

## RESEARCH TRIANGLE

from cover

“Raleigh is a great fit for Red Hat, and I would say it’s a great fit for any growing company,” said Kim Jokisch, Director of Employment Branding and Media at Red Hat. “It’s a fast growing city. It’s a vibrant city. It’s a great place to work. There’s some energy on the streets, and there’s nightlife for young professionals after work.”

Raleigh is also part of North Carolina’s Qualified Business Venture Incentive program, which offers certain businesses a refund on state taxes. This draws in manufacturing, processing, research and service sector industries.

North Carolina offers up to \$6 million in refund credit, with the majority going to Raleigh-based businesses. Because of these incentives, businesses have flocked to Raleigh in recent years.

White said the most desirable cities for businesses possess a large percentage of well-educated professionals, a culture of innovation, a spirit of collaboration, a progressive community mindset and proximity to urban amenities and natural resources.

White claimed Raleigh possesses all five of these qualities. He worked to tap into that potential to create a business-friendly climate.

“Several years ago, Raleigh community leaders began a very concerted effort to encourage entrepreneurship as part of a much broader strategy for economic development,” White said. “Through ‘Innovate Raleigh,’ a major initiative involving thought leaders from a wide cross-section of the community, we identified big-picture needs, established goals and made action plans.”

As more businesses enter the Raleigh market, competition has increased, which is not necessarily a bad thing for emerging companies who feed off each others’ success.

“This unique dynamic explains the speed of our success. In large part by deliberately fostering a grass roots culture that embraces innovation, greater Raleigh has crafted a culture that welcomes the creative class,” White said.

### Elon goes to Raleigh

The Student Professional Development

# RESEARCH TRIANGLE BY THE NUMBERS

The Research Triangle encompasses Raleigh, Durham, Chapel Hill and surrounding towns. Its living and working appeal draws young professionals to the area.

#1

BEST CITY IN AMERICA  
Raleigh • 2011  
*businessweek.com*

HIGHEST QUALITY OF LIFE IN NC  
Cary • 2011  
*American City Business Journals*

#2

BEST PLACE FOR BUSINESS & CAREERS  
Raleigh • 2012  
*Forbes.com*

BEST CITY FOR YOUNG PROFESSIONALS  
Raleigh • 2011  
*Forbes.com*

#3

SAFEST CITY IN THE U.S.  
Cary • 2011  
*CQ Press*

BEST CITY FOR HEALTH & HAPPINESS  
Raleigh • 2012  
*EcoSalon*

GRAPHIC BY KRISTEN DEMARIA | Design Chief & TERENCE MCLAUGHLIN | Design Editor

Center encourages Elon students to look in Raleigh and the rest of the Research Triangle region for internships and jobs.

Unfortunately, getting into some of the bigger companies is challenging for Elon students and alumni.

The Triangle is home to some of the largest and most well-known universities in the country, whose students compete with Elon students for the most coveted positions.

Lauren Duffy, associate director of cor-

porate and employer relations at Elon, said students can leverage their Elon experiences, like study abroad or research, to stand out among other students.

“Elon experiences set [Elon students] apart from the pack,” Duffy, an ’09 alumna who recently moved to Raleigh, said. “We really encourage our students to talk about these experiences to a potential employer.”

According to Duffy, relationships play a key role. The SPDC hosts information sessions with companies from all over the

country. When students do not show up, she said it reflects poorly on the university and threatens the relationship Elon has with the employer.

“It’s crazy to pass up opportunities to meet employers,” she said.

Christine Mavraganis, a 2013 graduate, used SPDC opportunities to secure her job at Allscripts, a health care technology company based in Raleigh.

“They were the link to Allscripts because they got me to go to the job fair,”