



VEDP ALLY MEETING

- Targeted advanced manufacturing, Technology and energy sectors
- 30+ private sector meetings and/or events, including
 - Canon
 - K-Line
 - ZPMC
 - LG
 - Samsung and others
- 2 active leads representing
 - More than 400 jobs
 - More than \$450 million in capital investment

- Building on the success of a previous campaign, VEDP launched a new high impact direct mail strategy utilizing Governor McDonnell and prominent Virginia corporate leaders
- Personalized and targeted video message delivered via an iPod Touch. 365 total units. Three unique messages:
 - Advance Manufacturing
 - Energy
 - IT
- Includes a telemarketing campaign to both establish a relationship with gatekeepers and to facilitate a follow-up program

- Wes Bush, CEO and President, Northrop Grumman
- Fred Whyte, President, STIHL Incorporated
- Philip Rundle, CEO, Mercury Paper, Inc.
- Thomas Farrell, Chairman, President and CEO, Dominion
- Pierre L. Gauthier, President and COO, ALSTOM Inc.
- Michael Rencheck, COO, AREVA NP
- Chris Mowry, President, Babcock & Wilcox Nuclear Energy
- Dr. Stan Sloane, President & CEO, SRA International, Inc.
- Robert M. Alexander, CIO Capital One Financial



Bob McDonnell
Governor of Virginia

While the follow-up program is still under way, the initial responses are exceeding expectation and suggest that new and similarly-developed initiatives be utilized going forward

Anecdotal feedback:

- Caterpillar
 - Doug Oberhelman, President and CEO: “Mr. Oberhelman was very excited with the iPod, so much so that in his monthly video to all management and salaried employees, the primary message was the iPod as an innovative marketing tool and the foresight VA had in using it.”
- Toro Company
 - Michael Hoffman, Chairman, President and CEO: “as a former marketing man, I want to commend VA on a great marketing tool.”

- Barrett Firearms
 - Ronnie Barrett, Owner and CEO: “Ronnie was very impressed with the message and the means of delivering it. Said it jogged their memories of productive meeting when Michelle Poe visited last year. When the time is right for a U.S. expansion, VA is at the top of the list.”
- Sabey
 - Dave Sabey, CEO: “your Governor's message let me know that VA recognizes the world is reorganizing and digital companies are important in this. I want to provide jobs in a State that understands what is happening.”
- Earth Friendly Products
 - John Vlahakis, President: “wanted the Gov to know that I was blown away with the iPod and really appreciated it”

- Ener1, Inc.
 - Charles Gassenheimer, Chairman + CEO: “the iPod was a very smart way to deliver the message...hope VA doesn't have a patent on the process or we'll be in trouble.”
- Unexpected added value through non-paid media coverage
 - Bloomberg.com
 - ChicagoTribune.com
 - KOMO Radio (Seattle)