

[New Hotel Downtown](#)

Greenfire to Develop 110-Room Boutique Hotel

Greenfire Development has announced plans to convert the old Hill Building (SunTrust, formerly CCB, bank tower) in Downtown Durham into a 110-room boutique hotel flagged and operated by Lifestyle Hospitality.



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March 15, 2007 - Vol. 6, Issue 12



[Proof Positive Durham is "Where Great Things Happen"](#)

*New Website and "300+ Great Things About Durham" Flyer
List Reasons to Believe*

The many reasons to believe that Durham is where great things happen can be found online at wherethegreatthingshappen.com. The site has pages featuring some of the key brand values along with demonstrative images that help visualize the brand.



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[Scholarships for Future Culinary and Hospitality Leaders](#)

*5th Annual Student-Produced DCIH Event to Recognize Achievements of DCVB, DPS
Partnership*



Durham Careers In Hospitality will mark the completion of a successful fifth year at its annual Awards and Recognition Reception, Tuesday, April 3, 4:30-6pm at the Durham Civic Center. For the first time, the Helen Whiting Scholarship will be presented to a DCIH student to advance their career and education in culinary arts.

OTHER HELPFUL Links:

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- [Search Durham Event Calendar](#)

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[In Case You Missed the Tribute Luncheon](#)

Documentary-Style Films Now Online



A sell-out crowd of nearly 450 Durham community leaders gathered at the American Tobacco Campus' Bay 7 for DCVB's Annual Tribute Luncheon on March 7. If you missed the event and the documentary-style films shown, you can now watch them on DCVB's website.

[Read Full Article](#)

[Back to the Future for RTP](#)

RTP May Become More Like the Rest of Durham



Durham-based Research Triangle Park is looking ahead through the next 50 years with the help of the Institute for the Future. One of the forecasted themes, "Science in the City," could result in the world-famous research park becoming more like the rest of Durham.

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March 15, 2007

New Hotel Downtown

Greenfire to Develop 110-Room Boutique Hotel

[Greenfire Development](#) has announced plans to convert the old Hill Building (SunTrust, formerly CCB, bank tower) in Downtown Durham into a 110-room boutique hotel flagged and operated by [Lifestyle Hospitality](#).



The new flag is formed around executives who worked with the late Bill Kimpton in San Francisco to spawn the boutique concept. Except LH is going one step further by merging a sophisticated hotel experience with integrated spa elements, revolutionizing the experience. Plans are also in the works for on-site meeting space.

The new hotel is one of seven new lodging properties under development in Durham, which during the '07-'09 period will expand Durham's inventory of lodging guest rooms by 17%. Drawing visitors, which is heavily reliant on visitor marketing and promotion, creates the demand for new facilities like lodging properties.

Drawing visitors is very different than drawing tenants to office buildings or apartments, where decisions may or may not be on spec and tenants are contracted longer term. With visitor-related economic development, which is driven by marketing outreach to draw visitors, the number of visitors starts at "0" every year and visitor-related facilities open empty.



The new property in Downtown Durham will begin to remedy the shortcoming that Durham has 1/4th - 1/3rd fewer guest rooms within a mile of the civic or convention center than does Durham's chief competition.

This is also the latest development in the revival of Durham that is dependent on marketing Durham as a destination for visitors. Already Brightleaf Square, parts of American Tobacco and West Village, numerous restaurants, galleries, markets, new and old theaters, and both ballparks are significantly dependent on Durham's ability to reach out through marketing and promotion to draw visitors.

Greenfire and Lifestyle Hospitality relied significantly on DCVB research to make the decision to build a flagship in Downtown Durham.



Proof Positive Durham is "Where Great Things Happen"

New Website and "300+ Great Things About Durham" Flyer List Reasons to Believe

Now that Durham has an overarching brand, it's important to always remind ourselves of the many reasons to believe that Durham is where great things happen. A new web tool featuring key Durham personality traits and values has been created at www.wherethegreatthingshappen.com.

Now all Durham civic organizations, businesses, universities, neighborhoods, and organizations can [showcase](#) the overarching Durham brand signature and have it click through to "reasons to believe." This associates your website and organization with the great things happening in Durham.

1. Download the Web-ready image of the brand signature available [here](#).
2. Copy it to the appropriate directory for your site's images (depending on site set-up).
3. Insert the image at the desired place on your website using web editing software.
4. Hyperlink the image to www.wherethegreatthingshappen.com.
5. Notify webmaster@durham-cvb.com that you have begun showcasing the signature.



The new "[Where Great Things Happen](#)" website includes a "go back" feature for directing users back to your site. Additionally, the new site is designed to complement the sites of Durham messenger organizations instead of appearing as an external, stand-alone site. The site has pages featuring some of the key brand values along with demonstrative images that help visualize the brand.

To the right is a scroll of current "Great Things." Colorful links at the bottom link to Durham facts, Durham accolades, quotes about Durham, a Web version of "[300+ Great Things](#)," and the self-guided orientation to Durham.

Another way to reinforce the brand is to offer and display copies of the "300+ Great Things About Durham" flyer in your business or organization. Durham's lodging properties and 50 additional Durham locations are currently receiving bi-weekly deliveries of the flyer.

RELATED ARTICLES:

[Durham Online Brand Center Launched](#) [Nov. 28, 2006]

Durham Messenger Organizations Begin Deploying Overarching Brand

[Resource for Durham's Positives](#) [Sept. 19, 2006]

Flyer and Web Page Celebrate Durham Achievements in 32 Categories



March 15, 2007

Scholarships for Future Culinary and Hospitality Leaders

5th Annual Student-Produced DCIH Event to Recognize Achievements of DCVB, DPS Partnership

[Durham Careers In Hospitality](#), an award-winning workforce partnership between DCVB, Durham Public Schools, and 3,000 visitor-related organizations, will mark the completion of a successful fifth year at its annual Awards and Recognition Reception, Tuesday, April 3, 4:30-6pm at the [Durham Civic Center](#).

Reserve your spot now for the event by clicking [here](#) or calling (919) 680-8330.

[Greenfire Development](#), [U.S. Foodservice](#), and the [Durham Marriott at the Civic Center](#) and the [Durham Civic Center](#) are the major sponsors of the student-produced event where, for the first time, the annual Helen Whiting Scholarship will be presented to a DCIH student to advance their career and education in culinary arts. The friends and family of Helen Whiting, a former partner at [Regulator Bookshop](#) who died in 1999, established the scholarship, worth \$5,000 for two students each year. DCIH was also the beneficiary of net proceeds from sold-out [DCVB's Annual Tribute Luncheon](#) on March 7.

Peter Hoffman, Director of Food Service at [The Forest at Duke](#), will be introduced at the event as the '07-'08 chairman of the 16-member [executive committee and taskforce](#) that guides DCIH. Hoffman succeeds current chair Bobbie Blalock, Sales & Meeting Services Manager at the [R. David Thomas Executive Conference Center](#).



Durham elementary, middle, and high school students plan and produce the event, including the menu, which this year is based on a tropical theme. The event recognizes DCIH achievements while serving as a real-life, hands-on hospitality project for the students. Hospitality-oriented programs like DCIH are needed in today's job world. Experts believe that travel and tourism soon will be the largest employment cluster worldwide, and Durham is proof of this trend. Hospitality-related jobs in Durham have increased by 132% in the past 17 years—from 5,270 in 1989 to 12,271 in 2006.

As another way of generating career experience, students from Chef Bob Clarke's [Northern High School](#) culinary program recently participated in a job shadow day at [Durham Marriott at the Civic Center](#), [R. David Thomas Executive Conference Center](#), [Washington Duke Inn & Golf Club](#), [Nordstrom Café Bistro](#), [Firebirds Rocky Mountain Grill](#), and the [Sheraton Imperial Hotel & Convention Center](#).

[Durham Public Schools](#) has announced the addition of a new, two-year culinary program at [Hillside High School](#) next year that will train students for careers in restaurants, including requiring 400 hours in paid internships. [Northern High](#) and [Lakeview](#) also currently have culinary arts programs.



March 15, 2007

In Case You Missed the Tribute Luncheon

Documentary-Style Films Now Online

A sell-out crowd of nearly 450 Durham community leaders gathered at the American Tobacco Campus' Bay 7 for DCVB's Annual Tribute Luncheon on March 7 honoring the nine chefs who first ignited national acclaim for culinary art as a signature part of Durham's unique sense of place. [Click here](#) to watch the documentary-style films shown at the luncheon.

DCVB orchestrates the public event each year to honor contributions to preserve and foster Durham's unique sense of place and its creative, genuine, and original identity. This year, proceeds from the luncheon benefitted [Durham Careers in Hospitality \(DCIH\)](#), a workforce partnership between DCVB and Durham Public Schools. The nine chefs honored at the sold-out luncheon were:

- Ben and Karen Barker ([Magnolia Grill](#))
- Mary Bacon ([Anotherthyme Restaurant & Bar](#))
- Giorgios Bakatsias ([George's Garage](#), [Grasshopper](#), [Parizade](#), [Verde](#), and [Vin Rouge French Café & Wine Bar](#))
- Tommy Bullock ([Bullock's Bar-B-Que](#))
- Geneva and Wilma Dillard for the late Sam Dillard (Dillard's Bar-B-Que House)
- Sara Foster ([Foster's Market](#))
- Scott Howell ([Nana's Restaurant](#))
- Gary Wein ([Savory Fare, Inc.](#))



Three documentary-style films were shown at the luncheon. Ted Roach directed and edited the films, which were produced by RDU-919 Music and Films, which recently won Best Documentary for *Welcome to Durham, USA* at the New York International Film Festival. [Click here](#) to watch the films online.

Sally Webb and The Special Events Company collaborated with DCVB to produce the entire event.

Several members of Durham's next generation of great chefs collaborated to prepare the meal served at the event including Dan Ferguson of [The Original Q-Shack](#), Sam Poley of [Restaurant Starlu](#), Claudia Cooper of [Guglhupf Bakery and Pâtisserie](#), Chris Stinnett and John Vandergrift of [Pop's-A Durham Trattoria](#) and [Rue Cler](#), and Tom Ferguson of [Durham](#)

[Catering Co.](#), who pulled the menu together.

Attendees left the luncheon with a book of recipes from the honored chefs and the presenting chefs. DCVB will be using the book as a cordial item to further promote and market Durham and its dining.

About 1 in 3 attendees responded to a feedback form at the event, and the results are available [here](#).

Past DCVB Annual Tribute Luncheon honorees include philanthropist Mary Duke Biddle Trent Semans, historian and author Dr. John Hope Franklin, former City Councilman Chuck Grubb, Duke Basketball Coach Mike Krzyzewski, and former North Carolina Central University chancellors Dr. LeRoy Walker and Dr. Julius Chambers.



Back to the Future for RTP

RTP May Become More Like the Rest of Durham

Durham-based [Research Triangle Park](#) is looking ahead through the next 50 years with the help of the Institute for the Future out of Palo Alto, CA. One of the themes or forecasts could result in the world-famous research park becoming more like the rest of Durham. Two or three decades ago, with Downtown (only four miles away) in distress, people thought it would be the other way around: that the rest of Durham would evolve to be like the RTP part of the community.

One of five forecasted themes by the Institute is called "Science in the City." It predicts that science parks like RTP will be replaced by, or evolve into, "a new vision, a kind of New Urbanism for science and technology." The futurist calls them "innovation zones" of mixed-use development where state-of-the-art labs are blended with lifestyle amenities.

Other parts of Durham are already heading in that direction. Just four miles from RTP, Downtown is in a renaissance, including labs mixed in with amenities like the ones in the Central Park district and another between the Brightleaf District and West Village II. Other signs of this evolution include Duke University's plans for Central Campus near Ninth Street and a major new development by Craig Davis in Southeast Durham, the part of the City encompassing the Park.



So, instead of the rest of Durham becoming more like the Park portion, ironically the Park may evolve to be more like other parts of Durham. For this and other reasons, Dr. Richard Florida's team studying the "creative class" has singled out Durham as #1 out of counties its size for creative class workers like the ones in the Park. Plus the Durham, NC MSA now has the highest concentration of creative class in its workforce as any in the nation. The *Knoxville News-Sentinel* recently identified the Durham, NC MSA as #1 among tech savvy MSAs for percentage of residents graduating from college:

- **Durham, NC: 39.2**
- San Jose, CA : 36.6
- Raleigh, NC: 36.1
- Austin, TX: 35.3
- Washington, DC: 34.9
- Dallas: 33.3
- Huntsville, Ala.: 32.4
- Atlanta: 28.2
- Knoxville TN: 24.3
- **U.S. average: 26.9.**

RELATED ARTICLES:

[RTP Rolls Out New Logo, Tagline](#) [January 31, 2007]

Regional Namesake Has Key Durham Connections



Knowbulls

[Awards & Recognitions](#)

[Events & Happenings](#)

[Promotions, Staff & Board Changes](#)

[New Businesses & New Developments](#)

[Changes & Renovations to Durham Businesses & Organizations](#)

To submit a Durham news tip or announcement, email jason@durham-cvb.com.

Awards & Recognitions

- The [Duke Board of Trustees](#) has voted to name the university's \$15.2 million, under-construction athletic center the [Michael W. Krzyzewski Center for Athletic Excellence](#).
- Dr. Lavonia Allison, Bonitta Best, The Honorable Elaine Bushfan, Cora Cole-McFadden, Minerva Council, Ann Evans, Minnie Forte-Brown, Wanda Garrett, Phyllis Massenburg, and Phyllis Thorpe have been selected as Women's History Month honorees by the [National Council of Negro Women](#).
- Nationally renowned Durham chefs Ben & Karen Barker, Mary Bacon, Giorgios Bakatsias, Tommy Bullock, Wilma and Geneva Dillard (for the late Sam Dillard), Sara Foster, Scott Howell, and Gary Wein were honored at the [Durham Convention & Visitors Bureau's Annual Tribute Luncheon](#).
- [Durham Regional Hospital](#) has been recognized by the [Centers for Medicare & Medicaid Services Premier Inc.](#) as one of the top performers nationally for performing cardiac bypass grafts.
- [Durham](#)-based [Piedmont Investment Advisors, LLC](#), has secured a \$100 million commitment from the [California Public Employees' Retirement System](#), the nation's largest.
- The [N.C. Central University Women's Basketball Team](#) won the 2007 [CIAA](#) Women's Basketball Tournament.
- [Durham's Stop Studios](#) has been selected to provide branding services for the 2007 Triangle [ADDY](#) Awards.
- Rev. Joe Harvard, Dr. LeRoy Walker, Luke Stewart, and Nirmala Chilamkurti have received [Samuel DuBois Cook Awards](#).
- [Meals on Wheels of Durham](#) has received a \$35,000 fundraising challenge from the [A.J. Fletcher Foundation](#).
- [Duke's Shannon Rowbury](#) won the [NCAA championship](#) in the mile run and placed second in the 3,000 meters, becoming the first [Duke](#) woman to win an NCAA track crown.

Events & Happenings

- Works by artists [Harrison Haynes](#) and [Jeff Whetstone](#) will be on display at the [Branch Gallery, Ltd](#) at 401-C Foster Street, through April 28.
- The [Keep Durham Beautiful](#) Golf Classic will be held at [Croasdaile Golf Course and Country Club](#), April 16.
 - The Durham City-County Appearance Commission is accepting nominations for the [Fifth Annual Golden Leaf Awards for Community Appearance](#). The deadline for nominations is noon, Friday, March 23rd.
 - The [Mayor's Summer Youth Work Program Job Fair](#) will be held at the [Durham Civic Center](#) on March 26 from 9-11 a.m. for 14-15 year olds and 1-4 p.m. for 16-21 year olds.
 - For a complete list of events and happenings in Durham, visit www.durhameventcalendar.com. [Click here](#) to have weekly eCalendar updates delivered to your email.

Promotions, Staff & Board Changes

- Former [N.C. Supreme Court](#) Justice Willis Whichard has joined Durham law firm [Moore & Van Allen, PLLC](#).
- Bob Zimmer has been named interim president of the [Greater Durham Chamber of Commerce](#).
- Richard Baldwin has joined [Coldwell Banker/Howard Perry & Walston's Durham](#) office.
- The [Greater Durham Chamber of Commerce](#) has appointed Jerry O'Keeffe, Earl Tye, Dr. MaryAnn Black, Keith Burns, Bill Brian, Peg Grossman, Dr. Phail Wynn, Jr., Will Collins, and Carver Camp-Weaver to its executive board for 2007.
- [Triangle Community Foundation](#) has appointed Donovan Moxey and Willie Stewart to its board.

New Businesses & New Developments

- Beer and wine wholesaler [Empire Distributors](#) has announced plans to move its office to [Durham](#).
- Bubble's Billiards is now open at 107 Infinity Road.

Changes & Renovations to Durham Businesses & Organizations

- [Durham Bulls'](#) food services provider [Centerplate, Inc.](#), has announced plans to eliminate trans fats from its menu in 2007.
- [Cardinal State Bank](#) has upgraded its [website](#).
- El Rodeo Mexican Restaurant is now open at Westgate Plaza Shopping Center.
- [Greyhound/Trailways](#) is now operating its bus station at 412 W. Chapel Hill Street.
- The [City of Durham](#) and [Durham County](#) have implemented [Emergency Communications Network's CodeRED®](#), a high-speed community alert system notifying citizens of emergency situations via telephone. Cell phones and other unlisted numbers can be included by clicking [here](#).



What They Are Saying

National or Southeast Media Quotes About Durham

"The term [antifolk] has cropped up in scenes as far-flung as England and North Carolina, earning an investigation in Timeout London last year, and an "Antifolk Extravaganza" in Durham, N.C."

— [The \(N.Y.\) Villager](#), "East Village Idol"

"The best way to learn about [Ruth Faison] Shaw is to travel to downtown Durham and climb the stairs at 305 East Chapel Hill Street. There you will find Bryan Carey in his element at [The Shaw School and Studio](#), of which he is founding director."

— [Our State](#), "Healing Arts"

"Charles Welch... a research scientist at the [Duke University Lemur Center](#) in Durham, North Carolina... lived and worked in Madagascar for 15 years before returning to the U.S. in 2004."

— [National Geographic News](#), "Threatened Lemurs' Diet Key to Conservation Efforts, Researchers Say"

"The Wisdom Door, created by students at [Duke University](#) in Durham, N.C., could not only provide security but could also be rigged to control home electronics, so that when the person passes through the door, a room automatically lights up, plays music, or switches to a television channel all according to personal preference."

— [Discovery Channel News](#), "Smart Door Recognizes People"

"Dr. Robert Bohannon... is the [Durham] North Carolina molecular biologist... [who] set about attempting to create what he had already named: the Buzz Donut."

— [The Dallas Morning News](#), "Double Shot of Innovation"

"Duke's Board of Trustees approved naming the [Center for Athletic Excellence](#) after [Coach Mike Krzyzewski]. The \$15.2 million facility... will house the athletic department's academic center... [and] will include two full-court practice areas, a weight room, and a large event space."

— [CSTV.com](#), "Duke names athletics center for Coach K"



Durham Community Event Calendar

Searchable Durham Community Event Calendar and 3-Week Snapshots of Upcoming Durham Events

Click the following links for lists of things to see and do in Durham from March 15–March 30:

- [Performing Arts](#)
- [Museums and Exhibits](#)
- [Nightlife](#)
- [Sports](#)
- [Lifestyle/Literary Events/Hobby](#)
- [Lectures/Seminars/Workshops](#)
- [Community Events](#)
- [All Events These Weeks](#)

To search all 8,000 events listed in the calendar, [click here](#).

To subscribe to the weekly eCalendar, [click here](#).

EVENT ORGANIZERS:

- [Submit an Event:](#)
Add or edit your event 's information.
- [Sell Tickets Online:](#) _
Allow your attendees the convenience of purchasing tickets online.