

**China's Economic Growth Lifted to 9.8%**

- *Associated Press*

**Ireland Grows its per Capita Income from 81%  
of EU Average to 137% in Fifteen Years**

- *Dr. William C. Harris, Science Foundation Ireland*

**Northeast Ohio Coalition to Invest \$30 Million in Economic  
Growth Over the Next Three Years**

- *Fund For Our Economic Future*

**SC per Capita Income Remains at 82% of National Average**

- *The Post and Courier*

**Report Calls South Carolina Graduation Rate Worst in Nation**

- *The Post and Courier*

WE MUST  
RE-LEARN TO COMPETE



**NEW CAROLINA™**  
SOUTH CAROLINA'S COUNCIL ON COMPETITIVENESS

# NEW CAROLINA. RISING AS ONE.

WE, THE DESERVING PEOPLE OF NEW CAROLINA, DECLARE INDEPENDENCE FROM MEDIOCRITY. WE WILL REACH BEYOND PAST MISTAKES AND BUILD ON HISTORIC SUCCESSSES TOWARD A BRIGHT FUTURE THAT LIFTS OUR FAMILIES, OUR SCHOOLS, OUR BUSINESSES. FROM THIS DAY FORWARD, WE WILL DEMONSTRATE A NEW WILL AND FORGE A NEW WAY. WITH TIRELESS PASSION, TENACIOUS LEADERSHIP AND DECISIVE ACTION, WE WILL SILENCE THE NAYSAYERS, THE DOUBTERS, THE CYNICS. WE WILL CELEBRATE THE COURAGEOUS AND THE WHOLEHEARTED, ENCOURAGE THE INNOVATORS AND THE TEACHERS. IN DOING SO, WE WILL BECOME A LEADER IN PUBLIC EDUCATION, ENTREPRENEURIAL SUCCESS, PERSONAL INCOME AND QUALITY OF LIFE. EACH DAY WE WILL REACH FOR, AND PUSH EACH OTHER, UNTIL ONE DAY THE WORLD WILL ACKNOWLEDGE US AS "THE NEW LAND OF OPPORTUNITY."

NEW ENERGY. NEW IDEAS. NEW ACTION. NEW JOBS.





**NEW CAROLINA**  
SOUTH CAROLINA'S COUNCIL ON COMPETITIVENESS

Competition is accelerating around the world. The fight for creation of wealth, the fight for jobs, the fight for growth is becoming fierce in every state and in nearly every country of the world. It has become the survival of the swiftest.

We in South Carolina have held our own in the last fifteen years. We have not lost or gained ground. Our per capita income has remained at 82% of the national average. But the pace is changing. If we are to increase the wealth and well-being of all South Carolinians, we must change the speed with which we grow, change the speed in which we enhance education, change the speed with which we attract those who can create growth.

Nearly two years ago, fueled by a sense of frustration and passion, multiple business organizations and government entities, including the Department of Commerce, the Palmetto Business Forum, the Palmetto Institute and the South Carolina Chamber of Commerce, formed South Carolina's Council on Competitiveness. Over 50 leaders from all over the state were asked to become the Board of this new Council.

We have a clear, measurable definition of success. Steadily raise the average income of South Carolinians. We have a smart, proven roadmap,\* provided by Harvard Professor Michael Porter and The Monitor Group, a top international consulting firm. Their key recommendations:

- Focus on education. In our world economy, smart, skilled workers are recognized as the single most valuable resource.
- Build on existing, and emerging, industrial "clusters" to create greater wealth and prosperity.
- Move from offering a generic low-cost position to building an environment that will foster innovation and widespread growth.

**In a nutshell, South Carolina must re-learn to compete. We must become a New Carolina.**

We've currently identified eight important industrial clusters: Agribusiness, Apparel, Automotive, Aviation, Distribution Services, Hydrogen and Fuel Cells, Textiles, and Travel and Tourism. Soon we will designate two more: Pulp and Paper and Health Sciences. The Council on Competitiveness already has over 200 volunteers working on cluster committees and issue task forces. We're also partnering with the Palmetto Business Forum, the Palmetto Institute and the South Carolina Chamber of Commerce to discuss supporting programs and legislation that will allow South Carolina to better compete. Plus, we're working with economic developers, chambers of commerce, state agencies, industry groups, international linkages and other organizations to build "institutions of collaboration" across the state.

We've got a long way to go, but we're moving with a sense of urgency and purpose that even the cynics among us find exhilarating. There is an energy breaking out all over the state. New companies are being started. The Hydrogen Fuel Cell initiative is gaining speed. Charleston is starting new economic clusters for rapid growth. InnoVenture is promoting entrepreneurship and innovation throughout the state. Clemson's International Center for Automotive Research (ICAR) is growing. MUSC is expanding its research and USC's Research Campus has broken ground. We're convinced we can and will compete to win. And we're excited to be part of it. How about you? If you believe in a New Carolina, visit [www.NewCarolina.org](http://www.NewCarolina.org), or call us at 803.264.4524.

M. Edward Sellers  
Chairman of South Carolina's Council on Competitiveness

\*The complete roadmap is outlined in A Strategic Plan for South Carolina, published in May 2005. If you'd like to read or download it, please visit our website, [www.NewCarolina.org](http://www.NewCarolina.org), or call us for a copy at 803.264.4524.



# South Carolina's Council on Competitiveness

## CURRENT STATEWIDE CLUSTER COMMITTEES

### AGRIBUSINESS

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### DISTRESSED AREAS

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## HONORARY MEMBER

### The Honorable Mark Sanford

Governor, South Carolina  
(Columbia, SC)

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Current Mayor of Spartanburg  
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## DESIGNATED SEATS

### Chauncey Gregory

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Fairfield, Lancaster, and York Counties  
(Lancaster, SC)

### Dr. James L. Hudgins

President, South Carolina Technical College System  
(Columbia, SC)

### Fred Humes

Director, Economic Development Partnership, SC  
(Aiken, SC)

### Dr. Andrew A. Sorenson

President, University of South Carolina  
(Columbia, SC)

### Robert W. Harrell, Jr.

Speaker of the House, the State of South Carolina,  
representing Charleston and Dorchester Counties.  
(Charleston, SC)



## NEW CAROLINA

SOUTH CAROLINA'S COUNCIL ON COMPETITIVENESS

Take a stand against mediocrity. Proclaim your faith in the future.  
Show your kids you believe in a New Carolina.  
Join New Carolina today.  
[www.newcarolina.org](http://www.newcarolina.org)

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### Ruth Shaw

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### Dr. David Shi

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