BUSINESS

Campaign touts SC business climate

Just Right is theme of new advertising effort for state

By John D. Russell
Florence Morning News

FLORENCE — A new campaign is letting folks know South Carolina is Just Right for businesses.

Lee Bussell, Just Right ambassador and CEO of Chernoff Newman advertising firm in Columbia, said it is a way of getting people to talk about what is Just Right for business in South Carolina.

"We want people throughout the state to understand that we have a whole lot of things in this state," Bussell said addressing business leaders Wednesday at Victor's Bistro. "It's about what makes South Carolina just right for people that live here and for people bringing their plants and facilities into the state."

The Just Right campaign was created about six months ago by Palmetto Partners, a public/private sector group of state agencies, individual businesses and economic development organizations, among others. Just Right relies heavily on social media and people sharing their stories to promote it. So far, Bussell said there are more than 10,000 people engaged with Just Right.

Bussell quoted a study done by the state Chamber of Commerce in 2008 that surveyed 1,700 people about the state. He said the study found that people looked at Florida, Georgia and North Carolina as progressive states in the South.

"The good news is, Georgia, Tennessee and South Carolina were considered emerging states the people knew good things about," Bussell said. "The most interesting part of the survey is that people outside of South Carolina know

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more about what's going on in the state than people inside our state."

Keynote speaker Lou Kennedy, a native of Lexington County and CEO of Nephron Pharmaceuticals, said she is proud of South Carolina. Her company, headquartered in Orlando, Florida, recently opened a 480,000-square-foot manufacturing facility in West Columbia.

"There's so much more going on in our state. If we can share ... we can truly begin to have an impact."

LEE BUSSELL, Just Right ambassador

"The most meaningful thing for me is to be back in the state where I belong," she said. "Folks are talking about us. I think Florida recognizes that South Carolina has it figured out. South Carolina is good at economic development. I believe Florida and other southeastern states are sitting back and watching it happen."

Bussell said there's a lot to brag about in South Carolina business with more than 600 percent aerospace employment growth, being the No. 1 tire exporter and having the Port of Charleston as the most productive port in North America.

"We tend to only know what's going on in our own region," he said. "There's so much more going on in our state. If we can share, improve the perception of our state in the state, we can truly begin to have an impact."