main campus with the Uptown area and the Tar river waterfront. When combined with ECU's Warehouse District holdings, these properties comprise a significant portion of Greenville's Uptown/Center City area and position ECU to join a select group of the nation's campuses aiding in revitalization efforts in an urban core. ECU's comprehensive master plan considers as possibilities for this area a Visual and Performing Arts Center, Hotel and Conference Center, and/or Alumni Center among the innovative options for this property.



## Research Greenhouse and Field Site Area

One of the newest additions to ECU's Millennial Campus portfolio, the Greenhouse Field Site will encompass a new state-of-the-art research greenhouse and adjacent field test sites to advance the work of ECU faculty and student researchers and their industry and other partners. These resources, together with the new bio-extraction facilities within ECU's Life Sciences and Biotechnology Building, will enable new product and process innovations in support of targeted regional industry clusters such as; agriculture, pharmaceuticals, biomaterials and energy. Similarly, this field site for research and workforce training will support advances in areas such as renewable resources, which has the potential to serve as a major economic driver in eastern North Carolina.

This smart research greenhouse will encompass 5,000 square feet of optimized growing space and leverage artificial intelligence devices, control devices, and sensors that enable automation, irrigation, and control of the environment. Equally important, the greenhouse will support the collection and analysis of critical crop growth and performance data to support the transition of new and enhanced crop varieties from greenhouse to field testing.



## Stratford Arms & Blount Field Area

These properties (right) are immediately proximate to ECU's athletic and human performance complex and represent one of Greenville's most strategically located pieces of real estate. Encompassing 72.85 total acres, including 32.8 undeveloped acres, this property represents longer term opportunities through public-private partnership for a live/work/play community; similar in some respects to NC State's Centennial Campus, Raleigh's North Hills, and Durham's West Village and American Tobacco District.



## Outer Banks Campus

East Carolina University built and manages the ECU Outer Banks Campus (OBC) to further support research, education and regional transformation efforts throughout eastern North Carolina. The efforts are focused specifically on coastal areas of the State, and by extension the Mid-Atlantic and east coast regions of the United States. North Carolina's marine-related activities are important to the State's economy, both in traditional sectors like recreation and tourism, fisheries, hazard resilience, and marine heritage, and in emerging areas like ocean energy and marine biotechnology.

This campus encompasses 199.91 acres on Roanoke Island and its 83,791sf, \$32.6M, Leed Gold Certified facility is home to ECU's integrated coastal programs as well as the Coastal Studies Institute (CSI) - a multi-institutional research and education partnership of the UNC system.

Led by ECU, in partnership with NC State and UNC-Chapel Hill, the CSI focuses on integrated coastal research and education programming centered on responding to the needs, issues, and topics of concern of the residents of eastern North Carolina.



## Health Sciences Campus

A major component of ECU's mission is to improve the health of eastern North Carolina (and beyond) and we have developed superior programs in all dimensions of understanding human health and delivering services to a dispersed, rural population. Part of ECU's Millennial Campus, the Health Sciences Campus (HSC) encompasses more than 300 acres and is home to the Brody School of Medicine; Colleges of Allied Health and Nursing, and the School of Dental Medicine.

Additionally, the HSC encompasses centers and institutes of concentrated, multi-disciplinary expertise addressing the region's most pressing health care issues and disparities, e.g., the East Carolina Obesity and Diabetes Institute. The HSC is immediately adjacent to our long-time partner, Vidant Medical Center, to the south and the new Durham VA Medical Center facility (Greenville Health Care Center) located to the north across 5th street.



# First Projects Warehouse District

Life Sciences Building



Warehouse Renovations



# First Projects Uptown District

## Millennial Campus Uptown Campus





## Summary

The rise and development of millennial campuses as centers of innovation coincides with the collaborative engagement realities of our time and represents a clear path forward for cities, communities, rural areas and universities.

The concept has been successfully used by UNC System institutions NC State, UNCCH, UNCC, NC A&T/UNCG, ASU, UNCW and WCU.

The proposed East Carolina Research and Innovation Campus will be a major step towards building a stronger, more sustainable and more inclusive economy for eastern North Carolina in the early decades of this young century.



## INDUSTRY INITIATIVES



**PARTNERSHIP:**  
CHALLENGES TOGETHER

## PARTNER WITH ECU

- **Research:** ECU researchers are available to develop innovations to assist your business. Our students, faculty and staff are here to aid you with a wide-range of services, including technology development and organizational strategy.
- **Advisory Councils:** Serve on one of ECU's many research center and cluster advisory councils and help guide research priorities at the university. Advisory council membership is open to external industry partners to ensure research activities have implications beyond the theoretical and add real-world value to the region.
- **Future Workforce:** ECU's capstone research projects – comprised of student teams led by faculty mentors – provide students with impactful project management and technical business skill training. We also partner with businesses to offer internships that prepare students for your industry and provide valuable organizational support.
- **Leading the Field:** ECU provides support to ensure your organization meets its future needs. ECU and industry leaders can work together to jointly develop and implement personalized programs spanning from executive education to hands-on advanced manufacturing skills training.



## CONTACT OUR INDUSTRY INITIATIVES TEAM



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VISIT US ONLINE AT  
[GO.ECU.EDU/INDUSTRY](http://GO.ECU.EDU/INDUSTRY)



**STRENGTH THROUGH**  
TACKLING



## DISCOVER ECU

- Established in 1907, ECU is the only university in North Carolina with colleges and schools of dentistry, engineering, medicine and entrepreneurship.
- ECU is part of the 17-member University of North Carolina System and is the largest system school in the eastern third of the state.
- ECU has 28,718 total students representing all 100 North Carolina counties, 50 states, the District of Columbia and 63 countries.
- Students by the Numbers: The Brody School of Medicine produces 1 out of 5 doctors practicing in North Carolina; our College of Education graduates have the highest employment rate in the UNC System; and our College of Business reaches 5,000 students annually.
- ECU offers 84 bachelors, 71 masters, 5 professional and 13 research doctoral degrees.
- ECU's research activity rate has risen more than 50% over last two years, one of the fastest rising rates in the nation.
- ECU produced five Top 100 national programs for public universities for research including Economics, Health Sciences, Anthropology, Ocean and Marine Sciences, and Atmospheric Sciences and Meteorology.

## GAIN COMPETITIVE ADVANTAGES

Enhance your company's position by collaborating with ECU. Improve your workforce pipeline, research your competition, and find partners through industry consortiums and advisory councils.

## SPARK INNOVATION

Our faculty, staff and students can bring fresh ideas to your business! Cultivate new ideas in partnership with our innovation resources, including dedicated offices and programs that meet your specific needs.

## ACCESS FACILITIES

Use our research facilities to give your organization an edge. Our state-of-the-art facilities feature researchers and equipment that increase your competitiveness in the field.

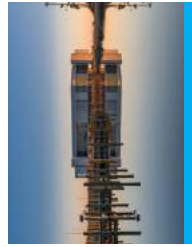
## IMPECCABLE TALENT

With nearly 29,000 students and 6,000 faculty members and staff, ECU is unmatched in talent to serve eastern North Carolina. We're developing the next generation of leaders to support your organization.

## OUR COMMUNITY IMPACT



ECU'S MAIN CAMPUS



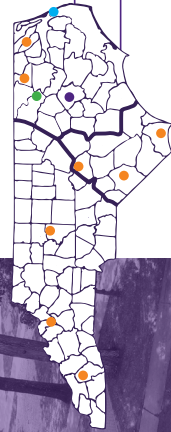
ECU'S OUTER BANKS CAMPUS



FIELD RESEARCH SITE AT SYLVAN HEIGHTS BIRD PARK



ECU COMMUNITY SERVICE LEARNING CENTERS

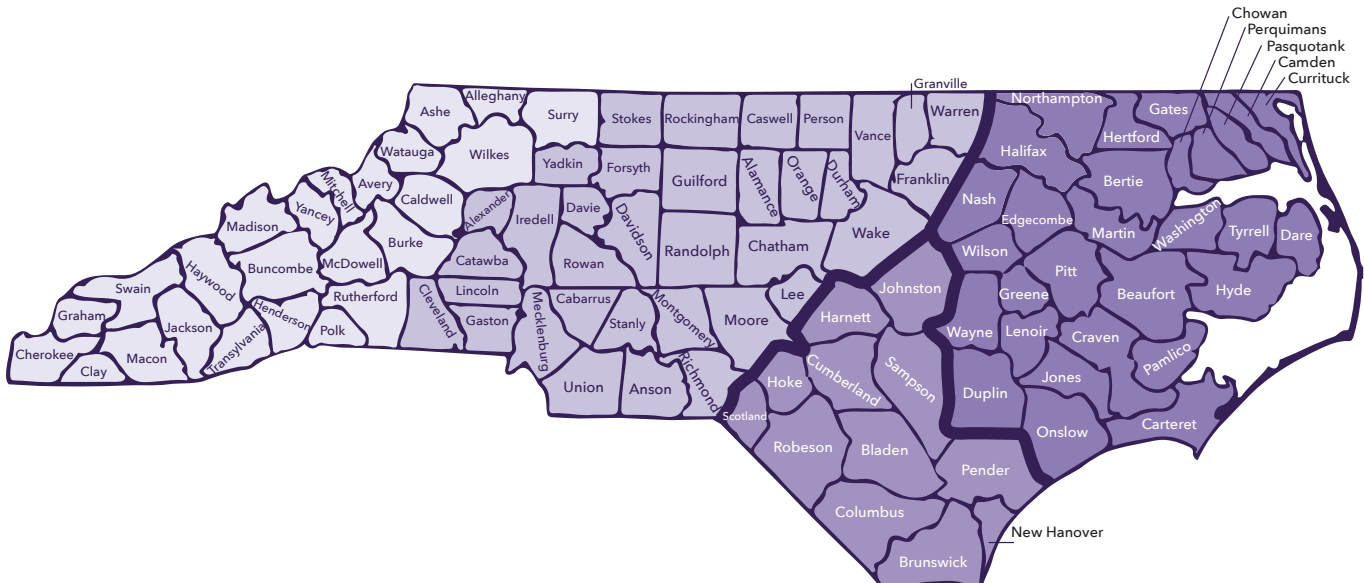


ECU SERVES THE NEEDS OF RURAL NORTH CAROLINA

## EXPLORE OUR RESOURCES

Below are a few examples of ECU's business partnership resources:

- Our **millennial campuses** offer opportunities for organizations to collaborate with the university to jointly aid and develop research discoveries.
- The **College of Business's Professional Services and Research unit** connects organizations with faculty that focus in relevant and specialized research.
- Our **Entrepreneurship Center** provides specialized, on-site management assistance to business owners, accounting for approximately 50,000 hours of fieldwork since 2000.
- The **College of Engineering and Technology's CITE program** supports opportunities for regional businesses ranging from warehouse planning, advanced manufacturing, and Lean Six-Sigma training.
- The **Miller School of Entrepreneurship's IDEA LAB** connects business professionals with students, faculty, and staff to discuss potential new business ideas.
- The **Small Business and Technology Development Center** supports industries by providing services including financial analysis, international business development and market research.
- Our College of Engineering and Technology features a **High Bay Laboratory** for large scale advanced manufacturing testing.



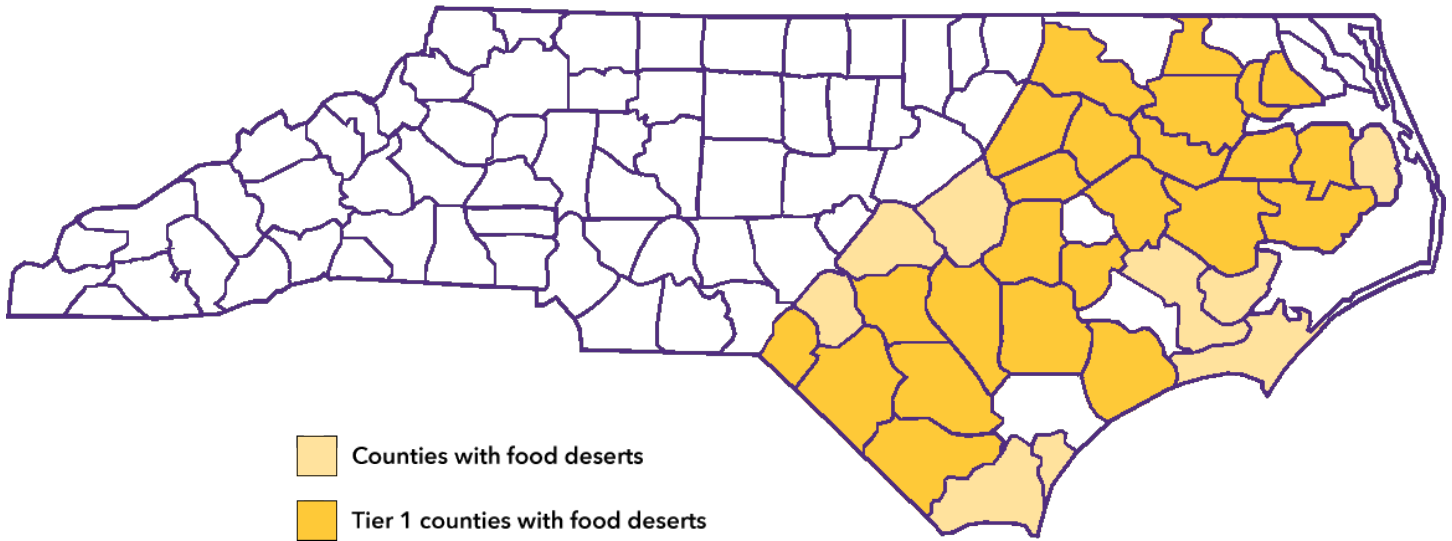
## EASTERN NORTH CAROLINA

For more than 100 years ECU has been North Carolina's rural and coastal university. ECU's Rural Prosperity Initiative harnesses the intellectual strengths and research resources of ECU to improve the quality of life, health, education and employment for the people of our area. The goal of the initiative is to create prosperous communities in eastern North Carolina that not only benefit our region, but the state as a whole.

North Carolina's topography is composed of three main regions – the coastal plain, the piedmont and the mountains. The state's 41 counties east of Interstate 95, primarily made up of coastal plain counties, are referred to as eastern North Carolina.

These 41 counties make up the ENC-41 region. This region is more likely than the rest of North Carolina to be in poorer overall health, while facing higher death rates from cancer, cardiovascular disease and diabetes. These regional differences are found throughout these counties regardless of race, income and education.

ECU's primary goal is to service 29 counties in this region, known as ENC-29. These counties – including Beaufort, Bertie, Camden, Carteret, Chowan, Craven, Currituck, Dare, Duplin, Edgecombe, Gates, Greene, Halifax, Hertford, Hyde, Jones, Lenoir, Martin, Nash, Northampton, Onslow, Pamlico, Pasquotank, Perquimans, Pitt, Tyrrell, Washington, Wayne, and Wilson – are faced with greater economic, education and health disparities due to their local population and lack of resources.



## FOOD DESERTS

Residents of eastern North Carolina are nearly 1.5 times more likely to experience food insecurity — the limited or uncertain availability of nutritionally adequate and safe foods — as compared to the national average. Food insecurity in eastern North Carolina is highly correlated with the prevalence of food deserts. Food deserts are parts of the country devoid of fresh fruit, vegetables and other healthful whole foods. These deserts are usually found in impoverished areas due to a lack of grocery stores, farmers’ markets and healthy food providers. Approximately 38 percent of residents in the region struggle with ready access to healthy food, defined as living more than 0.5 miles (urban) or 10 miles (rural) from a supermarket. Of North Carolina’s 4.4 million acres of crops harvested in 2016, just 4.5 percent (198,600 acres) were fresh fruits and vegetables. Thus, while eastern North Carolina contains vast and fertile farmland, much of which could grow fruits and vegetables, these assets and subsequent health-related benefits are not fully realized.

Households found in the southern United States, including those in eastern North Carolina, have high rates of food insecurity. A lack of access to affordable, healthy food has been directly linked to chronic disease. Obesity is a major risk factor for diabetes, cardiovascular disease and cancer — three major health disparities prevalent across eastern North Carolina. Children living in rural food deserts have disproportionately higher rates of obesity and diabetes. In the region, 50 percent of the residents have a higher mortality rate from diabetes than the rest of the United States. As such, school and workplace performance are negatively impacted, creating a spiral of negative ripple effects throughout the region.

# THE RISE OF HEMP: OUR NATION'S HISTORY AND FUTURE

Hemp, North Carolina – known today as the town of Robbins – is one of many examples of our nation's prominent history with hemp. Early English settlers used hemp rope and sails to navigate their ships, hemp bedding to provide comfort for their animals, and even ate hemp seed for protein-packed meals. American colonists were required by law to grow hemp and were even allowed to pay their taxes with it up until the early 1800s. In 2014, close to 80 years after hemp became illegal, a pilot program revitalized the curiosity in hemp by allowing select farmers to grow it for research benefits. After four years of exploration, the 2018 farm bill legalized the growing and transportation of industrial hemp, opening the opportunity for this crop to regain national prominence.

## Hemp Facts

- Eastern North Carolina is in a promising position to gain control of the hemp market.
- 1,5000+ Licensed hemp growers in N.C.
- 65,000 Square foot processing facility
- No. 1 In tobacco farming, a crop that share similar techniques with hemp

## Hemp is Not Marijuana

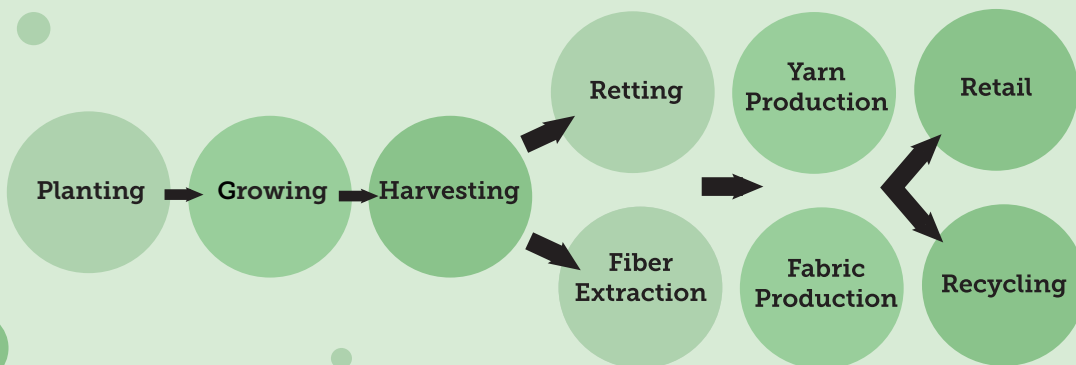
Hemp and marijuana both originate from the same plant family, Cannabaceae, but have very different THC – the psychotropic ingredient producing the “high” effect – levels. Hemp and marijuana smell the same, and sometimes even look the same, but generations of different cultivation practices make high THC levels in hemp nearly impossible. Industrial hemp has more than 25,000 verified uses, including clothing, hand soaps, lotions, car seats, plastics, and even a form of concrete called hempcrete.

## Industrial Hemp in Eastern North Carolina

Hemp is a sturdy plant that thrives in the same environment as tobacco. Many hemp processing companies have recognized this value, as well as the expertise North Carolina farmers have to offer. Growth in hemp production has helped eastern North Carolina communities begin rebuilding old tobacco facilities in rural towns, creating new jobs and opportunities. In Windsor, Root Bioscience and Greenfield Agronomics have partnered together to launch the largest hemp processing, storage and extraction facility in the state. Their 65,000 square-foot processing center is one of the five largest facilities in the mid-Atlantic with hopes of becoming the epicenter of the East Coast hemp industry. Through the Green Root Extraction Services Alliance, they aim to increase national markets for local farmers, while providing a farmer-to-farmer support network. This network ensures a “farmers first” philosophy with the goal of creating a successful future in the North Carolina hemp industry.

## The Life Cycle of HEMP FABRIC

Sustainable. Eco-Friendly. Recyclable. Renewable.



## How Can a Plant Make So Much?

Hemp can be grown for its fiber, seed or flower, each with its own set of unique products. The stalks are harvested predominantly for manufacturing purposes, while the flower and seeds are utilized in consumables and personal care commodities. The stalk is split into two sections, including an outer layer of long “bast fibers” and an inner core of short woody fibers called “hurd” or “shivs.” The outer fiber layer is used in fabrics, textiles, paper, carpeting, home furnishing, construction, auto parts, and composites due to its tensile strength and softness. The hurd is an absorbent material which makes it excellent for animal bedding, papermaking, oil absorbents, and hempcrete.



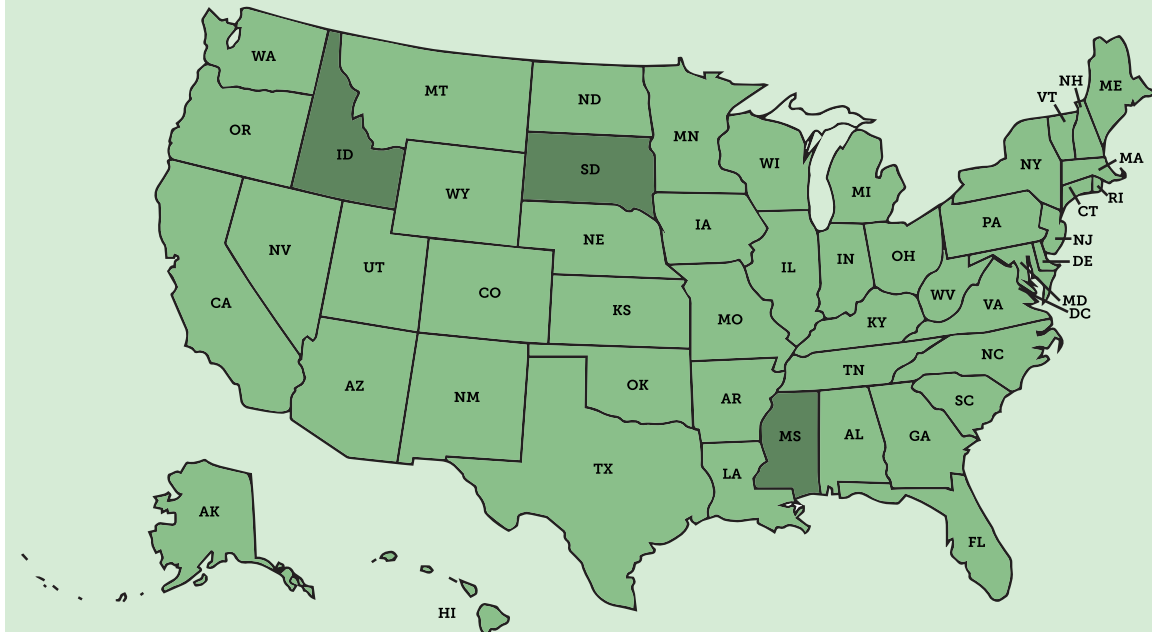
Growing hemp for flower though is a completely different process and currently the most popular among farmers. The flower contains the most cannabinoids, chemical compounds unique to Cannabaceae plants. The two most popular cannabinoids are CBD and THC. Once mature, CBD and other cannabinoids can be extracted from the flower and utilized in various personal care products and health remedies. Currently, farming for CBD provides the best profit returns, but is highly labor-intensive, has strict regulations including abiding by the FDA rules, and farmers run the risk of having their crop destroyed due to elevated levels of THC.

## DID YOU KNOW!?

**BETSY ROSS MADE THE FIRST AMERICAN FLAG USING WHAT SHE CALLED “THE STRONGEST FIBER IN THE WORLD” - HEMP!**

Allows cultivation of hemp for commercial, research or pilot programs.

Does not allow cultivation of hemp.



# PITT COUNTY



## ABOUT


Established in 1760 after the annexation of Beaufort County, Pitt County was named for British statesman William Pitt. A regional courthouse and prison were built within the county, with the county seat set in Martinsborough – renamed Greenville – in 1787.


Other communities located in Pitt County include Ayden, Bethel, Black Jack, Calico, Grifton, Grimesland, Pactolus, Simpson, and Stokes.


Pitt County is home to East Carolina University, established in 1907, and features historic structures including the College View

Historic District in Greenville, the Ayden Historic District in Ayden, and the James L. Fleming House in Greenville.

Pitt County's historical cultural attractions include the Ayden Arts and Recreation Center, the Dance Arts Theatre, the Greenville Museum of Art, and the Walter Stasavich Science and Nature Center. The county hosts annual festivals such as the Ayden Collard Festival, the Farmville Dogwood Festival, and the Winterville Watermelon Festival.

		COUNTY	NC AVG	US AVG
 <p><b>DEMOGRAPHICS</b> <sup>1,2,4</sup></p> <p>POPULATION: <b>179,914</b> NC RANKING: <b>14th</b> <small>*ranked HIGH to LOW out of 100 counties</small></p>	BLACK	<b>36%</b>	<b>22%</b>	<b>13%</b>
	WHITE	<b>59%</b>	<b>71%</b>	<b>77%</b>
	HISPANIC	<b>6%</b>	<b>10%</b>	<b>18%</b>
	MEDIAN AGE	<b>32</b>	<b>38</b>	<b>38</b>
	RENT ≥ 30% INCOME	<b>56%</b>	<b>49%</b>	<b>51%</b>
	FAMILIES HEADED BY A FEMALE	<b>16%</b>	<b>13%</b>	<b>13%</b>
	PROJECTED 2025 POPULATION	<b>187,372</b>	<b>11.2M</b>	<b>347.3M</b>

		COUNTY	NC AVG	US AVG
 <p><b>EDUCATION</b> <sup>1,2,3</sup></p> <p>HIGH SCHOOL GRADUATION RATE: <b>89%</b> NC: 87%   US: 83%</p>	STUDENT EXPENDITURE K-12	<b>\$9,192</b>	<b>\$9,377</b>	<b>\$12,201</b>
	STUDENTS RECEIVING FREE OR REDUCED LUNCH	<b>65%</b>	<b>59%</b>	<b>74%</b>
	THIRD GRADERS READING AT GRADE LEVEL: <b>50%</b> NC: 58%   US: 68%	COMMUNITY COLLEGES & 4-YEAR UNIVERSITIES: <b>ECU</b> <b>Pitt Community College</b>		

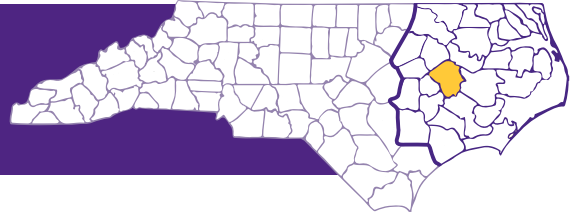
		COUNTY	NC AVG	US AVG
 <p><b>HEALTH</b> <sup>1,2</sup></p> <p>PRIMARY CARE PHYSICIANS PER 10,000: <b>11</b> NC: 25   US: 28</p>	DENTISTS PER 10,000	<b>4</b>	<b>6</b>	<b>6</b>
	GROCERY STORES PER 10,000	<b>1</b>	<b>19</b>	<b>21</b>
	CANCER INCIDENCE PER 10,000	<b>43</b>	<b>47</b>	<b>44</b>
	HEART DISEASE DEATHS PER 10,000	<b>17</b>	<b>16</b>	<b>17</b>
	UNINSURED ADULTS	<b>15%</b>	<b>15%</b>	<b>12%</b>
	OBESITY	<b>34%</b>	<b>30%</b>	<b>30%</b>

		COUNTY	NC AVG	US AVG
 <p><b>ECONOMY</b> <sup>1,2</sup></p> <p>MEDIAN HOUSEHOLD INCOME: <b>\$43,303</b> NC RANKING: <b>68th</b> <small>*ranked HIGHEST to LOWEST out of 100 counties</small></p>	UNEMPLOYED	<b>4%</b>	<b>4%</b>	<b>4%</b>
	LIVE IN POVERTY	<b>23%</b>	<b>14%</b>	<b>12%</b>
LARGEST EMPLOYER:		<b>Vidant Medical Center</b>		

SOURCES: <sup>1</sup> NC Health Data Explorer <sup>2</sup> NCIOM <sup>3</sup> NC School Report Cards <sup>4</sup> NC Office of State Budget and Management <sup>5</sup> NC DPI Statistical Profile State Per Pupil Expenditure 2016-17 | "About" information provided by the North Carolina History Project



# PITT COUNTY SPEAKERS



## **Tracy L. Cole**

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Tracy L. Cole is an Edenton, N.C., native and graduate of John A. Holmes High School. After graduation, she attended the University of North Carolina at Greensboro as a North Carolina Teaching Fellow. While at UNCG, Cole majored in elementary education with a concentration in English. She returned home after graduating from UNCG and started her teaching career at White Oak Elementary. In 2000, Cole was selected as a North Carolina Principal Fellow. She earned a master's in school administration from East Carolina University in 2002. Since that time, Cole has served as a middle school assistant principal, elementary principal and middle school principal in Pitt County. In August 2018, Cole accepted the role as principal of East Carolina University's Community School. During her tenure at the community school, the school has expanded from second, third and fourth grades to being a kindergarten through fifth grade school. Additionally, the Community School has expanded its university/community partnerships and "met expected" growth under the North Carolina Testing and Accountability model.

# ON THE TOUR: PITT COUNTY

Established in 1760 after the annexation of Beaufort County, Pitt County was named for British statesman William Pitt. The county was originally inhabited by the Tuscarora natives, but by 1712 English and Welsh settlers began calling the area home. A regional courthouse and prison were built within the county, with the county seat set in Martinsborough – later renamed Greenville – in 1787.

Originally known for its tar and turpentine markets, Pitt County grew slowly. By 1810, the county was home to a shipyard. Twenty years later, a bridge was built over the Tar River in Greenville, opening

up new market routes in the county. Factories were built in the county, manufacturing silk, carriages and guns. Today, Pitt County's largest employer is Vidant Medical Center. Vidant employs more than 6,500 in the county. Following close behind is East Carolina University with more than 5,500 employees. The county has transformed itself into a growing biomedical manufacturing hub, with Thermo Fisher Scientific's Patheon and Mayne Pharma employing a combined 1,900 in the region. Other leading employers in Pitt County include lift truck manufacturer Hyster-Yale and tobacco processor Alliance One International.



Tourism continues to grow in Pitt County. Nestled halfway between the coast and North Carolina's capital, the county brought in \$260 million in tourism spending in 2018. The county ranked 20th in the state in visitor expenditures for that year. Pitt County is home to the Pitt County Brew & Cue trail, a 10-stop tour of breweries and BBQ joints across the region. The county is also home to a convention district, Emerge Gallery and Art Center, Greenville Art Museum, Farmville GlasStation, Pitt County Arboretum, Uptown Umbrella Market, Pirate Fest, and multiple city and county festivals.

On the Purple and Gold Bus Tour, we will visit the East Carolina University Community School. The ECU Community School is a new chapter in the partnership between ECU and Pitt County Schools. The community school's strategy rethinks public schools in order to provide children in low-income communities with a high-quality education. It centers public schools as hubs for communities and combines a rigorous, relevant educational program with extended learning opportunities, family and community engagement, and an infusion of social services. With ECU's long history of preparing educators, the partnership with Pitt County Schools hopes to be a fruitful one to help those students most at-risk in the county.

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## LOW PERFORMANCE TAKEOVER

NC took over a school and gave it to a charter school operator. Test scores stagnate.

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BY T. KEUNG HUI  
THE RALEIGH NEWS & OBSERVER  
OCT. 2, 2019

More schools may be taken over by the state's Innovative School District, even as a new report showed flat test scores and a variety of problems at the only school now in the controversial program.

Southside Ashpole Elementary School in Robeson County ended the program's first year with an "F" grade, not meeting academic growth and a drop in the percentage of students passing state exams. Some of the schools that fought to stay under local control have higher grades now than Southside, according to a report presented Wednesday to the State Board of Education.

But speakers said Wednesday that they realize it will take time to make meaningful change at Southside or any of the low-performing schools that are added.

"We wish it were a glowing report," said state board member Amy White. "You can see the glass half full or you can see it half empty. We can see it as an opportunity for improvement, for advancement, for the betterment of the students that are at that school and for any other school that might be added."

The Innovative School District was created by Republican state lawmakers in 2016 to take up to five low-performing elementary schools away from local school district control and turn them over to an outside group to run.

Supporters of the program say it's a way to help raise student achievement. But critics say the model, which has been used in other states, is a way to privatize education.

### **More schools could be added**

Under state law, four more schools have to be added to the district for the 2020-21 school year. A list of 12 schools being considered for takeover (none in the Triangle) was released in September.

State board members and State Superintendent Mark Johnson met Wednesday with state lawmakers to ask them to approve a delay in selecting any new schools this year.

District leaders are delaying recommending new schools for inclusion in hopes state lawmakers will approve changes in the next two weeks. White said that a delay in adding more schools will give the district more time to work on the model at Southside before expanding.

“We’d like the opportunity for this to be successful and we need the chance to go back to the drawing board and get it right,” White said.

Southside Ashpole in Rowland became the first and still only school in the new district in the 2018-19 school year. The school is now managed by Achievement For All Children, a charter school operator that has ties to a wealthy political donor who helped pass the law creating the program.

N.C. State’s Friday Institute for Educational Innovation was hired to evaluate the program.

“This is not an evaluation of the ISD itself based upon the data that was collected,” said James Ellerbe, superintendent of the district. “But it is about the implementation of support to Southside Ashpole.”

### **Test scores ‘flat’**

The report says academic performance “appears to have changed little from performance over the four preceding years.” The school’s passing rate on state exams dropped from 20.2% to 19.8% last school year.

The report notes that most of the five other schools that had been finalists for takeover have seen gains in academic performance, with four no longer having “F” grades.

One of the schools that fought takeover was Lakewood Elementary School in Durham, which now has a “C” grade.

The latest state results showed one-year gains in math proficiency but drops in reading. But the report says much of the overall boost in math performance came from the performance of 3rd-grade students — more than 20% of whom weren’t at Southside the prior year.

The school faced challenges such as having lost time due to Hurricane Florence.

New math and reading curricula were introduced last school year, which teachers said provided students with the structure they needed, according to Trip Stallings, director of policy research at the Friday Institute. But teachers also said the curricula didn’t cover some North Carolina standards, forcing them to adjust lessons.

Ellerbe said changes were made this year to align the curriculum with state standards. He also said that there’s been more than 50% turnover in teachers for this school year as they brought in educators who are “effective in the classroom.”

Behind the scenes, the report says rifts developed between the principal and some faculty, which were due in part to the significant leadership changes in the district. In the past two years, the program has seen three superintendents, two principals and two different people running Achievement For All Children.

“Let’s just peel back the cover and be honest that really successful turnaround requires cooperation and understanding across all leadership entities,” Stallings said. “We did not have that last year, simply put.”

Ellerbe said changes have been made to work closer with Achievement For All Children this year.

But the report found some positives, such as teachers being happy about getting more resources than when they were part of the Robeson County school system. Teachers also talked about how parents are now more involved in the school.

Stallings said the groundwork for improvement has been laid.

“Successful turnaround does take time,” he said.

## LAYING A FOUNDATION

Community School shows growth in school performance scores

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BY KRISTEN MARTIN  
ECU NEWS SERVICES  
SEPT. 17, 2019

Students attending the ECU Community School achieved growth during the 2018-19 school year, according to the North Carolina Department of Public Instruction's annual report card.

On Sept. 4, the department released school performance grades to the state's public schools, showing the Community School met its expected growth goal with a growth index of 1.97. For a school to exceed growth, the growth index must be at least 2.00. The Community School was .03 away from exceeding the state's expected growth.

"Each student has what they call a projected score and they say in order for a child to grow one year, this is the projected score that they have to hit," said Tracy Cole, principal of the Community School. "In terms of meeting expected growth that means overall the children grew at least one year, but we were so close to exceeding growth, meaning we went above and beyond what the state expected."

Cole said that she was most proud of the growth. "I've seen children come in from some really tough situations, children that we have had to comb their hair in the morning or wash their face or take them over to South Greenville and let them take a full shower. We've had to wash their clothes," she said. "When you think about having to meet those primary needs and then seeing the growth they've made here, that speaks volumes about the work that the faculty and staff have done here at the Community School. Because until you meet those basic needs, teaching and learning is not a priority."

The school opened in fall 2017 in a renovated wing of South Greenville Elementary School through a partnership with Pitt County Schools. The UNC System picked East Carolina University to operate one of the first lab schools in the state. The schools are designed to improve outcomes for at-risk students from low-performing schools.

While the ECU Community School received a performance grade of F, Cole was still excited about the state results.

She explained that the state calculates school performance grades on proficiency and growth, with proficiency on end-of-grade tests composing 80% of the score.

“What the state puts a very big emphasis on is the number of students who are scoring 3s, 4s, and 5s, the number of students who are passing the test,” said Cole. “Our emphasis at the Community School is growing the students because they come to us academically at-risk.”

The Community School’s founding guidelines stated that students accepted into the school had to have attended a low-performing school and had to be academically at-risk. Cole said that the students have had challenges since they began their school careers.

“Our job is to go in and identify the levels at which the student is performing and grow them from there,” she said.

The state tests children in third, fourth and fifth grades and those students began their education at other schools. The school has expanded to K-5 and, according to Cole, her teachers are laying an educational foundation early for their kindergarten students.

“As they move up into third grade, you should see a tremendous difference,” said Cole, “because we’re starting with the youngest ones.”

College of Education Dean Grant Hayes was pleased with the performance data.

“We continue to be excited by the significant achievement growth of our ECUCS scholars,” Hayes said. “Under Ms. Cole’s leadership, the school’s teachers and staff have created an effective learning environment with high expectations and clear goals as evidenced by these test results.”

One of the areas that had higher levels of proficiency (57.1%) was the fifth-grade science test scores. In their reading test results, none of the children scored a level 3 or higher, which is considered proficient.

According to Cole, the higher science scores reflect the children’s interest in science. Although the science tests require a lot of reading, the passages may not be as long and hold the children’s interest more than the passages in the reading tests.

Cole and her team are employing new strategies to improve reading scores. “One of the strategies we are working on this year is building reading endurance,” Cole said.

According to Dr. Art Rouse, associate dean of the College of Education, the growth component is crucial to student success. “Even if at the end of the day, if a child is not on grade level, it’s still important that we get them there but that growth that we can see each year, they’re going to get there if they stay with it,” he said.

Rouse said that the growth showcases the work that goes on at the Community School.

“It’s actually really hard work by students, hard work by teachers, hard work by parents. Everybody’s involved in that, it’s not just the student or the parent or teachers,” said Rouse. “Everybody’s working really hard and working hard for an extended period of time. It’s not like you come in and we work hard one day.”

The school also met its two participation targets in reading and two participation targets in math.

# BEAUFORT COUNTY



## ABOUT

Established in 1705 out of Bath County, Beaufort County received its formal name in 1712 from the Duke of Beaufort, Henry Somerset. Washington, named after President George Washington, serves as the county seat. The county also includes North Carolina's oldest town, Bath, which was established in 1705.


Other communities located in Beaufort County include Aurora, Belhaven, Chocowinity, Pantego, River Road, and Washington Park.


Natural water features, including the Tar and Pamlico rivers and the Pamlico Sound, played key roles in developing Beaufort County's early economy. The county served as an early port during the 18th


century and Chocowinity was a major railroad hub of the Norfolk Southern Railway in the early 1900s.

Beaufort County was also the home of ECU's fifth president, John Decatur Messick. Other notable residents include American Revolutionary War Colonel James Bonner, former NBA player Richard Coffey, and Willie Williams, who served as the Vice President and CIO of the Navy-Marine Corps Relief Society.

Beaufort County's historical and cultural attractions include the Bath Historic District, the Beaufort County Courthouse, and the Bonner House.

		COUNTY	NC AVG	US AVG
 <b>DEMOGRAPHICS</b> <sup>1,2,4</sup> POPULATION: <b>47,079</b> NC RANKING: <b>55th</b> *ranked HIGH to LOW out of 100 counties	BLACK	<b>25%</b>	<b>22%</b>	<b>13%</b>
	WHITE	<b>72%</b>	<b>71%</b>	<b>77%</b>
	HISPANIC	<b>8%</b>	<b>10%</b>	<b>18%</b>
	MEDIAN AGE	<b>45</b>	<b>38</b>	<b>38</b>
	RENT ≥ 30% INCOME	<b>52%</b>	<b>49%</b>	<b>51%</b>
	FAMILIES HEADED BY A FEMALE	<b>13%</b>	<b>13%</b>	<b>13%</b>
	PROJECTED 2025 POPULATION	<b>47,533</b>	<b>11.2M</b>	<b>347.3M</b>

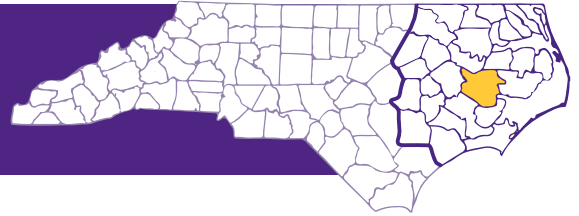
		COUNTY	NC AVG	US AVG
 <b>EDUCATION</b> <sup>1,2,3,5</sup> HIGH SCHOOL GRADUATION RATE: <b>86%</b> NC: 87%   US: 87%	STUDENT EXPENDITURE K-12	<b>\$10,071</b>	<b>\$9,377</b>	<b>\$12,201</b>
	STUDENTS RECEIVING FREE OR REDUCED LUNCH	<b>96%</b>	<b>59%</b>	<b>74%</b>
	THIRD GRADERS READING AT GRADE LEVEL: <b>55%</b> NC: 58%   US: 68%	COMMUNITY COLLEGES & 4-YEAR UNIVERSITIES: <b>Beaufort County Community College</b>		

		COUNTY	NC AVG	US AVG
 <b>HEALTH</b> <sup>1,2</sup> PRIMARY CARE PHYSICIANS PER 10,000: <b>4</b> NC: 7   US: 16	DENTISTS PER 10,000	<b>7</b>	<b>6</b>	<b>6</b>
	GROCERY STORES PER 10,000	<b>2</b>	<b>19</b>	<b>21</b>
	CANCER INCIDENCE PER 10,000	<b>43</b>	<b>47</b>	<b>44</b>
	HEART DISEASE DEATHS PER 10,000	<b>19</b>	<b>16</b>	<b>17</b>
	UNINSURED ADULTS	<b>16%</b>	<b>15%</b>	<b>12%</b>
	OBESITY	<b>36%</b>	<b>30%</b>	<b>30%</b>

		COUNTY	NC AVG	US AVG
 <b>ECONOMY</b> <sup>1,2</sup> MEDIAN HOUSEHOLD INCOME: <b>\$46,411</b> NC RANKING: <b>53rd</b> *ranked HIGHEST to LOWEST out of 100 counties	UNEMPLOYED	<b>4%</b>	<b>4%</b>	<b>4%</b>
	LIVE IN POVERTY	<b>18%</b>	<b>14%</b>	<b>12%</b>
		LARGEST EMPLOYER: <b>Beaufort County Schools</b>		

SOURCES: <sup>1</sup> NC Health Data Explorer <sup>2</sup> NCIOM <sup>3</sup> NC School Report Cards <sup>4</sup> NC Office of State Budget and Management <sup>5</sup> NC DPI Statistical Profile State Per Pupil Expenditure 2016-17 | "About" information provided by the North Carolina History Project

# BEAUFORT COUNTY SPEAKERS



## **Adam Congleton**

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Adam Congleton has served as the program director for the LifeQuest, Inc. Psychosocial Rehabilitation since July 2004. He graduated from Liberty University in 2003 with a bachelor's in psychology. LifeQuest, Inc., is an internationally accredited and locally endorsed psychosocial rehabilitation center for adults with severe and persistent mental health diagnoses. As program director, Congleton supervises support staff and oversees the daily schedule and operation of treatment. LifeQuest, Inc., currently serves 55 members. Its goal is to assist members with wellness, as well as to assist them with becoming successful in the environment of their choice.



# ON THE TOUR: BEAUFORT COUNTY

Established in 1705 out of Bath County, Beaufort County is home to North Carolina's oldest town, Bath. The county's seat, Washington, was named in honor of the country's first president. Washington remains the cultural and economic center of the county. The city is situated along the intersection of the Tar and Pamlico rivers, sharing its entire eastern border with the Pamlico Sound.



Historically, the county was known for its forest resources. Beaufort County was home to large forests of pitch and yellow pine and was recognized for its production of naval stores before and after the Civil War. The county exported pitch, tar, turpentine, and boat masts, as well as beef, pork, rice, indigo, and corn. Today, Beaufort County Schools is the county's largest employer, followed by PCS Phosphate Company's PotashCorp-Aurora facility. The facility is the largest mine in North Carolina and is one of the world's largest producers of phosphate.

Tourism in Beaufort County is led by the outdoors industry. Due to its position along the Pamlico Sound, many freshwater and saltwater fish can be found in its waterways. Oysters are plentiful as well for much of the year. Beaufort County is also home to the Aurora Fossil Museum. The museum is a science education resource center that educates the public about paleontology in eastern North Carolina. Exhibits featuring shark, stingray and invertebrate collections can be found at the museum. Beaufort County also holds a special place in pirate lore in North Carolina history. During his reign of terror up and down North Carolina's Outer Banks, Blackbeard made his home in Bath. It's said that he buried his treasure in the county before his death in 1718.

On the Purple and Gold Bus Tour, we will visit the LifeQuest, Inc., Psychosocial Rehabilitation Program. One of the county's 11 mental health facilities, LifeQuest is a rehabilitation program for adults with severe and persistent mental illness. Its mission is to help adults achieve self-empowerment, enabling them to live a successful and rewarding life. The program, which assists nearly 90 members, provides a structured environment that offers assistance in independent coping, social skills, self-care, and money management, among other courses. LifeQuest is certified by the commission on Accreditation of Rehabilitation Facilities – a worldwide leader on health and human service providers.

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## TAKING A 'PAWS FOR WELLNESS'

Mental rehab facility fosters cats

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BY ANNA PHILLIPS  
WITN  
AUG. 25, 2017

A psychosocial rehabilitation program in the east is partnering with a volunteer animal group to save the lives of cats and kittens in Eastern Carolina, while helping adults with mental illness.

From the climbing tree to the toys, kittens and cats roam freely inside their unique foster home at LifeQuest, Inc. in Washington.

“The Cat Room” looks like paradise for the animals who are pulled from the Beaufort County Animal Shelter by ENC Shelter Cats, a volunteer group working to save as many animals as possible.

“This has just been a win-win situation, we’ve been saying that since the beginning,” said ENC Shelter Cats volunteer Deborah Christner.

LifeQuest, Inc. is a psychosocial rehabilitation day program for adults with severe and persistent mental illness. Clients spend Monday through Friday learning everything from social skills and anger management to personal care and daily living skills.

The idea to partner with ENC Shelter Cats came about this past spring, and it quickly became reality.

Program Director Adam Congleton says the partnership, dubbed “Paws for Wellness” has been a group project at LifeQuest from the beginning.

“We have a woodworking shop to work on vocational skills, and so they did some of the wood-working and the prep work and the refurbishing of things just to make it cat-friendly,” Congleton said.

Today, the room is more than just “cat-friendly.”

“When I first walked into this room, I had no idea what it was going to be like, it was like a huge birthday surprise for ENC Shelter Cats,” said Christner.

Holding a white kitten named Blaze, one client, Ashley Ward, said “it’s like a little sanctuary, like a little oasis for them where they can be free to socialize, interact, jump, run, play, eat, it gives them that freedom that they wouldn’t normally have.”

Both Congleton and Christner say their partnership in “Paws for Wellness” is ideal as they witness the benefits to both the cats and the clients.

“I’ll see them holding them and stroking them and the kittens love it, it’s just as good for the cats as it is for the humans so I really get to see the benefits of what they call animal-assisted therapy,” Christner said.

“It’s really fun to watch, sometimes their anxiety levels can be really high, they’re having a difficult day, triggers and symptoms are present and they can come in here and just kind of unwind and interact with the cats and then all of a sudden you see symptoms subside and it’s really cool,” Congleton said.

LifeQuest, Inc. clients have scheduled times throughout the week when they can visit the cat room to interact and socialize.

“They also have designated times ... where they do the cleaning responsibilities, the litter, the feeding, those type things to work on independent living skills,” said Congleton.

It all feeds into both programs’ goals to enable or provide successful rewarding lives for the cats and the clients.

“I think it makes me very happy, it’s good to see little animals running around, cats, kittens, puppies, things like that they bring that warm fuzzy feeling to you,” Ward said.

In its first few months, “Paws for Wellness” has already seen success.

ENC Shelter Cats has rotated several groups of cats and kittens in and out of the foster home at LifeQuest as they’ve been adopted or re-homed with other animal rescues to help them find forever homes.

One client at LifeQuest, who lives alone independently, is even planning to adopt one of the cats himself.

# BARRIERS TO MENTAL HEALTH TREATMENT IN RURAL AREAS

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BY THE RURAL HEALTH INFORMATION HUB  
OCTOBER 2016

Rural individuals face unique challenges when attempting to receive effective treatment for serious mental illness and mental health conditions. There may be multiple barriers to care faced by individuals in rural areas.

We discuss six common barriers below.

## **Desire to Receive Care**

Desire to (or acceptability of) receiving care for a mental health problem can be challenging because of issues of stigma. Stigma is a societal problem that could lead to shame or embarrassment for the individual experiencing mental health conditions.

## **Lack of Anonymity When Seeking Treatment**

Anonymity and privacy are particularly challenging in rural communities. Because of societal stigma, community members may be embarrassed if friends or family members find out they are seeking mental health treatment. A provider may be a friend or associate, which also may make an individual reluctant to reach out for help because of the lack of anonymity. Individuals may fear being seen walking into a mental health clinic and this fear may deter them from seeking help.

## **Shortages of Mental Health Workforce Professionals**

The United States' workforce shortages in mental healthcare are greatest in rural and low-income areas. These provider shortages may lead to rural patients being put on long waitlists in order to receive necessary care.

One of the main issues resulting from the shortages of mental health providers is that 60% of mental healthcare visits are through a primary care provider versus specialty care. Without appropriate integration of mental health services, primary care alone may not provide the specific treatment necessary for individuals with a mental health condition.

Behavioral health providers may choose not to work in rural areas due to billing restrictions for certain provider types under Medicaid, Medicare, and private insurance. Behavioral health staff may not always be reimbursed for the services they provide to patients, because not all types of clinicians are reimbursable under all insurance plans. Further, reimbursement rates for mental health services, especially under Medicaid and private insurance, are often low, making it difficult to recruit and retain providers in rural areas, where Medicaid enrollment is higher.

## **Lack of Culturally-Competent Care**

As Health Research & Educational Trust explains, culturally-competent care is important because it increases:

Rural areas in the United States are racially and ethnically diverse: more than 20% of rural residents identify as American Indians or people of color. This amounts to over 10 million individuals. Part of the increase in diversity in rural America is due to the influx of immigrants. This group of individuals often faces difficulty when accessing healthcare because of language barriers and cultural differences.

With fewer mental health provider options, it may be more difficult for ethnic and racial minority patients living in rural America to find providers who share or understand their culture. As a result, it is particularly important for rural mental health providers to work toward being culturally competent.

## **Affordability of Care**

In rural areas, one of the main barriers to treatment is the cost of mental healthcare. Some insurance companies do not cover certain mental health services making these services too expensive for a patient to pay out of pocket. Other times, individuals in rural communities may not have health insurance, which can also make healthcare costly.

## **Transportation to Care**

In rural settings, not all individuals have access to reliable transportation to healthcare and this problem specifically impacts the most vulnerable, including low-income communities and disabled individuals. Rural community members are more likely than urban residents to rely on automobiles as a means of transportation, meaning rural residents without automobiles are more isolated from proper treatment. There are fewer mental health providers than primary care providers in network plans, meaning community members have to travel farther for mental healthcare. Mental healthcare services may be farther distances for rural residents, and without access to transportation, care may be inaccessible.

## VIDANT TO CLOSE BEHAVIORAL HEALTH INPATIENT UNIT

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BY VAIL STEWART RUMLEY  
WASHINGTON DAILY NEWS  
JULY 12, 2019

Vidant Beaufort Hospital announced Wednesday that its behavioral health facility will close next month.

The inpatient unit of Vidant Behavioral Health, located on the fourth floor of the Washington hospital, is one of three Vidant inpatient behavioral health facilities in eastern North Carolina. The others are located at Vidant Medical Center in Greenville and Vidant Roanoke-Chowan Hospital in Ahoskie.

According to Pam Shadle, Vidant Beaufort's director of marketing and community outreach and development, the decision to close the facility did not come lightly.

"Vidant Health is always evaluating the needs of the communities we serve to ensure we can continue to meet those needs today and in the future. Given the complexity of delivering health care in rural communities and the challenges resulting from decisions by state and federal governments, to include Medicaid transformation, uncertainties with the State Health Plan and constantly changing regulations, it is necessary for us to transition inpatient behavioral health at Beaufort to other Vidant inpatient programs starting mid-August," Shadle wrote in an email. "Importantly, the community will continue to have local access to behavioral health services in and around Beaufort County. Our community members and patients alike are always at the forefront of our decisions. We want to ensure high quality, specialized care continues to be available in eastern North Carolina for decades to come.

"Difficult decisions like this are not made in haste. Vidant is committed to its mission to improve the health and well-being of eastern North Carolina," Shadle concluded.

The 19-bed facility consistently housed 14 to 17 patients, according to a source familiar with the facility. When Behavioral Health closes, Beaufort County will have no comparable inpatient facility. Though the Ray G. Silverthorne Crisis Center in Washington does have some beds, that facility focuses on drug and alcohol rehab.

After mid-August, candidates for inpatient services will be housed in the Vidant Emergency Department until placement can be found at another facility, in Greenville or Ahoskie, the source stated.

## ECU HELPS EXPAND TELEMEDICINE ACROSS ENC

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BY TAYLOR KNOPF  
NORTH CAROLINA HEALTH NEWS  
JUNE 6, 2017

Starting this fall, Duplin County students can visit the school nurse's office to see a primary care doctor, a behavioral health specialist, a dentist or a dietician.

East Carolina University is teaming up with the county school system on a grant project to bring telemedicine into the schools.

Not only will the telemedicine service help kids see a doctor when they are sick, but ECU staff will use the technology to conduct screenings to prevent chronic problems such as obesity, diabetes and cardiovascular disease. ECU providers will also conduct mental health screenings for issues such as anxiety or depression.

ECU plans to offer similar services to school staff to increase "worksites wellness."

The school nurse's office is now more than just a place a kid is sent when they throw up or just don't feel good. It's becoming a place where kids can get real help.

### **How it works**

A cart with a screen set up in the school nurse's office is equipped with a stethoscope, otoscope, and a dental and general camera to look at the skin or in the back of throats.

For example, the nurse holds the stethoscope to a student's chest, the doctor sees the child on the screen, and, with special headphones, he can hear the child's heartbeat. With the other devices, the image the nurse sees of the inner ear or teeth shows up live on the screen in the physician's office.

ECU received a four-year grant from the U.S. Health Resources & Services Administration for the telemedicine project. The first year consisted of setting up the equipment and training the staff at ECU and in Duplin County. The second year starts this fall when everything will be put into action.

Duplin County Schools fit well as a project partner because it already has a telemedicine relationship for acute care with Goshen Medical Center, said Kristina Simeonsson, primary investigator on the project and assistant professor in Pediatrics and Public Health at the ECU Brody School of Medicine.

She added that the school system has shown enthusiasm for the project. There are 13 nurses, one for each school.

"The nurses were trained on all this and they are just fantastic," Simeonsson said. "They are excited about the program and already know their kids so well."

The student screenings can be an important piece in preventing chronic diseases such as diabetes.

Duplin County Schools lead nurse Sue Ellen Cottle demonstrates how the telemedicine gadgets work for ECU

dietician Jill Jennings. Video by Taylor Knopf

Jill Jennings, an ECU registered dietitian, will conduct the nutrition consults with the Duplin County students.

“The nurse would be there with the student and we would discuss the various issues that led to the referral to begin with,” Jennings said. “It might be an overweight student that needs some weight loss guidance or healthy eating guidance.”

### **A way to increase attendance**

Telemedicine is growing in use and popularity across the United States, especially as a way to improve access to health care in rural areas. With more insurance companies, including Medicaid in many states, reimbursing for telemedicine visits, the technology is spreading.

In the western part of the state, schools in Yancey, McDowell and Mitchell counties are already using telemedicine.

Simeonsson said the drive to the doctor’s office and the wait time for an appointment, especially for mental health, are the two biggest deterrents to accessing care for many folks in rural areas.

The hope is that more children in Duplin County receive that care without leaving the school and without parents missing work for appointments, Simeonsson said. Goshen Medical Center will make slots available to see kids remotely.

“We hope that this will get students seen faster, especially with acute illnesses like strep throat, ears, rashes, simple things like that,” said Duplin County Schools lead nurse Sue Ellen Cottle.

She hopes it will also help expand access to mental health providers. Students showing signs of anxiety, depression or attention deficit disorder can visit the school’s social worker or counselor’s office and have a virtual visit with a mental health provider.

Simeonsson said her team at ECU is looking at mental health visits as a way to combat bullying in schools as well.

“We’ve thought about kids that get in trouble at school, instead of automatic referral to principal, could they be referred to behavioral health session?” she said.

This option may appeal to parents, she added, especially if their student is about to be suspended.

Parents will be kept in the loop on all telemedicine visits. Before the new school year begins, there will be a meeting for parents to learn about the new program and letters will be sent out with consent forms for parents to sign.

Every time a child goes in for a telemedicine visit, the parents will be called. Cottle said the parents are welcome to join the visit in person or through a phone call if they can’t leave work.

“We hope that it increases students’ attendance,” Cottle said. “They can’t learn if they are not here. So we want to keep them in school as much as can.

“We have a lot of parents that work in our school system. So if we call a parent to pick up a student, we have a staff member absent and a student absent,” Cottle added.

### **Sustainability**

All technology requires upgrades and replacements at some point. The grant will end in three years and Simeonsson believes the telemedicine sick visits have a good chance of continuing.

“I think the acute care visits are going to pay for themselves because [providers] will file insurance,” she said.

“Telemedicine is being looked at as something that can be reimbursed like an office visit. The Goshen Medical Center will probably realize this is worthwhile and keep doing it.”

“From our end — with behavioral health and nutrition counseling and work site wellness — we are hoping that if we can bill for it, ECU will say “This is a good thing. Let’s get a contract.”



## TO A WALMART NEAR YOU

Mental health care in megastores: Increasing access or shortchanging the profession?

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BY ANDREW PENN

THE PSYCHIATRY & BEHAVIORAL HEALTH LEARNING NETWORK

JAN. 21, 2020

A recent Medium article titled “Walmart’s Mental Health Clinics Could Be a Game Changer” described a plan by the big-box mega chain to use its vast network of stores to host mental health clinics where self-paying patients could pay \$1 per minute to see a mental health clinician. At \$60 for an hour-long intake or \$45 for a follow-up appointment, Walmart would put mental health services on par with the cost of an oil change. Two Walmart stores in Georgia recently opened “Walmart Health” Clinics that include behavioral health care among other primary care services.

Walmart’s plan would markedly increase access to mental health care for a wide swath of Americans living in rural areas who currently lack access to services. (Reportedly, 90% of Americans live within 10 miles of one of the 5000 Walmart stores in the United States.) This lack of access to mental health care may be contributing to a mounting suicide rate in these areas, according to a recent JAMA review by Steelesmith et al. Particularly in rural states that have refused to increase their access to Medicaid under the Affordable Care Act (aka Obamacare), it is estimated that 2.5 million people remain without health insurance, which is why Walmart is targeting this demographic with a cash-and-carry model.

As a provider, I am in favor of people with mental health issues having greater access to care, especially in the rural parts of our country that have not had the services available in more populated areas.

But an obvious question arises: will consumers feel confident utilizing mental health services from the same merchant that provides their groceries and back-to-school supplies? The growth of primary care clinics embedded within big-box pharmacies (e.g. CVS’ “Minute Clinic”), largely staffed by nurse practitioners, would indicate that consumers like this one-stop shopping model. To some degree, it mimics the practice in many pharmacies around the world where the pharmacy is the first stop for common complaints and pharmacists are permitted to diagnose and prescribe for some ailments.

A second question also arises: who will staff these clinics? The United States is already facing a shortage of mental health professionals, particularly psychiatrists, which is expected to worsen over the next decade. Widespread additional demand would be placed on a workforce that is already spread thin attempting to meet the existing needs. While psychiatric nurse practitioners and psychiatric physician’s assistants might fill some of the additional demands that a chain of Walmart mental health clinics might create, unless Walmart is planning on subsidizing the salaries of these mental health professionals, the proposed fees for service would not even cover the average salaries for most psychiatry professionals. Is Walmart planning on creating market forces that drive down wages for health professionals in the same way that they have driven down wages for retail workers? If Walmart succeeds in lowering or even flattening wages for health care workers across the marketplace, there will be even less of an incentive for people to go into these professions, further exacerbating the problem of staffing and access to care.

The federal government already has a program designed to provide mental health services to underserved rural areas – the Federally Qualified Health Center (FQHC) program. Through incentives such as loan forgiveness, rural clinics can attract mental health clinicians. If Walmart were to penetrate the mental health marketplace in these same rural communities, what would this mean for these FQHCs trying to recruit and maintain staffing?

Walmart has identified an opportunity to expand into the rural mental healthcare marketplace and serve those who have been impacted by the resistance to health care reform (in the form of refusing Medicaid expansion), the dropping of the individual mandate in the Affordable Care Act, and the inability to draw health care providers to rural areas. However, to lower costs, one can first be more efficient, but after that is accomplished, it requires shifting money from one group of people to another. Walmart has a longstanding history of moving into small communities, undercutting the prices of local retailers and driving them out of business. Once small businesses go under, Walmart becomes the only employer in town and can pay low wages and provide poor benefits. Will this race to the bottom be the fate of health care providers, too?

*Andrew Penn, RN, MS, NP, CNS, APRN-BC was trained as an adult nurse practitioner and psychiatric clinical nurse specialist at the University of California, San Francisco. He is board certified as an adult nurse practitioner and psychiatric nurse practitioner by the American Nurses Credentialing Center. He has completed extensive training in Psychedelic Assisted Psychotherapy at the California Institute for Integral Studies and recently published a book chapter on this modality in The Casebook of Positive Psychiatry, published by American Psychiatric Association Press.*

## LIKE A LOCAL: WASHINGTON

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BY KATIE QUINE  
OUR STATE MAGAZINE  
AUGUST 2016

Blount Rumley recalls the story his father used to tell him about when the ships came in, delivering molasses to Washington's docks.

“All of the little boys in town — black ones and white ones, it made no difference — would wait for the barrels to break and spring a leak,” Rumley says. “Molasses would go everywhere.”

Using bare hands and buckets, they'd scoop up the edible amber. It was the closest thing they had to candy.

But Rumley, who is 74 and has lived here all of his life, best remembers another time in the town's port history, one he personally witnessed: when the Bessie Virginia, the last of Ocracoke's freight boats, would make weekly visits to Washington. For some time, Washington was Ocracoke's only access to the mainland. Bessie delivered oysters and crabs and returned to the island carrying lumber and groceries until the 1960s, once NC Highway 12 was completed.

For so long, the identity of each generation living in Washington was tied to what was carried in ships along the Pamlico River. Molasses, tar, tobacco — they were more than goods; they supported a livelihood to the Inner Banks town. Decades after boats gave way to trains and then to cars, what the water brings to Washington is no longer quite as tangible. For locals, it's what lies beneath the water's surface that serves as an enduring testament to the good that can come from change.

The river has its legion of fans.

“Every moment in history, the river has affected Washington, its growth, its livability,” says Clay Carter, who's an administrator at Beaufort County Community College. “It gives us our history, our very reason for being.”

The town has its fans, too.

Washington was integral in helping the United States secure independence from the British during the Revolutionary War. Those who live here are quick to remind you. When larger ports like those in Charleston and Wilmington were under siege, Washington held its own as a supply port for the Continental Army, thanks to the shallow waters of the Pamlico.

A place of such patriotism deserved a proper, patriotic moniker, so the town was officially renamed from Forks of the Tar to Washington in 1776. Never mind that the closest George Washington ever got to the town was Greenville — Washington became the first town in the country to be named after the president, and don't you forget it.

There are 70 other townships in the country that have been named after George Washington since, but those who

live in eastern North Carolina know theirs as The Original. Except somewhere along the way, visitors tacked on an alternative qualifier to the front of the town's name: Little. Little Washington.

For a while, it didn't sit well with locals. Many thought it belittled the town, which couldn't shake the label and still really hasn't. Those who live here are instead reclaiming the word, for what makes Washington small is what has given the town a life all its own.

"Now we realize that being little is part of the reason that makes us such a treasure, and we're proud of that appellation," Carter says.

Lemonade Art Gallery opened in March 2015 and is one of several galleries in Washington. When the local creative community took a hit following the 2008 recession, artists banded together to eventually open the working gallery. "We made lemonade out of lemons," says Sue Beck, who is a jewelry artist and one of five owners of the gallery.



A little town, true, but the identity of Washington is shaped by the estuary it sits next to, which is the second largest in the United States.

The Albemarle-Pamlico estuary is where freshwater from our rivers and streams mixes with saltwater from the Atlantic. The estuary has a crucial function: hosting about 90 percent of sea life that's caught for seafood.

By Washington remaining a small community, it helps protect the water. A lack of development staves off pollution, making the Albemarle-Pamlico estuary the most productive on the East Coast. By contrast, the Chesapeake Bay, which is the larger and wedged against larger cities like Baltimore, has seen its seafood industry take a hit in recent years.

In the estuary's waters, transition happens gradually and comes naturally. The experience of looking out at water from the town's riverfront walking path is all the more magnified when you recognize the beauty of the biology beneath.

The spirit of change embodied by the estuary is something Washington hopes to capture as it moves away from an industry built on shipping and trade to one that's supported by a growing arts community and tourism.

"The change has really centered around the water," say Tom Stroud, director of The North Carolina Estuarium. "Most people who live here certainly want it to grow, but they want it to grow gently."

Much like the brackish water it lays claim to, Washington is a wonderful mix. Of tradition and innovation. Of slamming screen doors, like the one outside of Bill's Hot Dogs, and of stately wraparound porches. Of old and of new.

"Somebody made a comment to me the other day that they were walking down the street and they didn't know a soul, and they had grown up here their whole life," says Catherine Glover, executive director of the Washington-Beaufort County Chamber of Commerce.

"And I thought, well, that's a great thing. You get to know them."

Washington was once viewed as a place to stretch your legs, the last stop before arriving to the Outer Banks. But now those who find themselves here also find themselves staying. Some sail down and never leave. In fact, when he's in need of a vacation away from Margaritaville, Jimmy Buffett has been known to pay a visit. His boat is being built in Washington, and he has made a few appearances around town.

Here where the river runs deep, so does pride. In Washington, where positive change comes slowly but surely, it's not about what you can see at surface-level, but what you can feel.

## LONDON ON THE PAMLICO: THE HACKNEY



BY SHERI CASTLE  
OUR STATE  
FEBRUARY 2020

A visit to The Hackney feels like seeing a childhood chum who ventured out into the world and now has returned home, more refined and adventurous, perhaps, but still familiar. We know him, but we don't know him quite like this. Washington's new restaurant and gin distillery, located inside a historic stone bank building downtown, merges Southern and British traditions as effortlessly as the Pamlico and Tar rivers swirl together only a few steps outside the door.

Susanne Hackney Sanders, who owns The Hackney with her British husband, Nick, grew up along this nurturing estuary. She knows the region, its food, and the importance of a warm welcome. At the start of dinner service, she stations herself at the front desk in the lobby to greet arrivals. This is also where she sits to type the changing menus — which may include local fish roasted whole, beef Wellington, or traditional sticky toffee pudding. Here, local North Carolina flavors are buttoned up in British finery.

The restaurant's culinary perspective is a reflection of the couple's own story: Susanne met Nick on Franklin Street in Chapel Hill while both were attending business school at University of North Carolina in the early 1990s. After they married, they lived abroad — mostly in England and France — and pursued careers in multinational businesses. When their two children decided to attend colleges back in the U.S., Susanne and Nick began pondering a return to the States as well. But Susanne was pointedly clear that if they did move, the only place she'd consider living was her hometown of Washington. "I wanted to make a new home back on the river, on the water," she says. "River life shapes our lifestyle, our architecture, and our heritage. I missed the light and the sun. I wanted to come back and relive that."

Nick was game for a change of pace and a return, in a sense, to where their partnership began. "This place is a statement about us, about our pasts and personal histories in London and in the American South," he says. Although he's involved in nearly every role in the restaurant, there's a notable twinkle in Nick's eye and a lilt in his voice when he's chatting with guests, moving between tables and checking on those at the bar, ensuring that everyone is well tended. On a busy night, the place crackles with a cheery energy that, as Nick says, "melds big-city vibrancy with hometown hospitality."

When the Sanderses stepped inside the empty neoclassical building on the corner of West Main and North Respass streets in August of 2016, it was love at first sight. Standing in the vast, stately space that once held a bank on the first floor, assorted offices above, and a radio station on the top floor, the couple began to envision a distillery, a restaurant, and a boutique hotel — a variation on the very British concept of "restaurants with rooms" that they had admired during their life abroad.

But such an ambitious project required a wise and efficient approach. They settled on a plan to restore the space while simultaneously opening the business in three stages, starting with a fine-dining restaurant, The Hackney, in January 2019. The restoration of the building is part of a larger revitalization movement taking root in

downtown Washington, which is funded through private and public investments, including grants from local organizations.

The Hackney's 1922 building was designed by Wilson-based architects, Benton and Benton, who were known for creating banks and other municipal buildings in the area. With guidance from Preservation North Carolina, Nick and Susanne have undertaken the work as deliberately and attentively as possible. Their aim is to reveal and refurbish architectural features and to make improvements — not replacements — whenever possible. The restored marble floors in the foyer flow into polished pinewood inlay, just as they did when the teller line delineated the space between the tony lobby, where the customers stood, and the serviceable areas where employees worked. The marble that was needed to restore the lobby floor to its original splendor came from Florence, Italy.

So far, the Sanderses have invested more than \$1 million in restoration work and furnishings — much of it bespoke and North Carolina-made. Six enormous crystal chandeliers drop from the two-story, vaulted, coffered ceiling that's edged with dentil moldings and detailed millwork. A glamorous, two-sided banquette fills the middle of the room, serving as seating for small tables. Lamps dot the long banquette and the bar, casting the room in a kind of full-moon glow that's both bright and soft. The 13-seat bar runs down one side of the room, with bottle-filled shelves crossing a soaring mirrored wall that reflects the light. Nick worked for weeks with an acoustic engineer to ensure that the room's design worked well for both intimate conversations and festive gatherings.

But the back of the restaurant is, in many ways, the real star. Here, a ponderous old vault door with visible cogs and levers that once locked away cash now serves as a portal to the kitchen. Chef Jamie Davis, born and raised in Jacksonville, works with the Sanderses to create a fine-dining menu with a British sensibility, emphasizing local, seasonal ingredients. The menu changes every few weeks to keep the farm-to-table journey as short as possible, but, Davis adds, "We will always have a great steak and plenty of oysters."

Davis credits the success of his dishes to his relationships with local farmers, fishermen, and purveyors. "You can taste the flavor of immediacy," he says. Printed prominently in the top right corner of each menu are the names of the four local farms that provide the majority of The Hackney's fresh produce: Deep Roots Farm, Locavore Market Gardens, Southside Farms, and Beaufort County Organics; the origins of the beef and seafood appear in recipe titles and descriptions.

"Relationships with fishermen who call me as they pull into dock help me push the boundaries of what I can put on our plates," Davis says. "And I hope that the lady over in Castalia will keep raising all the chickens and turkeys I need." He ticks through a list of purveyors. "Oh, oh," he says, trying to squeeze in one more name. "And Ana Shellem's shellfish can't be beat!"



The same can be said of The Hackney's two "happenings," as the British say, on Sundays: One is a proper afternoon roast featuring two entrées, such as beef Wellington, roast beef with Yorkshire pudding, or a clever roast that's less typically British, such as Italian porchetta made from North Carolina pork. The other is a classic afternoon tea, including house-made savories and cakes, accompanied by hot tea or cold flutes of something bubbly.

Ever the Englishman, Nick prefers a distinctive tippie. "When it comes to spirits, nothing is more quintessentially London than gin," he says. "It's our thing, our house spirit." Gin is the most culinary spirit, too, thanks to its nuanced infusion

of spices and botanicals. That complexity has always appealed to the Sanderses, who have enjoyed gins from around the world and even tinkered with a recipe in their home kitchen. So adding a gin distillery and tasting room to the restaurant was a must.

While the bar offers a range of cocktails and a rotating selection of craft beers, guests will no doubt be tempted by the enormous, gleaming German-made still that anchors the distillery, a room unto itself behind the dining room bar. “The English know gin,” Nick explains, “but the Germans make perfectly engineered stills.” Southerners, meanwhile, know the power of place: The Sanderses’ gin is named “1000 Piers,” a tribute to Susanne’s beloved Pamlico waterfront.

Now that the distillery and restaurant are open, the Sanderses are turning their attention to the next phase: 14 elegant guest rooms on the building’s two upper floors. Susanne is busy planning: As with the restaurant, the fabrics, furnishings, and decorative touches will be sourced from North Carolina as much as possible, but creative inspiration will flow from across the pond, too.

“We’ve nodded to the history of this place,” Nick says. “This is a space of stature, and it drives us to be special.”

For Susanne, that means delighting in every detail, from the new fabrics and furniture to restoring and revealing special features that echo the past. “Details matter,” she says. “Details distinguish us. Details gratify.”

# BERTIE COUNTY



## ABOUT

Established in 1722 from Chowan County, Bertie County was named in honor of two of the first Lord Proprietors of North Carolina, Henry and James Bertie. Windsor serves as the county seat.

Other communities located in Bertie County include Aulander, Colerain, Indian Woods, Lewiston Woodville, and Roxobel.

Bertie County includes the Chowan, Roanoke, and Cashie rivers, giving the area rich, fertile farmland. Early land was settled by the Tuscaroras before the 1711 Tuscarora War between the tribe and English settlers.

Bertie County's historical and cultural attractions include the American version of Windsor Castle, Hope Plantation, the Sans Souci Ferry, the King-Bazemore House, and a local zoo. The American version of Windsor Castle was at one time the home of George T. Winston, who later became president of the University of North Carolina at Chapel Hill, North Carolina State University, and the University of Texas.

The county hosts several events and festivals, including Chicken on the Cashie, a Fun Day in the Park at Windsor, and the Tee and Sea Festival.

## DEMOGRAPHICS <sup>1,2,4</sup>



POPULATION:  
**19,026**  
NC RANKING:  
**84th**

\*ranked HIGH to LOW  
out of 100 counties

	COUNTY	NC AVG	US AVG
BLACK	<b>61%</b>	<b>22%</b>	<b>13%</b>
WHITE	<b>36%</b>	<b>71%</b>	<b>77%</b>
HISPANIC	<b>2%</b>	<b>10%</b>	<b>18%</b>
MEDIAN AGE	<b>45</b>	<b>38</b>	<b>38</b>
RENT ≥ 30% INCOME	<b>58%</b>	<b>49%</b>	<b>51%</b>
FAMILIES HEADED BY A FEMALE	<b>21%</b>	<b>13%</b>	<b>13%</b>
PROJECTED 2025 POPULATION	<b>19,600</b>	<b>11.2M</b>	<b>347.3M</b>

## EDUCATION <sup>1,2,3</sup>



HIGH SCHOOL GRADUATION RATE: **76%**  
NC: 87% | US: 87%



THIRD GRADERS READING AT GRADE LEVEL: **48%**  
NC: 58% | US: 68%

	COUNTY	NC AVG	US AVG
STUDENT EXPENDITURE K-12	<b>\$11,325</b>	<b>\$9,377</b>	<b>\$12,201</b>
STUDENTS RECEIVING FREE OR REDUCED LUNCH	<b>100%</b>	<b>59%</b>	<b>74%</b>

COMMUNITY COLLEGES & 4-YEAR UNIVERSITIES:  
**None**

## HEALTH <sup>1,2</sup>



PRIMARY CARE PHYSICIANS PER 10,000: **4**  
NC: 7 | US: 16

	COUNTY	NC AVG	US AVG
DENTISTS PER 10,000	<b>1</b>	<b>6</b>	<b>6</b>
GROCERY STORES PER 10,000	<b>3</b>	<b>19</b>	<b>21</b>
CANCER INCIDENCE PER 10,000	<b>45</b>	<b>47</b>	<b>44</b>
HEART DISEASE DEATHS PER 10,000	<b>17</b>	<b>16</b>	<b>17</b>
UNINSURED ADULTS	<b>16%</b>	<b>15%</b>	<b>12%</b>
OBESITY	<b>38%</b>	<b>30%</b>	<b>30%</b>

## ECONOMY <sup>1,2</sup>



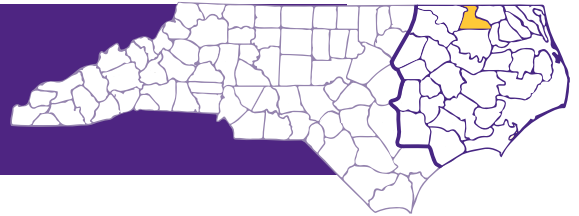
MEDIAN HOUSEHOLD INCOME: **\$35,433**  
NC RANKING: **99th**  
\*ranked HIGHEST to LOWEST  
out of 100 counties

	COUNTY	NC AVG	US AVG
UNEMPLOYED	<b>4%</b>	<b>4%</b>	<b>4%</b>
LIVE IN POVERTY	<b>24%</b>	<b>14%</b>	<b>12%</b>

LARGEST EMPLOYER: **Perdue Farms Incorporated**



# BERTIE COUNTY SPEAKERS



## Jim Hoggard

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Jim Hoggard served as a town commissioner for 20 years prior to his current position as the mayor of Windsor. He has served in his current position for 10 years. A Windsor native, Hoggard attended public schools in Bertie County before receiving his bachelor's in business. He is a member and chairman of the local board for Southern Bank & Trust Co.



## William J. "Billy" Smithwick

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Billy Smithwick is employed by the Town of Windsor and is a life-long resident. Smithwick formerly served as an emergency preparedness instructor at Martin Community College and fire chief of Windsor. He has been a member of the Cashie River Treehouse team since its beginning. Along with managing the treehouses and campground, he is also responsible for marketing and tourism.



## Steve Biggs

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Steve Biggs is the executive director of economic development for Bertie County. He has held this position since July of 2001. Biggs is a graduate of Perquimans County High School and attended College of the Albemarle. He is also a 2011 graduate of the N.C. Rural Economic Development Institute and 2019 graduate of Leadership North Carolina. Biggs proudly received The Order of the Long Leaf Pine from Governor Jim Hunt in August of 1980 at the age of 21.



## Francis Edward Nixon "Fen" Rascoe

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Fen Rascoe earned his bachelor's from the University of North Carolina at Chapel Hill and his master's from East Carolina University. Rascoe has operated as a sole proprietor farmer for the past decade. Additionally, he has a partnership with his brother as commodity growers. They currently grow clary sage, peanuts, wheat, soybeans and kenaf. Rascoe performs agricultural unemployment insurance tax review duties and agricultural employer consultation. He combines his farming skills with financial and accounting experience to perform controllership and tax compliance duties for his own farming entities. In 2010, Rascoe rediscovered a lifetime passion for painting and has studied under several nationally renowned artists. He spends most of his time painting *en plein air* in the flatlands and coastal regions of eastern North Carolina.

# ON THE TOUR: BERTIE COUNTY

Established in 1722 from Chowan County, Bertie County was named in honor of two of the first Lord Proprietors of North Carolina, Henry and James Bertie. The county was home to North Carolina's first permanent white settler, Nathaniell Batts, who made his home in the Salmon Creek region in 1655.

One of the largest counties in the state, Bertie County is comprised of fertile farmlands. Its rich soil and access to the Cashie and Roanoke rivers made it a hub for agriculture in the state. The county is a leader in cotton, tobacco, peanut, corn and soybean production. Farmers in the county also raise beef cattle, swine and poultry. Perdue Farms, Inc., is the largest employer in Bertie County. It's poultry processing plant employs more than 1,000. The company produced 61.7 million pounds of chicken in 2019. Professional and business service company Qsi and Vidant Medical Center also ranked in the top six of Bertie County employers.

Along with supporting its agricultural success, Bertie County's natural resources play a key role in its tourism industry. Its waterfront area provided by the Albermarle Sound allows visitors to spend a day on the "beach," while others can visit the Roanoke River National Wildlife Refuge for a day trip. The Inner Banks area provides opportunities to navigate North Carolina's river waterways and the county's San Souci Ferry is an exciting ride for first-time visitors. Tourists can also check out the Livermon Zoo near the Cashie Wetlands Walk. The "mini zoo" is home to buffaloes, llamas, peacocks, alpacas and more.

On the Purple and Gold Bus Tour, we will visit the Roanoke Cashie River Center, Greenfield Agronomics and Green Root Extraction Services. The Roanoke Cashie River Center features exhibits and programs on the natural and cultural heritage of Windsor and the surrounding area. The center promotes nature-based tourism in the region, educating visitors on the importance of Bertie County's natural resources. Greenfield Agronomics is a collection of North Carolina hemp farmers, many of whom are entering their fourth year of hemp production. Five miles down the road, Green Root Extraction Services makes it home. The facility is North Carolina's largest hemp processing, storage and extraction facility.



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## RESEARCH NC: EXHEMPLARY INNOVATION

East Carolina University is exploring opportunities for the industrial hemp market in agriculture-rich eastern North Carolina

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BY MATT SMITH  
FOR BUSINESS NC  
JULY 2019

East Carolina University is planting its roots in North Carolina's emerging hemp industry.

When the U.S. Congress passed the Farm Bill last December, the industrial hemp market experienced a boom as the plant shifted from a crop outlawed across much of the nation to a multiuse, jack-of-all-trades product.

While the industry remains regulated – growers must apply for a license and are held to strict standards for plant THC content – hemp could find a home in agriculture-rich eastern North Carolina.

Innovators and entrepreneurs at ECU are using university resources to explore the hemp industry and its potential future in the region.

“Eastern North Carolina has historic agricultural and textile knowledge that makes growing hemp an exciting and real possibility,” Jay Golden, ECU vice chancellor for research, economic development and engagement and a professor of engineering and supply chain management, says. “We have the right climate, soil composition and farming background to turn hemp production into a valuable industrial manufacturing raw material.”

However, as with any new industry, the knowledge and infrastructure behind the production of the crop has yet to be built. That's where ECU's students, researchers and community partners come in.

### Investigating Hemp's Potential

ECU's research leadership sees hemp as a compelling crop that can create new job opportunities and sustain existing companies in the state. So far the market has been fixated on consumable hemp products, but ECU is looking at a different role for hemp – as a manufactured good that can create jobs and economic value in rural North Carolina.

During spring 2019, ECU put research students to work as part of its Rural Prosperity Initiative to investigate hemp's promise as an agricultural commodity and industrial feedstock.

“There's so much more to learn about hemp,” Madeline Fleishman, a student member of ECU's RPI hemp research team, says. “We feel like we're working on the next big, cutting-edge crop to come to agriculture. There are so many everyday products that can incorporate hemp into their production.”

What the faculty-supervised student team found were extensive uses for industrial hemp, ranging from cosmetics, fabrics, textiles and construction and insulation materials. It also discovered a growing hemp market in the U.S. The industry was valued at \$820 million in 2017 – a 16% increase from the previous year.

Additionally, a rising number of consumers are making purchasing decisions based on product sustainability, according to the 2019 CGS Retail and Sustainability Survey, and are demanding eco-friendly products and processes.

Twine is one of many industrial products that can be created from hemp. Potential industrial products include cosmetics, fabrics, textiles and construction and insulation.

## Hemp Uses

Armed with the knowledge that hemp is part of a growing U.S. market and that consumers are more cognizant of the impact their purchases have on the environment, ECU set to work on a plan for the future of hemp in North Carolina.

Nationally, CBD sales make up 23% of the overall hemp market. However, industrial applications and consumer textiles combine for more than 31% of the overall share, creating golden opportunities for eastern North Carolinians.

These industrial applications include the possibilities of apparel, denim, canvas, rope, paper, packaging, surfboards, paddleboards and construction materials. Hemp packaging may also play a crucial role in helping solve the looming plastics problems around the globe.

Wilmington-based entrepreneur Kyle Trivisonno and his company, ecoTEKindustries, have been early adopters of hemp, using the fiber cloth to create medical prosthetics that could offer a low-cost alternative to traditional carbon fiber products.

“All of us – entrepreneurs, researchers, farmers, creators and distributors – have to come together and empower one another in order to succeed,” Trivisonno says. “This is for the community; it’s not just for one single person. Moving forward, I’d like to see more innovation spaces available for startups to test their ideas and prototypes. We need the space and high-end manufacturing equipment to build hemp’s next great ideas.”

## Future of Hemp

The possibilities of a bright future are real. Think about this: in 2000, North Carolina produced fewer than 4 million pounds of sweet potatoes. Today, it leads the nation with 1.7 billion pounds grown each year. As the hemp industry in North Carolina takes shape, ECU has dreams of replicating the state’s success with sweet potatoes.



To do that, ECU is establishing long-term goals. As part of its Hemp 2040 Plan, the university is committing resources – including its recently launched Economic Growth Collaboratory – to study what the hemp market requires to thrive.

Already the researchers are pinpointing industrial needs, from innovation hubs and maker spaces with advanced manufacturing equipment to stimulating development of dedicated hemp fiber processing facilities.

“There are certainly challenges to face when you’re building new agricultural and industrial supply chains,” Golden says. “We’re sensitive to those concerns, but the benefits we see

hemp production providing the state are numerous. The country stands at a turning point in its agricultural history. We believe ECU and eastern North Carolina can lead that change, not merely be a part of it.”

## RURAL AMERICA FACES A HOUSING COST CRUNCH

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BY TIM HENDERSON  
PEW CHARITABLE TRUSTS  
MARCH 25, 2019

The problem of housing affordability, long a concern in popular big cities, has moved to rural America.

Nearly one-fourth of the nation's most rural counties have seen a sizeable increase this decade in the number of households spending at least half their income on housing, a category the federal government calls "severely cost-burdened."

Those counties, none with towns of more than 10,000 residents, have experienced housing cost increases significant enough to force families to scrimp on other necessities.

Meanwhile, only two big-city counties — Bronx, New York, and Norfolk, Virginia — fell into the same category. Both had 2-point increases, according to a Stateline analysis of American Community Survey estimates from the U.S. Census. Stateline compared the early years of the Great Recession, 2006-2010, with the most recent economic recovery era, 2013-2017.

The share of severely cost-burdened households has fallen since the Great Recession in expensive destinations such as Cape Cod, Massachusetts; Key West, Florida; San Francisco and Seattle. The share also has dipped slightly in Manhattan, New York, as the overall economy has recovered.

Losses of high-paying jobs have hit some rural regions, such as a cluster of coal-dependent counties in Kentucky, Tennessee and Virginia, especially hard. Other places are struggling with affordable housing because new workers in economically revived areas are vying for rental housing, putting pressure on prices in a rental market with a limited supply.

"Sometimes all it takes is just one new [business] facility in one of these communities," said Corianne Scally, a research associate who studies affordable housing at the Urban Institute.

"All of a sudden you need more labor on hand to start up that plant, you're stretching the ability of the rental housing base to accommodate new people and you see prices increase," Scally said.

That's the case in Irion County, Texas, population 1,516, where fracking and wind farms have been bringing new workers, said county clerk Shirley Miles. The county's energy jobs tripled to 187 between 2010 and 2016, the latest federal data available, at average annual wages of more than \$63,000.

Unemployment in the county dropped from 5.3 percent to 3.2 percent in that time, and typical monthly rents rose 44 percent to \$858.

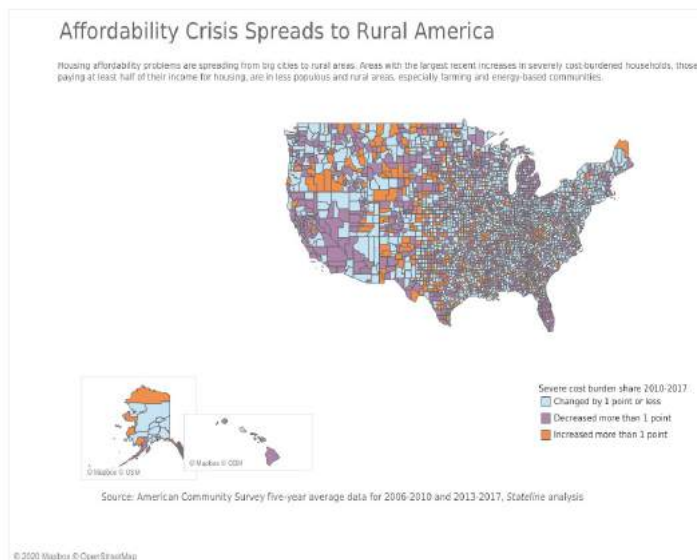
Another new wind farm is under construction now, and it's already under contract to provide power to Mexico-based baker Grupo Bimbo and other customers. That's bringing 300 temporary construction workers this year and a dozen more permanent jobs after the wind farm is operational.

"You think of these places like Irion County as 'The Last Picture Show,' all dusty and forgotten, and then you see that some of them are success stories. This isn't all a dark story," said Keith Wiley, senior research associate at the Housing Assistance Council in Washington, D.C., a nonprofit working to build more housing in rural communities.

Yet Irion County had one of the largest cost-burden increases, according to the Stateline analysis, with 13 percent of households severely cost-burdened in recent years, up from just 4 percent during the Great Recession.

There are similar situations in rural areas of Iowa and Georgia, where new meatpacking plants are stressing the local rental market and driving up prices, Wiley said.

One reason for the slow-moving crisis in rural rental housing is that federal incentives to include affordable units have all but disappeared, and those remaining are quietly expiring, allowing landlords to freely charge more when demand rises, according to a 2018 study by the Housing Assistance Council. More than 2,000 rental properties left the federal program, mostly in the Midwest, between 2006 and 2016, according to the study, as landlords paid off the loans.



Norton, Virginia, a town at the heart of Appalachian coal country with a population of 3,936, saw its cost-burdened population soar to 22 percent from 12 percent in Stateline's analysis, one of the largest increases.

In Norton, people have lost good jobs and are struggling to make a living in a town that's a commercial and health care center for surrounding rural counties. The area is having its own local recession after prospering during the nation's Great Recession, officials there said, before the fracking boom made natural gas cheaper than coal. Median rent is unchanged at about \$550 between 2010 and 2017, but household income dropped to about \$27,000 from about \$34,000.

"We never had a downturn here like other places. Our economic peak was probably around 2010," said Norton City Manager Fred Ramey. "Then we lost a lot of coal jobs — probably a thousand in this area, and those were jobs paying \$50,000 to \$80,000, and the rest of the local economy was not able to absorb all those jobs."

A similar thing is happening in Madison County, Idaho, 475 sprawling square miles of farmland and foothills with a population of about 40,000 people. The county seems an unlikely candidate to eclipse crowded hotspots such as Los Angeles and Key West in the number of residents struggling to pay rent. But 25 percent of Madison County households are severely cost-burdened, an increase of 6 percentage points, according to Stateline's analysis.

That's because Brigham Young University's Idaho campus has expanded from a two-year to a four-year school, drawing thousands of new students from other states. Many of them are married with children, following a way of life common for members of The Church of Jesus Christ of Latter-day Saints, which is affiliated with the school.

Eastern Idaho Public Health has expanded low-income family programs like immunizations and nutrition programs to serve the new residents.

"Technically we have an increase in poverty, but that's just because when you're a 19-year-old college student with a family you're not bringing down the big bucks yet," Taylor said. "It's an exciting development for the community, and it's also bringing good jobs for professors and other university employees."

## BERTIE COUNTY TURNING RIVERS, CREEKS, WOODS INTO ECONOMIC CATALYST

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BY JEFF HAMPTON  
THE VIRGINIAN-PILOT  
JUNE 28, 2019

John Trent stood on a sandy beach along the Albemarle Sound and pointed south to the expansive waterway lined by tall cypress trees.

“Look at that view right there,” said the Bertie County chairman of the board of commissioners. “Where do you see this type of landscape? Nowhere.”

A public event is set for Saturday on this beach a few miles from U.S. 17 with swimming, kayaking and a fish fry among the activities. It is a kickoff for the historically poor county’s ambitious plans to turn the natural fresh water beaches, the expansive woodlands, swamps, rivers and creeks into a catalyst for an economic surge.

“We are identifying what our strengths are,” Trent said. “And one of our best strengths is ecotourism.”

For \$1 million, with help from a state parks and recreation grant, Bertie bought the 137-acre property with 2,200 feet of beach on the Albemarle Sound, said county manager Scott Sauer. Plans are to buy another adjacent 10 acres next month.

For now, the park will open to the public undeveloped.

“You will swim at your own risk and clean up your trash,” he said.

Future plans include tours on the sound and the Roanoke and Chowan rivers, an area called the Bertie Water Crescent, according to an ecotourism report by Stanley Riggs, a coastal geologist with East Carolina University.

Riggs calls Bertie’s surroundings a “world-class water system” where “increased spending, new local businesses and jobs and development sensitive to the ecology” could develop.

Blended with that would be camping ranging from primitive to RVs and cabins. Natural area trails would offer hiking, biking, GPS geocaching, rope courses, climbing walls and zip lines, according to the report. The public would be able to picnic, hold family gatherings and weddings. Plans include a nature center and an outdoor entertainment venue.

Riggs’ report on Bertie’s natural resources will include two more parts, one on education and one on science. Elementary and high school classes would go there to learn more about wetlands and habitats.

Officials hope the attractions will bring large numbers of tourists, increasing the need for shops, motels and restaurants, Trent said. A feasibility study showed the county could support a 40-room motel before the natural park. With the addition of the new park, more accommodations could go up, Sauer said.

“We want it to be a recreational paradise,” he said.

The county seat of Windsor has built treehouses on the Cashie River that remain solidly booked for people seeking a quiet weekend — campers, hunters, anglers and kayakers. The river is notorious for flooding the town, but now it has also been turned into an attraction.

Bertie is one of the state’s poorest counties with an annual per capita income of about \$17,000. Roughly a quarter of its 20,000 residents live below the poverty level, according to the North Carolina Department of Commerce. There is one supermarket, no Walmart, and an aging hunting lodge that serves as the only motel.

Agriculture remains the number one industry, including Perdue Farms which employs 2,000 people. The next largest employers are the school system and a prison.

The Cashie River runs through the middle and often floods. Hurricane Matthew in 2016 left downtown Windsor under 17 feet of water.

Next to the county’s beach are 300 acres of undeveloped natural environment under contract to the North Carolina Coastal Land Trust. Next to that is a 995-acre state natural area that includes sites where archaeologists have found English artifacts dating from the late 1500s. It is believed to be an ancient town where members of the Lost Colony assimilated with Native Americans. Together the three sites make nearly 1,500 acres of sound-front wilderness.

Trent was once a Florida developer and contractor.

“South Florida had man-made beauty,” he said. “Then you have God-made beauty like this. There’s a big difference.”



## DESPITE REGULAR FLOODING, WINDSOR COMMUNITY SPIRIT WON'T SINK

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BY SAMANTHA PAISLEY  
WRAL  
JULY 2018

Hurricane Floyd made landfall on Sept. 16, 1999, but the rains in Windsor started earlier. And the rains didn't stop.

The water rushed in, cresting the banks of the Cashie River with all the ease of the ocean pouring over a child's sand castle. The ground was already saturated by Hurricane Dennis two weeks earlier. Falling at 5 inches per hour, the water paid little attention to the layout of the town.

As the storm hammered the rooftops, the muddy river water rose up King Street into the stores downtown.

It didn't take long to flood the small business district and nearby low-lying neighborhoods. Once-buried barrels of heating oil popped up to the surface and coated the water with an oil slick.

Bunn's Barbecue, a landmark restaurant in this part of North Carolina, was flooded eight feet deep. The Post Office was considered unusable.

People carried armfuls of belongings to second floors, and then climbed to roofs to wait until jet skis and pontoon boats could pick them up. In all, 75 people were rescued.

Eventually the rain stopped. Floyd moved up the East Coast, and the floodwater receded, leaving behind a silt sludge, ruined buildings, and a brutal reminder of the town's fragility.

Windsor is no stranger to flooding. Since Floyd, the town has flooded several times, thanks to hurricanes and tropical storms, including Matthew a year ago on Oct. 9. They wrecked local business prospects, though not as brutally as Floyd.

Yet each time, most Windsor residents choose not to abandon the disaster-prone town. They did what close-knit communities do: the residents pulled together, helped each other, rebuilt and stayed.

Luann Joyner, the community relations, marketing and development specialist at Windsor Regional Hospital, has worked in Windsor for 18 years. She said residents refuse to surrender to natural disasters.

"People that have lived here the majority of their lives, they just can't stand to think that a flood will decimate this town," she said. "It's love for your home area. So you don't throw in the towel — you just keep going."

But storms — especially Floyd — continue to haunt Windsor residents.

“I don’t even like to remember (Floyd),” said Billy Smithwick, a lifetime resident of Windsor. “When the water had receded enough, I could go to my house, and I thought, ‘What could be worse?’ I never was made whole again, so to speak.”

Smithwick reckoned one-third of the town similarly had either businesses or homes destroyed by Floyd. Mayor James Hoggard said most businesses figure that it’s cheaper to repair damages rather than to wholly relocate following each flood. But that doesn’t mean recovery is easy – Hoggard recalled his own family’s nightmare.

“My parents got to my house at 9 o’clock at night, and they had their medicine in their hands, and that was it,” he said. “The next day I went by canoe to their house, just seeing the lights out, pictures, furniture and clothing floating.”

Though Windsor residents shudder at the memory, there were no deaths.

“I thank God that I survived,” said lifetime resident Betty Lee Sanderlin, donning her checkered apron at a local diner, The Heritage House. “My in-laws had to relocate – some came over to my house because I stay uptown area.”

Flooding from Floyd lasted a week and ruined 24 downtown stores. Recovery efforts took three miserable years. Many of the family-run businesses relocated, leaving their buildings empty.

“I think for some of the ones that did walk away from it, it’s just because, time and time again, blow after blow after blow, it beats you down,” said Emily Torres, who owns a shop downtown. “The people (who) have left, have left not really by choice. They just felt that they had to.”

The 2.8-square-mile town is home to 2,149 residents as well as Bertie Correctional Institution, which houses an additional 1,503 male prisoners. Three NFL players and one NBA player came from Windsor. Logging and agriculture are the town’s largest industries.

The people of Windsor pride themselves on their tenacious optimism.

“I figured out a whole long time ago that it’s a whole lot better to be optimistic than be negative about things,” Smithwick said. “Negative people don’t get very far. Optimistic people manage some way, somehow, to go a long ways.”

Smithwick wore a T-shirt emblazoned with the words “North Carolina Windsor: Chartered 1768” and a Cashie Country Club visor. A former fire chief for the town, he has never lived beyond a half-mile radius of the fire station.

He’s also a prime example of the town’s can-do spirit. Smithwick initiated a project to build the first wheelchair-accessible tree houses on the East Coast to encourage tourism. Elk heads, local roasted peanuts and signs like “Can’t fix stupid” are the décor of the two tree houses nestled alongside the river. Smithwick said the tree houses are so successful that they are almost constantly booked.

While the tree houses bring new pride to Windsor, what has been an enduring source of pride is its sense of community.

Hoggard was struck by the collective effort for cleanup following Hurricane Matthew.

“Everybody was loading each other’s equipment and coming to help,” Hoggard said. “If somebody had to lift something, all of the sudden three or four people showed up. People will be out there working, and someone will just show up with plates of food.”

Torres welcomes merchandise from other businesses into her store when floods are forecast. After each flood, surviving merchandise is erratically divvied up among storeowners by word of mouth.

“When we came back after the flooding, I mean we were all just out in the streets, just trying to identify which merchandise goes to whose business and who needed what,” she said. “Didn’t even matter whose store or shop or business or office we were at. We were just all doing it together — and that’s small-town mentality.”

### **There’s more to life than money**

Torres often visited Windsor as a child and has worked there for 15 years. She opened up Treasure Island – what she calls a Windsor-style Wal-Mart – on East Granville Street. Filling every nook and cranny are trinkets ranging from second-hand portable keyboards to baby dolls and Timberland boots.

“When I decided to open the business here, I felt the need for the business was present,” she said. “I knew it was not anything that was going to make me rich, but I just felt like it was a win-win situation to do this. Even if you live in poverty, you still have a right to feel like you’re pampering yourself.”

The small-town mentality guides Torres’ approach to her community beyond times of crisis. She offers rides home to elderly residents when she sees them walking. If people enter her store but cannot afford to pay, she keeps track on an index card and allows them to pay later.

“If you don’t come back as you promised, I’ll pay you a little visit and try to work with you,” she said. “This is a community where people literally make a decision between food, electricity, rent, or medicine and a roof over their head.”

Smithwick also appreciates the community’s care for one another and for the town itself.

“We’ll take a Saturday and we’ll do a cleanup around town,” he said. “People of all ethnics, all ages that will come to help clean up because of pride in keeping the town clean. That’s true every day – people just help people.”

That community spirit extends to newcomers too. Joyner grew up in neighboring Hertford County and worked in Raleigh after college, yet marriage brought her to Windsor. She initially worried about how her arrival to the town would be received.

“I thought maybe they’re not going to like this Hertford County girl coming in here and taking a job,” she said. “It was just the opposite. All newcomers are just welcomed with open arms. You just feel like you’re the most special person in the world for coming to Windsor.”

Torres said she plans to work in Windsor for as long as it is economically feasible. Since her childhood, she has always valued a sense of community above all else.

“Those of us who stay haven’t exhausted all of our resources yet and will stay as long as we can,” she said. “But every time we hear about another storm coming or a heavy rainfall, it just sits in the back of your mind, you know. This might be the time that it’s my time to come out.”

What may convince more residents like Torres to stay: Windsor is partnering with state universities like UNC-Chapel Hill, East Carolina University and N.C. State to combat future damage from flooding. A UNC project seeks to waterproof buildings, and ECU geologists are conducting a 50- to 100-year hydrolysis study to analyze causes and solutions. N.C. State is crafting plans to redirect floodwater into temporarily storage.

But Smithwick never foresees himself relocating and relinquishing Windsor’s tranquility. To ride his bicycle around town with crickets as his only company at dusk is priceless.

“I don’t care about being rich. And the quality of life I have here is worth more than a lot of the money you could make,” said Smithwick, who has turned down job offers in Raleigh. “Why would I want to go somewhere else?”

## NC FERRY FROM 'BYGONE ERA' IS BACK AT WORK; ANOTHER HAS GONE IN FOR REPAIRS

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BY RICHARD STRADLING  
THE CHARLOTTE OBSERVER  
DEC. 3, 2018

A local NC ferry from 'bygone era' is back at work; another has gone in for repairs. After an overhaul that kept it out of the water for more than a year, the Sans Souci Ferry is once again taking drivers across the Cashie River in Bertie County two cars at a time.

The ferry is one of three that cross North Carolina rivers guided by cables fixed to each shore. They are vestiges of a time when most people crossed the slow-moving rivers of Eastern North Carolina by boat and cable ferries were much more plentiful.

Like the other two, in Hertford and Bladen counties, the Sans Souci Ferry isn't something most drivers encounter by chance. It connects Sans Souci Road with Woodard Road, saving residents on a remote neck of land between the Cashie and the Roanoke River a 20-minute drive to the closest bridge in Windsor.

But the ferries also attract tourists because of their novelty, said Tim Hass, a spokesman for the N.C. Department of Transportation, which has operated the Sans Souci Ferry since the 1930s.

"People come from out of state just to ride them," Hass said. "It's a bygone-era kind of thing."

The ferry is such a tourist attraction that The Windsor-Bertie Chamber of Commerce has created a separate brochure for it, said Lewis Hoggard, the director. He said bicycle touring groups design their routes through the region just to cross the river at Sans Souci, which takes its name from an early plantation known by the French phrase for "without care or worry."

"We're very proud of the ferry," Hoggard said.

As it went back into service, another cable ferry, Parker's Ferry across the Meherrin River in Hertford County, was taken to the state shipyard in Manns Harbor for a complete overhaul. It is expected to be out of service through November 2019.

North Carolina's cable ferries were privately owned in the 19th and early 20th centuries before the state began building bridges that made many of them obsolete. The remaining ones that the NCDOT took over are in places where the traffic and the location wouldn't justify the expense of building a bridge, Hass said. In August 2017, before it was pulled from the water, the Sans Souci Ferry carried 302 cars and 508 people, he said.

The ferries are free to ride. If you come to the ferry landing and the boat is across the river, you simply honk or wave and the ferry tender will come get you. There's a limit of two cars and no more than six passengers at a time.

The Sans Souci and Parker's ferries operate during daylight only. The official winter hours, between Nov. 2 and March 7, are from 15 minutes before sunrise or 6:45 a.m. to 5:15 p.m., including all holidays. The rest of the year, the hours are 15 minutes before sunrise or 6:15 a.m. to 6:15 p.m.

The Sans Souci boat had been in the water since the mid-1970s before it was hauled out in October 2017, Hass said. The full overhaul cost about \$100,000.

## WINDSOR TREEHOUSES INSPIRE HOPE FOR FLOOD-RAVAGED TOWN

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BY ANNA PHILLIPS AND LINDSAY OLIVER

WITN

NOV. 2, 2016

The Town of Windsor has made headlines recently after devastating flooding twice in less than a month from storms Julia and Matthew between September and October.

Despite their misfortune, one surviving and inspiring town project, the Windsor Treehouses, has many people looking forward with hope for the future.

When people come to the woods of Windsor, it's typically for two things: peace and quiet. The town's two treehouses aim to offer that peace and quiet to everyone.

"It gives me chills when we walk up here, like it really happened," says Billy Smithwick, with Windsor Tourism & Marketing. "I don't know of any treehouse in the world you can get to in a wheelchair except these."

The treehouses are fully handicap accessible camping pads. Each has a platform for sleeping on the ground floor and a second loft sleeping area overhead.

Each is supported entirely by just one cypress tree. In one, the tree runs right up the middle of the house.

"The seals around the bottom are to keep insects and critters out, the seal around the top keeps rainwater out," explains the town's mayor, Jim Hoggard.

The treehouses will serve as a primitive camping site right off the river.

"You can go 200 yards down the river and you can't see signs of human beings, so you're in the wilderness quickly," the mayor says.

People can get to the tiny tree homes by car or by boat.

"We think we're the only handicap accessible treehouse village on a river in the United States," says Hoggard.

The treehouse village took a village to create. Dr. Paige Viren and her graduate students at ECU's Department of Sustainable Tourism started the process.

"It was funded by East Carolina University, we brought in a group of students to look at the feasibility of building treehouses, and part of that funding brought in a treehouse consultant, Michael Garnier, from out west and he came and looked at the cypress trees and said these would be perfect for building treehouses," Viren says.

Garnier is a treehouse designer for the show 'Treehouse Guys' on the DIY Network.

"The 'Treehouse Guys', when we talked to them, had never built in a swamp and never built in a cypress tree so they were excited about it too," Hoggard tells WITN.

Many community partners worked alongside the students to secure grant funding to build the houses.

The 'Treehouse Guys' and local carpenters worked from February to late spring of this year to complete them.

The mayor says, "They are fastened by what they call the G-limb, that's Michael Garnier's proprietary hardware, and each of those can hold, we're told, about 8,000 pounds."

The price per night has not yet been set. Leaders say it will only cover the cost of maintenance.

"They don't have heat and air or running water, or even electricity," Hoggard explains.

They just have one small string of LED lights powered by the sun.

"Our perspective in recreation and leisure studies is about providing quality of life and that's for everybody, whether you have a disability or whether someone in your family has a disability," Viren says.

"My greatest vision would be to have people come from all over, not just our little region right here in the northeast corner, but from all over the United States and enjoy and experience that I've enjoyed all my life," Smithwick explains.

The treehouses will be available for rent as soon as the bathroom and shower facilities are finished nearby. Construction should begin any day now, the town is just waiting to receive the proper permits.

# TYRRELL COUNTY




## ABOUT


Established in 1729 out of Bertie, Chowan, Pasquotank, and Currituck counties, Tyrrell County was named for Lord Proprietor Sir John Tyrrell. The county was established to provide those living in the region better access to a courthouse, a jail, and other government buildings. Columbia serves as the county seat.


Other communities located in Tyrrell County include Fort Landing, Frying Pan Landing, Gum Neck, Kilkenny, Newfoundland, and Woodley.

The Secotan and Tuscarora tribes originally inhabited Tyrrell County. Archaeologists have discovered Native American artifacts in the county, including pots and weapons from before the colonial era.

Tyrrell County's historical and cultural attractions include the Columbia Historic District, the Columbia Theater Cultural Resources Center, the Pocosin Arts School of Fine Craft, and the Pocosin Lakes National Wildlife Refuge – an 110,000-acre conservation site that serves as one of the largest ecosystems for black bears on the east coast.

		COUNTY	NC AVG	US AVG
 <p><b>DEMOGRAPHICS</b> <sup>1,2,4</sup></p> <p>POPULATION: <b>4,131</b> NC RANKING: <b>100th</b> *ranked HIGH to LOW out of 100 counties</p>	BLACK	<b>38%</b>	<b>22%</b>	<b>13%</b>
	WHITE	<b>57%</b>	<b>71%</b>	<b>77%</b>
	HISPANIC	<b>9%</b>	<b>10%</b>	<b>18%</b>
	MEDIAN AGE	<b>47</b>	<b>38</b>	<b>38</b>
	RENT ≥ 30% INCOME	<b>25%</b>	<b>49%</b>	<b>51%</b>
	FAMILIES HEADED BY A FEMALE	<b>12%</b>	<b>13%</b>	<b>13%</b>
	PROJECTED 2025 POPULATION	<b>4,261</b>	<b>11.2M</b>	<b>347.3M</b>

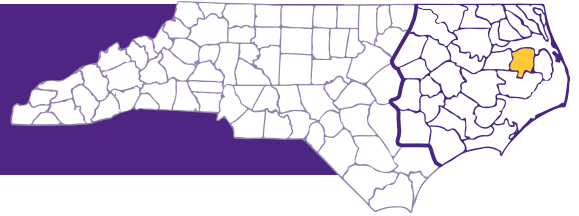
		COUNTY	NC AVG	US AVG
 <p><b>EDUCATION</b> <sup>1,2,3</sup></p> <p>HIGH SCHOOL GRADUATION RATE: <b>74%</b> NC: 87%   US: 83%</p>	STUDENT EXPENDITURE K-12	<b>\$14,230</b>	<b>\$9,377</b>	<b>\$12,201</b>
	STUDENTS RECEIVING FREE OR REDUCED LUNCH	<b>99%</b>	<b>59%</b>	<b>74%</b>
	THIRD GRADERS READING AT GRADE LEVEL: <b>52%</b> NC: 58%   US: 68%	COMMUNITY COLLEGES & 4-YEAR UNIVERSITIES: <b>None</b>		

		COUNTY	NC AVG	US AVG
 <p><b>HEALTH</b> <sup>1,2</sup></p> <p>PRIMARY CARE PHYSICIANS PER 10,000: <b>0</b> NC: 25   US: 28</p>	DENTISTS PER 10,000	<b>5</b>	<b>6</b>	<b>6</b>
	GROCERY STORES PER 10,000	<b>2</b>	<b>19</b>	<b>21</b>
	CANCER INCIDENCE PER 10,000	<b>48</b>	<b>47</b>	<b>44</b>
	HEART DISEASE DEATHS PER 10,000	<b>16</b>	<b>16</b>	<b>17</b>
	UNINSURED ADULTS	<b>22%</b>	<b>15%</b>	<b>12%</b>
	OBESITY	<b>35%</b>	<b>30%</b>	<b>30%</b>

		COUNTY	NC AVG	US AVG
 <p><b>ECONOMY</b> <sup>1,2</sup></p> <p>MEDIAN HOUSEHOLD INCOME: <b>\$36,765</b> NC RANKING: <b>95th</b> *ranked HIGHEST to LOWEST out of 100 counties</p>	UNEMPLOYED	<b>6%</b>	<b>4%</b>	<b>4%</b>
	LIVE IN POVERTY	<b>25%</b>	<b>14%</b>	<b>12%</b>
LARGEST EMPLOYER:		<b>Tyrrell County Board of Education</b>		

SOURCES: <sup>1</sup> NC Health Data Explorer <sup>2</sup> NCIOM <sup>3</sup> NC School Report Cards <sup>4</sup> NC Office of State Budget and Management <sup>5</sup> NC DPI Statistical Profile State Per Pupil Expenditure 2016-17 | "About" information provided by the North Carolina History Project

# TYRRELL COUNTY SPEAKERS



## Howard Phillips

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Howard Phillips is the refuge manager at Pocosin Lakes National Wildlife Refuge. He has held the position since April 2001. At Pocosin Lakes, he oversees all management activities on 110,106 acres of refuge lands including supervision of staff, budget execution, planning, wildlife habitat restoration and enhancement, monitoring, visitor services, and law enforcement. Pocosin Lakes has two main purposes: to provide habitat for wintering waterfowl, and to restore, protect and enhance the unique pocosin wetland habitat that occurs here. Prior to joining Pocosin Lakes, he held manager positions at Two Rivers NWR in Illinois, DeSoto NWR in Iowa and Nebraska, and Mattamuskeet in eastern North Carolina. Phillips also spent time as the U.S. Army's Wildlife Manager at Fort Jackson in Columbia, S.C., and was a wildlife biologist with the U.S. Fish and Wildlife Service's Ecological Services Field Office in Brunswick, Ga.



# ON THE TOUR: TYRRELL COUNTY



Established in 1729 out of Bertie, Chowan, Pasquotank and Currituck counties, Tyrrell County was named for Lord Proprietor Sir John Tyrrell. The county was established to provide those living in the region better access to a courthouse, a jail and other government buildings. The county is the least populous in the state, with fewer than 4,500 residents calling Tyrrell County home.

Tyrrell County's terrain has at times limited development due to the numerous miles of coastline and swampland. Black Gold Farms, Inc., is the largest non-public employer in the county. The fourth generation, family-owned farming organization is more than 80 years old with farm locations in North Dakota, Michigan, Indiana, Missouri, Texas, Louisiana, Maryland, and Florida. The company acquired its North Carolina location in 2004 and supports potatoes, corn and soybeans. Food Lion and Cherry Farms Seed Company are also major employers in the county.

Tourism and entertainment in Tyrrell County are focused on its natural environment and artistic community. Several cultural centers and a prominent wildlife refuge are located in the county, including the Columbia Theater Cultural Resources Center, the Columbia Historic District, and the Pocosin Arts Center. The Pocosin Arts Center is one of the premier art galleries in North Carolina. The center is home to some of the best pieces of art in addition to an art school. The county is also home to the Pocosin Lakes National Wildlife Refuge. The 110,000 acre conservation is one of the largest ecosystems for black bears on the United States east coast.

On the Purple and Gold Bus Tour, we will visit the Tyrrell County Visitors Center. The center sits along the Scuppernon River in Columbia. It's the starting point of an extensive network of trails and docks that lead visitors along the banks of the river. The center features a gift shop, recreational trails, dining, historical exhibits, and boating facilities.

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## INTERNS FIND HOME IN COLUMBIA COMMUNITY

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BY MATT SMITH  
ECU NEWS SERVICES  
JULY 27, 2018

Tucked away on the banks of the Scuppernong River just off the Albemarle Sound, Columbia, N.C., is a little less well known than its South Carolina counterpart.

That anonymity hasn't been a problem for East Carolina University interns Aleix Murphy and Liz Garrett, who've spent their summer at the Pocosi Arts Center as part of the SECU Public Service Fellows internship program. The center has operated a teaching studio and gallery in Columbia since 1995, providing the community with art programs, workshops, summer camps and festivals over the past 20 years.

While the draw to work in a big city may be alluring for some, Murphy and Garrett have discovered the benefits of living and working in a small, rural setting. Columbia is home to just 900 people, but the center brings a vibrant arts culture to the region.

"I was a little hesitant at first," Murphy said. "It's really a small town. However, living here has forced me to slow down and think about where I came from. Just the other day we went out to eat and I noticed little kids were playing outside, on their own, by themselves while their parents attended a fitness class. Where else can you find that kind of quality of life and that level of trust?"

While the interns spend their days in different settings – Murphy is developing the center's new digital fabrication lab and Garrett helps run the center's annual fundraising auction – at the end of the day, the pair reunite at the center's Lodge. The Lodge houses interns, like Murphy and Garrett, but also serves as the home for some of the center's resident artists.

The Lodge has provided the interns an opportunity to not only get to know their coworkers on a deeper level, but the Columbia community as well.

"You're missing out on these smaller communities if you don't give them a chance," Garrett said. "If you go to a big company you can do some good, but do you really get to know your boss that well? Do you really get to know the people and community around you?"

"In a smaller community, you get to dive in and work with so many people and get to know them on a more personal level," she said. "They get to know you better as well. It's a wonderful opportunity that you don't get anywhere else."

### Ready to work

Murphy's time spent in the fabrication lab has opened her up to new creative ideas. It's also forced her to tackle and research problems she never expected to encounter.

“We’re working with a lot of 3-D printing equipment, technology and programs to help Pocosin build a new curriculum,” Murphy said. “Pocosin plans to hold workshops and help bridge the gap between the community and how it can use this technology. We’re trying to figure out where this new digital equipment falls into place with traditional art mediums.”

Murphy said one of the toughest challenges she faced was determining why the 3-D printer failed to complete jobs when she first setup the lab. Despite following directions and protocols, the printer continued to leave tasks unfinished. Murphy scoured the internet, joined 3-D printing message boards and, through extensive research, found the culprit – humidity.

“We were getting ready to pack up the printer and send it back to the manufacturer because it just wouldn’t work,” Murphy said. “We were frustrated. Early in the process, printers we met online mentioned that humidity may play a factor. We eventually purchased a dehumidifier for the filament and the printer now works perfectly. It was a lot of work and research, but we figured out the solution.”

The center plans to allow the community to use the fabrication lab, including local industries and manufacturers. Pocosin has already linked up with local boat makers to create 3-D models of boat hulls.

Garrett has also made her mark during her tenure at Pocosin, helping the center plan its annual auction. The auction is the center’s largest fundraiser and helps fund community workshops and summer camps for area children.

“Liz is doing a lot of leg work for the fundraising auction,” Pocosin Arts Center Executive Director Marlene True said. “She’s handling a lot of the communication with artists and potential sponsors. She’s been invaluable because it frees me up to do more fundraising and outreach in other areas that I wouldn’t normally have time to do. That is huge for us. Thanks to Liz, I can continue to cultivate new relationships and let people know what we’re doing in the community and beyond.”

## **Continued relationship**

This year marks the third summer that the center has partnered with ECU and SECU as part of the Public Service Fellows internship program. True said she has seen the program build each year and is cognizant of the impact past interns have made on the local arts community.

Former intern Elizabeth McAlister has volunteered for the center’s annual auction and Carrie Brickhouse, who interned last summer, teaches art in nearby Hertford County.

“It’s a real thrill that our past interns want to come back,” True said. “That is impressive to me. Again, I think that builds into the community we have here. I’d love if they all wind up somewhere around here and stay engaged at that level.”

With just a few weeks left in Columbia, Murphy provided advice for students looking to find the perfect internship community.

“Taking classes and getting good grades aren’t enough anymore,” Murphy said. “Employers want someone who is well-rounded and has experience. This is a great way to get your hands into something that you’re not used to. Why not spend your summer in a great community that allows you to explore new ideas? Take advantage of what all ECU has to offer. Don’t let those opportunities pass you by.”

## FERRY PLANS UNDERWAY

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BY MILES LAYTON  
THE CHOWAN HERALD  
JULY 30, 2019

A pontoon boat excursion up the Scuppernong River provided a small taste to policymakers who are actively working to create and promote the Harbor Town Project.

Guided by River Roaming Tours Captain Ray Davenport, the tour followed a meeting Monday between town and county officials who discussed the planning needed for a high-speed ferry system to link waterfront towns between Plymouth and Manteo.

NC Representative Ed Goodwin, R-Chowan, provided an update as to what Raleigh is doing to make this ferry system as popular as the boat ride between Hatteras and Ocracoke.

A video featuring Nick Didow, a key organizer of the project, appears on the Chowan Herald's Facebook page.

A local folklorist, Davenport entertained his guests as he told tales about river traffic from long ago. He knew the history of almost every building by Columbia's waterfront. Knowledgeable about most every turn, depth and channel marker, Davenport spoke about how various bridges spanned the river before showing the remains of a passenger ship that sunk in 1910, the Estelle Randall. The river tour flowed up near the edge of the Albemarle Sound before returning dockside to the historic town that features restaurants, Pocosin Arts Center and the Pocosin Lakes National Wildlife Refuge.

The water trip captured the essence of what policymakers are seeking to achieve when the ferry service goes on a test run later this year, probably September or October. Though the exact dates are being worked out, a ferry will connect various towns for six or seven days — a test run that will provide Raleigh with the information needed to transform this vision into reality.

“The concept of an Inner Banks ferry has been discussed for many years,” said Tyrrell County Manager David Clegg. “Today is the closest to reality the project has ever been, and it is exciting to plan for the tourism and economic development potential of the venture. Tyrrell County and the Town of Columbia have destinations of interest as varied as the Pocosin School of Fine Craft to the Red Wolf Education Center. A port of call in Columbia would open a world of history and ecology to regional and outer banks audiences and perhaps provide Tyrrell County with a critically needed sustaining revenue source.”

The Harbor Town Project will focus on upgrading the historic and eco-tourism sites along the sound, making them attractive to visitors. Didow estimated the ferry system would cost almost \$14 million to start up and nearly \$2 million a year to operate, but he said it could sustain itself while increasing tourism. A private nonprofit, the IBX Authority, will manage the proposed five-town ferry that will serve Elizabeth City, Edenton, Hertford, Columbia and Plymouth.

For the moment, local policymakers are fine-tuning details such as the travel schedule, permitting and any needed dock upgrades. Tourism directors and others will focus on event planning and perhaps guided tours, so these travelers can learn more about the 1767 Courthouse in Edenton and perhaps the Estelle Randall's fiery fate. With any luck, the ferry's timing will coincide with one of the local festivals.

"Take a good look at your towns and projects, and be thinking about planning what you want to do so if that boat comes in like we hope it will, how you want your runs to be, when you want to do it, runs up the river or Sound, meals catered," Goodwin said.

Goodwin, who managed the state's ferry division, serves as the point person navigating this program through Raleigh's corridors, be it the General Assembly or the Department of Transportation.

"I haven't had any pushback in Raleigh from anybody," he said. "The legislators down south along the coast want us to hurry up and get it done up here so that way it'll spread their way someday. A lot of people are encouraged by what we are trying to do."

Goodwin said some money he hoped to get for the project is tied up as Governor Roy Cooper and the General Assembly grapple with the state budget, so there has been a holdup as to when the test run could start.

"Some of the money I was really hoping to get to jump start the project is tied up with the budget because they couldn't very well give us money while the budget is tied up, because it wouldn't look right forking over the money that I asked for right now, but I think it will be forthcoming," he said.

Goodwin said the passenger ferry project that he worked on that links Hatteras and Ocracoke has been a huge success because the number of riders has far exceeded what was expected when the ferry service started that route in May — a development that suggests that a similar Inner Banks ferry system would be popular. Boats will be the same as the passenger ferry that is used between Hatteras and Ocracoke, maybe run between 35 mph and 45 mph and can haul 150 people.

"If nothing else, we have to make believers out of all the naysayers," he said. "All we got to do is stay focused on what we want to do and work together so we can make that happen. That's what we intend to do."

Edenton-Chowan Tourism Director Director Nancy Nicholls said the latest Harbor Town Project meeting "moved the ball forward."

"Representative Goodwin's overview of what each of the Towns will need to dock and host the ferry along with the amount of days the Pilot Program will be in place was very helpful — so fortunate to have his valuable experience with the NC Ferry Division," she said. "The sharing of what all of the Harbor Towns will be able to feature, our getting to tour and see first-hand is good for all of us as it helps us learn how we can assist one another with common needs. All of this that we have been doing with Nick Didow's leadership is ultimately positioning all of us to work even closer together as we weave this rich Historic in Art and Nature experience throughout the Harbor Towns for all those that embark the ferry as well as for those that travel by car."

Nicholls said the ferry project will benefit Edenton, a town filled with tourism venues.

"An opportunity to explore via water gives both our visitors and locals a Harbor Town experience that they have not had in the past," she said. "I also see the Ferry initiative as the beginning of many future possibilities, avenues of which have not even been thought of."

Nicholls has ridden the new passenger ferry between Hatteras and Ocracoke, so she is very excited about the future may hold.

"The passenger ferry between Hatteras and Ocracoke was a great experience," she said. "Our being able to travel between two ports in comfort, enjoy the natural beauty, learn about the history of the local surroundings and hopefully be able to share that same experience with our visitors made for an incredible day."

Plymouth Town Manager Matt Livingston agreed with Nicholls assertion that the meeting was a positive step.

“Yes, the ball was moved forward in a very positive way,” he said. “There are still a great deal of unknowns but we now know much more than we did previously. We know that we must prepare as much as we can between now and then to be ready to accept the ferry from a docking infrastructure perspective.”

Livingston offered praise for Goodwin’s efforts.

“It was also very good that Representative Goodwin was there given all his time constraints,” he said. “Having that type of support behind the project is invaluable. Excitement and support is building for the concept, however, we are a long way from reality but that is what these projects are about. You have to take them step by step and you don’t always move in a forward direction.”

Ferry project offers a test run to gather data, make plans, pursue policies that will enhance the quality of life throughout the region.

“I realize that there are naysayers to this project as there is to almost everything we do,” Livingston said. “At present, we really cannot say definitively one way or the other until such time as we have gathered data analyzed and evaluated the project. This is why this trial period is so important for us all so we will know more what to expect going forward.”

Livingston said in Plymouth, folks are very grateful to Representative Goodwin and others in Travel and Tourism that see the potential in this project rather than simply looking at the project as a no go from the start.

“I would also state that from a local government perspective that in my experience over twenty years of doing so local government always comes out ahead when they work together in a collaborative fashion...this project offers that and ferry or not we simply achieve more working together to promote our region,” he said.

Like Edenton, the project offers many benefits to Plymouth.

“I do see benefit with the Harbor Town project for Plymouth, especially from a travel and tourism perspective,” Livingston said. “This project is and will be primarily tourism and leisure it’s not about transportation. I think that is an important distinction to keep in mind at all times while being careful not to confuse the two. I might add travel and tourism is one of the fastest growing industries in our state and we are the 10 most visited state in the US.”

Livingston said tourism is an expanding industry in NC and rivals the state’s other two largest sectors — military and agriculture.

“Having a Ferry will be another reason for people to come visit and enjoy our amenities which we are continually improving on and adding to,” he said. “It is very exciting to have a ferry coming to Plymouth. It’s kind of like Back to the Future recognizing that our waterways which we once depended so greatly on are becoming more and more relevant. This is how it should be in my opinion.”

Because the meeting was held in Columbia, it is only fitting that Town Manager Rhett White get the final word. “The meeting was productive and demonstrates that much work remains in preparation for the fall test runs of the pedestrian ferry,” he said. “I have no doubt that the business community and our attractions will be ready to welcome added visitors. We only have a short seven weeks to prepare for docking, boarding and disembarking, ticketing and other such challenges and that is not much time. Columbia is a small town so even a ferry of 50 or so folks coming ashore a couple of days a week would make an impact with our downtown businesses.”

## BEARS, ALLIGATORS AND RED WOLVES GET MORE SPACE TO ROAM IN NORTH CAROLINA TOWN

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BY JEFF HAMPTON  
THE VIRGINIAN-PILOT  
JULY 20, 2019

Bears, red wolves, bald eagles and alligators just got a bigger place to roam in eastern North Carolina.

The state purchased 2,224 acres known as the Woodley Tract in Tyrrell County, enlarging the Emily and Richardson Preyer Buckridge Coastal Reserve to nearly 30,000 acres of peat soils, wetlands and forests, according to a release from the North Carolina Department of Environmental Quality.

The cost to the state was \$520,965. The landowner donated \$117,200 of the value, said state spokeswoman Patricia Smith.

The Buckridge Coastal Reserve is part of nearly 350,000 acres set aside for wildlife habitat in the region that includes three national wildlife refuges in Dare, Hyde, Tyrrell and Washington counties.

The area is home to the biggest concentration of black bears in the nation, the world's only wild population of red wolves, endangered red cockaded woodpeckers and Atlantic sturgeon, bald eagles, alligators and dozens of snake and bird species.

The Buckridge Reserve is located 15 miles south of Columbia, N.C.

“The Buckridge Reserve protects the resilience of coastal North Carolina by ensuring the long-term protection of coastal wetlands and the benefits they provide” said Braxton Davis, director of the N.C. Division of Coastal Management.

To make the purchase, the Nature Conservancy teamed with the state's Division of Coastal Management, the U.S. Fish and Wildlife Service and the U.S. Air Force as part of its efforts to establish buffers around military training areas. The Dare County Bombing Range sits just across the Alligator River from the reserve.

## TYRRELL LANDOWNERS TURN THUMBS DOWN ON RED WOLF PROGRAM

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BY RAY MCCLEES  
THE COASTLAND TIMES  
MARCH 5, 2019

Most local residents continue to oppose the federal government's red wolf recovery program in this area, judging from comments during a red wolf listening session in Columbia on Feb. 23.

Dr. Ron Sutherland of Durham, chief scientist for the Wildlands Network, and Kim Wheeler of Columbia, executive director of the Red Wolf Coalition, hosted the 9 a.m. listening session, including free breakfast, in Sandy's Place restaurant on Main Street.

Both men and women gave examples of pet or barnyard animal losses, seeing fewer deer and other wildlife and family members being frightened by red wolves in their yards.

Roger Hudson claimed that the only way to sustain wildlife for hunting purposes "is to get rid of predators – red wolves and coyotes."

Joe Landino, who said he has had no problem with the red wolf, called for an end to the federal program. "Since it's impossible to remove them, just leave them alone and let nature take its course."

Landino said his trail camera south of Columbia recorded "50 to 60 images of coons, foxes and bobcats" out of 100 exposures.

George Haislip stated that his trail cameras in Alligator community and at his Colonial Beach residence "show a strong animal population and strong mix, including hundreds of deer images."

David Gallop charged there is no one at the Fish and Wildlife Service (red wolf recovery program administrators) to "interact with or call when there's a problem. Red wolves are killing deer and eating watermelons in gardens and there's no FWS outreach. Red wolves are a liability on my land and I don't think the program can be fixed."

Sandra Owens, local taxidermist, said she has trouble distinguishing a red wolf from a coyote, the former being protected and unlawful to mount.

The hosts declined to answer questions about the red wolf program or debate its merits. The meeting lasted about 45 minutes, after which lucky ticket holders, among the more than 40 who attended, won six door prizes donated by local businesses.

The U.S. Fish and Wildlife Service has announced it will shift the Red Wolf Recovery Program's focus and resources onto federal lands in Dare County. Additionally, the Service will manage the species as a single entity, encompassing both the captive population managed under the SSP and the non-essential, experimental wild population in northeastern North Carolina.



“The September 1987 release of red wolves into the Alligator River National Wildlife Refuge marked the first time in this Nation’s history that a federally-listed species was reintroduced to the historical range from which it had been extirpated,” The FWS explained. “The Service has learned a great deal about the red wolf from the non-essential, experimental population . . . Wild-born red wolves have the best chance of surviving and successfully establishing territories and reproducing. As such, the Service is proposing to manage a smaller wild population in North Carolina.”

FWS’s current population estimate is 45 individual red wolves that include 28 with radio collars and one with a satellite collar. “Overall, this population consists of five packs and three known breeding pairs, widely distributed across Beaufort, Dare, Hyde, Tyrrell and Washington counties.”

# DARE COUNTY



## ABOUT


Established in 1870 and named after Virginia Dare, America's first English-born child in the colonies, Dare County was established out of Tyrrell, Hyde, and Currituck counties. Manteo serves as the county seat, receiving its name from a Croatoan Indian who helped establish the Roanoke Island Colony.


Other communities located in Dare County include Kitty Hawk, Nags Head, Wanchese, Kill Devil Hills, and Southern Shores.


Dare County, part of North Carolina's Outer Banks, has 85 miles of uninterrupted coastline. The county is also home to the infamous Lost Colony, established in 1585 by Sir Walter Raleigh.

The first successful flight by Wilbur and Orville Wright occurred at Kill Devil Hills in 1903. The brother's accomplishment is memorialized at the Wright Brothers National Memorial.

Historical and cultural attractions in Dare County include the Cape Hatteras National Seashore, the Fort Raleigh National Historic Site, the North Carolina Aquarium, and the Pea Island National Wildlife Refuge.

		COUNTY	NC AVG	US AVG
 <p><b>DEMOGRAPHICS</b> <sup>1,2,4</sup></p> <p>POPULATION: <b>36,501</b> NC RANKING: <b>66th</b> *ranked HIGH to LOW out of 100 counties</p>	BLACK	<b>3%</b>	<b>22%</b>	<b>13%</b>
	WHITE	<b>94%</b>	<b>71%</b>	<b>77%</b>
	HISPANIC	<b>7%</b>	<b>10%</b>	<b>18%</b>
	MEDIAN AGE	<b>46</b>	<b>38</b>	<b>38</b>
	RENT ≥ 30% INCOME	<b>47%</b>	<b>49%</b>	<b>51%</b>
	FAMILIES HEADED BY A FEMALE	<b>9%</b>	<b>13%</b>	<b>13%</b>
	PROJECTED 2025 POPULATION	<b>38,624</b>	<b>11.2M</b>	<b>347.3M</b>

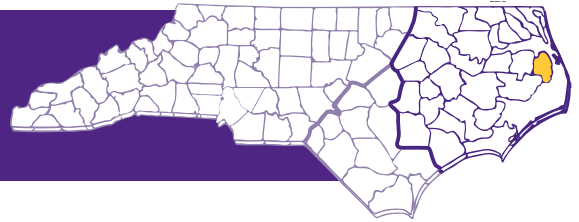
		COUNTY	NC AVG	US AVG
 <p><b>EDUCATION</b> <sup>1,2,3</sup></p> <p>HIGH SCHOOL GRADUATION RATE: <b>93%</b> NC: 87%   US: 83%</p>	STUDENT EXPENDITURE K-12	<b>\$11,564</b>	<b>\$9,377</b>	<b>\$12,201</b>
	STUDENTS RECEIVING FREE OR REDUCED LUNCH	<b>40%</b>	<b>59%</b>	<b>74%</b>
	THIRD GRADERS READING AT GRADE LEVEL: <b>66%</b> NC: 58%   US: 68%	COMMUNITY COLLEGES & 4-YEAR UNIVERSITIES: <b>College of the Albemarle - Dare County Campus</b> <b>College of the Albemarle - Roanoke Island Campus</b>		

		COUNTY	NC AVG	US AVG
 <p><b>HEALTH</b> <sup>1,2</sup></p> <p>PRIMARY CARE PHYSICIANS PER 10,000: <b>7</b> NC: 25   US: 28</p>	DENTISTS PER 10,000	<b>5</b>	<b>6</b>	<b>6</b>
	GROCERY STORES PER 10,000	<b>5</b>	<b>19</b>	<b>21</b>
	CANCER INCIDENCE PER 10,000	<b>47</b>	<b>47</b>	<b>44</b>
	HEART DISEASE DEATHS PER 10,000	<b>15</b>	<b>16</b>	<b>17</b>
	UNINSURED ADULTS	<b>15%</b>	<b>15%</b>	<b>12%</b>
	OBESITY	<b>24%</b>	<b>30%</b>	<b>30%</b>

		COUNTY	NC AVG	US AVG
 <p><b>ECONOMY</b> <sup>1,2</sup></p> <p>MEDIAN HOUSEHOLD INCOME: <b>\$64,768</b> NC RANKING: <b>7th</b> *ranked HIGHEST to LOWEST out of 100 counties</p>	UNEMPLOYED	<b>5%</b>	<b>4%</b>	<b>4%</b>
	LIVE IN POVERTY	<b>8%</b>	<b>14%</b>	<b>12%</b>
LARGEST EMPLOYER:		<b>Dare County Schools</b>		

SOURCES: <sup>1</sup> NC Health Data Explorer <sup>2</sup> NCIOM <sup>3</sup> NC School Report Cards <sup>4</sup> NC Office of State Budget and Management <sup>5</sup> NC DPI Statistical Profile State Per Pupil Expenditure 2016-17 | "About" information provided by the North Carolina History Project

# DARE COUNTY SPEAKERS



## Reide Corbett

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Reide Corbett is the dean of East Carolina University's Integrated Coastal Programs and executive director of the Coastal Studies Institute. Corbett earned his doctorate in chemical oceanography from Florida State University. After graduation, Corbett spent a short time as a postdoctoral researcher at Tulane University before arriving at ECU as an assistant professor in the Department of Geology. Corbett specializes in coastal processes, specifically coastal shore zone change and geomorphic evolution, coastal sedimentary and geochemical processes, and the impacts of coastal hazards. Ultimately, his hope is that information acquired through his research will lead to a clearer understanding of estuarine and coastal processes, providing better management and preservation of these critical environments.



## John McCord

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John McCord is the assistant director of engagement and outreach at the Coastal Studies Institute. McCord earned his bachelor's in natural resource management from the University of North Carolina at Wilmington. McCord joined the Coastal Studies Institute in 2005 and is responsible for communicating the research and activities of the Coastal Studies Institute and ECU Integrated Coastal Programs to a variety of audiences, including local government officials, university faculty, teachers, K-12 students, life-long learners and the public. McCord fulfills this mission through a variety of education and outreach methods including workshops, educational programming, publications, press coverage, multi-media development and web-based learning.



## Neal Conoley

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Neal Conoley earned his doctorate in adult education from North Carolina State University and is the author of "Waterfowl Heritage: North Carolina Decoys and Gunning Lore." He has worked with the North Carolina Aquariums and the North Carolina Aquarium Society for more than 25 years. In this capacity, he has been fortunate to meet many people that played an important role in the development of boat building and sportfishing along the Outer Banks.



## Mike Kelly

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Mike Kelly is an ECU alumni and former trustee. Kelly has also served as a Foundation Board member and serves on the Hospitality Management Advancement Council for ECU. Kelly opened his first restaurant, Kelly's Outer Banks Tavern, in 1985 after many years in the restaurant business. Kelly was awarded the Entrepreneur and Small Business of the Year Award in 2017 by the Outer Banks Chamber of Commerce. He currently operates Pamlico Jacks in Nags Head, Mako's Beach Grill + Bar in Kill Devil Hills, and Kelly's OBX catering.

# ON THE TOUR: DARE COUNTY

Named after the first English child born in America, Dare County was established in 1870 out of Currituck, Tyrrell and Hyde counties. The county contains 85 miles of continuous coastline – the longest of any North Carolina county. The county is home to Roanoke Island, the spot where English settlers first attempted to establish a colony in the New World. Roanoke was the site of the Lost Colony, which became the last attempt at an English settlement at the site in 1587. The county is also the site of the first airplane flight in 1903 led by Orville and Wilbur Wright.

Dare County may be the home of aviation, but tourism drives the county's economy today. Large seasonal surges in population through June and August bring thousands to the county each year. Because of its oceanside properties, realty companies make up three of the county's top seven employers. Food Lion and Vidant Medical Center are the leading non-public employers in Dare County. Tourism provides more than 13,500 jobs in Dare County, employing a third of its residents.



Besides its beaches, what attractions bring tourists to Dare County? The county is home to the Lost Colony play, the Alligator River National Wildlife Refuge, Jockey's Ridge State Park, the North Carolina Aquarium on Roanoke Island, the Fort Raleigh National Historic Site, and the Elizabethan Gardens. The county is also home to the Bodie Island Lighthouse and Cape Hatteras Lighthouse – the nation's tallest and most recognizable lighthouse. In total, visitor spending in Dare County surpasses \$1.2 billion, placing it in the top five of all North Carolina counties.

On the Purple and Gold Bus Tour, we will visit the East Carolina University Outer Banks Campus, Mako's Beach Grille + Bar, and the Hilton Garden Inn Outer Banks/Kitty Hawk. The Outer Banks Campus spans 213 acres of marshes, scrub wetlands, forested wetlands, and estuarine ecosystems and is home to the Coastal Studies Institute. Research at the Outer Banks Campus covers a broad range of pressing environmental concerns, including estuarine ecology, coastal engineering and ocean energy, public policy and coastal sustainability, coastal processes, and maritime heritage. Mako's Beach Grille + Bar is owned by former ECU trustee Jim Kelly. The restaurant is open seven days a week and features a menu stocked with options from seafood, to beef, to chicken, to pasta, and wood oven pizza. Finally, we'll spend the night at Hilton Garden Inn Outer Banks/Kitty Hawk. The hotel has beach access to the Kitty Hawk fishing pier, an all-day restaurant, and is within driving distance of the Lost Colony play and Currituck Lighthouse.

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## COASTAL FOCUS

Outer Banks Campus, new academic unit maximize research, teaching resources

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BY JULES NORWOOD  
ECU NEWS SERVICES  
OCT. 24, 2018

East Carolina University has renewed its commitment to coastal science by creating a new academic unit called Integrated Coastal Programs, which encompasses the Department of Coastal Studies and the Coastal Studies Institute, located at ECU's Outer Banks Campus on Roanoke Island.

Dr. Reide Corbett, dean of Integrated Coastal Programs, will oversee the unit, which is the product of several years of strategic thinking about how ECU might grow and improve its coastal research and teaching programs. Looking back, on Roanoke Island there was the Coastal Studies Institute operated by the UNC System office, of which ECU was a member institution along with UNC and N.C. State; and at ECU there was the Institute of Coastal Science and Policy.

“So you had these two institutes, both focused on research, education and outreach from a coastal perspective,” Corbett said. “The marriage between ECU and CSI became stronger and stronger, and there clearly needed to be a lead institution to help CSI see its vision, and ECU ... stepped up to the plate to take that lead.”

The multi-institutional partnership with UNC and N.C. State, as well as dive and vessel operations, will continue at CSI under the new organizational structure, and Corbett said the new unit will break down barriers between disciplines to allow new approaches to coastal research.

“Think about it from a student's perspective,” said Dr. Jay Golden, vice chancellor for research, economic development and engagement. “If you're in engineering you're trying to come up with new offshore energy designs or coastal engineering designs to address hurricanes, but then you have other faculty who are economists, other faculty who are looking at the social drivers for this.

“You really get a holistic approach, an interdisciplinary approach, and it's exciting; you get to take what your innovation or design might be and really ground it in truth in regards to whether it makes economic sense and how the public will perceive it.”

The university is working to maximize the utilization of the Outer Banks Campus, which is home to the Coastal Studies Institute. The facility was completed in 2012, and the campus spans 213 acres of marshes, scrub wetlands, forested wetlands and sound ecosystems.

Corbett's vision for the Outer Banks Campus includes growth that will allow more students to take advantage of the facility's location and direct access to coastal ecosystems. “Ultimately we want to grow the campus so we can bring more students out there for the entire semester and offer them a full load of courses,” he said.

ECU and CSI are currently leading research into renewable ocean energy, investigating ways to harness the power of waves and even the Gulf Stream as energy resources. Maritime history students have brought attention to the importance of maritime history with several discoveries including the identification of the mystery shipwreck at Pappy's Lane.

Another major area of research at ECU and its Outer Banks Campus is coastal sustainability, Corbett said. Recent events like Hurricane Florence have brought attention to changing weather patterns and coastal flooding.

“It goes beyond what’s been in the news for so long with saltwater intrusion and sea level rise,” Corbett said. “It’s not just sea level rise; it’s changes in climate patterns that are going to lead to increased freshwater inundation and changes that we need to put in place for a more sustainable coastal community.”

ECU has long had a focus on the coast in its broadest definition, “from the coastal plain and its rivers and streams to our estuarine systems, as well as the continental shelf,” Corbett said. The university has also focused on the marriage between socioeconomics and the natural sciences, he added.

“We have all this incredible marine heritage sitting right off the coast,” he said. “And we have some of the wealthiest and some of the poorest counties just east of ECU.”

Integrated Coastal Programs and the Outer Banks Campus are also tied in with ECU’s investment in innovation and entrepreneurship.

“Students are interested in developing new micro-enterprises, new types of businesses and industries that leverage the vast resources in the ocean, far greater than we have on land, whether it’s energy or to feed the world, or new types of products that are more sustainable because they’re natural and ocean-based,” Golden said. “Or finding ways for existing businesses on the coast to be more profitable, more sustainable financially. That’s going to be something that we want to leverage the campus and the faculty to do.

“How much fun would it be to be a student and be able to go to the Outer Banks and work on developing new micro-enterprises?”

The Outer Banks community is interested and invested in ECU’s commitment to the region, Corbett said. “They’re excited about what we’re doing and the vision for the Outer Banks Campus. And we’ve been engaged and talking with the community about some of our concerns for the growth that we see at the campus.”

Golden said Corbett’s understanding of what it means to live in eastern North Carolina and the importance of the Outer Banks are part of what made him the best choice to lead Integrated Coastal Programs.

“Reide was born and raised in eastern North Carolina, so it’s in his DNA,” he said. “He had a vision of where he wants to take ECU at the Outer Banks and CSI, for ECU to become a nationally and internationally recognized leader in the sciences.

“You’d be hard-pressed to find another program on campus that epitomizes where we want to go and the opportunities for excellence in education, research and outreach that we have at CSI and ECU’s Outer Banks Campus.”

## MANTEO AND WANCHESE ARE TWO PLACES AT ONCE

Even though Manteo and Wanchese share a sliver of land surrounded by North Carolina's sizable sounds, they couldn't be further apart

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BY SUSAN STAFFORD KELLY  
OUR STATE MAGAZINE  
MAY 2016

An intriguing boundary divides Roanoke Island, which sits between Roanoke and Croatan sounds, and is the last bit of land before you reach the Outer Banks.

This boundary is inexact, but U.S. Highway 64 is close enough. To the left of the road lies Manteo, with sidewalks and lanes and shingled homes; with galleries and breweries and dog boutiques; with fluttering street-pole flags heralding The Lost Colony outdoor drama and the Elizabethan Gardens and the North Carolina Aquarium. Manteo has charm, and people — including visitors on their way to the Outer Banks, and a live pirate with a braided black beard who waves at passing cars. Because with all the things there are to see and do in Manteo, all the places to eat and drink and stay, there's also traffic.

Take a right turn, though, and the difference is instantly obvious. You're headed for Wanchese, which still calls itself a village, though that's a stretch. "Village" implies a cluster of shops, and in Wanchese, they don't shop. They fish. On the Manteo waterfront, the boats are beautiful sailing vessels. Yachts, even. In Wanchese, the waterfront is a marina, and the boats are workhorses, rode hard and put up wet, literally, after heading out at dawn for their daily catch, then coming back to wharves and warehouses where ice-packed, waxed-cardboard boxes stamped "Fresh Seafood" await their return.

At Darrell's Seafood Restaurant in Manteo, a 56-year-old family-owned restaurant, patrons (emerging from cars bearing plates from New Jersey, Ohio, Canada) discuss the difference between sailfish and marlin, enormous specimens of which are hanging on the walls. These fish were likely caught off of Wanchese, where any vehicle worth its salt bears a boat hitch, and the farthest-flung license tag is from Virginia. These travelers have likely come to buy rockfish, grouper, and soft-shell crabs by the beautiful red-and-blue-and-green dozen at O'Neal's, which offers straight-off-the-boat seafood for sale and for in-the-know diners. But only for lunch. Better head back to Manteo for dinner, and to spend the night. Wanchese has a post office the size of a toolshed, and several bed and breakfasts, but no hotels.

Manteo is a town. Wanchese is a place.

If you're going for history, or kayaking, you're going to Manteo. If you're going to see a man about a boat, you'll probably go to Wanchese. In Manteo, people are just plain nice. Although she's seen me exactly once, the innkeeper says, "Goodbye, Miss Susan" in the old Southern way. People are nice in Wanchese, too. There are just fewer of them.

Roanoke Island's population of nearly 7,000 consists largely of two types: locals and natives. Locals have been around for decades. Natives were born here, and go back generations. They rode Shetland ponies in Wanchese,



and their fathers were commercial fishermen before regulations changed the industry, before visitors, as tourists are known, became the island's main industry. Today, natives make up 8 percent of its population.

Signs in Wanchese say "Waterfront," with directional arrows. Before you get to Wanchese's waterfront, you'll pass miles of marsh, where there's nothing but reeds, never mind signs. The road that leads to Manteo will also lead you off the island by bridge when you reach its north end. The road that leads to Wanchese will lead you to ... the ocean. It simply ends where the water begins. If you're looking for civilization and coffee, go to Manteo. If you're looking for wildness and wahoo, go to Wanchese. If you're looking for the dividing line of this dual-personality island, you can only feel it, not find it.

The Roanoke Indian chief Wanchese, along with his Croatan counterpart Manteo, befriended and assisted the English explorers who first landed on Roanoke Island in 1584. Hosted by Sir Walter Raleigh, the pair visited England together and, unsurprisingly, were a sensation at the royal court. Manteo was very involved with later colonists, and became the first Native American to be baptized into the Church of England. Wanchese, however, grew suspicious of the explorers' motives, and ended his good relations with them. Were the chiefs to revisit Roanoke Island today, which would be pleased with his namesake town?

Probably both.



## SAILING THE SEA IN A SHAD

The state historical boat blends beauty and utility

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BY PHILLIP HERARD  
OUR STATE MAGAZINE  
SEPT. 2014

A thing becomes a symbol by being so completely what it is that it transcends itself, and becomes the literal repository for all the virtues it embodies. This one, the shad boat, is a vessel to carry men from the island harbor of Manteo to their squally fishing grounds — and safely home again.

This evening we embark from that same waterfront — the heat of the long, cloudless afternoon now moderated by a southwest breeze blowing across Shallowbag Bay at 10 knots, gusting higher. Skipper Charlie Parker steers us away from the dock aboard the Spirit of Roanoke Island, a 25-foot shad boat replica of the design perfected by George Washington Creef.

Designed and built in North Carolina, from local wood, by a native, the shad boat sailed the sounds well into the 20th century, as durable as the fishermen it carried. And in 1987 the boat became, by an act of the legislature, the state historical boat.

The Spirit was completed by volunteers in 2000, working with maritime history professionals to ensure authenticity and using the same hand tools that old “Uncle Wash” would have used at his boat shed behind his daughter’s house in Wanchese.

The Spirit is bright white with a black-and-green-over-yellow trunk stripe banding the hull just below the narrow side decks that follow the curving contours of the hull, broadening to eight feet at its widest amidships. The interior of the craft is undecked, a spacious open locker to carry fish and gear.

Besides the skipper and two crew members, seven passengers and a small white dog are aboard. The high bow is built to take on the steep, choppy waves of the wind-whipped shallow sounds, and it cuts through the placid bay easily. The boat slips along with a musical rush, powered by a sprit mainsail — shaped by a 22-foot-long sprit rising at a sharp angle from the shorter, thicker mast. There’s no boom to worry about — it would just interfere dangerously with the work of fishing. A jib set on a stay between masthead and stem post provides handy steering.

After only a little while, Capt. Parker gives me the tiller. It feels thick and solid in my hand, and just a touch either way brings a ready response from the hull. I can feel the power of the hull in the stiff tiller, a slight muscular pressure amplified into a heavy rush of forward momentum. The centerboard is down, holding us windward as we skate along in the freshening breeze.

I jibe the stern through the wind and gather headway for a moment before steering her back onto a close reach, the most exciting point of sailing. The boat cocks over and the centerboard bites like it's locking into gear and we accelerate in a sudden rush, bow wave racing down the length of the hull. Sailing without engine noise is like being in free fall — the giddy sensation of speed multiplied many times over.

We slip along with a sea-kindly motion, no jerkiness or pounding, only occasional slaps of spray wetting the passengers on the low side rail.

The shoreline comes up fast, and we tack the bow through the wind and gather speed fast to avoid an anchored boat. This is a boat that practically sails itself — no yachting fussiness. A boat you can handle when you're tired and cold and sunblind.

It's also the boat that helped North Carolina recover from the devastation of the Civil War. Markets were clamoring for fish, one thing that war-wasted North Carolina had plenty of. The traditional local craft, a split-log dugout canoe known as a "kunner," just couldn't carry enough fish to be profitable.

Creef solved that problem. He's remembered as a gentle soul, a tall, lean man with large, graceful hands and a flowing gray beard.

Sometime in the 1870s, he carved a half-hull model of the boat he saw in his mind's eye: a fast, shallow-draft sloop with a broad bottom. Then around 1881, he built the real thing: framed and planked with Atlantic white cedar, also called juniper — a local straight-grained, rot-resistant wood that doesn't shrink or warp with seasoning — with juniper knees for the curved braces, all of it held together with copper nails.

Uncle Wash built his boats in pairs, keeled from the same log. When his wife grew ill, he crafted twin white cedar coffins. He buried her in one, and 21 years later, in 1917, he followed her into the Cudworth Cemetery, snug in his final "boat."

The day before we sailed, Paul Fontenoy, curator of Maritime Research and Technology at the North Carolina Maritime Museum in Beaufort, walked me through its collection — including the Tom Dixon, one of only four remaining Creef-built, round-bottomed shad boats.

"They're very different from any other boat," Fontenoy says. "The principal difference is the way that the keel is built, because the keel is essentially a very skinny dugout canoe that had framing put onto it, then was planked like a regular boat. It makes it very strong."

Another long reach brings us back, and I give over the helm to Capt. Parker. We ghost into the harbor and kiss the dock with the sun setting fat and gold on the treetops. I can imagine what those fishermen felt back in the old days when they coasted into port, bearing another day's haul, patting the broadside deck of the good boat that brought them home safe and sound.

## N.C. AQUARIUM ON ROANOKE ISLAND CERTIFIED GREEN TRAVEL DESTINATION

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BY STAFF REPORTS  
COASTLAND TIMES  
JAN. 22, 2020

The North Carolina Aquarium on Roanoke Island has been certified as an N.C. Green Travel destination, designating it among sites in the state that have achieved sustainability goals to reduce energy use, landfill waste and overall impact on the environment. The N.C. Department of Environmental Quality (NCDEQ) administers the N.C. Green Travel Program, and issued the certification following an application process and visit to the aquarium.

“We are so happy to have the aquarium in our program. You are doing a fantastic job with your sustainability efforts.” said N.C. Green Travel program manager Tom Rhodes in a letter to the aquarium. “We enjoyed our tour of the facility and were pleasantly surprised to see all the sustainable practices you have put in place.”

The aquarium achieved a ranking of three “Dogwood Blossoms,” the highest level awarded by the program. It joins the North Carolina Aquariums at Fort Fisher and Pine Knoll Shores, as well as Jennette’s Pier in Nags Head on the list of Green Travel destinations.

Green initiatives highlighted in the aquarium application include onsite recycling for guests and employees, water and electricity use monitoring, LED lights and timers, exhibits made with recycled materials, onsite composting and a pollinator garden.

“As advocates for our natural surroundings and the health of aquatic environments, decreasing our impact is a huge priority for us as an organization,” said NCARI director Larry Warner. “This kind of recognition not only confirms we are on the right track, but also highlights some new opportunities in which to move our sustainability initiatives.”

The aquarium’s sustainability initiatives are led by its Green Team, a committee made up of members from multiple departments that has implemented positive steps like cigarette butt recycling, reduction of paper usage and collection of unwanted items for donation to thrift stores. Additionally, two employees sit on the N.C. Aquariums Sustainability Committee, which charts goals for green initiatives across the aquarium division.

# PASQUOTANK COUNTY




## ABOUT



Established in 1668 from the Albemarle Precinct, Pasquotank County gets its name from the Native American word “pask-e-tan-ki” meaning “where the current divides the fork.” The county is defined by its waterways and is bordered by the Pasquotank and Little rivers.


Elizabeth City serves as the county seat. Other communities located in Pasquotank County include Morgans Corner, Nixonton, and Weeksville.

The county is home to Elizabeth City State University, established in 1891, which enrolls about 1,350 students per year.

Pasquotank County is known for its shipping, boating, fishing, and diving industries, while serving as an Intracoastal Waterway hub. Local attractions include the Arts of the Albemarle Center, the Dixie Land Speedway in Elizabeth City, and the Elizabeth City State University Khan Planetarium.

		COUNTY	NC AVG	US AVG
 <p><b>DEMOGRAPHICS</b> <sup>1,2,4</sup></p> <p>POPULATION: <b>39,639</b> NC RANKING: <b>62nd</b> *ranked HIGH to LOW out of 100 counties</p>	BLACK	<b>37%</b>	<b>22%</b>	<b>13%</b>
	WHITE	<b>59%</b>	<b>71%</b>	<b>77%</b>
	HISPANIC	<b>6%</b>	<b>10%</b>	<b>18%</b>
	MEDIAN AGE	<b>38</b>	<b>38</b>	<b>38</b>
	RENT ≥ 30% INCOME	<b>53%</b>	<b>49%</b>	<b>51%</b>
	FAMILIES HEADED BY A FEMALE	<b>15%</b>	<b>13%</b>	<b>13%</b>
	PROJECTED 2025 POPULATION	<b>39,602</b>	<b>11.2M</b>	<b>347.3M</b>

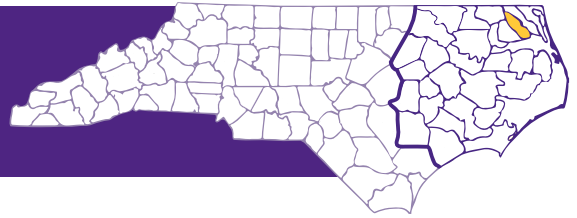
		COUNTY	NC AVG	US AVG
 <p><b>EDUCATION</b> <sup>1,2,3</sup></p> <p>HIGH SCHOOL GRADUATION RATE: <b>86%</b> NC: 87%   US: 83%</p>	STUDENT EXPENDITURE K-12	<b>\$9,900</b>	<b>\$9,377</b>	<b>\$12,201</b>
	STUDENTS RECEIVING FREE OR REDUCED LUNCH	<b>70%</b>	<b>59%</b>	<b>74%</b>
	 <p>THIRD GRADERS READING AT GRADE LEVEL: <b>48%</b> NC: 58%   US: 68%</p>	COMMUNITY COLLEGES & 4-YEAR UNIVERSITIES: <b>College of the Albemarle - Elizabeth City Campus</b> <b>Elizabeth City State University</b>		

		COUNTY	NC AVG	US AVG
 <p><b>HEALTH</b> <sup>1,2</sup></p> <p>PRIMARY CARE PHYSICIANS PER 10,000: <b>7</b> NC: 25   US: 28</p>	DENTISTS PER 10,000	<b>4</b>	<b>6</b>	<b>6</b>
	GROCERY STORES PER 10,000	<b>2</b>	<b>19</b>	<b>21</b>
	CANCER INCIDENCE PER 10,000	<b>48</b>	<b>47</b>	<b>44</b>
	HEART DISEASE DEATHS PER 10,000	<b>26</b>	<b>16</b>	<b>17</b>
	UNINSURED ADULTS	<b>15%</b>	<b>15%</b>	<b>12%</b>
	OBESITY	<b>39%</b>	<b>30%</b>	<b>30%</b>

		COUNTY	NC AVG	US AVG
 <p><b>ECONOMY</b> <sup>1,2</sup></p> <p>MEDIAN HOUSEHOLD INCOME: <b>\$46,355</b> NC RANKING: <b>54th</b> *ranked HIGHEST to LOWEST out of 100 counties</p>	UNEMPLOYED	<b>4%</b>	<b>4%</b>	<b>4%</b>
	LIVE IN POVERTY	<b>18%</b>	<b>14%</b>	<b>12%</b>
LARGEST EMPLOYER:		<b>Pasquotank County Board Of Education</b>		

SOURCES: <sup>1</sup> NC Health Data Explorer <sup>2</sup> NCIOM <sup>3</sup> NC School Report Cards <sup>4</sup> NC Office of State Budget and Management <sup>5</sup> NC DPI Statistical Profile State Per Pupil Expenditure 2016-17 | "About" information provided by the North Carolina History Project

# PASQUOTANK COUNTY SPEAKERS



## Ed Gibbons

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Edward J. Gibbons became the first executive director of U.S. Coast Guard Aviation Logistics Center in December 2017. His appointment marked the creation of a new position as second in command to ALC Commanding Officer Capt. Randy Hartnett. The executive director position adds a civilian employee perspective to the ALC leadership team which includes the center's military executive officer and the command master chief. Gibbons is a retired Coast Guard Officer and member of the aeronautical engineering community. He holds master's degrees in business administration from City University in Seattle, Wash., and in national security and strategic studies from the U.S. Naval War College. His military awards include the Legion of Merit, the Meritorious Service Medal and the Air Medal.



## Captain Brian Hopkins

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Brian Hopkins is the commanding officer at the previously served as the Elizabeth City U.S. Coast Guard Aviation Technical Training Center. He previously served as the executive assistant to the commander, Pacific Area, Alameda, Calif. Prior to his assignment to Pacific Area, Hopkins served as the executive officer and operations officer at Air Station New Orleans, La. Hopkins has accumulated more than 4,300 flight hours and holds an FAA Helicopter Airline Transport License. Hopkins' personal awards include the Legion of Merit, Meritorious Service Medals, Air Medals, Coast Guard Commendation Medals, and the Coast Guard Achievement Medal. Hopkins earned his master's degree in management from American Military University and a master's of public administration degree from Syracuse University.



## Lieutenant Commander Caroline Kearney

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Caroline Kearney attended the U.S. Coast Guard Academy, graduating in 2007 with a bachelor's degree in mechanical engineering with high honors. Her first tour was aboard the USCGC THETIS in Key West, Fla., where she served as an engineering officer in training and damage control assistant. From there, she was selected to attend flight training. She earned her Naval Aviator "Wings of Gold" in 2011 and was named to the Commodore's List with Distinction – an honor achieved by fewer than five percent of student aviators. She currently serves as the executive officer at the Coast Guard Aviation Technical Training Center in Elizabeth City.



## Master Chief Gary Perriman

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Gary Perriman assumed the duties of master chief at the Aviation Technical Training Center in Elizabeth City in June 2019. Perriman serves as the senior enlisted advisor for 98 enlisted permanent party personnel and "A" School students advising the commanding officer on issues and initiatives pertaining to all U.S. Coast Guard members and families assigned to the center. A native of Clinton, Mo., and was a member of the Missouri Army National Guard. His previous assignments include Coast Guard Base Cape Cod, Cape Cod, Mass.; Coast Guard Base Honolulu, Honolulu, Hawaii; Marine Safety Unit, Portland, Ore.; Sector Portland, Portland, Ore.; North Pacific Regional Fisheries Training Center, Kodiak, Alaska; Coast Guard Cutter Alex Haley, Kodiak, Alaska; Pay & Personnel Center, Topeka, Kan.; Reserve Training Center Yorktown, Yorktown, Va.; Coast Guard Cutter Kanawha, Pine Bluff, Ark.

# ON THE TOUR: PASQUOTANK COUNTY

Formed in 1861 out of Albemarle County, Pasquotank County was named after the region's Pasquotank natives. The term means "where the current divides or forks," a perfect name of a county bordered by the Albemarle Sound. Its county seat, Elizabeth City, was incorporated as Redding in 1801 before receiving a name change after the wife of the



city's land owner. The land was attractive to settlers because of its many small streams, creeks and rivers, giving inhabitants easy access to ports and other colonies.

Public organizations make up four of Pasquotank County's top five employers, including the Elizabeth City-Pasquotank County Board of Education, U.S. Department of Homeland Security, Elizabeth City State University, and the County of Pasquotank. Sentara Internal Medicine Physicians. Sentara's offices span from Pasquotank County to Williamsburg, Va., providing a list of comprehensive

internal medicine services. Sentara physicians provide services for cancer, emergency, heart and vascular, home, maternity, neurosciences, orthopedics and weight loss care.

Pasquotank County's tourist attractions include the Museum of the Albemarle and the Arts of the Albemarle. The museum promotes the understanding of history and material culture in the region through regional collections and historical interpretation. Arts of the Albemarle is a regional nonprofit arts center that includes the Jaquelin Jenkins Gallery. The gallery is home to pieces by more than 250 artists. Arts of the Albemarle also includes the Maguire Theatre and the art council's school of the arts. Visitors can also explore the county's Waterfront Market in Elizabeth City during the summer months.

On the Purple and Gold Bus Tour, we will visit the U.S. Coast Guard Air Station in Elizabeth City. Commissioned in 1940, the air station is located along the Pasquotank River and the Albemarle Sound. As the country's second largest Coast Guard aviation base, it houses more than 855 military personnel. The station is one of the busiest in the world, operating missions as far away as Greenland and the Caribbean. In addition to serving coast guard operations around the globe, the air station has Hollywood credentials. The air station was the setting in the 2006 film *The Guardian* and was used in filming Amazon Prime's *Jack Ryan* series.

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## ELIZABETH CITY NAMED 'COAST GUARD CITY'

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BY THE PASQUOTANK COUNTY ECONOMIC DEVELOPMENT COMMISSION  
JUNE 1, 2015

Since the U.S. Coast Guard made Elizabeth City an aviation base in 1940, residents have welcomed, supported and championed their beloved “Guardians of the Coast” and the important work they do to keep America’s shorelines safe. On May 29, 2015, the special relationship between Base Elizabeth City and the community became official when U.S. Coast Guard Commandant Adm. Paul Zukunft designated Elizabeth City a “Coast Guard City.”

Under blue skies, on the grounds of the Museum of the Albemarle, approximately 500 people attended the designation ceremony, which featured speeches by U.S. Coast Guard leaders and elected state and local officials, a presentation of colors by the Coast Guard Ceremonial Color Guard, a performance by the Coast Guard Drill Team and a flyover by two Coast Guard helicopters and a C-130 airplane. Within view of the ceremony, the USS Shearwater, a Portsmouth-based Coast Guard cutter, was docked on the Pasquotank River and open for tours.

“The Coast Guard and Elizabeth City should be one and the same. It always has been,” said Zukunft, noting the Coast Guard’s 75-year presence in Elizabeth City. “I could not be more proud to see the city be designated a ‘Coast Guard City’ indeed.”

Elizabeth City is only the 17th city so recognized, having earned the acclaimed distinction by making special efforts to acknowledge the professional work of the Coast Guard men and women assigned to the area. Throughout the years, Elizabeth City residents have supported the Coast Guard’s presence through such initiatives as the “adopt a sailor” program in which residents invite single Guardsmen into area homes for holiday meals. The Elizabeth City Area Chamber of Commerce coordinates the city’s annual Coast Guard Week celebration, support of the USO and other free Coast Guard concerts and the offering of special discounts to U.S. Coast Guard personnel in local shops and businesses.

“It’s hard to imagine what life would be like in Elizabeth City without the Coast Guard presence,” said Wayne Harris, director of the Elizabeth City | Pasquotank County Economic Development Commission. “Honestly, I wouldn’t want to try.”

One of the U.S. Coast Guard’s busiest bases, and its largest aviation facility, Base Elizabeth City is home to five commands: Air Station Elizabeth City; the Aviation Logistics Center, where the Coast Guard’s entire fleet of 200 aircraft is overhauled; the Aviation Technical Training Center; a small-boat station; and the National Strike Force Coordination Center, which serves as command central of the nation’s elite anti-pollution response teams.

According to Harris, Base Elizabeth City is the largest employer in northeastern North Carolina, with a combined total of approximately 2,120 military personnel, civilian employees and contract workers, and it boosts Elizabeth City’s business profile with an economic impact of \$117 million in payroll, contracts and local utilities and construction.

The origins of the U.S. Coast Guard date to Aug. 4, 1790, when Congress authorized the construction of 10 sea-going vessels to enforce tariff and trade laws and to prevent smuggling. Soon after, the service became known as the U.S. Revenue Cutter Service. The

U.S. Coast Guard received its present name in 1915, when the Revenue Cutter Service merged with the U.S. Life Saving Service, making a single maritime service dedicated to saving life at sea and enforcing the nation's maritime laws. Over the years, the Coast Guard has taken on additional responsibilities, including oversight of the U.S. Lighthouse Service in 1939 and authority over merchant marine licensing and merchant vessel safety authority in 1946.

Today, the U.S. Coast Guard operates in times of peace as part of the Department of Homeland Security, serving as the nation's front-line agency for enforcing the nation's laws at sea, protecting the marine environment and the nation's coastline and ports and saving lives. In times of war, or at the direction of the President, the Coast Guard serves as part of the Navy Department.

Elizabeth City is centrally located on the East Coast, halfway between Virginia Beach and North Carolina's Outer Banks. Known as the "Harbor of Opportunity," the city boasts a business-friendly environment, first-class education and training opportunities and a coastal lifestyle ideally suited for families and employees. For information, visit [www.harborofopportunity.com](http://www.harborofopportunity.com).



## HIGH-TECH COMMUNICATIONS SYSTEM MANUFACTURER EXPANDS IN PASQUOTANK COUNTY

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BY THE NORTH CAROLINA DEPARTMENT OF COMMERCE  
AUG. 6, 2019

Telephonics Corporation, a communication system company, will create 75 jobs as it expands its operations in Pasquotank County, Governor Roy Cooper announced today. The company will invest \$5.5 million in a new facility, located in Elizabeth City.

“North Carolina has the second largest aerospace cluster in the U.S.,” said Governor Cooper. “Telephonics Corporation can see Pasquotank County’s growing infrastructure and main street development, along with a strong workforce to fuel their expansion in Elizabeth City.”

Telephonics designs and manufactures sophisticated radar and communications systems for the military and aviation industry. The company has been operating at the Elizabeth City Regional Airport since 2010, but will expand into 25,000SF of space in north Elizabeth City to assemble, test and repair Telephonics products.

Starting with audio headset manufacturing in 1933, the company expanded its reach into innovative systems that are world-renown for high-tech surveillance, communications, tracking and radars for aircrafts and ground vehicles.

“North Carolina has the largest manufacturing workforce in the southeastern United States,” said North Carolina Commerce Secretary Anthony M. Copeland. “I am pleased that our business climate and educational resources made Pasquotank County an easy choice for Telephonics Corporation’s expansion.”

The North Carolina Department of Commerce and the Economic Development Partnership of N.C. (EDPNC) were instrumental in supporting the company’s decision to expand in Pasquotank County.

Salaries for the new jobs will vary by position but the average annual wage will be \$64,768. The average annual wage in Pasquotank County is \$34,929.

A performance-based grant of \$250,000 from the One North Carolina Fund will help facilitate Telephonics’ new operation in Pasquotank County. The One NC Fund provides financial assistance to local governments to help attract economic investment and to create jobs. Companies receive no money upfront and must meet job creation and capital investment targets to qualify for payment. All One NC grants require a matching grant from local governments and any award is contingent upon that condition being met.

“These 75 high-paying jobs for Pasquotank County are greatly welcomed,” said N.C. Senator Bob Steinburg. “We are excited for the economic impact that Telephonics Corporation will make in Elizabeth City.”

“It’s exciting news to have a company invest \$5.5 million in our community,” said N.C. Representative Howard J. Hunter, III. “We are confident that Elizabeth City will continue to support Telephonics Corporation as they fly to higher heights in North Carolina.”

# NC SENATE PUSHES AHEAD WITH A CONTROVERSIAL BAN ON WIND FARMS

Wind farm projects changing landscape in eastern North Carolina

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BY LYNN BONNER  
THE CHARLOTTE OBSERVER  
MAY 2, 2019

A controversial ban on new wind turbines in all or part of more than 40 counties, including almost all of Eastern North Carolina, advanced in the state legislature Thursday.

The bill's main proponent, Republican Sen. Harry Brown of Jacksonville, said the wind turbine ban is needed to protect airspace for military test flights and to keep military installations in the state.

Critics said the bill is unnecessary because the Department of Defense already makes sure that planned wind facilities won't interfere with military flights.

An 18-month moratorium on new wind turbines in the state, which Brown pushed two years ago, stalled a wind project that a Charlottesville, Va., company called Apex Clean Energy is planning in Chowan County. All of Chowan is in the restricted zone, and a ban could kill the project.

Senate Bill 377 cleared the Senate Commerce and Insurance Committee on a close voice vote. The committee chairman did not ask for an exact tally, and one of the Republican members said later that he did not vote.

Legislators are split over the value of wind energy. Brown, the Senate majority leader, is a force for restricting wind turbines. The state's military bases are too important to the economy to risk a future federal commission recommending shutting state bases because turbines would be in the way of pilot training, he said.

"Without these bases, I can't even begin to tell you what it would do to the economy in Eastern North Carolina," Brown said.

Opponents said a ban is unnecessary because the Department of Defense Siting Clearinghouse and the Federal Aviation Administration already prevent conflicts.

Adam Forrer, a manager for the Southeastern Wind Coalition, said North Carolina would be the only state legislature to pass a wind-energy ban.

An Amazon wind farm in Pasquotank County was built after an evaluation by the military reduced the number of turbines, said Sen. Floyd McKissick, a Durham Democrat. The federal evaluations worked, McKissick said.

"Why do we move forward with a bill like this?" he asked.

Betsy McCorkle, a lobbyist for Apex Clean Energy, said legislators don't have to choose between the military and wind. They co-exist throughout the country, she said.

"The Department of Defense is reviewing our project turbine by turbine," she said.

Chowan was looking forward to the wind farm, and the \$800,000 in tax revenue it was projected to generate in its first year, The News & Observer has reported.

Some Republican senators said legislators should be concerned about the economic benefits the military bases bring, and what would happen if they closed.

"This is not a fear bill, but everybody in this room needs to be concerned about the second-greatest economic driver in our state," said Sen. Norm Sanderson, a Pamlico County Republican.

# CHOWAN COUNTY



## ABOUT


Chowan County, established in 1681, is one of the oldest in North Carolina. It was formed out of the Albemarle Precinct and land that was originally settled by the Weapemeoc tribe. Edenton serves as the county seat and was the site of the Edenton Tea Party – one of the earliest organized political actions by women in United States history.



Other communities located in Chowan County include Hancock, Rockyhock, Ryland, Selwin, Tyner, and Valhalla.


Chowan County's historical and cultural attractions include numerous historical home sites that stand at over 200 years old

and the Chowan County Courthouse – the oldest courthouse in North Carolina. The county is also home to the second oldest church building in North Carolina, St. Paul's Episcopal Church, built in 1736.

The county boasts scenic attractions including Bear Swamp, Bluff Point, Cherry Point, Dillard Millpond, and Edenton Bay. Chowan County also hosts the Edenton Christmas Candlelight Tour, the Edenton Peanut Festival, and the Edenton Tea Party Celebration.

		COUNTY	NC AVG	US AVG
 <p><b>DEMOGRAPHICS</b> <sup>1,2,4</sup></p> <p>POPULATION: <b>14,029</b> NC RANKING: <b>89th</b> *ranked HIGH to LOW out of 100 counties</p>	BLACK	<b>35%</b>	<b>22%</b>	<b>13%</b>
	WHITE	<b>63%</b>	<b>71%</b>	<b>77%</b>
	HISPANIC	<b>4%</b>	<b>10%</b>	<b>18%</b>
	MEDIAN AGE	<b>45</b>	<b>38</b>	<b>38</b>
	RENT ≥ 30% INCOME	<b>52%</b>	<b>49%</b>	<b>51%</b>
	FAMILIES HEADED BY A FEMALE	<b>16%</b>	<b>13%</b>	<b>13%</b>
	PROJECTED 2025 POPULATION	<b>13,833</b>	<b>11.2M</b>	<b>347.3M</b>

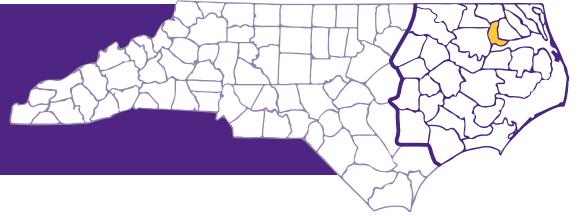
		COUNTY	NC AVG	US AVG
 <p><b>EDUCATION</b> <sup>1,2,3</sup></p> <p>HIGH SCHOOL GRADUATION RATE: <b>84%</b> NC: 87%   US: 87%</p>  <p>THIRD GRADERS READING AT GRADE LEVEL: <b>55%</b> NC: 58%   US: 68%</p>	STUDENT EXPENDITURE K-12	<b>\$10,980</b>	<b>\$9,377</b>	<b>\$12,201</b>
	STUDENTS RECEIVING FREE OR REDUCED LUNCH	<b>67%</b>	<b>59%</b>	<b>74%</b>
	COMMUNITY COLLEGES & 4-YEAR UNIVERSITIES: <b>College of the Albemarle Edenton - Chowan Campus</b>			

		COUNTY	NC AVG	US AVG
 <p><b>HEALTH</b> <sup>1,2</sup></p> <p>PRIMARY CARE PHYSICIANS PER 10,000: <b>8</b> NC: 7   US: 16</p>	DENTISTS PER 10,000	<b>4</b>	<b>6</b>	<b>6</b>
	GROCERY STORES PER 10,000	<b>3</b>	<b>19</b>	<b>21</b>
	CANCER INCIDENCE PER 10,000	<b>47</b>	<b>47</b>	<b>44</b>
	HEART DISEASE DEATHS PER 10,000	<b>19</b>	<b>16</b>	<b>17</b>
	UNINSURED ADULTS	<b>15%</b>	<b>15%</b>	<b>12%</b>
	OBESITY	<b>34%</b>	<b>30%</b>	<b>30%</b>

		COUNTY	NC AVG	US AVG
 <p><b>ECONOMY</b> <sup>1,2</sup></p> <p>MEDIAN HOUSEHOLD INCOME: <b>\$42,618</b> NC RANKING: <b>76th</b> *ranked HIGHEST to LOWEST out of 100 counties</p>	UNEMPLOYED	<b>4%</b>	<b>4%</b>	<b>4%</b>
	LIVE IN POVERTY	<b>17%</b>	<b>14%</b>	<b>12%</b>
LARGEST EMPLOYER: <b>Edenton-Chowan Schools</b>				

SOURCES: <sup>1</sup> NC Health Data Explorer <sup>2</sup> NCIOM <sup>3</sup> NC School Report Cards <sup>4</sup> NC Office of State Budget and Management <sup>5</sup> NC DPI Statistical Profile State Per Pupil Expenditure 2016-17 | "About" information provided by the North Carolina History Project

# CHOWAN COUNTY SPEAKERS



## Hal Burns

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Hal Burns is the general manager of Jimbo's Jumbos division of Hampton Farms. He has been in the peanut business for 43 years, 33 of which have been in Edenton with Jimbo's. Burns is a native of Robeson County in southeastern North Carolina and is a graduate of N.C. State University.



## Lauren White

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Lauren White is the purchasing manager and operations assistant at Jimbo's Jumbos. She has been with the company since January 2017. White oversees and manages materials, suppliers and supply chain. Along with those responsibilities, she is a part of daily operations at the plant, primarily involved in plant efficiency, implementing plans and checking progress. Born and raised in Edenton, White now resides in Colerain with her husband and son.



## Joan Maxwell

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Joan Maxwell grew up in rural Fairfield, N.C. She graduated from the University of North Carolina at Chapel Hill where she received a bachelor's in history. In 1988, Maxwell and her husband, Owen, founded Regulator Marine in an abandoned A&P Grocery Store in Edenton. Regulator now operates a 121,000-square-foot manufacturing facility. Under Maxwell's leadership, Regulator received ISO 9000:2008 certification, as well as the North Carolina Department of Labor's top safety award, the North Carolina Star. In a historically male dominated industry, Maxwell remains active in the boating industry's National Marine Manufacturers Association where she served as the first female chairperson.

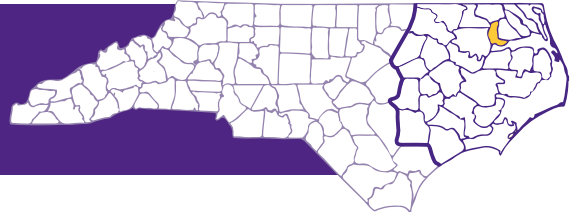


## Keith Stevens

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Keith Stevens has 10 years experience with Regulator Marine, serving in the capacity of vice president of operations. Stevens is responsible for all aspects of production, including lamination and assembly, safety, quality, delivery and productivity. His prior work history includes serving as a general manager for Amazon, Danaher vice president of operations, various senior level management roles at IBM, and engineering and maintenance supervisor at International Paper.

# CHOWAN COUNTY SPEAKERS



## **Robin Zinsmeister**

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Robin Griffin Zinsmeister has served as academic dean of workforce development, public service and career readiness at College of the Albemarle since December 2015. Prior to this position, she served as department chair of public services and associate professor of early childhood education for 13 years, working extensively with career and technical programs, including cosmetology, basic law enforcement, welding, culinary technology and food services technology. She has presented at state conferences on topics ranging from “Language and Literacy Experiences” to “Benefits of Working with Three-Dimensional Art Materials with Children.” She has presented nationally on “Linking Results from Student Learning Assessment to Systematic Improvement Processes.”



## **Ronald Vaughan**

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Ronald Vaughan is the chairman of the Edenton-Chowan Partnership. He previously served as the mayor of Edenton from 1995-2019. He and his wife, Peggy Anne, operated Vaughan’s Jewelry before they retired in 2016 to devote more time to their two children and five grandchildren. He serves on the boards of the N.C. East Alliance, Destination Downtown Edenton, the Edenton Chowan Boys and Girls Club, and the Edenton Chowan Chamber of Commerce.

# ON THE TOUR: CHOWAN COUNTY

One of North Carolina's four original counties, Chowan County was established in 1668 in northeastern North Carolina. The county's seat, Edenton, was known as the Town of Queen Anne's Creek – sound familiar Blackbeard fans? – before being renamed in 1722. Edenton served as the capital of North Carolina from 1722-1743. The city was home of the infamous Edenton Tea Party in 1774, an event at which a group of Edenton women pledged unity against British rule leading up to the American Revolution.

Health care, manufacturing and trade industries make up the bulk of Chowan County's top employers. Vidant Medical Center is the second leading employer in the state, following by Meherrin Agricultural and Chemical Company and Regulator Marine. Meherrin operates more than 30 locations across eight states, producing corn, cotton, fruit, peanuts, soybeans, tobacco, and other vegetables.

Chowan County draws nearly 35,000 tourists each year, primarily for its historical sites and architecture. The county is home to the oldest courthouse in the state – built in 1767 – and features the second oldest church building in North Carolina, St. Paul's Episcopal Church. Other important structures in the county include the Barker House, the James Iredell House, Bennett's Inn and the Cupola House. Many of these homes are more than 200 years old, providing a look at Colonial architecture popular during early American history.

On the Purple and Gold Bus Tour, we will visit Regulator Marine and Jimbo's Jumbos in Edenton. Regulator Marine launched its business more than 30 years ago building offshore sportsfishing boats in Chowan County. The boat manufacturer offers nine boat designs across two separate lines, giving water enthusiasts the option of powering through the Outer Banks or spending a lazy day on the lake. Jimbo's Jumbos – a national peanut processor – announced a new 28,000 square foot facility in 2015, adding 78 new jobs to Chowan County. The company processes Virginia peanuts, the top peanut grown in the state. Jimbo's Jumbos parent company, Hampton Farms, is the No. 1 branded producer of in-shell peanuts in the country.



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## SOURCES

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## GOLDEN LEAF PRESIDENT: WORKFORCE A TOP PRIORITY

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BY REGGIE PONDER  
THE DAILY ADVANCE  
JAN. 30, 2020

Golden LEAF Foundation President Scott Hamilton said during a visit to Elizabeth City on Wednesday that workforce development will remain a central focus for the organization.

The Golden LEAF priorities of workforce development, economic investment, job creation, and agriculture and community vitality remain fairly stable, Hamilton said in an interview following a workforce roundtable at the K.E. White Center on the campus of Elizabeth City State University.

In a press release issued by Golden LEAF in conjunction with the roundtable, Hamilton emphasized the importance of workforce development to Golden LEAF's overall mission in economic development.

"Workforce development is economic development," he said. "With economic advancement comes prosperity. Prosperity helps create jobs, and jobs offer hope, opportunity and dignity. That is why funding workforce development programs is so important. These organizations provide the knowledge and skills to be successful in the workplace."

Asked about the prospect of Golden LEAF funding the startup of a proposed high-speed ferry for the Albemarle Sound, Hamilton said ferry vessels wouldn't be the kind of thing Golden LEAF funds.

What the agency could fund, he said, are innovative strategies for building tourism assets in towns along the ferry route, or workforce development programs training workers to service the ferry or work in tourism-related businesses along the route.

Golden LEAF also could consider funding public infrastructure in area towns that would be needed to support the ferry's operation, according to Hamilton.

During the roundtable discussion, state Sen. Bob Steinburg, R-Chowan, said workforce development helps local businesses expand and create new jobs.

"The fastest way to grow jobs is to grow your businesses that are already here," Steinburg said.

Steinburg noted job growth at area businesses such as Hockmeyer Equipment, Colony Tire, Jimbo's Jumbos and Regulator Marine. He said ECSU has turned a corner, College of The Albemarle and the Northeast Academy for Aerospace and Advanced Technologies are doing good work, and the area's public schools have improved significantly.

State Rep. Howard Hunter, D-Hertford, said he has seen the difference Golden LEAF funding can make and hopes the word can get out about what the nonprofit can do.

State Rep. Bobby Haning, R-Currituck, also attended Wednesday's roundtable. He said he is glad to see the region beginning to work together better.



## REGULATOR MARINE SHOWS OFF \$7M EXPANSION PROJECT

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BY NICOLE BOWMAN-LAYTON  
THE DAILY ADVANCE  
SEPT. 22, 2019

More than a decade after the plans were first drawn up, Regulator Marine is celebrating completion of its \$7 million expansion project.

The boat maker recently held an open house to showcase its plant improvements, which include two new structures and renovations to its current facility on its 25-acre site on Peanut Drive in Edenton. About 200 people attended the event.

Addressing attendees in the company's new two-story assembly building, Regulator President Joan Maxwell said some odds and ends are still being completed, but otherwise, the plant is operational.

Regulator originally had plans to start construction of the improvements in 2008, said Maxwell, the company's co-founder. In fact, the company already had the plans drawn up.

"We were ready to start construction in 2008, and then along came this thing called a recession," she said. "So at that point, our focus was not on building, but on survival. Thanks be to God, Regulator not only just survived, the Lord sent more than enough orders."

By 2016, the company began to feel confident enough to again consider expansion.

"In fact, if we did not expand, we would not have the ability to take on the opportunities that were before us," Maxwell said. "So every every business comes to a crossroads, and they must decide at that point 'Do we grow?' or 'Do we stay the same size?'"

For Regulator, the choice was clear.

Company co-founder Owen Maxwell said he pulled out the expansion plans initially drawn up in 2006 and worked with Mitchell Ayers of A.R. Chesson to come up with a full campus plan that now covers 121,414 square feet.

Regulator received both a state grant and private sector funding to help finance the expansion. To qualify for the grant, Regulator had to increase its workforce. It's done so, going from 145 employees in 2017 to 213 today.

Joan Maxwell said the expansion helps ensure Regulator's longevity and allows the company to bring new and innovative boats to market. For example, the first of what is scheduled to be a new line of boats, the XO — or a "crossover" series — debuted in June. The company also completed its most extensive model year change ever, she said.

Al Partin, Regulator's head of customer service, was among the company employees who gave tours of the remodeled facilities after Maxwell's presentation.

The project included a number of renovations to Regulator's existing plant building. The reception area has been expanded to include a comfortable seating area where sales staff can now talk with potential clients. The human resources department now has its own entryway as well as separate offices complete with a conference room for training purposes. The executive and customer service offices are still in the existing building. It's also used to fabricate boat parts as well as store parts ordered from outside companies, Partin said.

A new, 12,000-square-foot building for storing boat molds is now located in back of the Regulator building. It helps keep molds for the boats' hulls clean and in good condition. Partin noted that the new assembly area allows Regulator to switch up its production schedule from one of each boat every seven days to two of one kind of boat — either a 26-footer or 28-footer — and five others, depending on market demands.

The new two-story assembly area also features a break room with windows overlooking the final production area. The company's in-house engineers are now located upstairs in the assembly area, which also includes a few conference rooms.

# \$500,000 GRANT TO HELP RENOVATE BOAT-MAKING PLANT

Daedalus Yachts to create 50 news jobs

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BY NICOLE BOWMAN-LAYTON  
THE CHOWAN HERALD  
FEB. 27, 2019

The state has awarded the town of Edenton a \$500,000 grant to help a local yacht maker renovate its 38,000-square-foot plant and create 50 new jobs.

The North Carolina Rural Infrastructure Authority announced Feb. 21 that Edenton will receive the grant through the Building Reuse program to assist Daedalus Composites, a yacht design, engineering and manufacturing company that is also known as Daedalus Yachts, in renovating its existing plant at the town's airport park at 109 Anchors Way Drive.

Daedalus, which specializes in thermoformed carbon fiber composites, plans to invest \$1.1 million in the renovation project, according to a press release from N.C. Commerce Secretary Anthony M. Copeland.

The grant was one of 11 totaling \$4.1 million the RIA awarded to local governments in the state Feb. 21. Six of those grants were for projects using Building Reuse program funds.

Michael Reardon, founder of Daedalus, said the company appreciated the grant and the community's support.

"We are very thankful for all of the help and support we have received from The Town of Edenton, Mayor Roland Vaughn, The Edenton Chowan partnership, Small Business and Technology Development Center, State Economic development team, State Secretary of Commerce, Tony Copeland as well as Kenny Flowers, the Governor Roy Cooper, the Small Business & Technology Development Center at Elizabeth City University," he said.

"We are very grateful for the opportunity to expand our factory along with our team. We look forward to continuing to thrive and grow our business and our community in the town of Edenton."

Edenton Mayor Roland Vaughan said the town was "thrilled to get the good news" the grant had been awarded and that Daedalus will be creating 50 new jobs in Chowan County.

"It was truly a collaborative effort with the town, county and the Edenton Chowan Partnership sticking together and working with the Department of Commerce to get the grant approved," he said. "(Founder) Michael Reardon and his Daedalus team are committed to Edenton and we are delighted we could assist them in getting the grant approved."

According to Commerce officials, the RIA grants will help create a total of 153 new jobs and spur more than \$69 million in private investment in rural communities like Edenton.

"With the projects approved today, rural areas of North Carolina have new resources to help attract jobs, support business expansion and prepare sites for future development," Assistant Commerce Secretary Kenny Flowers said. "The Rural Economic Development Division at Commerce and the Rural Infrastructure Authority work closely with leaders in rural communities to facilitate opportunities for economic growth."

## EDENTON | REBIRTH OF A COTTON MILL

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BY VICTORIA HECHT  
THE VIRGINIAN-PILOT  
FEB. 10, 2014

Winter sun streams into Bill and Susan Droege's condo through soaring arched windows, casting light and shadows on shining plank floors, eclectic artwork and a bounty of warm woods - exactly 23 types that grace built-ins, furniture and hand-turned accent pieces.

The Droeges' home, claimed from footage where heavy equipment spun cotton into yarn for nearly 100 years, is a study in dichotomy: cozy and welcoming - with all those woods and the massive leather sectional that begs a nap or two - yet efficient, like the machines that once hummed there.

The 2,600-square-foot condo is one of 30 completed units within the Edenton Cotton Mill, one aspect of a public-private partnership that has pumped new life into a building where up to 240 people toiled in its heyday.

The rebirth of the mill and the adjacent homes - located on a 44-acre tract along Queen Anne Creek in Chowan County and collectively called the Edenton Cotton Mill and Village - represents a combined \$13 million in property values added to the local tax base, said town manager Anne-Marie Knighton.

But for the Droeges, native upstate New Yorkers who winter in the Albemarle's mild climate, the mill condo transcends dollars and cents.

"I stood in here for all of about 15 seconds before falling in love with the unit," said Susan Droege, whose passion for weaving ties in with the building's former purpose and reveals itself throughout the condo - from an antique table loom in the main living area to her well-ordered "loom room" in the loft.

The couple is not given to impulse, yet they purchased the unit within three days of seeing it.

"It was the only emotional decision we've ever made," said Bill, a real estate and business developer.

But the 5,000-plus residents of this picturesque town are a patient, resilient and, oftentimes, political lot.

To grasp the eventual revival of the Edenton Cotton Mill and Village, it helps to know the mill's back story, understand the town's past, and meet some of the people who steer it today.

The town was established in 1712 on the north shore of the Albemarle Sound as "The Towne on Queen Anne's Creek." It was renamed Edenton a decade later in honor of Gov. Charles Eden.

The town served as North Carolina's colonial capital from 1722 to 1743 and, with a natural port, prospered as a hub of commerce, political and social activity.

In 1774, 51 Edenton women led by Penelope Barker protested the British king's taxation and staged their own "Edenton Tea Party" of sorts.

Unlike their male counterparts in Boston, who concealed their identities, the women signed their names to a petition calling for a boycott of English tea and sent it to King George.

More than a century later, a group of residents sought a market and a mill for the area's cotton farmers and together funded and opened the Edenton Cotton Mill.

The mill, constructed in 1898 from 1 million bricks made on site with equipment leased from Edenton Brick Works, became an employment leader and an economic mainstay.

From 1899 to 1923, housing for workers and supervisors was built alongside the Italianate Revival-style industrial building. Also constructed were the circa-1916 First Christian Church and the mill's 1909 brick office building, which now houses the Edenton Cotton Mill Museum of History.

The mill remained under local ownership until 1990, when it was sold to Pioneer Yarn Mills in Sanford. In 1993, Greensboro-based Unifi Inc., bought it.

Two years later, Unifi announced it was closing the mill, causing the loss of about 70 jobs and leaving an uncertain future for the industrial building, the mill village houses and those who occupied them.

Sam Dixon, a town councilman, reached out to Preservation North Carolina, a state agency that works to save historic structures and connect them with buyers. Dixon serves on the PNC board.

The organization acted quickly, requesting that Unifi donate the 44 acres and its buildings to the agency. The company agreed.

"We'd never taken on anything of that scale," said Claudia Deviney, the agency's regional director for northeast North Carolina. "It was a big leap of faith."

The Town council rezoned the property for mixed use and, together, the Edenton Historic Preservation Commission and PNC sought its nomination for the National Register of Historic Places and, with it, federal tax incentives for rehabbing historic buildings with the potential to lure buyers.

The project was the impetus for Preservation North Carolina to locate its first regional office in Edenton - housed until recently on the mill property and now found in another of the town's historic properties.

Still, the reuse of the mill - and its more than 100,000 square feet - remained a question. Finally, in late 1999, a buyer came forward.

Dr. Thomas Wilson, a doctor and real-estate developer, inquired about the building while attending the preservation agency's 60th-anniversary celebration. He later purchased the mill for an amount undisclosed by PNC.

Renovations to the structure - and the sale of condo units - started soon after, with those first-time tax credits a draw to buyers, said Terry Waff, a broker with United Country Dowd & Forbes Realty in Edenton and a former Edenton Cotton Mill resident.



Wilson, the man who brought the mill a future, died piloting his plane in a 2011 crash. But most of the work had been completed, Knighton said, and a “good number” of units had been sold before his death.

Prosperity was returning to the mill and, with it, a new breed of buyer for the Colonial-centric Edenton: the condo seeker lured by loft-style living.

More than 18 years after the machinery stopped running, there’s a quieter hum these days to the Edenton Cotton Mill: the business of residents going about day-to-day life.

Each of the 30 condos, from square footage to layout, is as different as the people who live in them, Waff said.

Waff’s former condo, which she called home from 2006 to 2012, offered 2,500 square feet of living space with two master suites. She particularly enjoyed the “Mill Mingle,” a monthly opportunity for residents to enjoy fellowship over food and drink.

Other extras include a homeowners association, a parking deck, optional storage units for residents to purchase, an outdoor pool and, out back, 1,000 feet of dock on Queen Anne Creek.

Though the mill’s exterior had to be strictly maintained because of the historic-district guidelines, the renovation returned light - literally - to the 12-foot windows, which had been bricked up in the 1960s when the building was air-conditioned.

It’s those same windows - a few of the building’s 180 or so, at least - that stream sunshine into the Droeges’ living room and master suite, a feature that helped captivate the couple in the first place.

Among them: reconfiguring the entry, building a nook for art glass, constructing a bump-out in the main living area for a big TV and swapping out plain doors for glass ones.

They also discovered things they won’t - and can’t - change: the sense of community; the mill’s sturdy old beams; that natural light from the arched windows as well as the clerestory - or high wall with a band of windows that weave their way the length of, and along the very top of, the building; and the sound of rain tapping on the roof, which reminds Sue of her childhood farmhouse home.

“And I love the sense of history that’s here in Edenton,” she said, noting Revolutionary War-era similarities between the Southern town and her native Rhinebeck, N.Y.

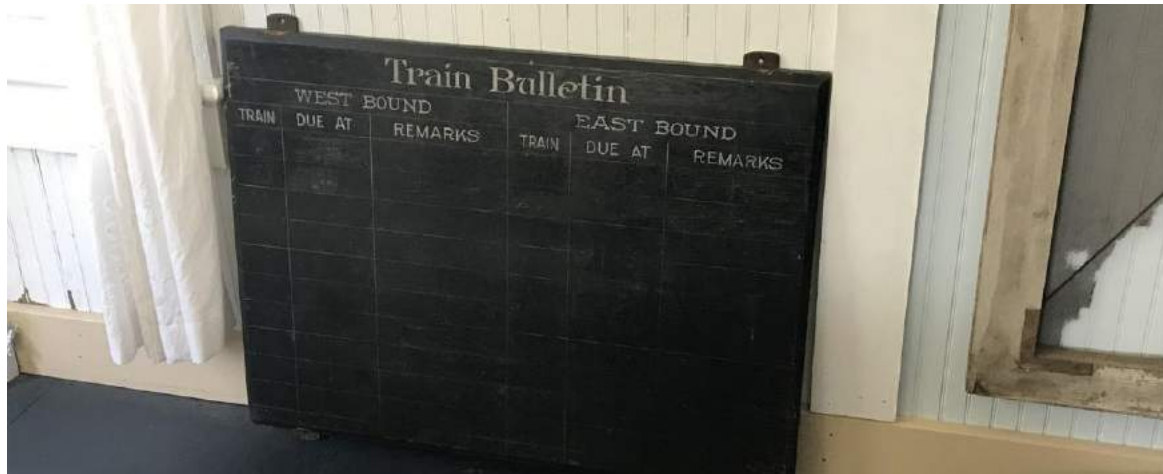
Behind the main structure, in an outbuilding that formerly served as storage for raw cotton, builder Hall Johnstone is crafting five more condos, each with 1,600 to 2,300 square feet.

Another opportunity, a spacious undeveloped portion of the mill building that faces creekside, invites complete restoration from investors willing to undertake a challenge.

“We’re hoping that will happen soon because of the other work going on,” Waff said. “This whole community is just falling into place.”

## TAYLORS RENOVATE EDENTON TRAIN DEPOT

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BY NICOLE BOWMAN-LAYTON  
THE DAILY ADVANCE  
NOV. 20, 2019

Faded green aluminum siding hides a hidden piece of Edenton's history on the corner of East King and Oakum streets.

The residence, with a white picket fence, has been the home of Jeannie and Bill Taylor since June 2018. At the front door, you may notice the oversized train lantern and the bell with a metal train on top.

These little features outside the home reflect the work going on inside, as the Taylors work to turn their home into something more like the depot the building was built as in 1902. It served all walks of life as a depot for the Suffolk & Carolina Railway, Virginia & Carolina Coast Railroad and Norfolk Southern Railway before being converted into a residence. For a while, it also served as the home for St. George's Orthodox Church, which recently moved to East Church Street.

Signs that this was a communal spot — a place for all Edenton citizens — can be found in the soil around the home, if you're willing to dig a little. Jeannie said whenever they dig outside, they turn up pieces of glass, fragments of pottery — some dating back to Colonial times. It's

The history lessons continue inside. The current front door was the depot's entryway for the black passenger lobby. The Taylors are currently working on renovating the lobby, cleaning the gray wall to reveal white, maybe more like soft pink, paint under the layers of dirt. Later they will install decorative pieces on the old beadboard — you can tell where it originally was because of the paint discoloration.

Indeed, the Taylors have had their hands in every part of the house, as their buckets filled with black-colored water can attest.

The kitchen — depots didn't have kitchens back in the day — is one of the few parts of the house so far that the Taylors sought outside help. Down East Preservation installed and made the kitchen cabinets, some of which are cut to fit around the train depot's walls.

The rest has been done in the Taylors' spare time — Bill works full time at Nucor. An electrician by trade, Bill also is skilled in carpentry, Jeannie says during a recent tour of the home.

The Taylors moved to Edenton in June 2018 when Bill transferred from a Nucor plant near Memphis, Tennessee.

“We looked at housing online while we were in Mississippi before we even came here,” Jeannie said.

One day, the couple visited Edenton and the next morning, they put an offer in on the depot. It was accepted and then the real work began.

The Taylors are trying to work with the depot’s original design, keeping little features such as ticket windows and knobs for old electrical wiring in place to show off the building’s history. Their bedroom doesn’t have a closet.

“We decided not to put a closet in here, because it just didn’t seem right for the space,” she said while showing off the bathroom’s space-saving sliding door. “We worked so darn hard on that exposed bead board. It would be a shame just to cover it back up.”

They did install a time capsule — a panel hides a hole in the wall revealing several decades worth of paint, wiring and insulation.

The bead board on the walls and ceiling were hidden under drywall and drop ceilings.



Besides attempting to be historically accurate, the home features little pieces of the Taylor family. For example, the shower area’s floor is covered with penny-sized tiles to remind Jeannie of her father who used to give her daughter pennies during their visits.

During their renovations, which will eventually include the outside, the Taylors try to keep in mind what the building is — it’s a depot first and home second.

“I think when you fight what the building is, you lose something,” Jeannie said.

However, since the home is over 100 years so, many decisions were already made for them and “we just didn’t want to fight what Mr. Bennett had others had done.”

Jeannie believes the history of the train depot is important to preserve because besides serving as a train depot, it also holds many of Edenton’s memories. Soldiers returning from World War II found refuge in the depot, which housed some who had no place to stay.

“I’ve met people who had their first kiss here and it’s just really great,” she said. “It holds a lot of memories for people from wealthy to poos who have been through the walls, which is neat.”

To complete the look of the home, the Taylors have visited other train depots throughout the area. Jeannie used to sell antiques in Ohio and Mississippi.

After the interior is done, the Taylors plan on tackling the exterior by removing the aluminum siding.

“We have to see how the wood is,” Jeannie said. “We don’t know if we’re going to go wood or if we’re going to have to go back to some other than that.”

The couple also hopes to acknowledge the freight car door on the exterior, as well as where the now-missing passenger doors were.

“They won’t be functioning doors, but they’ll be doors,” she said.



For those contemplating renovating an older home, Jeannie suggests giving yourself a timeline and double or tripling it. Compromise is also important.

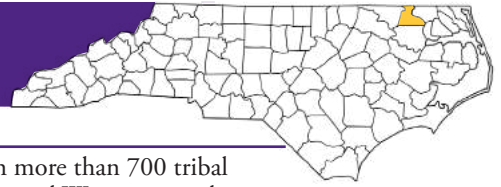
“It’s a good thing to have, because there might be things you have your heart set on. The building may not allow you do certain things. Your budget may not allow for you to buy things you set your heart on,” she said.

Jeannie also says taking a positive approach toward the project helps.

“I think a positive approach is half the battle when you’re doing it,” she said. “A lot of people don’t know but you’re working, working and working on the renovations. You know, if it’s something that you love ... I really don’t like to say we’re working on the depot, but I don’t know what another word for ‘hobby’ is. A lot of people have different hobbies, and it’s okay that your house is your hobby.”

Maybe for the Taylors, their work on the depot is part of their passion or calling to give new life to a piece of their community’s history.

# HERTFORD COUNTY



## ABOUT


Established in 1759 out of Chowan, Bertie, and Northampton counties, Hertford County was named in honor of Francis Seymour-Conway, the Marquess of Hertford, England. Winton serves as the county seat.


Other communities located in Hertford County include Ahoskie, Como, Harrellsville, and Murfreesboro.


Soil and water resources in Hertford County sustained its early inhabitants. The Tuscarora, Chowanoc, and Meherrin tribes lived in the region and the Meherrin tribe is recognized by the state of

North Carolina with more than 700 tribal members residing around Winton near the Meherrin River.

Hertford County's historical and cultural attractions include the John Wheeler House, the Murfreesboro Historic District, and the William Rea Store in Murfreesboro – one of the oldest commercial buildings in North Carolina. Hertford County is also home to Chowan University, established in 1848.

		COUNTY	NC AVG	US AVG
 <p><b>DEMOGRAPHICS</b> <sup>1,2,4</sup></p> <p>POPULATION: <b>23,659</b> NC RANKING: <b>76th</b> *ranked HIGH to LOW out of 100 counties</p>	BLACK	<b>61%</b>	<b>22%</b>	<b>13%</b>
	WHITE	<b>36%</b>	<b>71%</b>	<b>77%</b>
	HISPANIC	<b>4%</b>	<b>10%</b>	<b>18%</b>
	MEDIAN AGE	<b>42</b>	<b>38</b>	<b>38</b>
	RENT ≥ 30% INCOME	<b>50%</b>	<b>49%</b>	<b>51%</b>
	FAMILIES HEADED BY A FEMALE	<b>21%</b>	<b>13%</b>	<b>13%</b>
	PROJECTED 2025 POPULATION	<b>24,006</b>	<b>11.2M</b>	<b>347.3M</b>

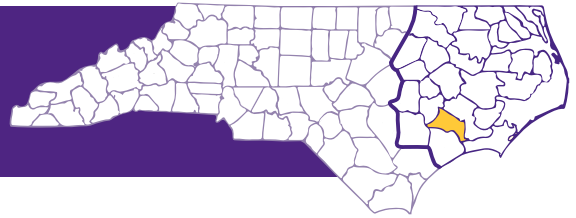
		COUNTY	NC AVG	US AVG
 <p><b>EDUCATION</b> <sup>1,2,3</sup></p> <p>HIGH SCHOOL GRADUATION RATE: <b>80%</b> NC: 87%   US: 83%</p>	STUDENT EXPENDITURE K-12	<b>\$11,190</b>	<b>\$9,377</b>	<b>\$12,201</b>
	STUDENTS RECEIVING FREE OR REDUCED LUNCH	<b>99%</b>	<b>59%</b>	<b>74%</b>
	THIRD GRADERS READING AT GRADE LEVEL: <b>41%</b> NC: 58%   US: 68%	COMMUNITY COLLEGES & 4-YEAR UNIVERSITIES: <b>Roanoke-Chowan Community College</b> <b>Chowan University</b>		

		COUNTY	NC AVG	US AVG
 <p><b>HEALTH</b> <sup>1,2</sup></p> <p>PRIMARY CARE PHYSICIANS PER 10,000: <b>9</b> NC: 25   US: 28</p>	DENTISTS PER 10,000	<b>2</b>	<b>6</b>	<b>6</b>
	GROCERY STORES PER 10,000	<b>3</b>	<b>19</b>	<b>21</b>
	CANCER INCIDENCE PER 10,000	<b>39</b>	<b>47</b>	<b>44</b>
	HEART DISEASE DEATHS PER 10,000	<b>17</b>	<b>16</b>	<b>17</b>
	UNINSURED ADULTS	<b>15%</b>	<b>15%</b>	<b>12%</b>
	OBESITY	<b>41%</b>	<b>30%</b>	<b>30%</b>

		COUNTY	NC AVG	US AVG
 <p><b>ECONOMY</b> <sup>1,2</sup></p> <p>MEDIAN HOUSEHOLD INCOME: <b>\$38,216</b> NC RANKING: <b>90th</b> *ranked HIGHEST to LOWEST out of 100 counties</p>	UNEMPLOYED	<b>4%</b>	<b>4%</b>	<b>4%</b>
	LIVE IN POVERTY	<b>23%</b>	<b>14%</b>	<b>12%</b>
LARGEST EMPLOYER:		<b>Vidant Medical Center</b>		

SOURCES: <sup>1</sup> NC Health Data Explorer <sup>2</sup> NCIOM <sup>3</sup> NC School Report Cards <sup>4</sup> NC Office of State Budget and Management <sup>5</sup> NC DPI Statistical Profile State Per Pupil Expenditure 2016-17 | "About" information provided by the North Carolina History Project

# HERTFORD COUNTY SPEAKERS



## Caroline Doherty

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Caroline Doherty has served as chief development and programs officer for the Roanoke Chowan Community Health Center since September 2017. She is responsible for RCCHC's efforts in population health, farmworker health, school-based health, communications, and its role in the community network for the uninsured. Doherty previously served as a consultant to RCCHC, along with several other North Carolina health centers and safety net providers, and was the director of the N.C. Farmworker Health Program for 10 years. Doherty received two master's degrees from the University of North Carolina at Chapel Hill.



## Weyling White

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Weyling White joined the Roanoke Chowan Community Health Center in 2013. In 2019, he was elected mayor of Ahoskie. His work in public health has helped hundreds of uninsured patients living in Hertford and Bertie counties to receive free or reduced health care services. White has successfully implemented programs and initiatives including The Community-Centered Health initiative, transportation summits, and a youth empowerment program at Hertford County High School. Weyling was recognized nationally in 2017 as the Emerging Leader in Healthcare Transformation by the Communities Joined in Action for this work in public health. Additionally, he was recently appointed to the N.C. Institute of Medicine and was selected as a Bernstein Health Leadership Fellow for 2019-2021.



## Ford Grant

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Ford Grant serves as a clinical associate professor at ECU's School of Dental Medicine and is the director of the Ahoskie Community Service Learning Center. The Louisville, Kent., native received dental training from the Louisville School of Dentistry where he served as a part-time faculty member for five years while in private practice. He is a past president and fellow of the American Society for Geriatric Dentistry, a founding member and diplomate of the American Board of Special Care Dentistry, and is a member of the Royal College of Surgeons, Edinburgh, in special needs dentistry.



## Toni Bennett

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Toni Bennett was born in Edgecombe County, North Carolina and was raised in Martin County. Bennett was one of the original staff members hired in Elizabeth City's Community Service Learning Center in 2013. She helped establish the front desk and business systems for the opening of ECU's second CSLC. Later that summer, she was promoted to patient care coordinator at the Ahoskie CSLC. In 2015, Bennett earned her bachelor's in business administration at the University of Mount Olive before earning her MBA with a concentration in human resources from Northcentral University.

# ON THE TOUR: HERTFORD COUNTY

First settled by the Chowanoac, Meherrin and Tuscarora native tribes, Hertford County was established in 1759 after annexation from Chowan, Bertie and Northampton counties. The county was an early hub of agricultural activity due to its rich farmland and access to the Chowan River. The town of Winton, Hertford County's government seat, was decimated by the Union during the Civil War. On Feb. 20, 1862, it became the first town burned by Union soldiers after eight gunboats traveled up the Chowan River and left a single home standing after torching the town's courthouse, stores and other buildings.

Agriculture remains a strong industry in Hertford County. Farmers produce crops ranging from peanuts, soybeans and tobacco. A concentrated effort by county leadership to diversify its industries and bring in more manufacturers was enacted in the 1950s. Today, Vidant

Medical Center is the county's top employer, with Duck Thru Food Stores, Nucor Corporation, and Geo Corrections & Detention Inc. (Rivers Correctional Facility), also in the top five. The Nucor steel plate mill in Cofield produce steel products using a "mini-mill"



concept. The plant uses electric arc furnaces and continuous casting technology to recycle steel, producing steel plates for construction, energy and transportation industries.

Tourism dollars brought in \$30.48 million to Hertford County in 2018, a nearly 5% increase over the previous year. Top attractions near Hertford County include Merchants Mill Pond State Park in Gatesville, the Brown C.S. Regional Cultural Arts Center, and the Brady C. Jefcoat Museum. The Brown C.S. Regional Cultural Arts Center is housed in One of the first high schools for people of color in state of NC. Now a regional arts center and museum in Winton, the center has served as a nonprofit since 1986 to educate the community on African arts and student life before desegregation.

On the Purple and Gold Bus Tour, we will visit the ECU Dental School of Medicine's Community Service Learning Center (CSLC) in Ahoskie and the Roanoke Chowan Community Health Center (RCCHC). The CSLC is one of eight ECU rural dental health and education centers in the state. Dental students spend three, nine-week rotations at the centers in different parts of the state. These rotations give students a chance to serve vulnerable populations, while identifying unique needs of patients in rural areas. Since their inception, the CSLCs have provided dental services to patients in all 100 North Carolina counties. The RCCHC facility is a 40,000 square foot health facility that holds 48 exam rooms, laboratories, an in-house pharmacy, and corporate offices. The center serves patients from Ahoskie, Murfreesboro, Creswell and Colerain. The facility is classified as a Federally Qualified Health Center – one of 1,124 centers national that service urban and rural underserved areas.

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## URBAN OR RURAL, BLACK LIVES IN NC CUT SHORT ALMOST BEFORE THEY BEGIN

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BY LYNN BONNER  
THE RALEIGH NEWS & OBSERVER  
JAN. 30, 2020

At Christmas, Renee Schoolfield hangs ornaments decorated with her children's names. On Halloween, she wonders what costumes she would have put on her son and daughter — if they had lived.

Reminders of the two children Schoolfield lost nine months apart are throughout her house and stored as photos and videos on her cellphone. Both children were born prematurely and lived less than a day.

Her daughter, Rayna, who lived three hours, and her son Dallas, who lived just an hour, were two of the more than 300 black babies who died in North Carolina in 2018. Together, they are part of a sad fact about the risk of being born black in North Carolina and the United States: Black babies are more than twice as likely to die before their first birthdays than white babies.

Schoolfield was 20 weeks pregnant when she went into early labor and gave birth in February 2018 to Rayna.

“We just held her until she passed away,” said Schoolfield.

Schoolfield, 33, grew up in Hertford County. Except for attending Elizabeth City State University and a few years living in Atlanta, she has lived in this rural county close to the Virginia border, about 120 miles northeast of Raleigh.

Her cellphone video of a gender-reveal party in a park shows a gathering of family and friends celebrating the anticipated arrival of a baby girl.

Schoolfield said she had one instance of bleeding that sent her to the emergency room very early in her pregnancy, and responded to her doctor's worry about her weight by dropping 30 pounds.

Schoolfield weathered a depression over her daughter's death. By summer that year she was pregnant with a boy.

The second gender-reveal party was just Schoolfield and her fiance Domonique Moore in a Chinese restaurant opening an envelope. They had plans for another big party, but couldn't wait to find out whether they were having a son or daughter. She called it their “secret gender reveal.”

With the second pregnancy, Schoolfield, a community health worker, started taking progesterone injections at 16 weeks to ward off early labor. It happened again anyway. Dallas was born at 22 weeks.

“I did everything I was supposed to do. Got my injections. Took my prenatal vitamins,” Schoolfield said. “We were thinking that everything was going to be better, but it turned out the same.”

Prematurity and birth defects are the top two reasons babies die before they turn a year old.

North Carolina continues to have one of the worst records in the nation for the deaths of babies a year or younger. The rate of black babies' deaths is a big reason.

Statewide, the gap between black and white infant deaths was wider in 2018 than it was in 1999. The state has had to acknowledge that it won't meet its goals for reducing that gap by this year.

"It's an atrocity and we need to address it," Dr. Mandy Cohen, head of the state Department of Health and Human Services, said of the racial gap at an October maternal and infant health summit convened by the NC Medical Society and its foundation.

Grieving the deaths of her children, Schoolfield found a well of support among family, friends and coworkers. And in writing about her experiences on social media, she found that other women from the Ahoskie area had stories of the deaths of their own babies.



"A lot of our Facebook friends were messaging us that they went through the same thing," she said. "A lot of people in this area lost children."

Hertford County, where Ahoskie is the biggest town, makes up a small crescent of three counties in northeastern North Carolina that includes Bertie and Washington counties that from 2014-2018 had the highest infant mortality rates in the state.

Schoolfield and Moore said they know why infant deaths are more common in their area.

"In rural areas, there's not really wide access to health care," she said.

"Some people can't afford to go farther. They don't have the transportation to go to all these appointments."

Economic opportunity in the region is lagging, Moore said, and good-paying jobs are scarce.

"Lack of resources, knowledge, pay, everything," he said.

## No consistent progress

North Carolina has tried for years to try to narrow the gap between black and white infant deaths and keep more black babies alive.

In 2011, the state published a plan called Healthy North Carolina 2020 that had as one of its goals narrowing the racial gap to lower than 2 — specifically to 1.92 — by 2020. It was soon clear that the state wasn't going to reach that goal. In some years, the racial gap in infant deaths grew. In 2010, the ratio was 2.4. In 2016, it was 2.68.

Last year, North Carolina essentially reset the clock, committing to reach the 1.92 disparity ratio by 2025 as part of its Early Childhood Action Plan.

In 2018, the death rate for all babies dropped to its lowest level in decades, and the difference between black and white death rates narrowed slightly. But black babies were 2.44 times more likely to die in 2018 than white infants, a wider gap than 2.33 times in 1999. Information for 2019 is not yet available.

The racial difference in baby deaths is a national problem that states, local governments, neighborhoods, and nonprofits say they are trying to solve.

“It’s been our greatest challenge,” said Belinda Pettiford, head of the women’s health branch at the state Department of Health and Human Services. “Even with North Carolina’s infant mortality rate at its lowest in the state’s history, we still struggle with that disparity ratio. We have realized that until we address the disparity ratio our overall infant mortality rate won’t get a lot better.”

State efforts to reduce the racial gap in baby deaths focus largely on low-income women. Poverty has a role in how often women see doctors, the food they can afford, and where they live.

Still, some black infants who don’t survive are born into families who have good insurance and doctors nearby.

## **The role of racism**

Black babies die at higher rates than white babies no matter their mothers’ education level or age. In fact, black babies whose mothers have graduate or professional degrees die at higher rates than white children born to mothers who didn’t finish high school, said Keisha Bentley-Edwards, an assistant professor at Duke University’s School of Medicine who studies health equity.

Death rates drop for infants born to white women 20 and older, and don’t increase until the women are in their 40s. Infant mortality rates are higher for babies born to black mothers of all ages, and they don’t change much as women get older.

“The risk factors for black women are riskier,” Bentley-Edwards said, “and the protective factors are not as protective.”

A researcher based at the University of Michigan, Arline Geronimus, theorizes that chronic stress from racism and historic discrimination causes health problems, including preterm births, in black Americans. She calls this theory “weathering.”

Research on how the body responds to constant stress is getting a lot of attention, Bentley-Edwards said, and doctors should ask expectant mothers about toxic stress, including stress at work.

Efforts to improve infant mortality rates focused on low-income women and children, but did not specifically consider the effects of structural racism, Bentley-Edwards said. As a result, infant mortality rates dropped, but the racial gap is largely unchanged.

“We know that what we’ve been doing hasn’t worked, so it’s time to be more innovative,” she said.

State money, federal and foundation grants, peer education programs at universities, church-based efforts and programs based at local health departments are all aimed at trying to save more black babies’ lives. In 2011, Community Care of North Carolina, the Medicaid management organization in North Carolina, started a program called Pregnancy Medical Home that helps at-risk pregnant women get to doctors’ appointments, to pharmacies, or food.

Narrowing the racial gap is one of the priorities for the state Department of Health and Human Services, which has a bundle of strategies aimed at improving expectant mothers’ well-being and the health of young children. Part of that effort aims to reduce the influence of implicit bias, unconscious beliefs and stereotypes that affect behavior.

Expectant mothers need to be comfortable with providers and treated equitably, Pettiford said. Good housing, food, safe homes and communities are also key.

“We spend a lot of time focusing on women themselves,” she said. “I think we also have to look at some of the systems women are engaged in.”

Pettiford said she's seen providers label women "non-compliant" when they fail to show up for appointments without medical offices considering the obstacles patients may face getting to the doctor.

"What were the barriers that kept her from getting to her appointment on time?" she said. "Is she working somewhere where she doesn't have paid parental leave" or doesn't have paid vacation or sick time?"

## **Eastern North Carolina lags**

The eastern part of the state — counties from Northampton in the north to Onslow in the south and Halifax, Nash, Wilson, Wayne and Duplin on the western border — has wrestled for years with higher infant death rates than the state average.

Dr. James deVente, medical director of obstetrics at Vidant Medical Center and an associate professor at East Carolina University's Brody School of Medicine, noted an accomplishment when, in 2017, the region matched the state average of 7.1 infant deaths for every 1,000 births. By 2018, though, the rate was higher again.

DeVente and Angela Still, a registered nurse and administrator for women's services at Vidant Medical Center, have been working for years to reduce baby deaths in Eastern North Carolina.

Since 2012, they've led a program to help smaller hospitals in the region better prepare for expectant mothers and new babies with serious medical conditions. Vidant Health covers the cost of the outreach program.

The outreach program also helps figure out what equipment those hospitals need and offers instruction on topics such as fetal monitoring.

The program led to arrangements that allow small hospitals to have ready access to surfactants, drugs that help premature babies with underdeveloped lungs breathe.

DeVente said small hospitals did not keep the drug on hand because it is expensive and has a short shelf-life. In a small hospital that sees relatively few patients, a hospital might have to throw out the expensive drugs. Now, the small hospitals and Vidant Medical Center in Greenville have an arrangement that allows the small hospitals to keep the drug in stock without worrying about waste.





The hospital also offers women the option of having contraceptive devices inserted before they leave the hospital after giving birth to reduce unintended pregnancies and extend the time between pregnancies. Medicaid covers the cost of the devices, Vidant Health spokesman Jason Lowry said in an email. Having babies too close together is associated with premature births and low-birth weights.

“It’s a contributor to infant mortality,” Still said. Long-acting, reversible contraception “will increase the amount of time when she has another baby.” The decision to use the device is up to the women, Still said, and it can be removed.

The gap between white and black infant death rates has not narrowed in the region, and deVente and Still aren’t sure why.

“I think that’s like the holy grail of obstetrics right now,” deVente said. “I’m not sure anyone knows the key to it.”

In 2018, state data shows that no white infants from Pitt County died before age 1, while 11 black infants from Pitt County died before their first birthdays.

### **Urban counties are worse than the state average**

The mortality gap is not exclusive to rural and low-wealth counties. Black babies die at higher rates in the state’s wealthiest, metropolitan counties. From 2014 through 2018, black babies from Wake County were nearly 3.8 times more likely to die than white babies from the county. Durham had a gap of 3.5 over the same years.

Durham resident Laura Miles is much more selective about the doctors she sees after her first child, Kingston, died in 2009 shortly after his birth. The experience convinced her that first-time mothers need support and advice while pregnant and interacting with doctors.

Miles, who grew up in the Bronx and moved to Durham to attend N.C. Central University, has a condition that she thought would prevent her from getting pregnant.

“I didn’t even think it was possible,” she said.

Several months pregnant with Kingston, she felt pains and went to her doctor.

“I kept telling them, I have cramps here, I have pain here,” Miles said. “The response was, ‘Well, pregnancy hurts.’ And they really didn’t address the fact that I was in pain.”

Miles worried that she wasn’t being taken seriously. Her husband convinced her to switch doctors.

Miles went into early labor, and Kingston was born at 23 weeks with underdeveloped lungs. He died in a day.

“Kingston was an accident,” she said, “but he was a miracle because I was told I had a 30% chance of ever having children. I put it into my head that I am actively going to try to get pregnant.”

It took more than two years for Miles to get pregnant again. And she started feeling the same pains she felt with Kingston. Her doctor immediately ordered an ultrasound, she said.

She had a surgical procedure to prevent preterm labor. Dasan — the son Miles calls a “foodie” who grew to love curry goat, rice and peas, and oxtails — was born about 9 1/2 weeks later.

He and his two younger brothers ran around the house one Saturday afternoon as Miles worked to get them organized for a trip to the grocery store.

“If my first provider was as proactive, maybe those steps could have been taken,” she said. “Maybe Kingston could have been here. If they had dug a little deeper and just addressed the concern I had instead of just writing it off.”

## Possible solutions

Democratic Gov. Roy Cooper's administration pushed to expand Medicaid government health insurance to more uninsured adults in the last year. Research has shown that states that expanded Medicaid saw bigger drops in black infant death rates.

Medicaid pays for more than half the births in the state.

The state House held hearings on a proposal to extend insurance to adults who meet income guidelines, work, and pay premiums. Republicans in the state Senate have refused to consider expanding Medicaid, saying it would cost too much.

A study from 2018 found that black infant mortality rates improved more in states that expanded Medicaid compared to states that didn't expand the health insurance program to more low-income adults.

Dr. Elizabeth Tilson, state health director and chief medical officer at DHHS, said Medicaid expansion would be an important step.

Communities must also look at how families are supported during and after pregnancy, Tilson said, and both women and men need to be engaged in planning for pregnancies and children.

"It's not just one thing," Tilson said. "It has to be a combination of things across the life course."

## The non-medical parts of health

DHHS plans to use some of the money from a \$10 million, five-year federal grant to train obstetricians and family practitioners to recognize implicit bias using a March of Dimes program.

The target audience would be "any health care worker that interacts with women of reproductive age," including medical students, said Michaela Penix, state director of maternal child health and government affairs for March of Dimes NC.

The training is part of a much larger plan to improve maternal health that includes starting a new task force, increasing access to medical specialists for patients living in rural areas through telemedicine, and paying for doula services in a handful of areas. Doulas support women in labor. Some also help families with birth preparations and provide support once babies are at home.

Last year the state launched a network called NCCARE360, an electronic platform that connects medical providers and social service agencies for the purpose of referring patients to resources such as housing, food, counseling, or transportation. Private money and federal grants pay for the platform, according to DHHS, and NCCARE360 does not use state money.

The importance of safe housing came into stark public view after the deaths of two babies in McDougald Terrace, Durham's largest public housing community. About 280 families were evacuated. Officials discovered that carbon monoxide was leaking from stoves, heaters and water heaters, The News & Observer has reported. The state medical examiner determined that the infants did not die of carbon monoxide poisoning, but about a dozen people had been treated for exposure to the gas, including a 16-day-old infant.

In public forums, residents described living in apartments where feces back up into the bathtub, mold grows out of control and water drips from their kitchen ceilings.



Fifty counties use the NCCARE360 platform and DHHS said it will be in use statewide by the end of this year.

Additionally, as part of the transition to Medicaid managed care in North Carolina, the state is going to test to what degree helping patients with housing, food, transportation and personal safety improves their overall health. Up to \$650 million in Medicaid money will be available over five years to provide patients with non-medical services. The test will be run in two to four locations.

The effort is intended to address conditions that have a major impact on health, but which doctors cannot prescribe a pill or procedure to correct.

These measures won't be limited to pregnant women only, but they could provide information on what combination of services improves the health of expectant mothers and infants.

"If Medicaid pays for 53% of the births in North Carolina, which it does, boy, we should be buying health with our Medicaid dollars" and thinking of all the things that influence babies' health, Tilson said.

The test will include "robust" evaluations, she said, so health-care providers and state administrators can know what combinations of outside support have the greatest impacts.

"This is going to help us answer the question, 'what works,' and help us think about how we start realigning payment to what actually works," Tilson said.

## **Remembered by family**

In the meantime, memories of some of the hundreds of babies who die each year are kept fresh by their families.

Schoolfield and Moore celebrated their children's birthdays. Dallas and Rayna's graves are near their parents, on Schoolfield's mother's property. They make sure family photos have the children's memorials in the background.

Schoolfield and Moore plan to hold their wedding ceremony at her mother's house, so the memorials are in the wedding photos.

"We want to include them in everything we do," Schoolfield said.

After Miles' son Kingston died, she got a tattoo on her chest that includes his birthdate, hand and foot prints.

"That was one of the biggest healing parts for me," she said.

When her other sons say they want her to get tattoos with their prints, Miles said she tells them "you can literally put your hand and foot on me."



## Welcome

Welcome to the ECU School of Dental Medicine Community Service Learning Center-Ahoskie. The center exemplifies the dental school's vision to improve the health and quality of life of all North Carolinians by creating leaders with a passion to care for the underserved and by leading the nation in community-based, service learning oral health education.

Our faculty, student, and resident providers are committed to offering comprehensive general dental services for adults, children, and special care patients in a safe, caring, and professional setting. We are proud to serve the medical and dental care needs of the entire region as an operational partner with the Roanoke Chowan Community Health Center. We welcome patients Monday through Friday 8:00 a.m. until 5:00 p.m. Emergency services are provided Monday through Friday on a walk-in basis. After hours emergency services are provided for patients of record as requested.

### Presenting:

Dr. Ford Grant, DMD, Faculty Director

Toni Bennett, MBA, Business Manager

### Services include:

Comprehensive General Dentistry Children's Dentistry

Oral Surgery - Extractions Root Canals

Sealants and Tooth Colored Fillings

Crowns and Bridges

Implant Services Dentures and Partial Dentures

Periodontal Services and Cleanings

Cosmetic Tooth Whitening

Digital Radiography 3-D/Cone Beam Imaging

**Ahoskie** /ə'hɒski/ is a town in Hertford County, North Carolina. The population was 5,039 at the 2010 census. Ahoskie is located in North Carolina's Inner Banks region. Its nickname is "The Only One" because no other town in the world is known by the same name. The origin of the word Ahoskie, which was originally spelled "Ahotsky," came from the Wyanoke Indians who entered the Hertford County area at the beginning of European settlement.  
-Wikipedia

# ECU School of Dental Medicine

1851 MacGregor Downs Road  
Mail Stop 701  
Greenville, NC 27834-4354  
252-737-7834  
www.ecu.edu/dental

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T. Rob Tempel, DDS, MSS  
Associate Dean for Extramural  
Clinical Practices  
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Department of General Dentistry  
252-737-7024

Department of Surgical Sciences  
252-737-7054

Department of Pediatric  
Dentistry, Orthodontics and  
Dentofacial Orthopedics  
252-737-7033

Department of Foundational  
Sciences  
252-737-7156



## The CSLC-Ahoskie:

- Opened in July 2012 as ECU's first Community Service Learning Center.
- Provides an annual economic impact of well over \$1 million to the community.
- Since opening, has provided over \$7.5 million in dental services.
- Is the dental provider for the Roanoke Chowan Community Health Center (RCCHC), a Federally Qualified Health Center (FQHC), located next door. The CSLC also maintains a close relationship with Vidant Roanoke Chowan Hospital in Ahoskie.
- Is planning research on diabetes/hypertension prevalence and referral for intervention, periodontal disease/systemic health connections, and opioid prescribing patterns.
- Maintains an advisory board of local leaders who provide community networking and resources.
- Participates each February in the American Dental Association's Give Kids a Smile day, providing cleanings, fluoride treatments, sealants and dental education for local school children free of charge.

## Students, Residents and Staff

On any given week day, four students and two residents provide patient care under the supervision of faculty dentists at the CSLC. Students complete nine-week rotations while residents remain at the center for a year. Students and residents live in the Ahoskie community while practicing there. A majority of the center's staff were either born in the area or are long-time residents.

Dr. Ford Grant, faculty director, will co-present at the Special Care Dental Association National Meeting in spring 2019 on integration or "mainstreaming" dental care of patients with special needs into the resident and student clinic experience.



*Community Service Learning  
Centers across North Carolina*

Making a Difference  
in North Carolina

# SCHOOL OF DENTAL MEDICINE

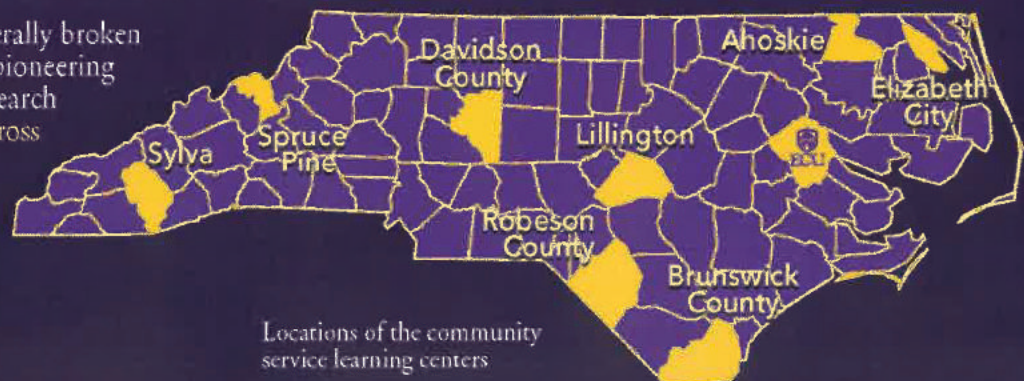


## A UNIQUE MODEL OF EDUCATION AND SERVICE

ECU's School of Dental Medicine uses a nationally unique model of education and patient care. Students receive classroom instruction and hands-on training in Ledyard E. Ross Hall on ECU's Health Sciences Campus, using state-of-the-art technology and equipment and the most modern methods of treatment and care. During their fourth year, students complete three nine-week rotations at the school's statewide community service learning centers (CSLCs), giving them a well-rounded and diverse experience serving patient populations in different parts of North Carolina. The CSLCs are considered the "fifth floor" of Ross Hall, the on-campus home of the School of Dental Medicine, because of the hands-on learning experience they provide students.

The School of Dental Medicine's first of eight CSLCs opened in Ahoskie. The centers were created to provide dental care to rural and underserved communities identified by school leaders and other local, state and university stakeholders. These communities and surrounding areas faced a shortage of dentists, and their residents demonstrated a variety of challenges—including financial and geographical—in accessing oral health care.

Through these CSLCs, the school has literally broken ground on setting a new standard—and pioneering model—for dental education, service, research and outreach. They are creating smiles across North Carolina and shaping tomorrow's dentists with minds geared toward service.



Locations of the community service learning centers





## LEADING THE WAY

In 2015, the School of Dental Medicine graduated its inaugural class, leading the school's mission to improve the oral health care of the people of North Carolina while educating the next generation of dentists. Since then, the school has surpassed goals and celebrated milestones, from placing new dentists in high-need areas of the state to earning national accolades for its model of education and service. More notable achievements include the following:



More than  
**200** alumni



of alumni are already practicing  
in North Carolina.

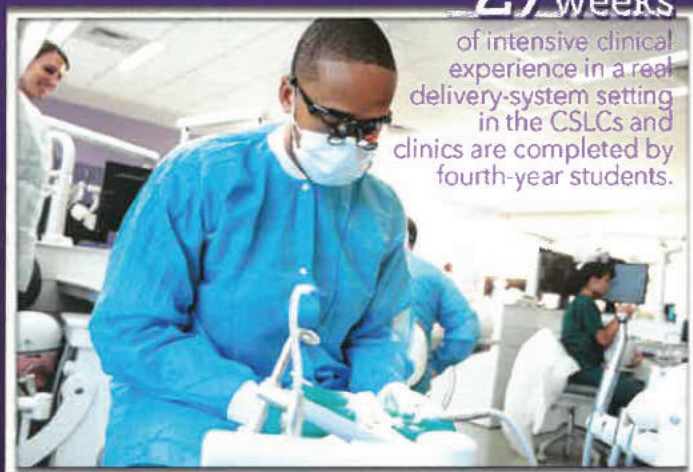


**60,000**  
patients

from all 100 North Carolina counties have been treated at campus clinics and statewide community service learning centers.

**330+**  
patients

have been served through the school's Patient Care Fund, which fully or partially covers the cost of dental procedures for patients who meet certain financial criteria. The fund is sustained by charitable gifts from donors across the state.



**27** weeks

of intensive clinical experience in a real delivery-system setting in the CSLCs and clinics are completed by fourth-year students.



2019 winner of the American Dental Education Association's Gies Award for the school's innovative model of placing the CSLCs strategically across the state to educate future dentists while addressing North Carolina's oral health care disparities.

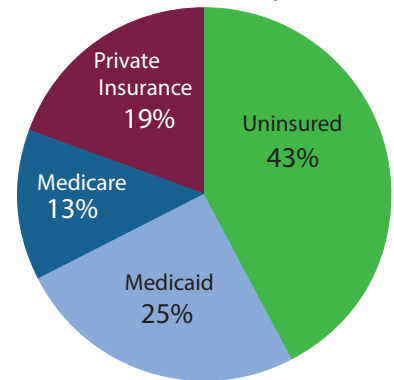
# WHAT ARE COMMUNITY HEALTH CENTERS?

Not-for-profit health care practices that provide comprehensive, patient-centered primary care

42 North Carolina Community Health Centers:

- 520,000 patients served in 2016
- \$675 annual average patient costs
- Fees adjusted based on patients' ability to pay
- Serve medically underserved populations
- Demonstrate sound clinical and financial management
- Governed by a patient-majority board
- Serve all 100 North Carolina counties

Insurance Coverage of North Carolina Community Health Center Patients, 2016



**\$1,233**  
Median Cost per  
Emergency Room  
Visit

**\$151**  
Cost per Community  
Health Center (CHC)  
Medical Visit

## CHCs Take Care of the Whole Person

- Primary medical care
- Dental care
- Behavioral/ mental health care and substance abuse counseling
- Pharmacy or medication assistance programs
- Health insurance outreach and enrollment
- Enabling services: case management, health education, interpretation, WIC programs, transportation

## North Carolina CHC Visits by Type of Service<sup>1</sup>:

  
Medical  
1,329,324

  
Dental  
224,220

  
Behavioral &  
substance abuse  
95,968

  
Enabling  
160,886

1. BPHC, HRSA, 2016 Uniform Data System (UDS)



# MEDICAID & CHCS WORK TOGETHER

## More Insured People Will Grow Our Economy

- Insurance coverage is needed when CHC preventive and primary care is not enough for patients that need specialty and hospital care.
- 390,000 more North Carolinians would have insurance coverage if the state expanded Medicaid.
- People without health insurance are sicker and poorer, making it more difficult for them to contribute to the economy.<sup>1</sup>
- The healthcare system is a driving force in North Carolina's economy. Making health coverage available to the uninsured could add 43,000 jobs over four years.<sup>1</sup>
- States that reduced their uninsured populations saw uncompensated care at hospitals decrease by 21% compared to states that did not act.<sup>2</sup>



390,000 more North Carolinians would have insurance coverage



43,000 jobs could be added to NC

## Medicaid Helps NC Fulfill the CHC Mission

Every North Carolina community should have access to a patient-centered, patient-governed, culturally competent health care home. Many CHCs go further to meet community needs by integrating high quality medical, pharmacy, dental, vision, behavioral health, and enabling services, serving patients without regard to a person's ability to pay. Medicaid helps fulfill that vision.

- Medicaid covers 19% of NC CHC patients
- NC CHCs serve 6.2% of NC Medicaid patients and account for only 0.5% of the state's Medicaid expenditures<sup>1</sup>

### A Strong Medicaid Program:

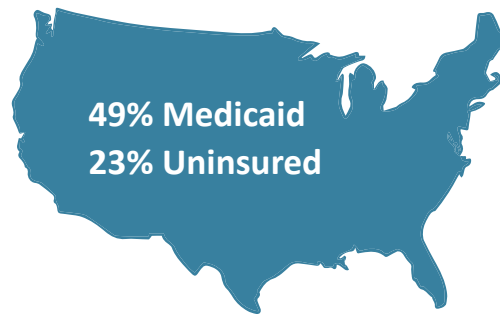
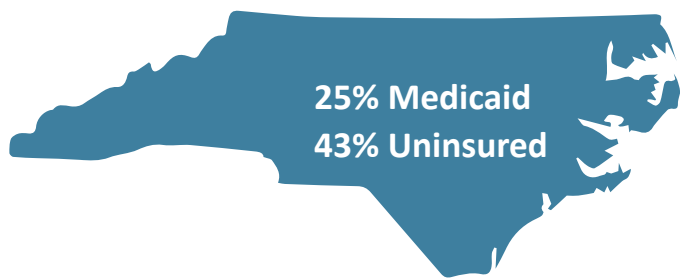
- Maintains services for beneficiaries
- Helps CHCs plan for future years / budgets / growth / increase in services
- Helps patients with specialty & wraparound services that improve health & reduce expensive emergency department visits
- Means that CHCs are able to competitively recruit, hire, and retain staff

1. Ku, L., Bruen, B., Steinmetz, E., Bysse, T. (December 2014). The Economic and Employment Costs of Not Expanding Medicaid in North Carolina: A County-Level Analysis. The George Washington University Center for Health Policy Research. Retrieved from: <http://www.conehealthfoundation.com/app/files/public/4202/The-Economic-and-Employment-Costs-of-Not-Expanding-Medicaid-in-North-Carolina.pdf>

2. Office of the Assistant Secretary for Planning and Evaluation. "Economic Impact of the Medicaid Expansion." (March 2015). Available online at: [https://aspe.hhs.gov/sites/default/files/pdf/139231/ib\\_MedicaidExpansion.pdf](https://aspe.hhs.gov/sites/default/files/pdf/139231/ib_MedicaidExpansion.pdf).

# NC HAS LESS COVERAGE THAN THE USA

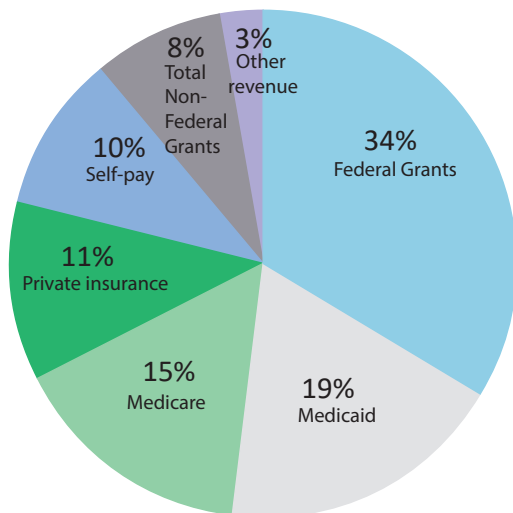
## North Carolina has to cover more uninsured patients



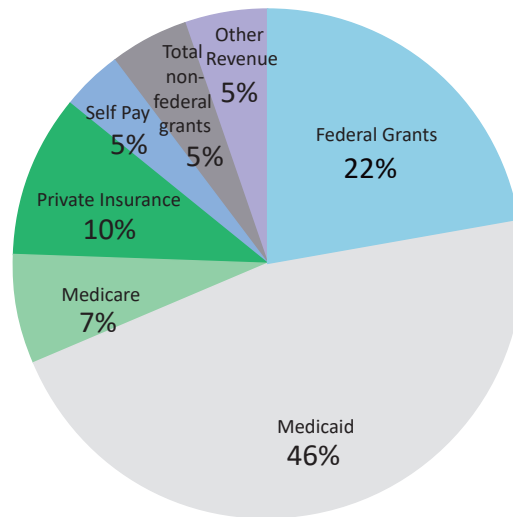
North Carolina Community Health Centers have twice as many uninsured (“self-pay”) patients and less than half as many patients covered by Medicaid than CHCs nationally. With such a high percentage of federal grant funding dedicated to sliding scale patient fees, North Carolina CHCs are more limited in:

- Expanding sites
- Adding services
- Developing new programs that could help improve health outcomes

North Carolina Community Health Center  
Revenue Sources, 2016



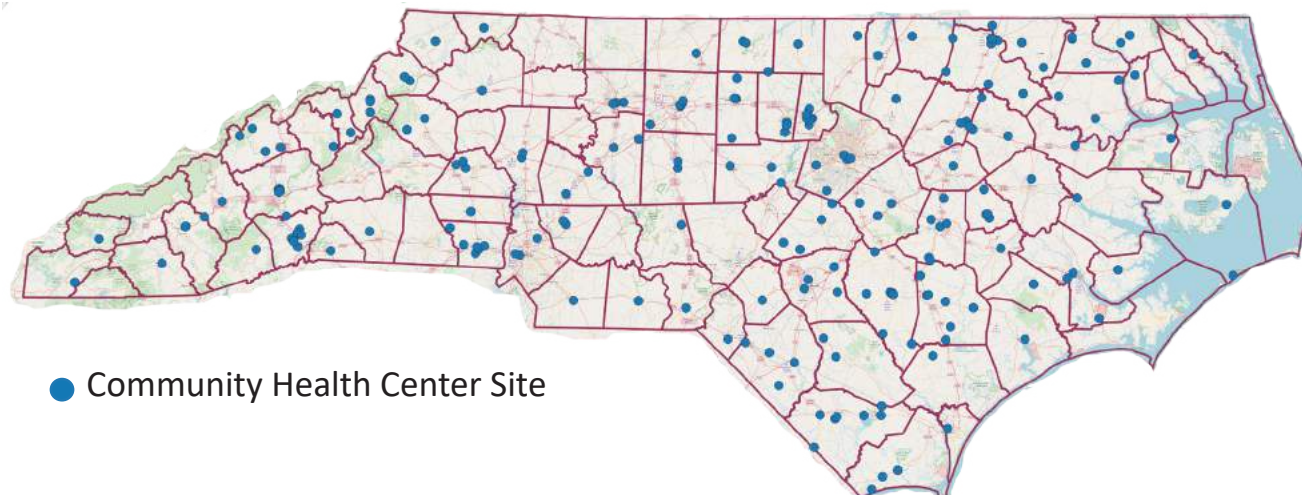
National Community Health Center  
Revenue Sources, 2016



Federal grants are almost half of NC CHC revenues. To be less dependent on federal grant funding, North Carolina would have to cover more people.

Pie charts for NC CHC and National CHC Revenue Sources are drawn from BPHC, HRSA, 2016 Uniform Data System (UDS)

# STRENGTHENING NORTH CAROLINA'S ECONOMY



## Federal Grant Dollars to NC

Direct economic impact:

\$127,843,883

Indirect economic impact:

\$111,774,361<sup>1</sup>

Total Jobs (full-time equivalents)

= 3,765 including<sup>1</sup>

- 1,312 Medical FTEs
- 272 Dental FTEs
- 190 Pharmacy FTEs
- 102 Mental Health/ Substance Abuse FTEs

## National Health Service Corps Brings People to NC

The National Health Service Corps is a loan forgiveness program that encourages recent medical school graduates to work in rural health locations.

- North Carolina had 237 NHSC placements in 2016, 103 of which are at CHCs

**“We couldn’t continue to fully staff our CHC without the National Health Service Corps Program,” says Chuck Shelton, CEO of Mountain Community Health Partnership. “They have been and continue to be a key factor in our ability to attract providers to our rural location.”**

1. BPHC, HRSA, 2016 Uniform Data System (UDS)

# 340B DRUG DISCOUNT PROGRAM

## 340B Program Gives Access to Needed Medicine

The 340B Drug Discount Pricing Program is a federal program that enables qualified safety net organizations, including Community Health Centers, to purchase discounted outpatient drugs directly from pharmaceutical companies. Drug manufacturers participating in the Medicare and Medicaid programs are required to participate.

Health Centers utilize the 340B Program to:

- Provide access to low-cost medications for uninsured patients
- Reinvest savings to:
  - Provide medication management services
  - Offer patient navigation services that connect patients to other community services
  - Connect clinical pharmacists and primary care providers to manage chronic conditions as a care team
  - Support staff time to work on quality improvement initiatives
  - Conduct local community health education
  - Expand pharmacy services through innovative initiatives, such as a medication delivery service pilot

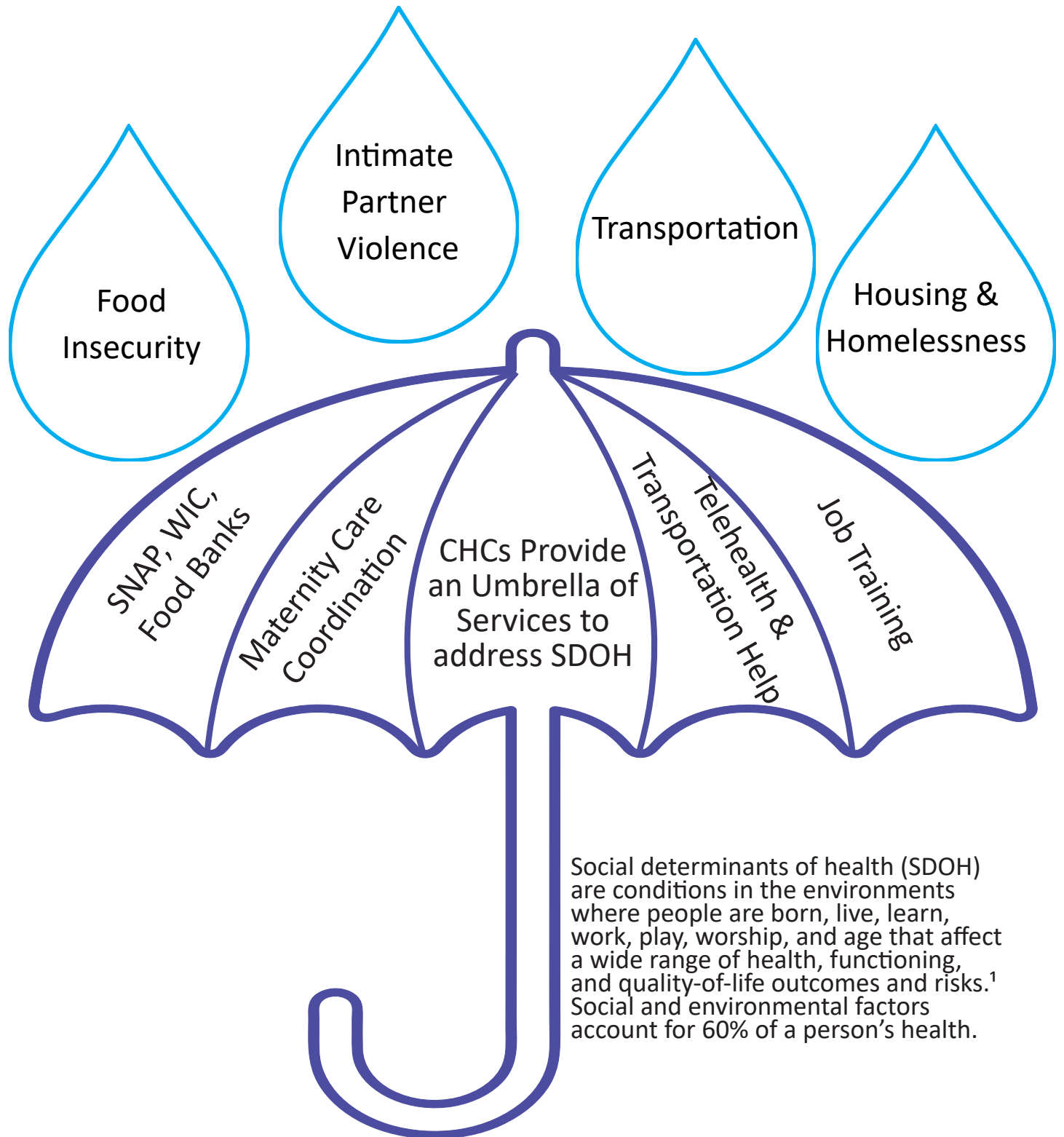


Health centers exemplify the type of safety net program that the 340B program was intended to support. By law, all health centers:

- serve only those areas and populations that HHS as designated as high need
- ensure that all patients can access the full range of services they provide, regardless of insurance status, income, or ability to pay
- are required to reinvest all 340B savings into activities that are federally-approved as advancing their charitable mission of ensuring access to care for the underserved

# SOCIAL DETERMINANTS OF HEALTH

## CHCs Help Address Social Determinants of Health



1. <https://www.healthypeople.gov/2020/topics-objectives/topic/social-determinants-of-health>

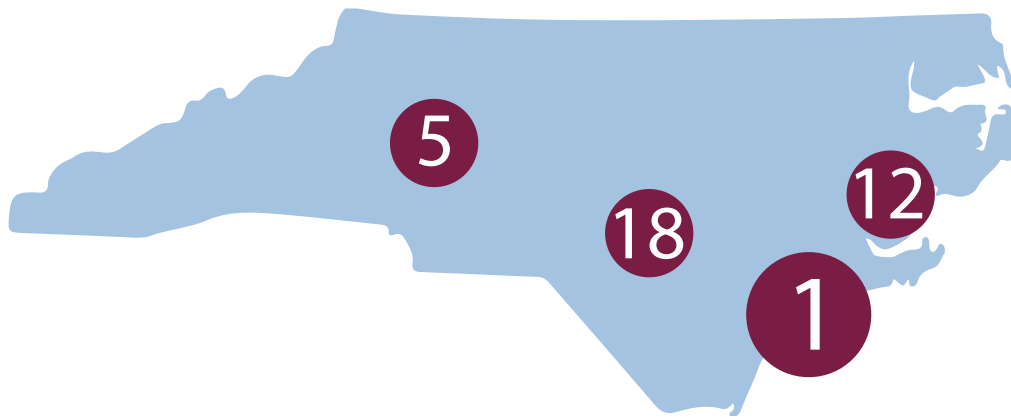
# BEHAVIORAL HEALTH

## CHCs are Important Players in Behavioral Health

Behavioral Health Services by the Numbers:

- 29: NC CHCs offering behavioral health diagnosis and treatment
- 96,000: Behavioral Health & Substance Abuse visits, an increase from 2015
- 102: FTE Behavioral Health Professionals in 2016 (psychiatrists, clinical psychologists, licensed clinical social workers, addiction specialists, others)

**Wilmington, NC has the highest rate of opioid addiction (11.6%) in the country, and three other NC cities are in the top 25: Hickory (9.9%), Jacksonville (8.2%) and Fayetteville (7.9%).<sup>1</sup>**



North Carolina CHCs and their patients are best served when there is a strong mental health and substance abuse treatment system. Community Health Centers work closely with other providers, including mental health services, hospitals, academic medical centers, community providers, and private practitioners to ensure the needs of patients are being met.

### FQHCs Delivering Medication Assisted Treatment

- Appalachian Mountain Community Health Centers
- Blue Ridge Health
- Gaston Family Health Services
- High Country Community Health\*
- Lincoln Community Health Center\*
- Metropolitan Community Health Services, Inc.\*
- Mountain Community Health Partnership
- Piedmont Health Services
- Stedman-Wade Health Services, Inc.
- And more are planning to do this in the future

\*These health centers are participating in a Medication-Assisted Opioid Use Disorder Treatment Pilot Program created by the NC General Assembly through House Bill 1030.

1. Knopf, T. (27 July 2017). Four North Carolina Cities Make Top 25 List for Opioid Abuse. *North Carolina Health News*. <http://www.northcarolina-healthnews.org/2017/07/27/four-north-carolina-cities-make-top-25-list-opioid-abuse/>

# NC COMMUNITY HEALTH CENTERS 2018

Alamance | Piedmont Health Services  
Alleghany | AppHealthCare  
Anson | Anson Regional Medical Services  
Ashe | AppHealthCare  
Avery | High Country Community Health  
Beaufort | Metropolitan Community Health Services  
Bertie | Bertie County Rural Health Association |  
Roanoke Chowan Community Health Center  
Bladen | CommWell Health  
Brunswick | CommWell Health | Goshen Medical Center  
Buncombe | Western NC Community Health Services |  
Blue Ridge Health  
Burke | High Country Community Health  
Cabarrus | Cabarrus Rowan Community Health Center  
Caldwell | West Caldwell Health Council  
Caswell | Caswell Family Medical Center | Piedmont  
Health Services  
Catawba | Gaston Family Health Services  
Chatham | Piedmont Health Services  
Cherokee | Appalachian Mountain Community Health  
Centers  
Chowan | Gateway Community Health Centers  
Columbus | Goshen Medical Center | Robeson Health  
Care Corporation  
Craven | Goshen Medical Center | Craven County  
Community Health Center  
Cumberland | Stedman-Wade Health Services |  
South Central Community Health Center  
Davidson | Gaston Family Health Services  
Duplin | Goshen Medical Center  
Durham | Lincoln Community Health Center  
Edgecombe | Carolina Family Health Centers | OIC  
Family Medical Center | Rural Health Group  
Forsyth | United Health Centers  
Franklin | Advance Community Health  
Gaston | Gaston Family Health Services  
Gates | Gateway CHC  
Graham | Appalachian Mountain Community Health  
Centers  
Greene | Greene County Health Care  
Guilford | Triad Adult and Pediatric Medicine  
Halifax | Rural Health Group  
Harnett | First Choice Community Health Center  
Haywood | Appalachian Mountain Community Health  
Centers | Blue Ridge Community Health Services  
Henderson | Blue Ridge Health  
Hertford | Roanoke Chowan Community Health Center  
Hoke | South Central Community Health Center  
Hyde Mountain Community Health Partnership  
Iredell | Gaston Family Health Services  
Jackson | Appalachian Mountain Community Health  
Centers | Blue Ridge Health  
Johnston | CommWell Health  
Jones | Goshen Medical Center  
Lenoir | Kinston Community Health Center  
Lincoln | Gaston Family Health Services  
Macon | Appalachian Mountain Health Center  
Madison | Hot Springs Health Program  
Martin | Metropolitan Community Health Services  
McDowell | Appalachian Mountain Community Health  
Centers  
Mecklenburg | C.W. Williams Community Health Center |  
Charlotte Community Health  
Mitchell | Mountain Community Health Partnership  
Montgomery | Robeson Health Care Corporation  
Nash | Carolina Family Health Centers  
New Hanover | MedNorth Health Center  
Northampton | Rural Health Group  
Onslow | Goshen Medical Center  
Orange | Piedmont Health Services  
Pamlico | Greene County Health Care  
Pasquotank | Gateway Community Health Centers  
Pender | CommWell Health | Black River Health Services  
Person | Person Family Medical Center  
Polk | Blue Ridge Health  
Pitt | Greene County Health Care  
Randolph | Randolph Family Health Care at MERCE  
Richmond | Anson Regional Medical Services  
Robeson | Robeson Health Care Corporation  
Rockingham | Triad Adult and Pediatric Medicine  
Rowan | Cabarrus Rowan Community Health Centers  
Rutherford | Blue Ridge Community Health Services  
Sampson | CommWell Health | Goshen Medical Center  
Scotland | Robeson Health Care Corporation  
Transylvania | Blue Ridge Health  
Union | Anson Regional Medical Services  
Vance | Rural Health Group  
Wake | Advance Community Health  
Warren | Rural Health Group  
Washington | Roanoke Chowan | Metropolitan  
Community Health Center  
Watauga | High Country Community Health  
Wayne | Goshen Medical Center  
Wilkes | Wilkes Community Health Center  
Wilson | Carolina Family Health Centers  
Yancey | Mountain Community Health Partnership

# CAMDEN COUNTY



## ABOUT

Established in 1777 out of Pasquotank County, Camden County was named for Charles Pratt, First Lord Camden. The city of Camden serves as the county seat.


Other communities located in Camden County include Old Trap, Shiloh, and South Mills.


Camden County is an attractive destination for naturalists, featuring a variety of activities for boaters, fishers, and swimmers. The county is home to the Great Dismal Swamp, which covers 175


square miles along the Virginia border.

The preservation is one of the most important sanctuaries for black bears in the eastern United States and serves as a breeding ground for migratory song birds.

Camden County's historical and cultural attractions include the Camden County Courthouse, the Milford Historic House, the Sanderlin-Prichard House, and the Shiloh Baptist Church.

		COUNTY	NC AVG	US AVG
 <p><b>DEMOGRAPHICS</b> <sup>1,2,4</sup></p> <p>POPULATION: <b>10,710</b> NC RANKING: <b>96th</b> *ranked HIGH to LOW out of 100 counties</p>	BLACK	<b>12%</b>	<b>22%</b>	<b>13%</b>
	WHITE	<b>83%</b>	<b>71%</b>	<b>77%</b>
	HISPANIC	<b>3%</b>	<b>10%</b>	<b>18%</b>
	MEDIAN AGE	<b>41</b>	<b>38</b>	<b>38</b>
	RENT ≥ 30% INCOME	<b>51%</b>	<b>49%</b>	<b>51%</b>
	FAMILIES HEADED BY A FEMALE	<b>15%</b>	<b>13%</b>	<b>13%</b>
	PROJECTED 2025 POPULATION	<b>11,079</b>	<b>11.2M</b>	<b>347.3M</b>

		COUNTY	NC AVG	US AVG
 <p><b>EDUCATION</b> <sup>1,2,3</sup></p> <p>HIGH SCHOOL GRADUATION RATE: <b>85%</b> NC: 87%   US: 87%</p>	STUDENT EXPENDITURE K-12	<b>\$9,806</b>	<b>\$9,377</b>	<b>\$12,201</b>
	STUDENTS RECEIVING FREE OR REDUCED LUNCH	<b>29%</b>	<b>59%</b>	<b>74%</b>
	THIRD GRADERS READING AT GRADE LEVEL: <b>77%</b> NC: 58%   US: 68%	COMMUNITY COLLEGES & 4-YEAR UNIVERSITIES: <b>None</b>		

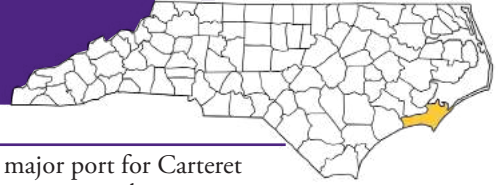
		COUNTY	NC AVG	US AVG
 <p><b>HEALTH</b> <sup>1,2</sup></p> <p>PRIMARY CARE PHYSICIANS PER 10,000: <b>0</b> NC: 7   US: 16</p>	DENTISTS PER 10,000	<b>3</b>	<b>6</b>	<b>6</b>
	GROCERY STORES PER 10,000	<b>0</b>	<b>19</b>	<b>21</b>
	CANCER INCIDENCE PER 10,000	<b>42</b>	<b>47</b>	<b>44</b>
	HEART DISEASE DEATHS PER 10,000	<b>20</b>	<b>16</b>	<b>17</b>
	UNINSURED ADULTS	<b>12%</b>	<b>15%</b>	<b>12%</b>
	OBESITY	<b>32%</b>	<b>30%</b>	<b>30%</b>

		COUNTY	NC AVG	US AVG
 <p><b>ECONOMY</b> <sup>1,2</sup></p> <p>MEDIAN HOUSEHOLD INCOME: <b>\$65,955</b> NC RANKING: <b>6th</b> *ranked HIGHEST to LOWEST out of 100 counties</p>	UNEMPLOYED	<b>4%</b>	<b>4%</b>	<b>4%</b>
	LIVE IN POVERTY	<b>8%</b>	<b>14%</b>	<b>12%</b>
LARGEST EMPLOYER:		<b>Camden County Board of Education</b>		

SOURCES: <sup>1</sup> NC Health Data Explorer <sup>2</sup> NCIOM <sup>3</sup> NC School Report Cards <sup>4</sup> NC Office of State Budget and Management <sup>5</sup> NC DPI Statistical Profile State Per Pupil Expenditure 2016-17 | "About" information provided by the North Carolina History Project



# CARTERET COUNTY



## ABOUT

Established in 1772 out of Craven County, Carteret County is named in honor of the Earl of Granville and Lord Proprietor of North Carolina, Sir John Carteret. Beaufort, the third oldest town in North Carolina, serves as the county seat.


Other communities located in Carteret County include Atlantic Beach, Cedar Point, Emerald Isle, Morehead City, Newport, and Pine Knoll Shores.


Carteret County had a diverse group of early inhabitants, including the native Tuscarora, as well as German, French, Quaker, and Scotch-Irish settlers.


Beaufort served as a major port for Carteret County in its early history, as industries in the county produced tobacco, meat, and fish.

The county also produced pitch, rosin, tar, and turpentine for shipbuilding. In 1858, Morehead City was established as a railroad town, creating the county's greatest economic draw that remains the same today – tourism.

Carteret County's historical and cultural attractions include Cape Lookout National Seashore, Cedar Island National Wildlife Refuge, Croatan National Forest, and Fort Macon State Park.

		COUNTY	NC AVG	US AVG
 <b>DEMOGRAPHICS</b> <sup>1,2,4</sup> POPULATION: <b>69,524</b> NC RANKING: <b>38th</b> *ranked HIGH to LOW out of 100 counties	BLACK	<b>6%</b>	<b>22%</b>	<b>13%</b>
	WHITE	<b>90%</b>	<b>71%</b>	<b>77%</b>
	HISPANIC	<b>4%</b>	<b>10%</b>	<b>18%</b>
	MEDIAN AGE	<b>47</b>	<b>38</b>	<b>38</b>
	RENT ≥ 30% INCOME	<b>44%</b>	<b>49%</b>	<b>51%</b>
	FAMILIES HEADED BY A FEMALE	<b>11%</b>	<b>13%</b>	<b>13%</b>
	PROJECTED 2025 POPULATION	<b>74,078</b>	<b>11.2M</b>	<b>347.3M</b>

		COUNTY	NC AVG	US AVG
 <b>EDUCATION</b> <sup>1,2,3</sup> HIGH SCHOOL GRADUATION RATE: <b>91%</b> NC: 87%   US: 87%	STUDENT EXPENDITURE K-12	<b>\$9,954</b>	<b>\$9,377</b>	<b>\$12,201</b>
	STUDENTS RECEIVING FREE OR REDUCED LUNCH	<b>43%</b>	<b>59%</b>	<b>74%</b>
	THIRD GRADERS READING AT GRADE LEVEL: <b>67%</b> NC: 58%   US: 68%	COMMUNITY COLLEGES & 4-YEAR UNIVERSITIES: <b>Carteret Community College</b>		

		COUNTY	NC AVG	US AVG
 <b>HEALTH</b> <sup>1,2</sup> PRIMARY CARE PHYSICIANS PER 10,000: <b>5</b> NC: 7   US: 16	DENTISTS PER 10,000	<b>7</b>	<b>6</b>	<b>6</b>
	GROCERY STORES PER 10,000	<b>2</b>	<b>19</b>	<b>21</b>
	CANCER INCIDENCE PER 10,000	<b>48</b>	<b>47</b>	<b>44</b>
	HEART DISEASE DEATHS PER 10,000	<b>16</b>	<b>16</b>	<b>17</b>
	UNINSURED ADULTS	<b>15%</b>	<b>15%</b>	<b>12%</b>
	OBESITY	<b>28%</b>	<b>30%</b>	<b>30%</b>

		COUNTY	NC AVG	US AVG
 <b>ECONOMY</b> <sup>1,2</sup> MEDIAN HOUSEHOLD INCOME: <b>\$55,052</b> NC RANKING: <b>19th</b> *ranked HIGHEST to LOWEST out of 100 counties	UNEMPLOYED	<b>4%</b>	<b>4%</b>	<b>4%</b>
	LIVE IN POVERTY	<b>10%</b>	<b>14%</b>	<b>12%</b>
LARGEST EMPLOYER:		<b>Carteret County Board of Education</b>		

SOURCES: <sup>1</sup> NC Health Data Explorer <sup>2</sup> NCIOM <sup>3</sup> NC School Report Cards <sup>4</sup> NC Office of State Budget and Management <sup>5</sup> NC DPI Statistical Profile State Per Pupil Expenditure 2016-17 | "About" information provided by the North Carolina History Project

# CRAVEN COUNTY



## ABOUT

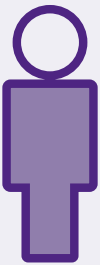
Established in 1712 out of Bath County, Craven County was named for Carolina Lord Proprietor Earl of Craven. New Bern serves as the county seat. In early North Carolina history, New Bern served as the capital of the state until Raleigh became the permanent center of government in 1788.


Other communities located in Craven County include Cove City, Dover, Havelock, and Vanceboro. The county also includes a number of bodies of water, including Catfish Lake, the Neuse River, and the Palmetto Swamp.


Craven County is the home of Pepsi-Cola. Pepsi was developed in New Bern by pharmacist Caleb Bradham who sold the drink to his

customers as "Brad's Drink." The county is also home to the state's first newspaper, the *North-Carolina Gazette*, which was first printed in 1751.

Craven County's historical and cultural attractions include the Atlantic Dance Theater, the Fireman's Museum, the New Bern Civic Theatre, the Tryon Palace historical site, and Union Point Park. The county also hosts the Bridgeton Blueberry Festival, the Chrysanthemum Festival, and the Festival of Colonial Life.

		COUNTY	NC AVG	US AVG
 <p><b>DEMOGRAPHICS</b> <sup>1,2,4</sup></p> <p>POPULATION: <b>102,912</b> NC RANKING: <b>27th</b> <small>*ranked HIGH to LOW out of 100 counties</small></p>	BLACK	<b>22%</b>	<b>22%</b>	<b>13%</b>
	WHITE	<b>72%</b>	<b>71%</b>	<b>77%</b>
	HISPANIC	<b>7%</b>	<b>10%</b>	<b>18%</b>
	MEDIAN AGE	<b>36</b>	<b>38</b>	<b>38</b>
	RENT ≥ 30% INCOME	<b>47%</b>	<b>49%</b>	<b>51%</b>
	FAMILIES HEADED BY A FEMALE	<b>11%</b>	<b>13%</b>	<b>13%</b>
	PROJECTED 2025 POPULATION	<b>104,595</b>	<b>11.2M</b>	<b>347.3M</b>

		COUNTY	NC AVG	US AVG
 <p><b>EDUCATION</b> <sup>1,2,3</sup></p> <p>HIGH SCHOOL GRADUATION RATE: <b>88%</b> NC: 87%   US: 87%</p>	STUDENT EXPENDITURE K-12	<b>\$9,430</b>	<b>\$9,377</b>	<b>\$12,201</b>
	STUDENTS RECEIVING FREE OR REDUCED LUNCH	<b>55%</b>	<b>59%</b>	<b>74%</b>
	THIRD GRADERS READING AT GRADE LEVEL: <b>61%</b> NC: 58%   US: 68%	COMMUNITY COLLEGES & 4-YEAR UNIVERSITIES: <b>Craven Community College</b>		

		COUNTY	NC AVG	US AVG
 <p><b>HEALTH</b> <sup>1,2</sup></p> <p>PRIMARY CARE PHYSICIANS PER 10,000: <b>7</b> NC: 7   US: 16</p>	DENTISTS PER 10,000	<b>7</b>	<b>6</b>	<b>6</b>
	GROCERY STORES PER 10,000	<b>1</b>	<b>19</b>	<b>21</b>
	CANCER INCIDENCE PER 10,000	<b>49</b>	<b>47</b>	<b>44</b>
	HEART DISEASE DEATHS PER 10,000	<b>17</b>	<b>16</b>	<b>17</b>
	UNINSURED ADULTS	<b>15%</b>	<b>15%</b>	<b>12%</b>
	OBESITY	<b>31%</b>	<b>30%</b>	<b>30%</b>

		COUNTY	NC AVG	US AVG
 <p><b>ECONOMY</b> <sup>1,2</sup></p> <p>MEDIAN HOUSEHOLD INCOME: <b>\$50748</b> NC RANKING: <b>32th</b> <small>*ranked HIGHEST to LOWEST out of 100 counties</small></p>	UNEMPLOYED	<b>4%</b>	<b>4%</b>	<b>4%</b>
	LIVE IN POVERTY	<b>15%</b>	<b>14%</b>	<b>12%</b>
LARGEST EMPLOYER:		<b>Department of Defense</b>		

SOURCES: <sup>1</sup> NC Health Data Explorer <sup>2</sup> NCIOM <sup>3</sup> NC School Report Cards <sup>4</sup> NC Office of State Budget and Management <sup>5</sup> NC DPI Statistical Profile State Per Pupil Expenditure 2016-17 | "About" information provided by the North Carolina History Project

# CURRITUCK COUNTY




## ABOUT


Established in 1668 as precinct of Albemarle County, Currituck County is named for the Native American word “Coratank,” which means wild geese. The city of Currituck serves as the county seat. Currituck County is the northeastern-most county of North Carolina and was one of the state’s first colonial ports.


Other communities located in Currituck County include Coinjock, Corolla, Knotts Island, Sligo, and Tulls Creek.

Currituck County is home to the largest population of Banker ponies, which descend from Spanish mustangs. Historians believe the mustangs were brought to North Carolina in the 1500s on a Spanish expedition.

The county is also home to the Currituck National Wildlife Refuge and is an important vacation spot for sportsmen and outdoor admirers.

		COUNTY	NC AVG	US AVG
 <p><b>DEMOGRAPHICS</b> <sup>1,2,4</sup></p> <p>POPULATION: <b>27,072</b> NC RANKING: <b>74th</b> <small>*ranked HIGH to LOW out of 100 counties</small></p>	BLACK	<b>6%</b>	<b>22%</b>	<b>13%</b>
	WHITE	<b>91%</b>	<b>71%</b>	<b>77%</b>
	HISPANIC	<b>4%</b>	<b>10%</b>	<b>18%</b>
	MEDIAN AGE	<b>43</b>	<b>38</b>	<b>38</b>
	RENT ≥ 30% INCOME	<b>54%</b>	<b>49%</b>	<b>51%</b>
	FAMILIES HEADED BY A FEMALE	<b>8%</b>	<b>13%</b>	<b>13%</b>
	PROJECTED 2025 POPULATION	<b>30,085</b>	<b>11.2M</b>	<b>347.3M</b>

		COUNTY	NC AVG	US AVG
 <p><b>EDUCATION</b> <sup>1,2,3</sup></p> <p>HIGH SCHOOL GRADUATION RATE: <b>88%</b> NC: 87%   US: 87%</p>	STUDENT EXPENDITURE K-12	<b>\$9,770</b>	<b>\$9,377</b>	<b>\$12,201</b>
	STUDENTS RECEIVING FREE OR REDUCED LUNCH	<b>34%</b>	<b>59%</b>	<b>74%</b>
	THIRD GRADERS READING AT GRADE LEVEL: <b>62%</b> NC: 58%   US: 68%	<b>COMMUNITY COLLEGES &amp; 4-YEAR UNIVERSITIES:</b> <b>College of the Albemarle's Regional Aviation and Technical Training Center</b>		

		COUNTY	NC AVG	US AVG
 <p><b>HEALTH</b> <sup>1,2</sup></p> <p>PRIMARY CARE PHYSICIANS PER 10,000: <b>4</b> NC: 7   US: 16</p>	DENTISTS PER 10,000	<b>3</b>	<b>6</b>	<b>6</b>
	GROCERY STORES PER 10,000	<b>4</b>	<b>19</b>	<b>21</b>
	CANCER INCIDENCE PER 10,000	<b>40</b>	<b>47</b>	<b>44</b>
	HEART DISEASE DEATHS PER 10,000	<b>21</b>	<b>16</b>	<b>17</b>
	UNINSURED ADULTS	<b>14%</b>	<b>15%</b>	<b>12%</b>
	OBESITY	<b>28%</b>	<b>30%</b>	<b>30%</b>

		COUNTY	NC AVG	US AVG
 <p><b>ECONOMY</b> <sup>1,2</sup></p> <p>MEDIAN HOUSEHOLD INCOME: <b>\$64,426</b> NC RANKING: <b>9th</b> <small>*ranked HIGHEST to LOWEST out of 100 counties</small></p>	UNEMPLOYED	<b>3%</b>	<b>4%</b>	<b>4%</b>
	LIVE IN POVERTY	<b>10%</b>	<b>14%</b>	<b>12%</b>
LARGEST EMPLOYER:		<b>Currituck County Board of Education</b>		

SOURCES: <sup>1</sup> NC Health Data Explorer <sup>2</sup> NCIOM <sup>3</sup> NC School Report Cards <sup>4</sup> NC Office of State Budget and Management <sup>5</sup> NC DPI Statistical Profile State Per Pupil Expenditure 2016-17 | "About" information provided by the North Carolina History Project

# DUPLIN COUNTY



## ABOUT


Established in 1750 out of New Hanover County, Duplin County was named for Sir Thomas Hay, Viscount of Dupplin, who served on the Board of Trade and Plantations. Kenansville serves as the county seat.


Other communities located in Duplin County include Beulaville, Calypso, Magnolia, Rose Hill, Wallace, and Warsaw. The county is known for its water features, including the Cape Fear River, Maxwell Millpond, Muddy Creek, and Picadilly Bay.


The county's early economy revolved around its tar and pitch industries. Today, Duplin County's agricultural industry sustains

its economy with a focus on cotton, corn, tobacco, and textiles. The county is also home to North Carolina's oldest winery – Duplin Winery – which was established in the 1970s and sells 450,000 cases of wine annually.

Duplin County's historical and cultural attractions include the Cowan Museum, Dickson Farm, Liberty Hall Plantation, and the Kenansville Historic District. The county hosts an annual beach music festival.

		COUNTY	NC AVG	US AVG
 <p><b>DEMOGRAPHICS</b> <sup>1,2,4</sup></p> <p>POPULATION: <b>58,856</b> NC RANKING: <b>48th</b> <small>*ranked HIGH to LOW out of 100 counties</small></p>	BLACK	<b>26%</b>	<b>22%</b>	<b>13%</b>
	WHITE	<b>70%</b>	<b>71%</b>	<b>77%</b>
	HISPANIC	<b>23%</b>	<b>10%</b>	<b>18%</b>
	MEDIAN AGE	<b>40</b>	<b>38</b>	<b>38</b>
	RENT ≥ 30% INCOME	<b>48%</b>	<b>49%</b>	<b>51%</b>
	FAMILIES HEADED BY A FEMALE	<b>15%</b>	<b>13%</b>	<b>13%</b>
	PROJECTED 2025 POPULATION	<b>59,854</b>	<b>11.2M</b>	<b>347.3M</b>

		COUNTY	NC AVG	US AVG
 <p><b>EDUCATION</b> <sup>1,2,3</sup></p> <p>HIGH SCHOOL GRADUATION RATE: <b>73%</b> NC: 87%   US: 83%</p>	STUDENT EXPENDITURE K-12	<b>\$9,664</b>	<b>\$9377</b>	<b>\$12,201</b>
	STUDENTS RECEIVING FREE OR REDUCED LUNCH	<b>97%</b>	<b>59%</b>	<b>74%</b>
	THIRD GRADERS READING AT GRADE LEVEL: <b>40%</b> NC: 58%   US: 68%	COMMUNITY COLLEGES & 4-YEAR UNIVERSITIES: <b>James Sprunt Community College</b>		

		COUNTY	NC AVG	US AVG
 <p><b>HEALTH</b> <sup>1,2</sup></p> <p>PRIMARY CARE PHYSICIANS PER 10,000: <b>3</b> NC: 25   US: 28</p>	DENTISTS PER 10,000	<b>5</b>	<b>6</b>	<b>6</b>
	GROCERY STORES PER 10,000	<b>2</b>	<b>19</b>	<b>21</b>
	CANCER INCIDENCE PER 10,000	<b>42</b>	<b>47</b>	<b>44</b>
	HEART DISEASE DEATHS PER 10,000	<b>17</b>	<b>16</b>	<b>17</b>
	UNINSURED ADULTS	<b>25%</b>	<b>15%</b>	<b>12%</b>
	OBESITY	<b>39%</b>	<b>30%</b>	<b>30%</b>

		COUNTY	NC AVG	US AVG
 <p><b>ECONOMY</b> <sup>1,2</sup></p> <p>MEDIAN HOUSEHOLD INCOME: <b>\$42,725</b> NC RANKING: <b>75st</b> <small>*ranked HIGHEST to LOWEST out of 100 counties</small></p>	UNEMPLOYED	<b>4%</b>	<b>4%</b>	<b>4%</b>
	LIVE IN POVERTY	<b>20%</b>	<b>14%</b>	<b>12%</b>
	LARGEST EMPLOYER: <b>Butterball, LLC</b>			

SOURCES: <sup>1</sup> NC Health Data Explorer <sup>2</sup> NCIOM <sup>3</sup> NC School Report Cards <sup>4</sup> NC Office of State Budget and Management <sup>5</sup> NC DPI Statistical Profile State Per Pupil Expenditure 2016-17 | "About" information provided by the North Carolina History Project

# EDGECOMBE COUNTY



## ABOUT

Established in 1741, Edgemcombe County was named for Richard Edgemcombe, a member of British Parliament and a Lord of Treasury. Tarboro serves as the county seat. It is the state's ninth oldest incorporated town. The oldest town incorporated by African Americans, Princeville, is also found in Edgemcombe County.

The largest city in Edgemcombe County is Rocky Mount, home to Hardee's and Rocky Mount Instruments. Other communities located in Edgemcombe County include Conetoe, Leggett, Macclesfield, Pinetops, Princeville, Sharpsburg, Speed, and Whitakers.

Edgemcombe County's historical and cultural attractions include The Grove, a colonial-era plantation and former residence of American Revolutionary War veteran and North Carolina statesman Thomas Blount, and the historic Tarboro Town Common — a large park that includes several memorials.

	COUNTY	NC AVG	US AVG
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## DEMOGRAPHICS <sup>1,2,4</sup>



POPULATION:  
**52,005**  
NC RANKING:  
**53rd**

\*ranked HIGH to LOW  
out of 100 counties

BLACK	<b>58%</b>	<b>22%</b>	<b>13%</b>
WHITE	<b>40%</b>	<b>71%</b>	<b>77%</b>
HISPANIC	<b>5%</b>	<b>10%</b>	<b>18%</b>
MEDIAN AGE	<b>40</b>	<b>38</b>	<b>38</b>
RENT ≥ 30% INCOME	<b>50%</b>	<b>49%</b>	<b>51%</b>
FAMILIES HEADED BY A FEMALE	<b>24%</b>	<b>13%</b>	<b>13%</b>
PROJECTED 2025 POPULATION	<b>51,753</b>	<b>11.2M</b>	<b>347.3M</b>

## EDUCATION <sup>1,2,3</sup>



HIGH SCHOOL GRADUATION RATE: **79%**  
NC: 87% | US: 83%



THIRD GRADERS READING AT GRADE LEVEL: **32%**  
NC: 58% | US: 68%

STUDENT EXPENDITURE K-12	<b>\$9,863</b>	<b>\$9,377</b>	<b>\$12,201</b>
STUDENTS RECEIVING FREE OR REDUCED LUNCH	<b>65%</b>	<b>59%</b>	<b>74%</b>

COMMUNITY COLLEGES & 4-YEAR UNIVERSITIES:  
**Edgemcombe Community College**

## HEALTH <sup>1,2,6,7</sup>



PRIMARY CARE PHYSICIANS PER 10,000: **5**  
NC: 25 | US: 28

BREAST CANCER PER 10,000	<b>1</b>		
STROKE DEATHS PER 10,000	<b>9</b>		
DENTISTS PER 10,000	<b>2</b>	<b>6</b>	<b>6</b>
GROCERY STORES PER 10,000	<b>2</b>	<b>19</b>	<b>21</b>
CANCER INCIDENCE PER 10,000	<b>45</b>	<b>47</b>	<b>44</b>
HEART DISEASE DEATHS PER 10,000	<b>20</b>	<b>16</b>	<b>17</b>
UNINSURED ADULTS	<b>15%</b>	<b>15%</b>	<b>12%</b>
OBESITY	<b>37%</b>	<b>30%</b>	<b>30%</b>

## ECONOMY <sup>1,2</sup>



MEDIAN HOUSEHOLD INCOME: **\$38,818**  
NC RANKING: **87th**  
\*ranked HIGHEST to LOWEST  
out of 100 counties

UNEMPLOYED	<b>5%</b>	<b>4%</b>	<b>4%</b>
LIVE IN POVERTY	<b>23%</b>	<b>14%</b>	<b>12%</b>

LARGEST EMPLOYER: **City Of Rocky Mount**

# GATES COUNTY



## ABOUT


Established in 1779 out of Chowan, Hertford, and Perquimans counties, Gates County was named for Revolutionary War hero General Horatio Gates. Gatesville serves as the county seat.


Other communities located in Gates County include Hall, Haslett, Holly Grove, Hunters Mill, Mintonville, and Reynoldson.


Gates County is known for its religious history, including Middle Swamp Baptist Church and Savage's United Methodist Church – two churches that preached to integrated congregations until the

American Civil War. However, the county was also the first in the state to summon a military company to aid the Confederates after North Carolina seceded from the Union.

Gates County's historical and cultural attractions include the Gates County Courthouse, the Great Dismal Swamp Canal, Merchants Millpond State Park — which is famous for its cypress trees — and Reid's Grove School, a historic Rosenwald school.

		COUNTY	NC AVG	US AVG
 <p><b>DEMOGRAPHICS</b> <sup>1,2,4</sup></p> <p>POPULATION: <b>11,573</b> NC RANKING: <b>93rd</b> <small>*ranked HIGH to LOW out of 100 counties</small></p>	BLACK	<b>31%</b>	<b>22%</b>	<b>13%</b>
	WHITE	<b>66%</b>	<b>71%</b>	<b>77%</b>
	HISPANIC	<b>2%</b>	<b>10%</b>	<b>18%</b>
	MEDIAN AGE	<b>45</b>	<b>38</b>	<b>38</b>
	RENT ≥ 30% INCOME	<b>53%</b>	<b>49%</b>	<b>51%</b>
	FAMILIES HEADED BY A FEMALE	<b>13%</b>	<b>13%</b>	<b>13%</b>
	PROJECTED 2025 POPULATION	<b>12,236</b>	<b>11.2M</b>	<b>347.3M</b>

		COUNTY	NC AVG	US AVG
 <p><b>EDUCATION</b> <sup>1,2,3</sup></p> <p>HIGH SCHOOL GRADUATION RATE: <b>86%</b> NC: 87%   US: 83%</p>	STUDENT EXPENDITURE K-12	<b>\$11,340</b>	<b>\$9,377</b>	<b>\$12,201</b>
	STUDENTS RECEIVING FREE OR REDUCED LUNCH	<b>53%</b>	<b>59%</b>	<b>74%</b>
	THIRD GRADERS READING AT GRADE LEVEL: <b>49%</b> NC: 58%   US: 68%	COMMUNITY COLLEGES & 4-YEAR UNIVERSITIES: <b>None</b>		

		COUNTY	NC AVG	US AVG
 <p><b>HEALTH</b> <sup>1,2</sup></p> <p>PRIMARY CARE PHYSICIANS PER 10,000: <b>1</b> NC: 25   US: 28</p>	DENTISTS PER 10,000	<b>2</b>	<b>6</b>	<b>6</b>
	GROCERY STORES PER 10,000	<b>3</b>	<b>19</b>	<b>21</b>
	CANCER INCIDENCE PER 10,000	<b>36</b>	<b>47</b>	<b>44</b>
	HEART DISEASE DEATHS PER 10,000	<b>15</b>	<b>16</b>	<b>17</b>
	UNINSURED ADULTS	<b>14%</b>	<b>15%</b>	<b>12%</b>
	OBESITY	<b>35%</b>	<b>30%</b>	<b>30%</b>

		COUNTY	NC AVG	US AVG
 <p><b>ECONOMY</b> <sup>1,2</sup></p> <p>MEDIAN HOUSEHOLD INCOME: <b>\$51,746</b> NC RANKING: <b>27th</b> <small>*ranked HIGHEST to LOWEST out of 100 counties</small></p>	UNEMPLOYED	<b>4%</b>	<b>4%</b>	<b>4%</b>
	LIVE IN POVERTY	<b>15%</b>	<b>14%</b>	<b>12%</b>
	LARGEST EMPLOYER:	<b>Gates County Board of Education</b>		

SOURCES: <sup>1</sup> NC Health Data Explorer <sup>2</sup> NCIOM <sup>3</sup> NC School Report Cards <sup>4</sup> NC Office of State Budget and Management <sup>5</sup> NC DPI Statistical Profile State Per Pupil Expenditure 2016-17 | "About" information provided by the North Carolina History Project

# GREENE COUNTY



## ABOUT


Originally named Glasgow County after Secretary of State James Glasgow, Greene County was established in 1791 out of Dobbs County, honoring General Nathanael Greene after Glasgow was charged with making fraudulent land grants. Snow Hill serves as the county seat.


Other communities located in Greene County include Hookerton, Maury, and Walstonburg.


The main assault of the Tuscarora War occurred in modern day Greene County, as Colonel Maurice Moore set fire to the Tuscarora's Fort Neheroka (or Nooherooka) in 1713. The fall of the fort led to

the end of the Tuscarora's resistance against invading white settlers. Today, agriculture remains the largest industry in Greene County, along with livestock production.

Greene County's historical and cultural attractions include the Greene County Courthouse, the Neheroka Fort Site, and the Zachariah School, a historic Rosenwald School.

		COUNTY	NC AVG	US AVG
 <p><b>DEMOGRAPHICS</b> <sup>1,2,4</sup></p> <p>POPULATION: <b>21,012</b> NC RANKING: <b>80th</b> *ranked HIGH to LOW out of 100 counties</p>	BLACK	<b>37%</b>	<b>22%</b>	<b>13%</b>
	WHITE	<b>59%</b>	<b>71%</b>	<b>77%</b>
	HISPANIC	<b>16%</b>	<b>10%</b>	<b>18%</b>
	MEDIAN AGE	<b>40</b>	<b>38</b>	<b>38</b>
	RENT ≥ 30% INCOME	<b>51%</b>	<b>49%</b>	<b>51%</b>
	FAMILIES HEADED BY A FEMALE	<b>19%</b>	<b>13%</b>	<b>13%</b>
	PROJECTED 2025 POPULATION	<b>21,048</b>	<b>11.2M</b>	<b>347.3M</b>

		COUNTY	NC AVG	US AVG
 <p><b>EDUCATION</b> <sup>1,2,3</sup></p> <p>HIGH SCHOOL GRADUATION RATE: <b>75%</b> NC: 87%   US: 83%</p>	STUDENT EXPENDITURE K-12	<b>\$10,370</b>	<b>\$9,377</b>	<b>\$12,201</b>
	STUDENTS RECEIVING FREE OR REDUCED LUNCH	<b>100%</b>	<b>59%</b>	<b>74%</b>
	THIRD GRADERS READING AT GRADE LEVEL: <b>44%</b> NC: 58%   US: 68%	COMMUNITY COLLEGES & 4-YEAR UNIVERSITIES: <b>None</b>		

		COUNTY	NC AVG	US AVG
 <p><b>HEALTH</b> <sup>1,2</sup></p> <p>PRIMARY CARE PHYSICIANS PER 10,000: <b>5</b> NC: 25   US: 28</p>	DENTISTS PER 10,000	<b>5</b>	<b>6</b>	<b>6</b>
	GROCERY STORES PER 10,000	<b>2</b>	<b>19</b>	<b>21</b>
	CANCER INCIDENCE PER 10,000	<b>44</b>	<b>47</b>	<b>44</b>
	HEART DISEASE DEATHS PER 10,000	<b>19</b>	<b>16</b>	<b>17</b>
	UNINSURED ADULTS	<b>23%</b>	<b>15%</b>	<b>12%</b>
	OBESITY	<b>34%</b>	<b>30%</b>	<b>30%</b>

		COUNTY	NC AVG	US AVG
 <p><b>ECONOMY</b> <sup>1,2</sup></p> <p>MEDIAN HOUSEHOLD INCOME: <b>\$43,591</b> NC RANKING: <b>65th</b> *ranked HIGHEST to LOWEST out of 100 counties</p>	UNEMPLOYED	<b>3%</b>	<b>4%</b>	<b>4%</b>
	LIVE IN POVERTY	<b>24%</b>	<b>14%</b>	<b>12%</b>
	LARGEST EMPLOYER:	<b>North Carolina Department of Public Safety</b>		

SOURCES: <sup>1</sup> NC Health Data Explorer <sup>2</sup> NCIOM <sup>3</sup> NC School Report Cards <sup>4</sup> NC Office of State Budget and Management <sup>5</sup> NC DPI Statistical Profile State Per Pupil Expenditure 2016-17 | "About" information provided by the North Carolina History Project

# HALIFAX COUNTY




## ABOUT


Established in 1758, Halifax County was named for the Earl of Halifax and President of the British Board of Trade and Plantations, George Montagu-Dunk. The town of Halifax serves as the county seat. Halifax County is best known as the home of the 1776 Halifax Resolves, which allowed North Carolina delegates at the Second Continental Congress to work with other colonial delegates in their efforts to break free from British rule.


Other communities located in Halifax County include Brinkleyville, Butterwood, Conoconnara, Enfield, Faucett, Littleton, Palmyra, Roanoke Rapids, Roseneath, Scotland Neck, and Weldon.

Cash-crops (tobacco, cotton, and others sold commercially) were the basis of a once-thriving economy in Halifax County. Industrialization and advances in transportation, including the railroad, decreased reliance on moving goods by rivers, like the Roanoke, which runs through Halifax County.

Halifax County's historical and cultural sites include natural attractions such as Lake Gaston and Medoc Mountain State Park. Halifax County also hosts Halifax Day, which is a celebration of the Halifax Resolves.

		COUNTY	NC AVG	US AVG
 <b>DEMOGRAPHICS</b> <sup>1,2,4</sup> POPULATION: <b>50,574</b> NC RANKING: <b>54th</b> *ranked HIGH to LOW out of 100 counties	BLACK	<b>54%</b>	<b>22%</b>	<b>13%</b>
	WHITE	<b>40%</b>	<b>71%</b>	<b>77%</b>
	HISPANIC	<b>3%</b>	<b>10%</b>	<b>18%</b>
	MEDIAN AGE	<b>43</b>	<b>38</b>	<b>38</b>
	RENT ≥ 30% INCOME	<b>59%</b>	<b>49%</b>	<b>51%</b>
	FAMILIES HEADED BY A FEMALE	<b>22%</b>	<b>13%</b>	<b>13%</b>
	PROJECTED 2025 POPULATION	<b>49,047</b>	<b>11.2M</b>	<b>347.3M</b>

		COUNTY	NC AVG	US AVG
 <b>EDUCATION</b> <sup>1,2,3</sup> HIGH SCHOOL GRADUATION RATE: <b>77%</b> NC: 87%   US: 83%	STUDENT EXPENDITURE K-12	<b>\$13,777</b>	<b>\$9,377</b>	<b>\$12,201</b>
	STUDENTS RECEIVING FREE OR REDUCED LUNCH	<b>99%</b>	<b>59%</b>	<b>74%</b>
	THIRD GRADERS READING AT GRADE LEVEL: <b>38%</b> NC: 58%   US: 68%	COMMUNITY COLLEGES & 4-YEAR UNIVERSITIES: <b>Halifax Community College</b>		

		COUNTY	NC AVG	US AVG
 <b>HEALTH</b> <sup>1,2</sup> PRIMARY CARE PHYSICIANS PER 10,000: <b>5</b> NC: 25   US: 28	DENTISTS PER 10,000	<b>9</b>	<b>6</b>	<b>6</b>
	GROCERY STORES PER 10,000	<b>3</b>	<b>19</b>	<b>21</b>
	CANCER INCIDENCE PER 10,000	<b>47</b>	<b>47</b>	<b>44</b>
	HEART DISEASE DEATHS PER 10,000	<b>18</b>	<b>16</b>	<b>17</b>
	UNINSURED ADULTS	<b>17%</b>	<b>15%</b>	<b>12%</b>
	OBESITY	<b>38%</b>	<b>30%</b>	<b>30%</b>

		COUNTY	NC AVG	US AVG
 <b>ECONOMY</b> <sup>1,2</sup> MEDIAN HOUSEHOLD INCOME: <b>\$36,760</b> NC RANKING: <b>96th</b> *ranked HIGHEST to LOWEST out of 100 counties	UNEMPLOYED	<b>5%</b>	<b>8%</b>	<b>4%</b>
	LIVE IN POVERTY	<b>22%</b>	<b>15%</b>	<b>12%</b>
LARGEST EMPLOYER:		<b>Halifax Regional Medical Center</b>		

SOURCES: <sup>1</sup> NC Health Data Explorer <sup>2</sup> NCIOM <sup>3</sup> NC School Report Cards <sup>4</sup> NC Office of State Budget and Management <sup>5</sup> NC DPI Statistical Profile State Per Pupil Expenditure 2016-17 | "About" information provided by the North Carolina History Project



# HYDE COUNTY



## ABOUT


Established in 1705 out of Bath County, Hyde County was chartered as Wickham Precinct before becoming Hyde Precinct seven years later. The precinct's name was officially changed to Hyde County in 1739 after Bath County was abolished. Swan Quarter serves as the county seat.


Other communities located in Hyde County include Engelhard, Fairfield, Germantown, Last Chance, Nebraska, Ocracoke, Scranton, and Stumpy Point.


While Hyde County's population is just 5,757, the county draws many tourists. Ocracoke hosts the largest number of visitors, as tourists come to see its lighthouse and location on the Outer Banks.

Ocracoke is also believed to be the death place of famed pirate Blackbeard, who used North Carolina's waterways to hide from the British Navy.

The county is also recognized for its four wildlife refuges, including the Alligator River, Mattamuskeet, Pocosin Lakes, and Swanquarter National Wildlife Refuge. Fishing, boating, and other recreational activities are prevalent in the county.

		COUNTY	NC AVG	US AVG
 <p><b>DEMOGRAPHICS</b> <sup>1,2,4</sup></p> <p>POPULATION: <b>5,230</b> NC RANKING: <b>99th</b> <small>*ranked HIGH to LOW out of 100 counties</small></p>	BLACK	<b>29%</b>	<b>22%</b>	<b>13%</b>
	WHITE	<b>68%</b>	<b>71%</b>	<b>77%</b>
	HISPANIC	<b>9%</b>	<b>10%</b>	<b>18%</b>
	MEDIAN AGE	<b>43</b>	<b>38</b>	<b>38</b>
	RENT ≥ 30% INCOME	<b>42%</b>	<b>49%</b>	<b>51%</b>
	FAMILIES HEADED BY A FEMALE	<b>18%</b>	<b>13%</b>	<b>13%</b>
	PROJECTED 2025 POPULATION	<b>5,043</b>	<b>11.2M</b>	<b>347.3M</b>

		COUNTY	NC AVG	US AVG
 <p><b>EDUCATION</b> <sup>1,2,3</sup></p> <p>HIGH SCHOOL GRADUATION RATE: <b>79%</b> NC: 87%   US: 83%</p>	STUDENT EXPENDITURE K-12	<b>\$18,802</b>	<b>\$9,377</b>	<b>\$12,201</b>
	STUDENTS RECEIVING FREE OR REDUCED LUNCH	<b>99%</b>	<b>59%</b>	<b>74%</b>
	THIRD GRADERS READING AT GRADE LEVEL: <b>63%</b> NC: 58%   US: 68%	COMMUNITY COLLEGES & 4-YEAR UNIVERSITIES: <b>None</b>		

		COUNTY	NC AVG	US AVG
 <p><b>HEALTH</b> <sup>1,2</sup></p> <p>PRIMARY CARE PHYSICIANS PER 10,000: <b>2</b> NC: 25   US: 28</p>	DENTISTS PER 10,000	<b>5</b>	<b>6</b>	<b>6</b>
	GROCERY STORES PER 10,000	<b>2</b>	<b>19</b>	<b>23</b>
	CANCER INCIDENCE PER 10,000	<b>36</b>	<b>47</b>	<b>44</b>
	HEART DISEASE DEATHS PER 10,000	<b>19</b>	<b>16</b>	<b>17</b>
	UNINSURED ADULTS	<b>17%</b>	<b>15%</b>	<b>12%</b>
	OBESITY	<b>31%</b>	<b>30%</b>	<b>30%</b>

		COUNTY	NC AVG	US AVG
 <p><b>ECONOMY</b> <sup>1,2</sup></p> <p>MEDIAN HOUSEHOLD INCOME: <b>\$40,653</b> NC RANKING: <b>82th</b> <small>*ranked HIGHEST to LOWEST out of 100 counties</small></p>	UNEMPLOYED	<b>10%</b>	<b>4%</b>	<b>4%</b>
	LIVE IN POVERTY	<b>22%</b>	<b>14%</b>	<b>12%</b>
LARGEST EMPLOYER:		<b>Hyde County Board of Education</b>		

SOURCES: <sup>1</sup> NC Health Data Explorer <sup>2</sup> NCIOM <sup>3</sup> NC School Report Cards <sup>4</sup> NC Office of State Budget and Management <sup>5</sup> NC DPI Statistical Profile State Per Pupil Expenditure 2016-17 | "About" information provided by the North Carolina History Project

# JONES COUNTY




## ABOUT


Established in 1779 out of Craven County, Jones County was named for aristocrat and anti-federalist Willie Jones. Trenton serves as the county seat.


Other communities located in Jones County include Maysville, Pleasant Hill, and Pollocksville. The county is also known for the Trent River, named after the Trent River in England; the Great Dover Swamp, which covers much of the northern portion of the county; and Hofmann Forest, the nation's largest forest laboratory.

Jones County featured a thriving agricultural economy before the American Civil War, but many farms and plantations were destroyed during the war. Tobacco and lumber farmers carry on Jones County's farming tradition today.

Jones County's historical and culture attractions include the Foscue Plantation House, the Grace Episcopal Church, the John Franck House, and the Lavender-Barrus House.

		COUNTY	NC AVG	US AVG
 <p><b>DEMOGRAPHICS</b> <sup>1,2,4</sup></p> <p>POPULATION: <b>9,637</b> NC RANKING: <b>97th</b> <small>*ranked HIGH to LOW out of 100 counties</small></p>	BLACK	<b>30%</b>	<b>22%</b>	<b>13%</b>
	WHITE	<b>66%</b>	<b>71%</b>	<b>77%</b>
	HISPANIC	<b>5%</b>	<b>10%</b>	<b>18%</b>
	MEDIAN AGE	<b>46</b>	<b>38</b>	<b>38</b>
	RENT ≥ 30% INCOME	<b>61%</b>	<b>49%</b>	<b>51%</b>
	FAMILIES HEADED BY A FEMALE	<b>13%</b>	<b>13%</b>	<b>13%</b>
	PROJECTED 2025 POPULATION	<b>10,196</b>	<b>11.2M</b>	<b>347.3M</b>

		COUNTY	NC AVG	US AVG
 <p><b>EDUCATION</b> <sup>1,2,3</sup></p> <p>HIGH SCHOOL GRADUATION RATE: <b>82%</b> NC: 87%   US: 83%</p>	STUDENT EXPENDITURE K-12	<b>\$14,040</b>	<b>\$9,377</b>	<b>\$12,201</b>
	STUDENTS RECEIVING FREE OR REDUCED LUNCH	<b>99%</b>	<b>59%</b>	<b>74%</b>
	THIRD GRADERS READING AT GRADE LEVEL: <b>75%</b> NC: 58%   US: 68%	COMMUNITY COLLEGES & 4-YEAR UNIVERSITIES: <b>None</b>		

		COUNTY	NC AVG	US AVG
 <p><b>HEALTH</b> <sup>1,2</sup></p> <p>PRIMARY CARE PHYSICIANS PER 10,000: <b>6</b> NC: 25   US: 28</p>	DENTISTS PER 10,000	<b>3</b>	<b>6</b>	<b>6</b>
	GROCERY STORES PER 10,000	<b>2</b>	<b>19</b>	<b>21</b>
	CANCER INCIDENCE PER 10,000	<b>44</b>	<b>47</b>	<b>44</b>
	HEART DISEASE DEATHS PER 10,000	<b>21</b>	<b>16</b>	<b>17</b>
	UNINSURED ADULTS	<b>16%</b>	<b>15%</b>	<b>12%</b>
	OBESITY	<b>35%</b>	<b>30%</b>	<b>30%</b>

		COUNTY	NC AVG	US AVG
 <p><b>ECONOMY</b> <sup>1,2</sup></p> <p>MEDIAN HOUSEHOLD INCOME: <b>\$43,302</b> NC RANKING: <b>69th</b> <small>*ranked HIGHEST to LOWEST out of 100 counties</small></p>	UNEMPLOYED	<b>3%</b>	<b>4%</b>	<b>4%</b>
	LIVE IN POVERTY	<b>16%</b>	<b>14%</b>	<b>12%</b>
	LARGEST EMPLOYER:	<b>Jones County Board of Education</b>		

SOURCES: <sup>1</sup> NC Health Data Explorer <sup>2</sup> NCIOM <sup>3</sup> NC School Report Cards <sup>4</sup> NC Office of State Budget and Management <sup>5</sup> NC DPI Statistical Profile State Per Pupil Expenditure 2016-17 | "About" information provided by the North Carolina History Project

# LENOIR COUNTY



## ABOUT


Established in 1791 out of Dobbs County, Lenoir County was named for Speaker of the Senate and Revolutionary War soldier William Lenoir. Kinston serves as the county seat.



Other communities located in Lenoir County include Deep Run, Dawson, Institute, Graingers, La Grange, and Pink Hill.


Lenoir County played a significant role in the history of the American Civil War, hosting the Battle of Kinston in 1862 and the Battle of Wyse Fork in 1865. Artifacts from the CSS Neuse,

a Confederate ironclad gunboat that was purposely sunk in the Neuse River to avoid Union capture, are also available to tour in Kinston.

Lenoir County's historical and cultural attractions include the Atlantic and North Carolina Railroad Freight Depot, the La Grange Presbyterian Church, and the Lenoir County Courthouse. Minor League Baseball's Down East Wood Ducks, a Class-A affiliate of the Texas Rangers, plays home games at Grainger Stadium in Kinston.

		COUNTY	NC AVG	US AVG
 <p><b>DEMOGRAPHICS</b> <sup>1,2,4</sup></p> <p>POPULATION: <b>55,976</b> NC RANKING: <b>49th</b> *ranked HIGH to LOW out of 100 counties</p>	BLACK	<b>42%</b>	<b>22%</b>	<b>13%</b>
	WHITE	<b>55%</b>	<b>71%</b>	<b>77%</b>
	HISPANIC	<b>8%</b>	<b>10%</b>	<b>18%</b>
	MEDIAN AGE	<b>42</b>	<b>38</b>	<b>38</b>
	RENT ≥ 30% INCOME	<b>47%</b>	<b>49%</b>	<b>51%</b>
	FAMILIES HEADED BY A FEMALE	<b>18%</b>	<b>13%</b>	<b>13%</b>
	PROJECTED 2025 POPULATION	<b>53,921</b>	<b>11.2M</b>	<b>347.3M</b>

		COUNTY	NC AVG	US AVG
 <p><b>EDUCATION</b> <sup>1,2,3</sup></p> <p>HIGH SCHOOL GRADUATION RATE: <b>80%</b> NC: 87%   US: 83%</p>	STUDENT EXPENDITURE K-12	<b>\$9,097</b>	<b>\$9,377</b>	<b>\$12,201</b>
	STUDENTS RECEIVING FREE OR REDUCED LUNCH	<b>100%</b>	<b>59%</b>	<b>74%</b>
 <p>THIRD GRADERS READING AT GRADE LEVEL: <b>48%</b> NC: 58%   US: 68%</p>	COMMUNITY COLLEGES & 4-YEAR UNIVERSITIES: <b>Lenoir Community College</b>			

		COUNTY	NC AVG	US AVG
 <p><b>HEALTH</b> <sup>1,2</sup></p> <p>PRIMARY CARE PHYSICIANS PER 10,000: <b>5</b> NC: 25   US: 28</p>	DENTISTS PER 10,000	<b>6</b>	<b>6</b>	<b>6</b>
	GROCERY STORES PER 10,000	<b>3</b>	<b>19</b>	<b>21</b>
	CANCER INCIDENCE PER 10,000	<b>49</b>	<b>47</b>	<b>44</b>
	HEART DISEASE DEATHS PER 10,000	<b>20</b>	<b>16</b>	<b>17</b>
	UNINSURED ADULTS	<b>18%</b>	<b>15%</b>	<b>12%</b>
	OBESITY	<b>35%</b>	<b>30%</b>	<b>30%</b>

		COUNTY	NC AVG	US AVG
 <p><b>ECONOMY</b> <sup>1,2</sup></p> <p>MEDIAN HOUSEHOLD INCOME: <b>\$40,433</b> NC RANKING: <b>83rd</b> *ranked HIGHEST to LOWEST out of 100 counties</p>	UNEMPLOYED	<b>3%</b>	<b>4%</b>	<b>4%</b>
	LIVE IN POVERTY	<b>22%</b>	<b>14%</b>	<b>12%</b>
		LARGEST EMPLOYER: <b>Sanderson Farms, Inc.</b>		

SOURCES: <sup>1</sup> NC Health Data Explorer <sup>2</sup> NCIOM <sup>3</sup> NC School Report Cards <sup>4</sup> NC Office of State Budget and Management <sup>5</sup> NC DPI Statistical Profile State Per Pupil Expenditure 2016-17 | "About" information provided by the North Carolina History Project

# MARTIN COUNTY



## ABOUT


Established in 1774 out of Halifax and Tyrrell counties, Martin County was named for Josiah Martin, the last royal governor of North Carolina. Williamston serves as the county seat.



Other communities located in Martin County include Bear Grass, Darden, Everetts, Gold Point, Hamilton, Hassell, Jamesville, Oak City, Parmele, and Robersonville.


The Roanoke River served as an important trade route through Martin County, allowing the county's industries in tar, pitch, turpentine, forest, and meat products to grow the county in its early development. Today, the county sees an influx of naturalists for

hunting and fishing recreation that the river and regional dams offer.

Martin County's historical and cultural attractions include Fort Branch, a renovated Confederate fort, the Darden Hotel, the Martin County Courthouse, and the Green Memorial Church, which in 1963 held civil rights "Freedom Rallies" for 32 days featuring over 400 protesters.

		COUNTY	NC AVG	US AVG
 <p><b>DEMOGRAPHICS</b> <sup>1,2,4</sup></p> <p>POPULATION: <b>22,671</b> NC RANKING: <b>78th</b> <small>*ranked HIGH to LOW out of 100 counties</small></p>	BLACK	<b>42%</b>	<b>22%</b>	<b>13%</b>
	WHITE	<b>55%</b>	<b>71%</b>	<b>77%</b>
	HISPANIC	<b>4%</b>	<b>10%</b>	<b>18%</b>
	MEDIAN AGE	<b>46</b>	<b>38</b>	<b>38</b>
	RENT ≥ 30% INCOME	<b>51%</b>	<b>49%</b>	<b>51%</b>
	FAMILIES HEADED BY A FEMALE	<b>15%</b>	<b>13%</b>	<b>13%</b>
	PROJECTED 2025 POPULATION	<b>22,478</b>	<b>11.2M</b>	<b>347.3M</b>

		COUNTY	NC AVG	US AVG
 <p><b>EDUCATION</b> <sup>1,2,3</sup></p> <p>HIGH SCHOOL GRADUATION RATE: <b>83%</b> NC: 87%   US: 83%</p>  <p>THIRD GRADERS READING AT GRADE LEVEL: <b>41%</b> NC: 58%   US: 68%</p>	STUDENT EXPENDITURE K-12	<b>\$11,521</b>	<b>\$9,377</b>	<b>\$12,201</b>
	STUDENTS RECEIVING FREE OR REDUCED LUNCH	<b>97%</b>	<b>59%</b>	<b>74%</b>
	COMMUNITY COLLEGES & 4-YEAR UNIVERSITIES: <b>Martin Community College</b>			

		COUNTY	NC AVG	US AVG
 <p><b>HEALTH</b> <sup>1,2</sup></p> <p>PRIMARY CARE PHYSICIANS PER 10,000: <b>6</b> NC: 25   US: 28</p>	DENTISTS PER 10,000	<b>6</b>	<b>6</b>	<b>6</b>
	GROCERY STORES PER 10,000	<b>2</b>	<b>19</b>	<b>21</b>
	CANCER INCIDENCE PER 10,000	<b>47</b>	<b>47</b>	<b>44</b>
	HEART DISEASE DEATHS PER 10,000	<b>22</b>	<b>16</b>	<b>17</b>
	UNINSURED ADULTS	<b>14%</b>	<b>15%</b>	<b>12%</b>
	OBESITY	<b>40%</b>	<b>30%</b>	<b>30%</b>

		COUNTY	NC AVG	US AVG
 <p><b>ECONOMY</b> <sup>1,2</sup></p> <p>MEDIAN HOUSEHOLD INCOME: <b>\$43,569</b> NC RANKING: <b>66th</b> <small>*ranked HIGHEST to LOWEST out of 100 counties</small></p>	UNEMPLOYED	<b>4%</b>	<b>4%</b>	<b>4%</b>
	LIVE IN POVERTY	<b>20%</b>	<b>14%</b>	<b>12%</b>
LARGEST EMPLOYER: <b>Baxter Healthcare Corporation</b>				

SOURCES: <sup>1</sup> NC Health Data Explorer <sup>2</sup> NCIOM <sup>3</sup> NC School Report Cards <sup>4</sup> NC Office of State Budget and Management <sup>5</sup> NC DPI Statistical Profile State Per Pupil Expenditure 2016-17 | "About" information provided by the North Carolina History Project

# NASH COUNTY




## ABOUT


Established in 1777 from Edgecombe County, Nash County was named for Francis Nash, a general who served under George Washington during the Revolutionary War. Nash was killed in the Battle of Germantown in 1777 before the county was officially created. Nashville serves as the county seat.


Other communities located in Nash County include Bailey, Castalia, Middlesex, Red Oak, and Spring Hope. The county shares three towns with other counties, including Rocky Mount (Edgecombe), Sharpsburg (Edgecombe and Wilson), and Zebulon (Wake). Other natural features in the county include the Tar River, the White Oak Swamp, and the Moccasin, Swift, and Deer Branch creeks.

The county is known for its corn, cotton, cucumber, livestock, sweet potato, soybean, and tobacco production. Nash County is also the home of North Carolina Wesleyan College, which was established in 1956 and serves 1,500 students.

Nash County's historical and cultural attractions include the Country Doctor Museum, the Nash County Historical Association, The Imperial Center for the Arts and Sciences, and the Tank Theatre.

		COUNTY	NC AVG	US AVG
 <b>DEMOGRAPHICS</b> <sup>1,2,4</sup> POPULATION: <b>94,016</b> NC RANKING: <b>30th</b> *ranked HIGH to LOW out of 100 counties	BLACK	<b>41%</b>	<b>22%</b>	<b>13%</b>
	WHITE	<b>55%</b>	<b>71%</b>	<b>77%</b>
	HISPANIC	<b>7%</b>	<b>10%</b>	<b>18%</b>
	MEDIAN AGE	<b>41</b>	<b>38</b>	<b>38</b>
	RENT ≥ 30% INCOME	<b>53%</b>	<b>49%</b>	<b>51%</b>
	FAMILIES HEADED BY A FEMALE	<b>16%</b>	<b>13%</b>	<b>13%</b>
	PROJECTED 2025 POPULATION	<b>96,831</b>	<b>11.2M</b>	<b>347.3M</b>

		COUNTY	NC AVG	US AVG
 <b>EDUCATION</b> <sup>1,2,3</sup> HIGH SCHOOL GRADUATION RATE: <b>85%</b> NC: 87%   US: 83%	STUDENT EXPENDITURE K-12	<b>\$9,063</b>	<b>\$9,377</b>	<b>\$12,201</b>
	STUDENTS RECEIVING FREE OR REDUCED LUNCH	<b>79%</b>	<b>59%</b>	<b>74%</b>
	THIRD GRADERS READING AT GRADE LEVEL: <b>41%</b> NC: 58%   US: 68%	COMMUNITY COLLEGES & 4-YEAR UNIVERSITIES: <b>Nash Community College</b> <b>North Carolina Wesleyan College</b>		

		COUNTY	NC AVG	US AVG
 <b>HEALTH</b> <sup>1,2</sup> PRIMARY CARE PHYSICIANS PER 10,000: <b>6</b> NC: 25   US: 28	DENTISTS PER 10,000	<b>6</b>	<b>6</b>	<b>6</b>
	GROCERY STORES PER 10,000	<b>2</b>	<b>19</b>	<b>21</b>
	CANCER INCIDENCE PER 10,000	<b>44</b>	<b>47</b>	<b>44</b>
	HEART DISEASE DEATHS PER 10,000	<b>18</b>	<b>16</b>	<b>17</b>
	UNINSURED ADULTS	<b>15%</b>	<b>15%</b>	<b>12%</b>
	OBESITY	<b>37%</b>	<b>30%</b>	<b>30%</b>

		COUNTY	NC AVG	US AVG
 <b>ECONOMY</b> <sup>1,2</sup> MEDIAN HOUSEHOLD INCOME: <b>\$50,122</b> NC RANKING: <b>37th</b> *ranked HIGHEST to LOWEST out of 100 counties	UNEMPLOYED	<b>4%</b>	<b>4%</b>	<b>4%</b>
	LIVE IN POVERTY	<b>14%</b>	<b>14%</b>	<b>12%</b>
		LARGEST EMPLOYER: <b>Hospira, Inc.</b>		

SOURCES: <sup>1</sup> NC Health Data Explorer <sup>2</sup> NCIOM <sup>3</sup> NC School Report Cards <sup>4</sup> NC Office of State Budget and Management <sup>5</sup> NC DPI Statistical Profile State Per Pupil Expenditure 2016-17 | "About" information provided by the North Carolina History Project

# NORTHAMPTON COUNTY



## ABOUT

Established in 1741 out of Bertie County, Northampton County was created for travelers' convenience. Those living in the area needed better access to a courthouse. Northampton County was created to serve that need. It received its name from James Compton, Earl of Northampton.

Jackson has served as the county seat since its incorporation in 1823. Jackson was named after the seventh president of the United States, Andrew Jackson. Other communities located in Northampton County include Gaston, Garysburg, Margarettsville, Rich Square, Seaboard, Severn, and Vulture.

Northampton County was home to the first railroad to cross into the state. The track was constructed in 1833 by the Petersburg

Railroad Company, connecting Northampton to a trading post along the Roanoke River. The county is also known for its horse racing and breeding. Mowfield Plantation in Jackson sheltered the state's greatest thoroughbred horse, Sir Archie, who went on to sire racing greats Boston, Lexington, Man O'War, and Timoleon.

Northampton County's historical and cultural attractions include the Cedar Grove Quaker Meetinghouse, the Jackson Museum, the Lee-Grant Farm, the Northampton Memorial Library, and the Peebles House. The county hosts the annual Northampton County Farm Festival.

## DEMOGRAPHICS <sup>1,2,4</sup>



POPULATION:  
**19,676**  
NC RANKING:  
**83rd**

\*ranked HIGH to LOW  
out of 100 counties

	COUNTY	NC AVG	US AVG
BLACK	<b>58%</b>	<b>22%</b>	<b>13%</b>
WHITE	<b>40%</b>	<b>71%</b>	<b>77%</b>
HISPANIC	<b>2%</b>	<b>10%</b>	<b>18%</b>
MEDIAN AGE	<b>49</b>	<b>38</b>	<b>38</b>
RENT ≥ 30% INCOME	<b>60%</b>	<b>49%</b>	<b>51%</b>
FAMILIES HEADED BY A FEMALE	<b>18%</b>	<b>13%</b>	<b>13%</b>
PROJECTED 2025 POPULATION	<b>19,346</b>	<b>11.2M</b>	<b>347.3M</b>

## EDUCATION <sup>1,2,3</sup>



HIGH SCHOOL GRADUATION RATE: **78%**  
NC: 87% | US: 83%



THIRD GRADERS READING AT GRADE LEVEL: **30%**  
NC: 58% | US: 68%

STUDENT EXPENDITURE K-12	<b>\$14,317</b>	<b>\$9,377</b>	<b>\$12,201</b>
STUDENTS RECEIVING FREE OR REDUCED LUNCH	<b>100%</b>	<b>59%</b>	<b>74%</b>

COMMUNITY COLLEGES & 4-YEAR UNIVERSITIES:  
**None**

## HEALTH <sup>1,2</sup>



PRIMARY CARE PHYSICIANS PER 10,000: **2**  
NC: 25 | US: 28

DENTISTS PER 10,000	<b>5</b>	<b>6</b>	<b>6</b>
GROCERY STORES PER 10,000	<b>3</b>	<b>19</b>	<b>21</b>
CANCER INCIDENCE PER 10,000	<b>41</b>	<b>47</b>	<b>44</b>
HEART DISEASE DEATHS PER 10,000	<b>16</b>	<b>16</b>	<b>17</b>
UNINSURED ADULTS	<b>15%</b>	<b>15%</b>	<b>12%</b>
OBESITY	<b>35%</b>	<b>30%</b>	<b>30%</b>

## ECONOMY <sup>1,2</sup>



MEDIAN HOUSEHOLD INCOME: **\$37,233**  
NC RANKING: **92nd**  
\*ranked HIGHEST to LOWEST  
out of 100 counties

UNEMPLOYED	<b>5%</b>	<b>4%</b>	<b>4%</b>
LIVE IN POVERTY	<b>21%</b>	<b>14%</b>	<b>12%</b>

LARGEST EMPLOYER: **Lowes Home Centers, Inc.**

# ONSHOW COUNTY




## ABOUT



Established in 1734 out of Carteret and New Hanover counties, Onslow County was named for Speaker of the British House of Commons Sir Arthur Onslow. The area was settled by Europeans after the Tuscarora War of 1711. Jacksonville serves as the county seat.


Other communities located in Onslow County include Holly Ridge, North Topsail Beach, Richlands, Sneads Ferry, and Swansboro. The county is also home to Camp Lejeune – a U.S. Marine Corps Base that spans 150,000 acres and has an approximate population approaching 114,000.

Onslow County's history has been marked by several military moments, including county residents participating in quelling a Tory uprising in 1776 in Wilmington, N.C.; an 1820s slave rebellion that saw eight slaves attempt to seek freedom in the Onslow County swamps; the manufacturing of ships for the War of 1812; and the growth of Camp Lejeune during World War II.

Onslow County's historical and cultural attractions include two large antebellum plantation homes – the Palo Alto and Avirett-Stephens plantations – and Alum Spring, a historic sulfur spring located at Catherine Lake.

		COUNTY	NC AVG	US AVG
 <b>DEMOGRAPHICS</b> <sup>1,2,4</sup> POPULATION: <b>197,683</b> NC RANKING: <b>13th</b> *ranked HIGH to LOW out of 100 counties	BLACK	<b>16%</b>	<b>22%</b>	<b>13%</b>
	WHITE	<b>76%</b>	<b>71%</b>	<b>77%</b>
	HISPANIC	<b>13%</b>	<b>10%</b>	<b>18%</b>
	MEDIAN AGE	<b>26</b>	<b>38</b>	<b>38</b>
	RENT ≥ 30% INCOME	<b>49%</b>	<b>49%</b>	<b>51%</b>
	FAMILIES HEADED BY A FEMALE	<b>12%</b>	<b>13%</b>	<b>13%</b>
	PROJECTED 2025 POPULATION	<b>216,817</b>	<b>11.2M</b>	<b>347.3M</b>

		COUNTY	NC AVG	US AVG
 <b>EDUCATION</b> <sup>1,2,3</sup> HIGH SCHOOL GRADUATION RATE: <b>91%</b> NC: 87%   US: 87%   THIRD GRADERS READING AT GRADE LEVEL: <b>60%</b> NC: 58%   US: 68%	STUDENT EXPENDITURE K-12	<b>\$8,678</b>	<b>\$9,377</b>	<b>\$12,201</b>
	STUDENTS RECEIVING FREE OR REDUCED LUNCH	<b>48%</b>	<b>59%</b>	<b>74%</b>
	COMMUNITY COLLEGES & 4-YEAR UNIVERSITIES: <b>Coastal Carolina Community</b>			

		COUNTY	NC AVG	US AVG
 <b>HEALTH</b> <sup>1,2</sup> PRIMARY CARE PHYSICIANS PER 10,000: <b>3</b> NC: 7   US: 16	DENTISTS PER 10,000	<b>8</b>	<b>6</b>	<b>6</b>
	GROCERY STORES PER 10,000	<b>1</b>	<b>19</b>	<b>21</b>
	CANCER INCIDENCE PER 10,000	<b>53</b>	<b>47</b>	<b>44</b>
	HEART DISEASE DEATHS PER 10,000	<b>17</b>	<b>16</b>	<b>17</b>
	UNINSURED ADULTS	<b>13%</b>	<b>15%</b>	<b>12%</b>
	OBESITY	<b>28%</b>	<b>30%</b>	<b>30%</b>

		COUNTY	NC AVG	US AVG
 <b>ECONOMY</b> <sup>1,2</sup> MEDIAN HOUSEHOLD INCOME: <b>\$50,531</b> NC RANKING: <b>33rd</b> *ranked HIGHEST to LOWEST out of 100 counties	UNEMPLOYED	<b>4%</b>	<b>4%</b>	<b>4%</b>
	LIVE IN POVERTY	<b>15%</b>	<b>14%</b>	<b>12%</b>
LARGEST EMPLOYER: <b>Department of Defense</b>				

SOURCES: <sup>1</sup> NC Health Data Explorer <sup>2</sup> NCIOM <sup>3</sup> NC School Report Cards <sup>4</sup> NC Office of State Budget and Management <sup>5</sup> NC DPI Statistical Profile State Per Pupil Expenditure 2016-17 | "About" information provided by the North Carolina History Project

# PAMLICO COUNTY



## ABOUT


Established in 1872 out of Craven and Beaufort counties, Pamlico County was named for the Pamlico Sound which borders the county to the east. Bayboro serves as the county seat.


Other communities located in Pamlico County include Arapahoe, Hobucken, Mesic, Oriental, and Vandemere. Other natural features in Pamlico County include Bay City Pocosin, Cedar Island, and Dawson Creek.


Fishing and sailing helped grow Pamlico County as a tourist destination, with Oriental earning the "Sailing Capital of North Carolina" moniker. The county hosts numerous boat races each year,

including the Oriental Cup Regatta. The county is also known for helping establish the North Carolina Public Schools transportation system, becoming one of the first counties to offer motorized bus transportation.

Pamlico County's historic and cultural attractions include the Grist Mill, the Pamlico County Drama Club, and Reel Cotton Gin. The county also hosts the annual Pamlico County Croaker Festival in honor of the region's fishers.

		COUNTY	NC AVG	US AVG
 <p><b>DEMOGRAPHICS</b> <sup>1,2,4</sup></p> <p>POPULATION: <b>12,670</b> NC RANKING: <b>91st</b> <small>*ranked HIGH to LOW out of 100 counties</small></p>	BLACK	<b>19%</b>	<b>22%</b>	<b>13%</b>
	WHITE	<b>78%</b>	<b>71%</b>	<b>77%</b>
	HISPANIC	<b>4%</b>	<b>10%</b>	<b>18%</b>
	MEDIAN AGE	<b>51</b>	<b>38</b>	<b>38</b>
	RENT ≥ 30% INCOME	<b>52%</b>	<b>49%</b>	<b>51%</b>
	FAMILIES HEADED BY A FEMALE	<b>11%</b>	<b>13%</b>	<b>13%</b>
	PROJECTED 2025 POPULATION	<b>13,366</b>	<b>11.2M</b>	<b>347.3M</b>

		COUNTY	NC AVG	US AVG
 <p><b>EDUCATION</b> <sup>1,2,3</sup></p> <p>HIGH SCHOOL GRADUATION RATE: <b>86%</b> NC: 87%   US: 83%</p>	STUDENT EXPENDITURE K-12	<b>\$14,293</b>	<b>\$9,377</b>	<b>\$12,201</b>
	STUDENTS RECEIVING FREE OR REDUCED LUNCH	<b>75%</b>	<b>59%</b>	<b>74%</b>
	THIRD GRADERS READING AT GRADE LEVEL: <b>48%</b> NC: 58%   US: 68%	COMMUNITY COLLEGES & 4-YEAR UNIVERSITIES: <b>Pamlico Community College</b>		

		COUNTY	NC AVG	US AVG
 <p><b>HEALTH</b> <sup>1,2</sup></p> <p>PRIMARY CARE PHYSICIANS PER 10,000: <b>5</b> NC: 25   US: 28</p>	DENTISTS PER 10,000	<b>5</b>	<b>6</b>	<b>6</b>
	GROCERY STORES PER 10,000	<b>3</b>	<b>19</b>	<b>21</b>
	CANCER INCIDENCE PER 10,000	<b>57</b>	<b>47</b>	<b>44</b>
	HEART DISEASE DEATHS PER 10,000	<b>16</b>	<b>16</b>	<b>17</b>
	UNINSURED ADULTS	<b>16%</b>	<b>15%</b>	<b>12%</b>
	OBESITY	<b>33%</b>	<b>30%</b>	<b>30%</b>

		COUNTY	NC AVG	US AVG
 <p><b>ECONOMY</b> <sup>1,2</sup></p> <p>MEDIAN HOUSEHOLD INCOME: <b>\$46,447</b> NC RANKING: <b>51st</b> <small>*ranked HIGHEST to LOWEST out of 100 counties</small></p>	UNEMPLOYED	<b>3%</b>	<b>4%</b>	<b>4%</b>
	LIVE IN POVERTY	<b>17%</b>	<b>14%</b>	<b>12%</b>
		LARGEST EMPLOYER: <b>YMCA</b>		

SOURCES: <sup>1</sup> NC Health Data Explorer <sup>2</sup> NCIOM <sup>3</sup> NC School Report Cards <sup>4</sup> NC Office of State Budget and Management <sup>5</sup> NC DPI Statistical Profile State Per Pupil Expenditure 2016-17 | "About" information provided by the North Carolina History Project



# PERQUIMANS COUNTY



## ABOUT


Established as a precinct from Albemarle Precinct in 1668, Perquimans County was first settled by the Yeopim and Weapemeoc tribes.


In 1662, English settler George Durant struck a land deal with the chief of the Yeopim tribe, allowing him to settle land in the county between the Little River and Albemarle Sound. The document is one of the oldest surviving land deeds in North Carolina. The county has also been part of many early political disputes, including Culpeper's Rebellion in 1677 and Cary's Rebellion in 1711.


Other communities located in Perquimans County include Chapanoke, Belvidere, Durants Neck, Snug Harbor, and Winfall.

The town of Hertford serves as the county seat.

Perquimans County's historical and cultural attractions include the Alfred Moore House, the Newbold-White House, the Piney Woods Friends Meetinghouse, and the Thomas Nixon Plantation. Local festivals include the Hearth and Harvest Festival, the Perquimans County Indian Summer Festival, and the Spring Fling and Old-Timers Game.

		COUNTY	NC AVG	US AVG
 <p><b>DEMOGRAPHICS</b> <sup>1,2,4</sup></p> <p>POPULATION: <b>13,422</b> NC RANKING: <b>90th</b> <small>*ranked HIGH to LOW out of 100 counties</small></p>	BLACK	<b>23%</b>	<b>22%</b>	<b>13%</b>
	WHITE	<b>74%</b>	<b>71%</b>	<b>77%</b>
	HISPANIC	<b>3%</b>	<b>10%</b>	<b>18%</b>
	MEDIAN AGE	<b>49</b>	<b>38</b>	<b>38</b>
	RENT ≥ 30% INCOME	<b>71%</b>	<b>49%</b>	<b>51%</b>
	FAMILIES HEADED BY A FEMALE	<b>13%</b>	<b>13%</b>	<b>13%</b>
	PROJECTED 2025 POPULATION	<b>13,737</b>	<b>11.2M</b>	<b>347.3M</b>

		COUNTY	NC AVG	US AVG
 <p><b>EDUCATION</b> <sup>1,2,3</sup></p> <p>HIGH SCHOOL GRADUATION RATE: <b>86%</b> NC: 87%   US: 83%</p>	STUDENT EXPENDITURE K-12	<b>\$11,013</b>	<b>\$9,377</b>	<b>\$12,201</b>
	STUDENTS RECEIVING FREE OR REDUCED LUNCH	<b>62%</b>	<b>59%</b>	<b>74%</b>
	THIRD GRADERS READING AT GRADE LEVEL: <b>59%</b> NC: 58%   US: 68%	COMMUNITY COLLEGES & 4-YEAR UNIVERSITIES: <b>None</b>		

		COUNTY	NC AVG	US AVG
 <p><b>HEALTH</b> <sup>1,2</sup></p> <p>PRIMARY CARE PHYSICIANS PER 10,000: <b>2</b> NC: 25   US: 28</p>	DENTISTS PER 10,000	<b>5</b>	<b>6</b>	<b>6</b>
	GROCERY STORES PER 10,000	<b>1</b>	<b>19</b>	<b>21</b>
	CANCER INCIDENCE PER 10,000	<b>42</b>	<b>47</b>	<b>44</b>
	HEART DISEASE DEATHS PER 10,000	<b>20</b>	<b>16</b>	<b>17</b>
	UNINSURED ADULTS	<b>15%</b>	<b>15%</b>	<b>12%</b>
	OBESITY	<b>33%</b>	<b>30%</b>	<b>30%</b>

		COUNTY	NC AVG	US AVG
 <p><b>ECONOMY</b> <sup>1,2</sup></p> <p>MEDIAN HOUSEHOLD INCOME: <b>\$48,337</b> NC RANKING: <b>44th</b> <small>*ranked HIGHEST to LOWEST out of 100 counties</small></p>	UNEMPLOYED	<b>4%</b>	<b>4%</b>	<b>4%</b>
	LIVE IN POVERTY	<b>16%</b>	<b>14%</b>	<b>12%</b>
LARGEST EMPLOYER:		<b>Perquimans County Schools</b>		

SOURCES: <sup>1</sup> NC Health Data Explorer <sup>2</sup> NCIOM <sup>3</sup> NC School Report Cards <sup>4</sup> NC Office of State Budget and Management <sup>5</sup> NC DPI Statistical Profile State Per Pupil Expenditure 2016-17 | "About" information provided by the North Carolina History Project

# WASHINGTON COUNTY



## ABOUT

Established in 1799 out of Tyrrell County, Washington County was named for the first president of the United States, George Washington. Plymouth serves as the county seat.


Other communities located in Washington County include Creswell, Lake Phelps, Pea Ridge, and Roper. Natural features in the county include the Albemarle Sound, the East Dismal Swamp, and the Roanoke and Scuppernon rivers.


Washington County's economy revolves around manufacturing and agriculture, including corn, livestock, plywood, lumber, sage, and tobacco. The county is home to Somerset Place, one of


the state's most prosperous plantations during the American Civil War.

The plantation housed over 800 slaves at its peak and today serves as a reunion place for slave descendants.

Washington County's historical and cultural attractions include Buncombe Hall, the Plymouth Historic District, the Pocosin Lakes National Wildlife Refuge, the Port O' Plymouth Roanoke River Museum, and the Washington County Arts Council.

		COUNTY	NC AVG	US AVG
 <p><b>DEMOGRAPHICS</b> <sup>1,2,4</sup></p> <p>POPULATION: <b>11,859</b> NC RANKING: <b>92nd</b> <small>*ranked HIGH to LOW out of 100 counties</small></p>	BLACK	<b>49%</b>	<b>22%</b>	<b>13%</b>
	WHITE	<b>48%</b>	<b>71%</b>	<b>77%</b>
	HISPANIC	<b>6%</b>	<b>10%</b>	<b>18%</b>
	MEDIAN AGE	<b>44</b>	<b>38</b>	<b>38</b>
	RENT ≥ 30% INCOME	<b>61%</b>	<b>49%</b>	<b>51%</b>
	FAMILIES HEADED BY A FEMALE	<b>18%</b>	<b>13%</b>	<b>13%</b>
	PROJECTED 2025 POPULATION	<b>11,572</b>	<b>11.2M</b>	<b>347.3M</b>

		COUNTY	NC AVG	US AVG
 <p><b>EDUCATION</b> <sup>1,2,3</sup></p> <p>HIGH SCHOOL GRADUATION RATE: <b>77%</b> NC: 87%   US: 83%</p>	STUDENT EXPENDITURE K-12	<b>\$13,376</b>	<b>\$9,377</b>	<b>\$12,201</b>
	STUDENTS RECEIVING FREE OR REDUCED LUNCH	<b>99%</b>	<b>59%</b>	<b>74%</b>
	THIRD GRADERS READING AT GRADE LEVEL: <b>39%</b> NC: 58%   US: 68%	COMMUNITY COLLEGES & 4-YEAR UNIVERSITIES: <b>None</b>		

		COUNTY	NC AVG	US AVG
 <p><b>HEALTH</b> <sup>1,2</sup></p> <p>PRIMARY CARE PHYSICIANS PER 10,000: <b>2</b> NC: 25   US: 28</p>	DENTISTS PER 10,000	<b>3</b>	<b>6</b>	<b>6</b>
	GROCERY STORES PER 10,000	<b>3</b>	<b>19</b>	<b>21</b>
	CANCER INCIDENCE PER 10,000	<b>46</b>	<b>47</b>	<b>44</b>
	HEART DISEASE DEATHS PER 10,000	<b>18</b>	<b>16</b>	<b>17</b>
	UNINSURED ADULTS	<b>16%</b>	<b>15%</b>	<b>12%</b>
	OBESITY	<b>35%</b>	<b>30%</b>	<b>30%</b>

		COUNTY	NC AVG	US AVG
 <p><b>ECONOMY</b> <sup>1,2</sup></p> <p>MEDIAN HOUSEHOLD INCOME: <b>\$36,042</b> NC RANKING: <b>98th</b> <small>*ranked HIGHEST to LOWEST out of 100 counties</small></p>	UNEMPLOYED	<b>6%</b>	<b>4%</b>	<b>4%</b>
	LIVE IN POVERTY	<b>21%</b>	<b>14%</b>	<b>12%</b>
LARGEST EMPLOYER:		<b>Domtar Paper Company, LLC</b>		

SOURCES: <sup>1</sup> NC Health Data Explorer <sup>2</sup> NCIOM <sup>3</sup> NC School Report Cards <sup>4</sup> NC Office of State Budget and Management <sup>5</sup> NC DPI Statistical Profile State Per Pupil Expenditure 2016-17 | "About" information provided by the North Carolina History Project

# WAYNE COUNTY



## ABOUT


Established in 1779 from Dobbs County, Wayne County is named after one of George Washington's most respected generals, "Mad Anthony" Wayne. Goldsboro has served as the county seat after the first county seat, Waynesboro, was dissolved after the American Civil War.


Other communities located in Wayne County include Dobbersville, Dudley, Eureka, Mount Olive, Seven Springs, Pikeville, and Walnut Creek.


The county is home to the Mount Olive Pickle Company and the University of Mount Olive. The Mount Olive Pickle Company is

one of the largest pickle manufacturers in the United States since it's opening in the 1920s. The University of Mount Olive serves 3,250 undergraduates.

Wayne County's historic and cultural attractions include the birthplace of Governor Charles B. Aycock, Goldsboro City Hall, Goldsboro Civic Ballet, and the Wayne County Museum. The county hosts annual festivals such as the Fremont Daffodil Festival, the North Carolina Pickle Festival, and the Wayne Regional Agricultural Fair.

		COUNTY	NC AVG	US AVG
 <p><b>DEMOGRAPHICS</b> <sup>1,2,4</sup></p> <p>POPULATION: <b>123,248</b> NC RANKING: <b>25th</b> <small>*ranked HIGH to LOW out of 100 counties</small></p>	BLACK	<b>32%</b>	<b>22%</b>	<b>13%</b>
	WHITE	<b>63%</b>	<b>71%</b>	<b>77%</b>
	HISPANIC	<b>12%</b>	<b>10%</b>	<b>18%</b>
	MEDIAN AGE	<b>37</b>	<b>38</b>	<b>38</b>
	RENT ≥ 30% INCOME	<b>50%</b>	<b>49%</b>	<b>51%</b>
	FAMILIES HEADED BY A FEMALE	<b>17%</b>	<b>13%</b>	<b>13%</b>
	PROJECTED 2025 POPULATION	<b>130,513</b>	<b>11.2M</b>	<b>347.3M</b>

		COUNTY	NC AVG	US AVG
 <p><b>EDUCATION</b> <sup>1,2,3</sup></p> <p>HIGH SCHOOL GRADUATION RATE: <b>84%</b> NC: 87%   US: 83%</p>	STUDENT EXPENDITURE K-12	<b>\$9,272</b>	<b>\$9,377</b>	<b>\$12,201</b>
	STUDENTS RECEIVING FREE OR REDUCED LUNCH	<b>86%</b>	<b>59%</b>	<b>74%</b>
	THIRD GRADERS READING AT GRADE LEVEL: <b>48%</b> NC: 58%   US: 68%	COMMUNITY COLLEGES & 4-YEAR UNIVERSITIES: <b>Wayne Community College</b> <b>University of Mount Olive</b>		

		COUNTY	NC AVG	US AVG
 <p><b>HEALTH</b> <sup>1,2</sup></p> <p>PRIMARY CARE PHYSICIANS PER 10,000: <b>6</b> NC: 25   US: 28</p>	DENTISTS PER 10,000	<b>8</b>	<b>6</b>	<b>6</b>
	GROCERY STORES PER 10,000	<b>2</b>	<b>19</b>	<b>21</b>
	CANCER INCIDENCE PER 10,000	<b>48</b>	<b>47</b>	<b>44</b>
	HEART DISEASE DEATHS PER 10,000	<b>17</b>	<b>16</b>	<b>17</b>
	UNINSURED ADULTS	<b>19%</b>	<b>15%</b>	<b>12%</b>
	OBESITY	<b>35%</b>	<b>30%</b>	<b>30%</b>

		COUNTY	NC AVG	US AVG
 <p><b>ECONOMY</b> <sup>1,2</sup></p> <p>MEDIAN HOUSEHOLD INCOME: <b>\$41,572</b> NC RANKING: <b>80th</b> <small>*ranked HIGHEST to LOWEST out of 100 counties</small></p>	UNEMPLOYED	<b>4%</b>	<b>4%</b>	<b>4%</b>
	LIVE IN POVERTY	<b>20%</b>	<b>14%</b>	<b>12%</b>
LARGEST EMPLOYER:		<b>Wayne County Board of Education</b>		

SOURCES: <sup>1</sup> NC Health Data Explorer <sup>2</sup> NCIOM <sup>3</sup> NC School Report Cards <sup>4</sup> NC Office of State Budget and Management <sup>5</sup> NC DPI Statistical Profile State Per Pupil Expenditure 2016-17 | "About" information provided by the North Carolina History Project

# WILSON COUNTY



## ABOUT


Established in 1855 out of Edgecombe, Johnston, Nash, and Wayne counties, Wilson County was named after Colonel Louis D. Wilson, a former soldier and legislator who died during the Mexican-American War. The city of Wilson serves as the county seat.



Other communities located in Wilson County include Black Creek, Elm City, Lucama, Saratoga, and Stantonsburg.


Wilson County was the home of the Wilson Female Academy, which was founded in 1859 and then converted into the Wilson Collegiate Institute until its closing in the 1890s. Barton College, a four-year, private, liberal arts college, is located in Wilson.

The county promoted itself as “The World’s Greatest Tobacco Market” as tobacco and cotton played a key role in its early industrial history. Wilson is the original home of BB&T, which was founded in the 19th century. After World War II, the county attracted other industries, including pharmaceutical plants, to the region. Pharmaceutical companies include Sandoz, Merck, and Fresenius Kabi USA.

Wilson County’s historical and cultural attractions include the Branch Banking building, the North Carolina Museum of the Coastal Plains, and the Wilson Central Business-Tobacco Warehouse Historical District.

		COUNTY	NC AVG	US AVG
 <b>DEMOGRAPHICS</b> <sup>1,2,4</sup> <b>POPULATION:</b> <b>81,455</b> <b>NC RANKING:</b> <b>35th</b> <small>*ranked HIGH to LOW out of 100 counties</small>	BLACK	<b>40%</b>	<b>22%</b>	<b>13%</b>
	WHITE	<b>56%</b>	<b>71%</b>	<b>77%</b>
	HISPANIC	<b>11%</b>	<b>10%</b>	<b>18%</b>
	MEDIAN AGE	<b>40</b>	<b>38</b>	<b>38</b>
	RENT ≥ 30% INCOME	<b>51%</b>	<b>49%</b>	<b>51%</b>
	FAMILIES HEADED BY A FEMALE	<b>19%</b>	<b>13%</b>	<b>13%</b>
	PROJECTED 2025 POPULATION	<b>85,139</b>	<b>11.2M</b>	<b>347.3M</b>

		COUNTY	NC AVG	US AVG
 <b>EDUCATION</b> <sup>1,2,3</sup> <b>HIGH SCHOOL GRADUATION RATE: 81%</b> <small>NC: 87%   US: 83%</small>	STUDENT EXPENDITURE K-12	<b>\$9,059</b>	<b>\$9,377</b>	<b>\$12,201</b>
	STUDENTS RECEIVING FREE OR REDUCED LUNCH	<b>71%</b>	<b>59%</b>	<b>74%</b>
	 <b>THIRD GRADERS READING AT GRADE LEVEL: 51%</b> <small>NC: 58%   US: 68%</small>	COMMUNITY COLLEGES & 4-YEAR UNIVERSITIES: <b>Wilson Community College</b> <b>Barton College</b>		

		COUNTY	NC AVG	US AVG
 <b>HEALTH</b> <sup>1,2</sup> <b>PRIMARY CARE PHYSICIANS PER 10,000: 6</b> <small>NC: 25   US: 28</small>	DENTISTS PER 10,000	<b>5</b>	<b>6</b>	<b>6</b>
	GROCERY STORES PER 10,000	<b>2</b>	<b>19</b>	<b>21</b>
	CANCER INCIDENCE PER 10,000	<b>45</b>	<b>47</b>	<b>44</b>
	HEART DISEASE DEATHS PER 10,000	<b>17</b>	<b>16</b>	<b>17</b>
	UNINSURED ADULTS	<b>17%</b>	<b>15%</b>	<b>12%</b>
	OBESITY	<b>32%</b>	<b>30%</b>	<b>30%</b>

		COUNTY	NC AVG	US AVG
 <b>ECONOMY</b> <sup>1,2</sup> <b>MEDIAN HOUSEHOLD INCOME: \$44,015</b> <b>NC RANKING: 62nd</b> <small>*ranked HIGHEST to LOWEST out of 100 counties</small>	UNEMPLOYED	<b>5%</b>	<b>4%</b>	<b>4%</b>
	LIVE IN POVERTY	<b>21%</b>	<b>14%</b>	<b>12%</b>
		<b>LARGEST EMPLOYER: Truist Financial</b>		

SOURCES: <sup>1</sup> NC Health Data Explorer <sup>2</sup> NCIOM <sup>3</sup> NC School Report Cards <sup>4</sup> NC Office of State Budget and Management <sup>5</sup> NC DPI Statistical Profile State Per Pupil Expenditure 2016-17 | "About" information provided by the North Carolina History Project