



2010 Annual Report

Overview

Vision Shared made 2010 a year of reflection and transformation. The Board of Directors spent much of the year charting out the next decade of operations while staff assisted a variety of groups with their economic development efforts.

We continued our proud history of successful policy advocacy, and we collaborated with strategic partners to work toward creating a brighter future for West Virginians.

To track the state's development progress, we issued our annual Performance Measures Report, which analyzes more than 50 economic indicators. We also ended a year-long strategic planning process with the release of a new plan for 2011-2014. The Strategic Plan outlines specific goals for West Virginia and volunteer activities that Vision Shared will support to make gains in those goal areas. At the same time, we made dramatic improvements in operational efficiency to make the highest and best use of our resources.

Learn more about Vision Shared by visiting www.visionshared.com. Thank you for your support!



VISION SHARED 2011-2014 STRATEGIC PLAN

The Vision Shared Board of Directors spent much of 2010 examining the organization's first 10 years in operation while analyzing the demands of a global economy. The Board identified four critical goal areas that will affect West Virginia's global economic development prospects and set out a new strategic plan for 2011-2014. The full plan is available online.

The plan creates new volunteer committees with action plans designed to achieve measurable gains on the following goals:

- **GOAL 1: ENTREPRENEURSHIP**
By 2015, West Virginia ranks first in the nation in the percentage of residents who start a business.
- **GOAL 2: EDUCATION**
By 2020, West Virginia ranks first in the United States for reading and math scores of grade 4 and grade 8 students.
- **GOAL 3: WORKFORCE DEVELOPMENT**
By 2020, West Virginia ranks among the top 20% internationally for the percentage of adults with an associate degree or higher.
- **GOAL 4: RESEARCH/COMMERCIALIZATION**
By 2020, West Virginia ranks among the top 25% of the U.S. in the percentage of its workforce employed in private sector, high-tech industries.



Imagine West Virginia, Vision Shared's policy research division, worked throughout much of 2010 to support an array of activities that publicized its policy campaigns.

While collecting information to update its energy report, Imagine simultaneously supported education campaigns to tie policymakers to ongoing efforts at the National Energy Technology Laboratory, TechConnectWV and a variety of statewide academic, research and development platforms.

To promote its child advocacy interests, Imagine joined the Discover the Real West Virginia Foundation to advance the state's dialogue on early child development needs. They hosted Geoffrey Canada, a nationally recognized advocate for education reform, to speak to more than 300 community and business leaders, educators and legislators about his work at the Harlem Children's Zone.

In addition, the Imagine WV Board of Governors set the stage to unveil a new policy pronouncement in 2011.

Learn more at www.imaginewestvirginia.com.

2010 LEGISLATIVE SESSION

Vision Shared finished the 2010 regular session with legislative success for the third year in a row. In this session, we achieved passage of the Commercial Intellectual Property Incentives Tax Act (SB185).

This bill provides a tax credit for patents and related manufacturing developed in partnership with either West Virginia University or Marshall University. This legislation provides a commercialization component to the Bucks for Brains research trust fund program approved by legislators a few years ago.

Vision Shared also gained more momentum for its Creative Communities Development Pilot Program. The Legislature adopted a study resolution and spent much of 2010 studying this program concept during interim meetings. The Joint Commission on Government and Finance ultimately endorsed this bill, setting the stage for an encouraging 2011 legislative session.

TOURISM ECONOMIC DEVELOPMENT

In summer 2010, the West Virginia Legislature turned to Vision Shared for assistance in structuring an extensive market analysis for the state's tourism industry. Sen. Richard Browning, D-Wyoming, convened a special group of stakeholders to help structure a comprehensive plan for tourism development in West Virginia.

Vision Shared provided assistance in structuring the research plan that ultimately will be paid for and overseen by the West Virginia Department of Commerce.

When the contract is awarded, the research team is expected to analyze every sector of West Virginia's tourism economy along with any contributing industries and market forces.

The researchers then will develop a long-term strategic plan to sustain and grow tourism in the Mountain State.

FINANCIAL REPORT

Vision Shared is supported by two major donors, the **State of West Virginia** and the **Claude Worthington Benedum Foundation**, plus many other private contributors that include corporations, labor unions, foundations, academic institutions and individuals.

While all nonprofits have struggled in light of changing economic conditions globally, Vision Shared has worked hard to trim expenses and increase operational efficiencies to make the highest and best use of its funds. Below is the audited financial statement of activities for Vision Shared Inc.

Vision Shared Inc.
Statement of Activities
Years ended June 30, 2010 and 2009

Changes in Unrestricted Net Assets	2010	2009
Support and Revenues		
Grants and Contracts	\$ 300,000	\$ 307,500
Contributions	208,277	95,559
Interest Income	603	1,531
Net assets released from restrictions	11,336	264,841
Total support and revenue	520,216	669,431
Expenses		
General and administrative	293,273	403,603
Program services	204,832	264,841
Fundraising	57,144	61,713
Total expenses	555,249	730,157
Change in unrestricted net assets	(35,033)	(60,726)
Changes in temporarily restricted net assets		
Contributions	54,839	167,728
Net assets released from restrictions	(11,336)	(264,841)
Change in temporarily restricted net assets	43,503	(97,113)
CHANGE IN NET ASSETS	8,470	(157,839)
Net assets, beginning of year	330,886	488,725
Net assets, end of year	\$ 339,856	\$ 330,886

Donor Support

In 2010, the Vision Shared development team reorganized the fundraising process into distinct contribution levels. We remain deeply appreciative of all those who have provided the resources we need to improve West Virginia's economic development prospects, and we continue to attract new supporters.

Visionaries (\$100,000+)

- The Claude Worthington Benedum Foundation
- State of West Virginia

Benefactors (\$25,000+)

- Chesapeake Energy

Partners (\$10,000+)

- Bowles Rice McDavid Graff & Love
- The Greater Kanawha Valley Foundation
- Robinson & McElwee
- Spilman Thomas & Battle
- United Health System
- Verizon
- West Virginia Mutual Insurance

Associates (\$5,000+)

- Affiliated Construction Trades Foundation
- BB&T
- Bernard H. and Blanche E. Jacobson Foundation
- BrickStreet Insurance
- Dixon Hughes
- Mountain State Blue Cross Blue Shield
- United Bank
- West Virginia American Water
- West Virginia University Research Corporation

Sustainers (\$1,000+)

- American Public University System
- Ernst & Young
- Steptoe & Johnson
- Walker Machinery
- Wells Fargo

Advocates (up to \$999)

- Ntelos
- Peerless Block

We remain indebted to the support provided by The Arnold Agency, Charles Ryan Associates and Dream Catcher Creative.

Addressing Appalachia's Challenges



In August, Vision Shared collaborated with organizers for the Central Appalachia Regional Network (CARN) Summit, which was held in Charleston.

This two-day event involved 150 people from Appalachian counties in six states: West Virginia, Maryland, Ohio, Kentucky, Tennessee and Virginia. The event was designed to bring together diverse organizations and policymakers to build a stronger Central Appalachia through respectful discussions.

Vision Shared President Juliet A. Terry was a panelist and conducted a large-group session to help the group distill their goals into key policy areas that represent the best opportunities for economic development in Central Appalachia: green jobs, broadband and local control of assets. CARN will pursue these policy priorities and expand the network of organizations working together to serve Central Appalachia.

Taking a Regional Approach to Development



In July, several Vision Shared representatives traveled to Lexington, Ky., to meet with the LeXenomics Group and some of its partners. The day was intended to discover common challenges, common experiences – and perhaps even some common solutions if they exist.

As neighbors often facing the same challenges, the volunteers from LeXenomics and Vision Shared recognized that regional communication and collaboration are essential for tangible economic progress. Topics discussed included financial challenges, cultural/community dynamics and political/governmental components to economic development.

Create WV Holds Annual Conference



In October, Vision Shared and its partners at Create WV held the fourth annual Create WV Conference at Oglebay Resort in Wheeling. This annual two-day event attracted 250 people from all corners of West Virginia who seek new ideas for community development that embraces the “New Economy.”

Participants had the chance to interact with a wide range of experts ranging from national speakers to local leaders. Community members are encouraged to take what they've learned at the conference, go back to their communities and move forward on a New Economy growth plan.

Vision Shared continued its partnership with Generation West Virginia in 2010 by providing administrative and technical support when needed and acting as the group's fiscal agent.

In May 2010, Generation West Virginia held its third annual young leadership conference and also continued its strong partnership with Gov. Manchin through the Governor's Council on Young Talent. Vision Shared and GenWV worked with the governor's staff to hold the first-ever Governor's Summit on Young Talent, which produced an extensive list of policy objectives that affect the state's younger leaders.

The organization also made significant gains in getting more people ages 21 to 45 involved in state government by encouraging members to apply for appointments to various state boards and commissions. And finally, before Gov. Manchin left to join the U.S. Senate, he issued an executive order that permanently established the Governor's Council of Young Talent, thereby solidifying the role this generation will play in state government.

VISION SHARED BOARD OF DIRECTORS

Chairman Becky Ceperley, Greater Kanawha Valley Foundation
Vice-chairman Don Rigby, Regional Economic Development Partnership
Secretary Russ Lorince, West Virginia University Research Corp.
Treasurer Laura Ellis, BB&T

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Edward George, Robinson & McElwee
William P. Getty, Claude Worthington Benedum Foundation
Thomas A. Heywood, Bowles Rice McDavid Graff & Love
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Gayle Manchin, West Virginia Board of Education
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Kenny Perdue, West Virginia AFL-CIO
Scott Rotruck, Chesapeake Energy
Judy Sjostedt, Parkersburg Area Community Foundation
Richard Slater, Dixon Hughes
L. Newton Thomas, ITT Carbon Industries (retired)
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President and CEO Juliet A. Terry, ex officio