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**Subject:** Economic Development Grand Opening: Black Water Barrels  
**Location:** Bemberg  
**When:** 9/21/2016 1:00:00 PM - 2:00:00 PM  
**Attachments:** ATT30430  
ATT75553  
ATT17364

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Driving per Brandon. It is faster.

**EVENT:** Black Water Barrels Grand Opening/Ribbon Cutting

**DATE:** September 21, 2016

**TIME:** 1:00 PM

**LOCATION:** Black Water Barrels, 3914 Main Hwy (Hwy 301), Bamberg, SC 29003 (This is the old Zeigler Chevrolet facility)

**PARKING:** Parking lot is at the front of the facility, visible from the road and entrance. They will have spaces reserved in the very front row (directly outside of the front entrance) for parking. Greg Pierce, CEO of Black Water Barrels and Danny Black with SouthernCarolina Alliance will greet the Governor when she arrives.

**PURPOSE:** To celebrate the grand opening of a start-up company in Bamberg.

**LOCATION SET-UP:** One person riser, podium and mic for the speakers. Seats for the speakers will be next to this riser. There will be a few rows of seats for guests who need them and the remainder will be standing room. The speaking portion of the event will be indoors. Refreshments and lunch will be outdoors under a covered area. Lunch will be served at 12, before the Governor arrives at 1, however, food and drinks will also be available for after the speaking portion. (Diagram attached)

**ON-SITE LOCATION CONTACT:** Morgan Reuis ([mreuis@southerncarolina.org](mailto:mreuis@southerncarolina.org) or cell: 803-300-1249 or office: 803-541-0023) or Becky Beyer ([bbeyer@southerncarolina.org](mailto:bbeyer@southerncarolina.org) or cell: 803-541-1632 or office: 803-541-0023)

**PROJECT NAME:** Project Fatback

**COMPANY NAME:** Black Water Barrels

**PROJECT MANAGER:** Ted Campbell

**CITY AND COUNTY:** Bamberg/Bamberg County

**JOBS NUMBER AND INVESTMENT NUMBER:** 57 jobs over the next five years/\$3.665 million  
They have 21 people currently employed.

**SEATED ON STAGE/AT TABLE:** (Left to Right)

Danny Black, President and CEO of SouthernCarolina Alliance  
Greg Pierce, President of Black Water Barrels  
Governor Haley  
Brad Hutto, S.C. Senate  
Justin Bamberg, S.C. House of Representatives  
Evert Comer Jr, Bamberg County Council  
Blaine Crosby, Mayor of Bamberg

**KEY COMPANY PERSONS:**

Greg Pierce, President and CEO of Black Water Barrels  
Johnny Williamson, Partner, Black Water Barrels

**STANDING OUTSIDE FOR RIBBON CUTTING AND PHOTO:**

Blaine Crosby (Mayor of Bamberg), Evert Comer (Bamberg County Council), Justin Bamberg (SC House of Representatives), Brad Hutto (SC Senate), Buddy Phillips (Chairman, SouthernCarolina Alliance), Nikki Haley, Greg Pierce (Black Water Barrels), Johnny Williamson (Black Water Barrels), Nancy Foster (Chairman of Bamberg EDC)

**NOTABLE CONFIRMED ATTENDEES:**

Brad Hutto, S.C. Senate  
Justin Bamberg, S.C. House of Representatives  
Evert Comer Jr, Bamberg County Council  
Blaine Crosby, Mayor of Bamberg

**GIFT:** A South Carolina State flag will be given to Greg Pierce, President of Black Water Barrels after the Governor finishes her remarks.

**PRESS:** Yes

**PUBLIC:** Yes

**ACCESS TO EMPLOYEES:** Employees will be in attendance during the ceremony and lunch

**INTRODUCED BY:** Danny Black, President and CEO of SouthernCarolina Alliance

**LENGTH OF SPEAKING:** 5 minutes

**LINE-BY-LINE:**

1:00 PM	Governor arrives
1:00-1:10 PM	Greeted by Danny Black and Greg Pierce
1:10 PM	Walk to stage
1:15 PM	Ceremony begins - Master of Ceremony, Danny Black, Southern Carolina Alliance
1:18 PM	Welcome - The Honorable Blaine Crosby, Mayor of Bamberg
1:20 PM	Invocation - The Honorable Evert Comer, Jr., Bamberg County Council
1:22 PM	Remarks - The Honorable Justin Bamberg, S.C. House of Representatives
1:25 PM	Remarks - The Honorable Brad Hutto, S.C. Senate
1:28 PM	Introduction - Mr. Black
1:32 PM	Remarks - The Honorable Nikki Haley, Governor of South Carolina
1:37 PM	Introduction - Mr. Black
1:39 PM	Remarks - Mr. Greg Pierce, President of Black Water Barrels
1:44 PM	Closing Remarks - Mr. Black
1:46 PM	Walk to Ribbon Cutting area outside
1:47 PM	Ribbon Cutting and Photos
2:00 PM	Governor Haley departs

**HISTORY OF COMMUNICATION:** Greg Piece, President and CEO of Black Water Barrels met the Governor at the Statehouse in April 2016.

**COMPANY OVERVIEW:** Black Water Barrels was founded in 2016 by Greg Pierce as a startup company.

## **BIOGRAPHY**

- Greg Pierce is the Founder and President of Black Water Barrels.
- Pierce is a 25 year veteran of the Wine, Beer and Spirits sales, distribution, and importing industries including
- He is also Former President of International Spirits, a federally chartered Spirits Importer, Former Past VP of Sales for Republic National Distributing Company of South Carolina, Former President of Strong Water Brands, LLC (manufacturer and distributor of Palmetto Whiskey and Palmetto Moonshine)

## **SOUTH CAROLINA OPERATIONS**

- Black Water Barrels announced in Jan. 2016 its plan to invest \$3.6 million and create 57 jobs over the next five years in Bamberg County. The company plans to begin production is scheduled in the fall of 2016.
- The company chose Bamberg after looking at option in eight counties in three states.
- To house its operations, the company purchased the 7 acres property and 9,000-square-foot former Zeigler Chevrolet in Bamberg, SC. The company plans to add an additional 12,000 square feet to the building to accommodate a new production line.
- Black Water Barrels will manufacture 53 gallon barrels, made of American white oak. The wood will come from South Carolina, North Carolina and Ohio. The traditional 53-gallon barrel will be targeted to bourbon makers. The others will appeal to whiskey makers, craft distillers, craft brewers, winemakers and cider makers. In the first year, the output goal is 30,000 barrels.

## **SUGGESTED TALKING POINTS:**

- It's another great day in South Carolina!
- I'm so excited to be back home here in Bamberg.
- Today, we're here to celebrate one of the newest members of the South Carolina family – Black Water Barrels LLC.
- As a daughter of a family-owned business, I'm always inspired to see a startup, like Black Water Barrels, establish their first operations.
- It starts with a vision. Then, with a lot of blood, sweat and tears, things start to come together, and a successful business comes to fruition.
- I know the passion and the hard work that goes into this. I know the sleepless nights and incredible moments of joy that go into this.
- To, Greg Pierce, we are so proud to that you selected Bamberg – my hometown – for this incredible facility.
- I know that you considered several states before making your decision.
- You could be operating anywhere, but you chose South Carolina and you chose this incredible community and this loyal workforce.
- As you may have noticed, there's a lot of buzz about South Carolina and the economic success we're having here.
- Since 2011, we've been able to announce more than 80,000 new jobs and \$19.6 billion in capital investment.
- Our exporters have achieved six consecutive record years in export sales – topping \$30 billion for the first time in 2015.
- So, what has been the reason behind all of this success? The answer is simple – our people.

- The people of this state have built a strong reputation that is known all around the globe – we make things, and we make them well in South Carolina.
- When customers around the world purchase a product that was made within our borders, they know they're going to get something that was made in a first-class manner and something that was made with a lot of pride.
- In South Carolina, we make cars and planes. We make tires and boats. And, now, right here in Bamberg, at this facility, we make barrels.
- When this announcement was made earlier this year, myself and all of Team South Carolina promised to support Black Water Barrels.
- As we always do when we bring companies to our state, we committed to having their back. That does not end today.
- I want to reaffirm our commitment to Greg and to all of the leadership here at this great company. We couldn't be happier that you have put your faith in us.
- Thank you, again, and I personally look forward to continuing this tremendously successful partnership with you.
- God bless.

## **BIOS**

### **Greg Pierce**

#### **President and CEO, Black Water Barrels**

25 year veteran of the Wine, Beer and Spirits sales, distribution, and importing industries including:

- Former President of International Spirits, a federally chartered Spirits Importer
- Former Past VP of Sales for RNDC of South Carolina
- Former President of Strong Water Brands, LLC

### **Johnny Williamson**

#### **Black Water Barrels, Partner**

A lifelong resident of Denmark, Mr. Williamson is a successful entrepreneur and businessman whose dedication to improving the quality of life for others in our area through economic development has helped to shape the future of his county and region. Not only is Mr. Williamson the President of Williamson Ginnery in Denmark, he also serves as Board Chairman of the Jackson Companies and President of Carolina Eastern-Williamson. In the past Williamson has served as Managing Partner of Lynchburg Grain, Managing Partner of Carolina Soya and Board Member of Ecogy Biofuels.

Johnny has also spent the last decade in a voluntary leadership role in economic development and industrial recruitment for his community. He has been instrumental in building SouthernCarolina Alliance since its inception. During that time, he has volunteered his time to meet with industrial prospects both domestically and abroad in recruitment efforts, and he has played a critical role in creating the historic multi-county revenue sharing agreement among Bamberg, Barnwell, Allendale and Hampton Counties. His efforts were vital in the recruitment of more than a dozen projects, including Kronotex and Grant Forest Products.

In addition to his service as a Chairman of the Board of Directors of SouthernCarolina Alliance, Mr. Williamson is a Past Chairman of the Palmetto AgriBusiness Council, the former Vice Chairman of the S.C. Bio-Mass Council, a former member of the Executive Committee of the S.C. Transportation and Policy Council, and current member of the Board of Directors of S.C. Bank & Trust, the S.C. Landowners Association and the S.C. Sportsman's Caucus Foundation.

Through his past work with Carolina Soya and Ecogy Biofuels, Johnny Williamson helped to create a market for local soybean producers while establishing the first operational fully integrated biodiesel facility

in the Southeastern United States. Mr. Williamson remains actively engaged in the exploration of cutting edge technologies in other agricultural and alternative energy industry fields.

A true proponent of capitalism and economic development, Johnny Williamson is also an avid outdoorsman who has pursued wild game around the world. His ability to trap alligators for wildlife management has earned him widespread media attention and the nickname, "Alligator Johnny."

Mr. Williamson and his wife, Kaki, have two children and reside on the banks on the Edisto River just outside of Denmark, SC.

SouthernCarolina Alliance has been fortunate to have the leadership of Chairman Williamson, who will continue to serve as a member of the SCA Board of Directors.

### **Danny Blackwell**

#### **SouthernCarolina Alliance, President and CEO**

Danny Black has served as President and Chief Executive Officer of SouthernCarolina Regional Development Alliance since 2001. A founder of the non-profit economic development organization representing Allendale, Bamberg, Barnwell, Colleton, Jasper and Hampton Counties, Mr. Black's professional experience includes more than three decades in administration, government relations and human resources leadership positions with Milliken & Company and Westinghouse Savannah River Company. A graduate of the University of South Carolina with degrees in Political Science and Public Administration, Black is also a Certified Economic Developer.

He served in public office for eight years as a member of Barnwell County Council, most of those years as Chairman. This was an historic Council, being the first Council elected by single member district, having the first African-American members, the first female members, and the first Republican members to ever serve in Barnwell.

Mr. Black and SouthernCarolina Alliance have been recognized for their economic development accomplishments, including being named the first recipient of the "Individual Initiative Award for Rural Economic Development" given by the S.C. Department of Commerce. Mr. Black has also received the "2001 Leadership Award for Rural Development" given by Commerce, and the Alliance, under Danny's leadership, was given the "1999 Special Recognition Award for Rural Development" at the Governor's Rural Summit. The S.C. Economic Developers Association (SCEDA), a 600- membership organization of economic development practitioners, named him "South Carolina's Economic Developer of the Year for 2005-2006." Mr. Black currently serves as a member of the SCEDA Board of Directors, and as a member of the Savannah River Regional Community Reuse Organization (SRRCRO), a Congressional appointment

Under Black's leadership, the Alliance landed the largest capital investment projects in the state in the years of 2000 and 2005. The projects, Kronotex USA and Grant Allendale, at the time they were announced, were two of the top ten economic development projects in capital investment in the State of South Carolina in more than twenty years. Since its inception in 1996, SouthernCarolina Alliance has played a critical role in obtaining more than one billion dollars in capital investment and the creation of more than 4,000 jobs in this rural region.