



# Success Stories

*Creating Successful Opportunities in Business*

December 2011

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## Corry Enterprises: A Strategy for Success

Since starting a small dump truck hauling company in 2005 with his son Russell Corry, Mr. Larry Corry has utilized strategic alliances and partnerships to build a firm with revenues exceeding \$1 million annually in western North Carolina. Corry Enterprises recently negotiated a “Haul Agreement” with Rogers Group Inc. to provide exclusive hauling services for the Rogers Group at the Hendersonville Asphalt Plant in Hendersonville, NC. This agreement multiplied the size of Corry Enterprises, LLC and was a strategic move for Rogers Group, as they sold their fleet of dump trucks and

[see CORRY p. 2]



*Larry Corry founded Corry Enterprises in 2005. The company won BOWD’s “MBE of the Year” award in 2010.*

**SAVE THE DATE**  
**FEB. 9, 2012**  
**ANNUAL TRANSPORTATION CONFERENCE**

**BUILDING MOMENTUM:**  
CREATING JOBS AND OPPORTUNITY THROUGH INFRASTRUCTURE DEVELOPMENT

**8:30AM - 4PM**  
**MCKIMMON CENTER**  
**RALEIGH, NC**

FOR INFORMATION CALL: 919.508.1808 OR VISIT [WWW.NCBOWD.COM](http://WWW.NCBOWD.COM)

**READ MORE INSIDE ON PAGE 3!**

## Do Your Best, Be Prepared

As a boy, I enjoyed scouting. I really liked the Jamborees, completing my scouting projects, and the occasional camping trip. Today I probably couldn’t start a campfire with a match and dry twigs. However, I’ve realized that the two most important lessons I learned were the mottos, “Do Your Best” from the Cub Scouts and “Be Prepared” from the Boy Scouts.

So what’s the business connection? An entrepreneur doesn’t control a lot of things — like the economy, customers, suppliers, bankers, bonding agents, etc. But, what an entrepreneur does control is the quality and execution of his or her product (Do Your Best), and the ability to innovate and adapt to changes in the marketplace (Be Prepared). Businesses that focus on providing superior value—and businesses that are able to adapt, change, and innovate as needed—will minimize the effect of the things they do not control, and maximize the things they do control. Happy Holidays!



*Mr. Shelton Russell  
BOWD Director*



## Project Legacy Teaches Four Behaviors of Successful Leaders



***DBEs from across the state participated in Project Legacy in Chapel Hill, NC, December 1-2, 2011.***

Twenty-two firms in the Project Legacy program met in Chapel Hill on December 1-2, 2012, to review their 2011 business goals, network, and participate in a half-day seminar presented by Mel Gravely II, Ph.D. on the “Four Behaviors of Effective Business Owners.” Dr. Gravely pointed out to Project Legacy participants that the four

behaviors an effective business owner exhibits are:

- Focus on the value you give; not the benefit you get from the customer
- Do the important things; don’t get caught up in actions that don’t drive value for the customer
- Drive consistency in execution; most businesses don’t have a proprietary product, therefore success comes from executing better than the competition
- Set clear goals and metrics; business owners must have clearly defined goals they plan to achieve

Participants in the Project Legacy series meet each quarter in the Triangle. The group’s next meeting will take place in March 2012. The next application period for firms to join the Legacy program will begin in April 2012. To apply for admission to Project Legacy, visit [www.ncbowd.com](http://www.ncbowd.com) and click on the “Development Programs” tab.

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## Corry Enterprises Grows Through ‘Strategic Partnerships’

*[cont’d from p. 1]*

turned all hauling operations at the Hendersonville facility over to Corry Enterprises.

“We are responsible for the hauling of all Rogers incoming material, and then for the delivery of finished asphalt product to their customers,” Corry said. Rogers Group Inc. provides crushed stone, sand and gravel, asphalt and highway construction to the southeastern United States. In 2009, the Nashville, TN-based company was listed as the ninth largest aggregates producer in the nation (Aggregates Manager, March 2009).

Corry Enterprises has developed other strategic partnerships as well; one with Sloan Construction Company in South Carolina as a preferred subcontractor; and another with two DBE firms (L. Brown, Jr. & Son, Inc., and Stancil

Hauling) to increase the capacity of trucks available for projects. Corry teamed with L. Brown, Jr. & Son and Stancil Hauling to win a subcontract on the upcoming NC Turnpike Authority Monroe Bypass Project.

Larry Corry started the company with his son, Russell Corry, in 2005 after retiring from a manufacturing career. Corry has worked extensively with NCDOT-BOWD programs to grow his firm. The company has participated in the Truckers Entrepreneurial Development Program, the Executive Management Program at UNC Kenan-Flagler Business School, used the Charlotte-area Plan Room, and has participated in the Project Legacy program. As a result of these efforts, Corry Enterprises was awarded BOWD’s “MBE of the Year” in January 2010.



## NCDOT 2012 Transportation Conference: Building Momentum

Registration for the 2012 Transportation Conference opens December 16, 2011, and additional details are available online at [www.ncbowd.com](http://www.ncbowd.com). The theme for the conference is: "Building Momentum: Creating Jobs and Opportunity Through Infrastructure Development." The keynote speaker is Mr. Michael V. Roberts, chairman and CEO of The Roberts Companies, a conglomerate of hotel, commercial real estate, communications and construction companies.

Scheduled for Thursday, February 9, 2012, the annual conference is a daylong series of workshops, panels, plenary sessions and business matchmaking sessions, beginning at 8:30 a.m. There is also an awards luncheon and business expo, which allows North Carolina Department of Transportation-certified DBEs to exhibit their products and services. The conference will take place at the McKimmon Center, located on the campus of N.C. State University in Raleigh, NC.

Keynote speaker Michael Roberts is the classic American entrepreneur. Born to hard-working, middle class parents, and educated in the St. Louis public school system, he worked his way through college and law school to become one of St. Louis' leading businessmen. Throughout his rise in business, Mr. Roberts maintained a

strong commitment to the African-American community from which he came. Locating his headquarters in the heart of this community, his endeavors over the last 35 years have created thousands of jobs and entrepreneurial opportunities, raised the level of economic activity, and enhanced the quality of life for the African-American community.



**Mr. Michael V. Roberts**

Mr. Roberts' broad range of professional knowledge and experience developed as both a business owner and public official (St. Louis Board of Aldermen, 1977-1985) encompasses the application of innovative financing strategies for large public projects, public-private sector development negotiation strategies, and successful management techniques for urban commercial properties.

In the decades that followed, Mr. Roberts used his leadership abilities to build a business empire that encompasses television and radio broadcasting, real estate development, plus hotel ownership and management.

## Truckers EDP Wraps Up Training for 2011 With 12 Hauling Firms



Twelve firms completed the popular three-day Truckers Entrepreneurial Development Program (EDP), which was hosted in Raleigh, NC, this fall. Firms received training on topics such as:

- Understanding project costs
- Preparing a hauling quote
- DMV Regulations for the hauling industry
- Contracts and Legal Issues

Taught by Roberto Nunez, PE, of N.C. State University Civil Construction & Environmental Engineering Extension, the course provides information and tools to DBE hauling firms to increase their success in operating on highway construction contracts at NCDOT. The Truckers EDP Course is offered in December and June of each year. Contact BOWD specialist Eric Miller at [emiller@ncdot.gov](mailto:emiller@ncdot.gov) for more information about the program.



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