



ERC celebrates its 15 year anniversary

For Immediate Release

ASHEVILLE, N.C. (Aug. 31, 2012) – The Education and Research Consortium of the Western Carolinas is proud to celebrate its 15 year anniversary and the 10 year anniversary of what was funded as “the Broadband project”. Created in 1997 by then-Congressman Charles H Taylor and Board leadership provided by the Presidents and Chancellor of Mars Hill College, Montreat College, Brevard College and Western Carolina University, the 501(c)(3) non-profit was founded to further economic development in the Western Carolinas through education, infrastructure, and capacity development. Over the past decade, the ERC has funded and managed many programs across the region that benefits both the local communities as well as the nation. ERC Board Chairman, Dan Lunsford says “Having been involved with the ERC for over ten years, I am proud to now serve as its Chairman of the Board - representing Mars Hill College. The Broadband project is of significant value to the region in enhanced Internet availability and capacity. The project has impacted education K-16+, medical, governmental as well as for-profit enterprises. In this age of technology, this service will only become more valuable to the region.”

In addition, ERC Broadband, the sole remaining program funded under the Consortium, is proud to announce a rebranding effort to celebrate its tenure supporting Internet services and broadband infrastructure expansion in Western North Carolina. Going forward, it will be doing business as the “ERC”, but will remain focused on providing network services and data center collocation primarily to governmental entities, the education and healthcare sectors, and other non-profits, plus continuing to support economic development. With its existing 500+ mile regional fiber network and with a 100+ mile expansion this year as a result of the GoldenLEAF Rural Broadband Initiative, the ERC is well positioned to continue serving regional communities as a self-sustaining middle-mile network and as one of the nation’s four top-tier providers of NEXRAD weather data.

Atlas Branding and Design was engaged to help with the brand visioning and design process. Lisa and Dean Peteet, Atlas’ owners, say “When we were asked to create a new logo for ERC it was decided to go with something that was modern, minimal and abstract. Each cylinder stands for their three different brand promises, which are ERC’s commitment to quality service, a focus on community, and their vision for the adoption of technology.”

Hunter Goosmann, ERC’s Executive Director says “The ERC is very excited to clarify its message by starting with its logo. We want the community to have a recognizable symbol to associate with us, and we are very pleased with Atlas Branding’s efforts. In addition, it is an honor to celebrate our 15 and 10 year anniversaries as a community partner. We are proud of our growth in the region, and of the opportunities before us.”



Over the next few months, ERC will be rolling-out a new website to reflect its new look.

If you are interested in finding out more about ERC, please visit www.ercwnc.org, or call 828-350-2415.