

February 2012

## Search for East Coast Operation Site Concludes

Source: Henderson County Partnership for Economic Development Press Release ([www.gohendersoncountync.org](http://www.gohendersoncountync.org))



**Henderson County, NC** - Sierra Nevada Brewing Co. announced their plans today to locate their east coast brewing, bottling and distribution operation in Mills River, NC. The Chico, CA based company, and family-owned pioneer in craft brewing, will break ground on their facility in the coming year.

The company plans to create 95 full time jobs, 80 part-time positions and invest \$107.5 million during the next five years in Henderson County. In addition the company expects that 60 construction and mechanical jobs will be supported during the 24-month building process. The average wage for jobs created will be \$41,526 plus benefits, exceeding the county's average wage by 28%.

"After carefully looking at more than 200 sites east of the Mississippi, Sierra Nevada is pleased to locate our second brewery in Henderson County," said Ken Grossman, CEO of Sierra Nevada Brewing Co. "We are very grateful to the officials in Mills River, Henderson County and the State of North Carolina whose time, effort and commitment were instrumental in making this happen. We are proud to be associated with many fine breweries that call North Carolina home."

The company will be the first occupant of the 262 acre Ferncliff Park, a North Carolina Certified Site. Ferncliff was an ideal fit for the company, because the plan for the park's development reflected their focus on sustainability, native landscaping, environmental stewardship, and energy efficiency design standards. Sierra Nevada's location in Ferncliff will further develop the connectivity of the French Broad River, from headwaters and beyond, creating unique opportunities for a customer experience. The full operation is expected to include a restaurant, tasting room, and live music venue.

Tommy Thompson, Chairman of the Henderson County Board of Commissions shared, "Henderson County is excited to welcome Sierra Nevada to our community. The culture of Sierra Nevada is a natural fit here and the Board of Commissioners is excited not only for the economic benefit to the region, but also the cultural impact of this company."

HCPED Board Chairman, Kelly Leonard said, "working with Sierra Nevada was an intimate process, and for those of us involved personally it has been a great pleasure. This is a family-owned operation and through each meeting, we learned that this family was choosing a new home, one that would be an extension of their personal culture. We anticipate great things from this company and their role in and impact to the community."

In other economic development related news, Legacy Paddlesports announced on January 6, 2012 that they will be moving their facilities to Fletcher. They will bring \$4.5 million in new capital investment and 72 jobs paying in excess of the average wage in Henderson County. The move will place Legacy in the middle of the growing outdoor industry cluster that is developing Western North Carolina.



## Family Emergency Plan

Submitted by Rocky Hyder, Emergency Services Director

Each year Henderson County residents can potentially be affected by multiple natural and technological hazards capable of creating an emergency or crisis with little notice. Make sure your family has a plan in case of an emergency. Before an emergency happens, sit down together and decide how you will get in contact with each other, where you will go and what you will do in an emergency. Save these emergency contacts in your cell phones under the heading ICE (In Case of an Emergency). Keep a copy of your plan in your emergency supply kit or another safe place where you can access it in the event of a disaster. Please visit <http://www.redcross.org/images/pdfs/preparedness/A4600.pdf> for more information on creating a family disaster plan and an emergency supply kit.

## Henderson County 4-H Small Fruit Sale

Submitted by Denise Sherrill, 4-H Agent, Cooperative Extension

Would you like to grow your own berries? Henderson County 4-H is selling small fruit plans to raise funds for awards and programs for youth: strawberries, blueberries, raspberries, blackberries and asparagus. These are high quality plants selected to perform well in our area. Because several counties work together on this fundraiser, prices are low. Stop by the Cooperative Extension office in Jackson Park, call (828) 697-4891, or visit [henderson.ces.ncsu.edu/4-h](http://henderson.ces.ncsu.edu/4-h) for an order form. Please turn in your order, along with full payment, no later than Thursday, March 15. Plants will need to be picked up Saturday, April 14, from 12:00 – 4:00 p.m., at Henderson’s Packing House, 705 Tracy Grove Road. They will be bare root, and will need to be planted in the ground the day they are picked up. 4-H will provide planting information. Extra plants will be available on Saturday, April 14, after 2:00 p.m.

Profits from the Small Fruit Sale will fund scholarships for leadership training, awards for projects records, and programs to teach life skills. Supporting 4-H is a great investment in the youth in Henderson County.

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## Rabies Vaccinations for Cats & Dogs

Submitted by Brad Rayfield, Director, Animal Services

State Law and County Ordinances require all dogs and cats, four months of age and older, to have a current rabies vaccine. Henderson County Veterinarians will conduct rabies vaccination clinics for dogs and cats for a reduced fee of \$8.00 per animal. These clinics will be held at local veterinarian’s offices BY APPOINTMENT ONLY.

The rabies vaccination clinic for cats will be held during the week of March 5 – March 10, 2012. The vaccination clinic for dogs will be held during the week of May 7 – May 12, 2012.

### For an appointment, please call one of the following veterinarians:

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|---|----------|
| All Saints Animal Hospital.....         | 697-1717 |
| Animal R Us Veterinary Clinic.....      | 693-7387 |
| Animal Care Clinic.....                 | 692-7201 |
| Apple Valley Animal Hospital.....       | 685-1650 |
| Etowah Valley Veterinary Hospital.....  | 890-1401 |
| Fletcher Animal Hospital.....           | 684-4244 |
| Haywood Animal Hospital.....            | 697-0446 |
| Health Care for Pets Hospital.....      | 891-4848 |
| Hendersonville Veterinary Hospital..... | 692-0561 |
| Kanuga Animal Clinic.....               | 692-0941 |
| Laurel Park Veterinary Hospital.....    | 697-5686 |
| Merry Forest Animal Hospital.....       | 890-2471 |
| Mills River Animal Clinic.....          | 891-9685 |
| North State Animal Hospital.....        | 692-1902 |
| White Oak Veterinary Hospital.....      | 687-2803 |

## Why Saliva is Beneficial

Submitted by Diana Rothweiler, RDH, Department of Public Health

We usually don't think about how amazing saliva is, and many of us don't understand how important it is to our oral health and overall health. Xerostomia, known as dry mouth, can adversely affect oral health as well as quality of life. Xerostomia is often very difficult to treat and can lead to oral disease as well as a multitude of other health issues.

Saliva is the first stage in the digestive process. Saliva moistens food for tasting, chewing, and swallowing, and initiates the absorption of starches. Another very important characteristic of saliva is that it works as a buffer to plaque acids. This safeguard helps prevent tooth decay by changing the pH of plaque acid so that it cannot penetrate enamel.

There are many causes of Xerostomia, but the most common cause is the chronic use of medications that alter the nerves controlling saliva. More than 500 different drugs induct dry mouth as a side effect. Since older adults are often taking multiple medications, they are most prone to xerostomia; however, children who take regular medications can also be affected.



The symptoms of xerostomia can cause patients to experience difficulties with routine activities such as eating or speaking. It interferes with taste, which directly influences food choices. The mouth also loses its natural lubrication making it difficult to chew or swallow. The loss of lubrication may also contribute to digestive problems.

Since xerostomia can affect taste so markedly, highly sugared foods and beverages are sometimes consumed more frequently. Too many sugary goods and drinks, of course, can lead to dental decay issues. Many older adults keep hard candy in their mouth to counter the effect of xerostomia. This is a serious situation, because when dental decay is noticed, it is very difficult to treat. Children who are sick and take many medications, which are usually very sweet so that they are more readily accepted, also can experience severe dental decay.

Since the main cause of xerostomia is related to medications that are needed, the only options available to prevent dental disease are to manage the symptoms of xerostomia. Some of the ways dental professionals do this are to make sure patients:

- Get the right kind of fluoride – either topical and/or systematic. Fluorides are the most effective preventions for tooth decay available, and there are numerous products that dentists can recommend.
- Sip water frequently throughout the day. This can manage the uncomfortable symptoms of dry mouth and also aids digestion.
- Are encouraged to seek nutritional counseling to help some people with managing their snacking and sugar urges.
- Chew gums with xylitol to increase saliva flow and decrease dental decay. Xylitol has properties that reduce the effects of plaque acids.

There are also artificial saliva substitutes on the market and they can provide some relief from xerostomia. However, since they must be used frequently, patients are not as compliant about using them.

Remember, saliva is our friend when it comes to preventing dental decay, and it is also important when it comes to chewing, speaking, swallowing, and keeping our digestion in check.

## Health Priorities Identified

Submitted by Linda Charping, Health Educator, Department of Public Health

The Department of Public Health has just completed the 2011 Community Health Assessment (CHA) for Henderson County. The CHA is the foundation for improving and promoting the health of community members. Through this process, data is collected through surveys or listening sessions, additional data is reviewed from other sources, and health priorities are established.

The leading causes of death in the county are heart disease, cancer, chronic lower respiratory disease, Alzheimer's disease, and stroke. Except for Alzheimer's disease, health indicators for all of these causes of death are below the state and regional level. Other areas that will be watched are suicide and infant mortality. Both of these indicators increased in the past year. The Hispanic teen pregnancy rate is also higher than the state. The county ranks 9<sup>th</sup> in the state in pregnancies to Hispanic girls age 15-19.

After holding 11 listening sessions and thoroughly reviewing the data, a community forum was held. Findings were presented to the Henderson County Board of Health, the public, and to the Community Health Assessment Team. Leading community health problems that should be addressed over the next four years were identified. The top three areas of concern are:

- **Obesity** – In 2010, North Carolina had the 10<sup>th</sup> highest adult obesity rate and the 11<sup>th</sup> highest childhood obesity rate in the nation. For the first time in history, we are in danger of raising the first generation of kids who will be sicker and die younger than their parents. Obesity is a major factor in increasing ones risk for chronic diseases such as diabetes and hypertension.
- **Substance abuse/prescription drug abuse** – Methamphetamine is the leading illegal drug of choice for not only Henderson County but for Western North Carolina. Prescription drugs are also leading the area in addiction and abuse in the county. Over-prescribing, doctor shopping, and kids having access to prescription drugs in their parent's and grandparent's medicine cabinets are all contributing to the problem.
- **Access to mental health care** – Mental health services and substance abuse treatment for low income clients became more difficult in 1999 when the state implemented mental health reform. Efforts to prioritize and regionalize services have been hampered by insufficient funding and capacity.

The next step is to form Action Teams to develop plans to address the three health priorities. If you are interested in serving on any of the three teams, please contact Linda Charping at (828) 694-6063 or [charping@hendersoncountync.org](mailto:charping@hendersoncountync.org).

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## 4-H Sewing Class Spots Available

Submitted by Denise Sherrill, 4-H Agent, Cooperative Extension

Sewing Classes are available for youth ages 7 – 18 on Thursday and Friday afternoons and Saturday mornings at the Cooperative Extension Office in Jackson Park. Each participant will learn the basics of hand and machine sewing as he or she makes a simple garment to wear and model in the 4-H Fashion Revue. Visit [henderson.ces.ncsu.edu/4-H](http://henderson.ces.ncsu.edu/4-H) for more information. Participants do not need to be 4-H members, and they do not need previous sewing experience. There is a \$20 fee for these classes. A small sewing kit is provided for each student, along with the pattern. Students can use the sewing machines provided by 4-H or bring their own. Participants will purchase their own fabric and thread. Register soon because space is limited and spots will fill quickly. For more information, contact [Sue\\_Janowiak@ncsu.edu](mailto:Sue_Janowiak@ncsu.edu) or call 697-4891.

## Solar Panels to Supply Detention Center with Hot Water

Submitted by Megan Piner, Environmental Program Coordinator

If you have driven by the Henderson County Courthouse on Grove Street recently you might have noticed a new addition. On the side of the building, by the Law Enforcement Center, Henderson County has added an array of solar thermal collector panels to the roof – 32 to be exact.

Henderson County entered into a fifteen year power purchase agreement with SolTherm Energy in July of this year, after a competitive bidding process where the Engineering Department received multiple bids. The agreement is for SolTherm to build and operate a solar 567,000 kBTU thermal system on the roof of the Courthouse to supply the Detention Center with hot water. Henderson County then purchases water from SolTherm at a rate of 45% of the cost of natural gas. The Detention Center is a very high user of hot water (approximately 2,700 gallon per day); their operations include shower facilities, laundry facilities and a cafeteria. Currently their water is heated through natural gas, which will continue to be the backup for the system.

Henderson County's portion of the cost for installation is being paid for through a grant from the North Carolina State Energy Office with American Recovery and Reinvestment Act monies. Henderson County expects to save about 45% annually on the cost of heating water for the Detention Center.



The system has five major components. The first component is the collector, typically roof mounted and very visible; the collectors are south facing and mounted to the latitude plus fifteen degrees. The second component is the heat exchanger that transfers the energy from the collector panels to the water in a closed loop system. In a closed loop system a non-hazardous fluid (polypropylene glycol) is used to carry the heat to water from the collectors. The third component is a water storage system that is utilized to store water for peak usage. The fourth component is pumps to move the heated water to the area of usage. The fifth component is a controller or thermostat that is used to monitor the efficiency of the system, this controller is monitored twenty-four hours a day to ensure maximum efficiency of the system.

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## Cyber Security Emerging Trends and Threats for 2012

Submitted by Becky Snyder, IT Director

During 2011, cyber security incidents included theft of intellectual property and government data, hacktivism, malware targeting mobile devices and a resurgence of the Zeus Trojan, which targets financial information. Protecting against these attacks was a key challenge for organizations of all sizes in both the public and private sectors. What is in store for 2012? Below is a brief roundup of the cyber security threat landscape highlighting some of the challenges we can expect during the next 12 months.

### Mobile Devices & Apps

The use of mobile devices will continue to grow in 2012, consequently, so too will the volume of attacks targeted to these devices. Every new smart phone, tablet or other mobile device provides another window for a potential cyber attack. Closely tied to the trend of more smart phone and tablets being deployed in the enterprise will be the influx of new apps for those devices. Location-based mobile apps and games all pose potential threats. The risks include access to information such as physical location or contacts lists, as well as the ability for the apps to download malware, such as keyloggers or programs

that eavesdrop on phone calls and text messages. Hackers are quickly learning how to harvest legitimate applications and repackage them with malicious code before selling/offering them on various channels to the unsuspecting user.

### Hactivism

Attacks carried out as cyber protests for a politically or socially motivated purpose are expected to increase, especially in light of the activist movements continuing to take place across the country and around the globe. Common strategies used by hactivist groups include denial of service attacks and compromise of user credentials to gain access to data, along with posting of emails, credentials, credit card information and other sensitive exfiltrated information.

### Search Engine Optimization (SEO) Poisoning

Cyber criminals will continue to take advantage of the 24-hour news cycle to target visitors searching on the most popular keywords or sites and infect users via sites designed to look like legitimate news services, Twitter feeds, Facebook posts/emails, LinkedIn updates, YouTube video comments, and forum conversations. We expect cyber criminals to take advantage of notable news events such as the London Olympics, U.S. presidential elections, and Mayan calendar predictions.

### Social Engineering

Social engineering tactics – including the use of rogue anti-virus to entice users into clicking on malicious links – will continue. Experts also anticipate that in 2012 we will also see a growth in fake registry cleanup, fake speed improvement software, and fake back-up software mimicking popular personal cloud services.

### Advanced Persistent Threat

Advanced Persistent Threat (APT) refers to a long-term pattern of targeted hacking attacks using subversive and stealthy means to gain continual, persistent exfiltration of intellectual capital. The entry point for espionage activities is often the unsuspecting end-user or weak perimeter security. APT is likely to remain high in 2012. Whether focused on exploiting vulnerable networks for use as a storage location or relay point, or to gain insider information, cyber espionage will remain a consistent threat to networks.

### Spear Phishing Attacks

Spear phishing is a deceptive communication (email, text or tweet) targeting a specific individual, seeking to obtain unauthorized access to confidential data. Spear phishing attempts are not typically initiated by “random hackers” but are more likely to be conducted by perpetrators seeking financial gain, trade secrets or sensitive information. Spear phishing is often the nexus to cyber espionage and will continue to grow.

### **What Can You Do?**

By using sound cyber security practices, users and organizations can strengthen readiness and responses to help defend against the myriad of challenges and mitigate potential impacts of incidents:

- Make sure that you have encryption and password features enabled on your smart phone and other mobile devices.
- Use strong passwords, ones that combine upper and lower case letters, numbers and special characters, and do not share them with anyone. Use a separate password for every account. In particular, do not use the same password for your work account on any other system.
- Properly configure and patch operating systems, browsers, and other software programs.
- Use and regularly update firewalls, anti-virus, and anti-spyware programs.
- Do not use your work email address as a “User Name” on non-work related sites or systems.
- Be cautious about all communications; think before you click. Use common sense when communicating with users you DO and DO NOT know. Do not open email or related attachments from un-trusted sources.
- Don’t reveal too much information about yourself on social media websites. Depending on the information you reveal, you could become the target of identity or property theft.
- Verify Location Services settings on mobile devices.
- Allow access to systems and data only by those who need it and protect those access credentials.
- Follow your organization’s cyber security policies and report violations and issues immediately.
- Learn to recognize a phishing website. Visit <https://www.phish-no-phish.com> to learn ways to identify a phishing website.