



**For Immediate Release  
June 27, 2005**

**Moore County, NC**

### **Airport Hospitality Center A Success**

SOUTHERN PINES, NC – With a unique marketing effort organized by Moore County Partners in Progress and a 7-member team from the Moore County Leadership Institute (MCLI), visitors arriving at the Moore County Airport received a rousing welcome to the area during the entire week of the US Open.

With approximately 1,600 takeoffs and landings during the Open and literally thousands of business executives coming through the Airport, it was an excellent opportunity to make a great first and last impression and hopefully get them thinking about what a location in Moore County can do for their businesses.

The moment visitors stepped off of their planes, they were greeted by friendly, informed airport staff and volunteers. They were taken to the newly redecorated main terminal / reception area and welcomed by Partners in Progress staff. Wonderful food and drinks catered by National Golf Club and the use of internet-connected laptops were complimentary. Tournament pairing sheets and a wealth of information about the area's business and tourism opportunities were available. In addition, thanks to Carolina Custom Home Theatre and DirectTV, there was a wide screen television showing the tournament so visitors didn't miss a minute of the action.

Ray Ogden, Executive Director of Partners in Progress, said, "Our mission was to provide a warm welcome, be helpful and get our message across

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that Moore County is a great place to locate or expand a business as well as to play golf. I believe we accomplished all of those objectives. The future will determine our success.”

On behalf of the MCLI team, Jan Stivers, Assistant Director of Public Relations for FirstHealth of the Carolinas, said, “Through Partners in Progress, we learned of their desire to have a welcome center at the airport and the need for someone to spearhead the project while completing a lot of the legwork. Our MCLI team quickly formed committees for fund-raising, staffing, decorating, and food. We worked closely with Partners, the airport, and Dimension Design to pool resources and meet the goals we were given. It was a great experience and one which will hopefully pay off for Moore County.”

Ogden added, “The extra efforts of Ron Maness and his willingness to allow us to transform the Airport contributed greatly to the success of this endeavor. We appreciate the efforts of all of those involved. Economic development is truly a team effort.”

Sponsors of the Hospitality Center were Progress Energy, Dimension Design & Construction LLC, National Golf Club, BB&T, First Bank, First Citizens Bank, Central Carolina Nissan, Sprint, Carolina Custom Home Theatre, Go Cyber Computers, Lyne’s Furniture Gallery, Old Sport Gallery, Johnny O’s Awards, Jeanette Sheehan, and Village Printers of Pinehurst.

MCLI project team members included: Paul Johnson, Chuck Robbins, Serena Gonzalez, Eileen Hodiak, Sandra Morris, Andy Honeycutt, and Jan Stivers.



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