

# THE COMPETITIVE EDGE

Official Publication of the New River Valley Competitiveness Center

**A Small Business Incubator**

*Shawn Utt/Doug Hudson,  
Acting Incubator Managers*

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## **NRV Competitiveness Center Transitions to New Management**

With the retirement of Dave Rundgren as Executive Director of the New River Valley Development Corporation (see the newsletter from October 2009 for the announcement), the Development Corporation's Board of Directors has partnered with the County of Pulaski and its staff to assist in the management of the Competitiveness Center. The transition has been underway for two months and the County staff along with the Development Corporation's Board look forward to a positive relationship as we all work to make the Center a first-class business incubator. There are some exciting programs on the horizon for small businesses (new or existing), so be on the lookout.

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## **NRV Competitiveness Center Welcomes New Tenants**

### **Communicate Consulting**

Communicate Consulting helps businesses and non-profits increase their profits and build long-term relationships through strategic marketing and precise communication. What that means is they help you find the right words and images to tailor your message, and combine them with the right places and times to get in front of your target audiences. If you're going to say something, say it right the first time. That's why they tailor each message to the people you're trying to reach, and then follow-up by measuring the results. That way you know exactly what you're getting for your money and time.

Their services include:

- Marketing strategy and planning
- Graphic design
- Advertising strategy in all media
- Web design and development
- Market research and survey design
- Event planning and strategy
- Public relations and media campaigns
- Staff training and presentations
- Public speaking training

Ready to start getting your message out? Visit their website at [www.communicateconsulting.com](http://www.communicateconsulting.com) or contact them at 540.267.3404.

### **MACO TOOL**

MACO TOOL, INC. is a forward thinking company with small shop values.

Maco Tool is a precision machining and fabrication facility located in Christiansburg, VA and they have now added a second location at the Competitiveness Center. Their staff are trained professionals as evidenced by the precision workmanship and quality that go into each project. They also maintain a commitment to continually update their equipment, utilizing the latest computers, precision CNC machining technology, and a COORDINATE MEASURING MACHINE for inspection. MTI has become a major supplier for many well-known companies such as Federal Mogul, Bucyrus International and Volvo, with tooling and machines throughout the entire world. Please feel free to call 540.382.1871,

fax 540.382.1296, or e-mail [fredcecil@macotool.com](mailto:fredcecil@macotool.com) or [edcampbell@macotool.com](mailto:edcampbell@macotool.com) with your quote today. For further information, please visit <http://www.macotool.com>.

### **BAE Systems**

BAE Systems is delighted to locate a Radford Field Office in the New River Valley Competitiveness Center. BAE Systems is a global, defense, security and aerospace company looking to further consolidate its activities in Virginia. The office will be open for business at the start of the New Year and provide an excellent base from which to develop new business opportunities. BAE Systems delivers a full range of products and services for air, land and naval forces, as well as advanced electronics, security, information technology solutions and customer support services.

## **ANNOUNCEMENTS**

### **VIRGINIA BIOSCIENCE BUSINESS ROUNDTABLE**

Thursday, December 17, 2009, 1 - 5:15 p.m.

*\*\*Free of Charge/Reception to Follow\*\**

Virginia BioTechnology Research Park  
800 East Leigh Street  
Richmond, Virginia 23219

Go to [www.virginiabbr.org](http://www.virginiabbr.org) for more information and to RSVP.

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### **4TH ANNUAL NEW RIVER VALLEY CAREER FAIR:** (Sponsored by Cumulus Broadcasting)

January 28, 2010, 10 a.m. - 6 p.m., at New River Valley Mall

To become an exhibitor or for further information, contact Judy Woodyard at Cumulus Media  
(540) 731-6046 or (540) 577-5758.

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Congratulations to the New River Valley Economic Development Alliance for being awarded "**Top 5 Website Design**" from Expansion Solutions Magazine, a national publication designed to inform key site selection consultants and corporate real estate brokers about progressive communities and the benefits that are offered by each community. See the Press Release at:  
[http://www.nrvalliance.org/news/documents/ESOL\\_Awards09PressRelease.pdf](http://www.nrvalliance.org/news/documents/ESOL_Awards09PressRelease.pdf)



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