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Weekly highlights from the
North Carolina Department of Commerce



First Gentleman Bob Eaves and Gov. Bev Perdue with "The Bean Town Boys" in Waynesville

Perdue continues Main Street announcements across N.C.

Gov. Bev Perdue has now made Main Street Awards announcements in Burlington, Morganton, Waynesville and La Grange. In Waynesville she was joined for the announcement by First Gentleman Bob Eaves, N.C. Reps. Phil Haire and Ray Rapp, Mayor Gavin Brown and N.C. Dept. of Commerce Deputy Sec. Dale Carroll. "The Bean Town Boys" surprised the governor with a performance featuring mountain music. In La Grange the governor was joined by Rep. Van Braxton, Mayor Woody Gurley and Carroll. She toured several businesses in downtown La Grange following the announcement.

[Morganton, Waynesville get 'Main Street Solutions' grants](#)
(Asheville Citizen-Times, May 30)

All Energy Star rebate funds reserved

All the funds in North Carolina's Energy Star Appliance Replacement and Rebate Program were reserved within four days, with consumers purchasing about 8,545 appliances during the second phase of the program and signing up for \$1.3 million in mail-in rebates.

North Carolina received \$8.8 million through the federal American Recovery and Reinvestment Act of 2009 to participate in the Energy Star program. During the program's first phase, which ran from April 22 to April 25, about \$7 million or 87 percent of the money was spent on the purchase of more than 54,400 appliances, leaving approximately \$1.3 million for the second phase, which began June 1. [Read more.](#)

Workforce boards hold congress

The N.C. Dept. of Commerce's Division of Workforce Development and the Eastern Carolina Workforce Development Board hosted an Eastern Region State of the Workforce Congress May 20 as part of Workforce Development Professionals Month. The Region Q and Turning Point boards also participated. More than 110 attendees heard Jim Kleckley, director of the Bureau of Business Research at East Carolina University, and Roy Vanderford, of Thomas P. Miller & Associates, speak about workforce issues and the economy in Eastern N.C. A panel discussion was also held on regional, state and federal opportunities in the area. Panel speakers included Kleckley; John Chaffee, president/CEO of the N.C. Eastern Region; Linda Fowler, president of Regionerate; and Roger Shackelford, N.C. Dept. of Workforce Development division executive director.

International Trade releases 2010 Export Report

The N.C. Dept. of Commerce's International Trade Division (ITD) has released its 2010



(Left-right) N.C. Dept. of Commerce Deputy Sec. Dale Carroll, Gov. Bev Perdue, Mayor Woody Gurley, N.C. Rep. Van Braxton in La Grange

Citco Fund Services to create 258 jobs in Mecklenburg County

Gov. Bev Perdue announced June 3 that global hedge fund administrator Citco Fund Services (USA) Inc. plans to create 258 jobs in Mecklenburg County over the next five years. The company will invest \$3 million to open its first North Carolina office thanks in part to a state Job Development Investment Grant. The N.C. Dept. of Commerce's Ron Leitch was the developer on this project.

"Charlotte is second only to New York for financial services, making it a major player in this industry," said Perdue. "Because of that, top-quality companies know they will find the knowledgeable and dedicated workers they need to succeed here."

While individual wages will vary by job function, the overall average for the 258 new jobs will be \$78,256 a year, not including benefits. That is higher than the Mecklenburg County average of \$48,770.

Citco Fund Services companies have more than 35 years of experience and offer a full range of fund administration services. These companies currently provide services for more than 2,000 funds at 16 offices in the U.S., Canada, Europe, Australia, Asia, South America and several islands in the Caribbean. Citco Fund Services companies are part of the Citco Group of Companies, a worldwide group of independent financial service providers whose customers include alternative investment funds, private equity and real estate firms, institutional banks, Global 1000 companies and wealthy individuals. [Read more.](#)

[Citco Fund to create 258 jobs in Mecklenburg County](#) (The Charlotte Observer, June 4)

Export Report.

ITD plays a pivotal role in helping North Carolina businesses capitalize on global market opportunities. Trade specialists in Raleigh and High Point leverage resources and programs to help North Carolina businesses grow through exports. Trade representatives in Canada, Mexico, Germany, China (Shanghai and Hong Kong), and Japan locate distribution channels and partners for North Carolina companies looking to enter the foreign markets and assist them with on-the-ground services in these countries.

In a message to readers, ITD Director Jean Davis notes that the division worked on more than 470 business requests for export assistance from 265 N.C. companies in 2009. Dr. Richard W. Williams Sr., president and CEO of Value Clothing in Salisbury also writes about how working with ITD has helped his company double export sales. [Read the report.](#)

N.C. Travel & Tourism Board greets new members

Gov. Bev Perdue has appointed Vimal Kolappa and reappointed Chris Cavanaugh and Susan Spangler to the N.C. Travel & Tourism Board. The N.C. Petroleum & Convenience Marketers (NCPCM) have appointed Randy Cobb to the board, and the N.C. Restaurant and Lodging Association (NCRLA) has appointed Robert O'Halloran to the board. At its May 18 meeting, the Board re-elected Steve Thanhauser as chairman. [Read more about the N.C. Travel & Tourism Board.](#)

Economist predicts growth for N.C.

The North Carolina economy should grow 2.2 percent in 2010, the first year of growth following two years of decline, according to the quarterly forecast of UNC-Charlotte economist John Connaughton. He foresees output increases in nine of the state's 11 economic sectors this year. The sectors with the strongest prospects for growth are services, with a projected increase of 5.7 percent; agriculture, up 3.2 percent; finance,



Commerce's 2010-2011 Strategic Marketing Plan goes live

As we continue to work together to position our state as a leader in economic development and as a globally preferred business location, we at the N.C. Dept. of Commerce continue to explore opportunities to share our story in compelling and strategic ways to key business decision-makers. Today, we are publishing and sharing with you an electronic copy of our department's strategic marketing plan. This is a fluid and evolving plan and many of the programs and initiatives will be further developed during the fiscal year. As updates and additional information become available, this online plan will allow us to provide updates and additional information to our partners on a real-time basis.

The strategic marketing plan for fiscal year 2010-2011 highlights Commerce's goals, strategies, and the range of tactics designed to spur new and continued investment in North Carolina. Collaborating successfully with allies in all 100 counties to articulate the state's competitive advantages to decision makers and influencers in key industry sectors will ensure a North Carolina where both our businesses and our citizens thrive.

With that goal in mind, this plan offers several cooperative marketing and advertising programs to our economic development partners and allies. These cooperative opportunities have been evaluated and selected based upon their ability to effectively and efficiently reach our target audiences with a unified North Carolina message and to do so at value pricing that none of us could attain alone. Participation opportunities exist within multiple key industries including: aviation and aerospace, alternative energy, biotechnology and life sciences, financial services, information technology and automotive.

These programs combine tradeshows, signature events and paid media placement opportunities in a variety of platforms relevant to our core audience. Partners can make the most of their marketing and advertising budgets by "piggybacking" on the department's investment.

Please review these opportunities, pass along your feedback, and direct any questions you may have to Assistant Sec. for Tourism, Marketing and Global Banding Lynn Minges at lminges@nccommerce.com. We look forward to working with you this year to position North Carolina as a globally preferred business location. [See the strategic plan.](#)

Crowley named assistant secretary for communications

insurance and real estate, with a gain of 3 percent; government, up 2.7 percent; and wholesale trade, with a projected increase of 2.7 percent.

"While the N.C. economy has been behind the U.S. economic recovery, the state now appears to be rebounding," says Connaughton. "The national economy has put together three consecutive quarters of expansion and, despite the continuation of some mixed signals, appears to be well into an economic expansion. The question is no longer when we will recover, but how strong will the recovery be?"

[Connaughton: North Carolina economy to grow 2.2 percent in 2010](#) (The Triangle Business Journal, June 1)



N.C. Dept. of Commerce Business Development Manager Kuldip Wasson

Wasson elected NCWTA president

N.C. Dept. of Commerce Business Development Manager Kuldip Wasson was recently elected president of the [N.C. World Trade Association](#) (NCWTA). The organization promotes growth of international trade by providing education and networking opportunities. Since its beginning in 1964, the association has been recognized as the voice of international trade in the state. NCWTA is comprised of a state board, six regional chapters, and a growing number of student chapters. Members include leading

N.C. Dept. of Commerce Sec. Keith Crisco on June 4 announced that Tim Crowley, deputy communications director for Gov. Bev Perdue, will become Commerce's new assistant secretary for communications and external affairs, effective July 1.

"We are very pleased to have Tim Crowley join the Commerce team," said Crisco. "Our Public Affairs staff has worked very closely with him, and we know his extensive experience with the news media, legislative and executive branches, and economic development will allow him to hit the ground running."

Crowley takes over for Kathy Neal, who is leaving Commerce to pursue a new career in health care. Neal, who had been at Commerce since May 2007, leaves June 30. "I am thrilled to have Tim coming to Commerce," Neal said. "He will do a great job, as he has in the Governor's Press Office, and I know he will enjoy working with Sec. Crisco and other Commerce colleagues." [Read more.](#)

Crisco touts importance of STEM for economic growth

N.C. Dept. of Commerce Sec. Keith Crisco stresses the importance of science, technology, engineering and math education (STEM) in an article on localtechwire.com. In the article, Crisco notes that his own education in math and physics from Pfeiffer University was instrumental in his success with Asheboro Elastics. By training children and adult learners in STEM education, North Carolina is creating a workforce that companies want, thus furthering the economic development of our state.

The article is part of a feature provided through a collaborative effort with the N.C. STEM community collaborative, MCNC and the N.C. Science, Mathematics and Technology Center.

[STEM equals economic growth for N.C. communities](http://localtechwire.com) (localtechwire.com, June 7)

Board of Science & Technology hosts robotics students

The N.C. Dept. of Commerce's Board of Science & Technology hosted two groups of high school students from the NC FIRST Robotics Competition during its June 3 board meeting. The student teams were The Flying Platypi from Colfax, N.C., and The Robodogs from Southeast Raleigh Magnet High School. Both teams created a home-made robot designed to kick a soccer ball. FIRST(For Inspiration and Recognition of Science and Technology) engages, celebrates and inspires students as they discover that they can be successful in science and technology and contribute meaningfully to the nation's technological enterprise.

Other speakers at the meeting included Lieutenant Gov. Walter Dalton and Board of Science & Technology Executive Director John Hardin. [See video](#) of one of the robots in action.

ARC seeks input for strategic plan

From June 15-17 the [Appalachian Regional Commission \(ARC\)](http://AppalachianRegionalCommission.org) will hold a series of interactive webinars to obtain citizen input for a six-year (2011–2016) strategic plan that will guide future ARC economic and community development

manufacturers, distributors, financial institutions, service organizations, and governmental agencies.

Jockey's Ridge to harness wind power

Jockey's Ridge State Park, where hang gliders and kite fliers can usually find a stiff breeze, will soon get some of its electricity from wind power. The state has erected a 60-foot-tall wind turbine near the park's visitor center, after a year-long study to ensure the turbine wouldn't harm coastal or migratory birds. It is expected to begin generating electricity later this month. The electricity produced by the turbine will enter the power grid, though it's not clear yet how much will be generated. Park officials expect the turbine will largely offset the power used by the visitor center, which includes an exhibit hall, an auditorium and offices.

[Jockey's Ridge to harness power of wind](#) (The News & Observer - Raleigh, June 2)



Van Phillips, Mitchell County businessman and member of the AdvantageWest Board of Directors, and Chris McCurry, co-founder of Highland Craftsmen Inc.

AdvantageWest honors entrepreneurs

As part of its entrepreneurial development program, AdvantageWest has presented two of the region's most successful entrepreneurs with awards honoring excellence and innovation.

John Taylor, owner of several businesses, including O.P. Taylor's toy stores, won the Lone Eagle Award for 2010, presented for a fifth year to a Western North Carolina entrepreneur that demonstrates excellence and success in areas of innovation, financial performance and personal commitment to his or her business and community.

Chris McCurry, co-founder of Highland Craftsmen Inc., in Spruce Pine, won the Advantage Innovation Award for 2010, a new

efforts. These webinars are an important opportunity for residents of Appalachia to contribute to a plan that will address issues, opportunities and challenges the Region will face over the next six years.

ARC is inviting the public to take part in the webinars and to share this information with others in their community. Participants will be able to provide input via electronic polling and online comments on key issues facing the region, such as jobs and business development; infrastructure and capital; community and leadership development; education, training, and health; the environment; and energy.

The Central Appalachia webinar, which includes North Carolina, will be held June 16, at 10:00 a.m. Each webinar will last approximately one hour. There is no cost to participate, and no pre-registration is required. To learn more, please visit the [ARC webinars information page](#).



N.C. Dept. of Transportation Sec. Gene Conti signs the contract to begin work on I-485 in Charlotte, surrounded by (from left) N.C. Sen. Malcolm Graham, Gov. Bev Perdue, Charlotte Mayor Anthony Fox and Blythe Construction CEO Bill Capehart. Back row: MUMPO (Mecklenburg-Union Metropolitan Planning Organization) chair Ted Biggers and Charlotte City Council Member Andy Dulin.

I-485 contract signed

Delivering on her promise to fast-track the I-485 Charlotte Outer Loop project, Gov. Perdue traveled to the Queen City as the award letter was signed for the \$139.5 million contract. Shovels should be in the ground early next year. The entire project should be completed in 2015, years ahead of the schedule in place when Gov. Perdue took office.

"This is a great day for the people of Charlotte and the state of North Carolina," said Perdue. "It represents my commitment to do more for less – and to do it faster."

The contract was awarded to Blythe Construction of Charlotte, whose low bid was considerably below estimates. The total cost of the project will be about \$160 million – \$25 million less than had been anticipated.

This is the first Design-Build-Finance project for the N.C. Dept. of Transportation, and will accelerate the delivery of this project by five years. [Read more](#).

award presented to a business or industry in the AdvantageWest 23-county region that demonstrates corporate imagination, innovation and intrapreneurship resulting in increased teamwork, competitive advantage and overall productivity.

The awards were presented at AdvantageWest's seventh Carolina Connect conference for entrepreneurs, held at the Renaissance Asheville. [Read more](#).

Metrics from B&I Division

Below are year-to-date metrics tracked by the N.C. Dept. of Commerce's Division of Business and Industry (B&I) that illustrate some of the recent activities of the division. The metrics include the number of new economic development projects assigned to B&I development staff; the number of economic development project announcements; the number of announced jobs created and capital invested; the number of interactions existing industry staff had with businesses throughout the state; and the number of contacts received by the Business Link North Carolina/Business ServiCenter.

Jan. 1 - June 7, 2010

New projects assigned:	201
Projects announced:	52
Jobs created:	7,355
Capital invested:	\$1.11B
Industry visits by existing industry staff:	589
Calls to the Business ServiCenter:	10,786

N.C. in the News

This Week's Highlights

- [N.C. weighs economic development vs. environmental impact](#) (WRAL - Raleigh, June 7)
- [Commerce gets new public affairs secretary](#) (The News & Observer - Raleigh, June 7)
- [Research park expansion will add 130 jobs](#) (myfox8.com - Greensboro)
- [City goal: more jobs](#) (Winston-Salem Journal, June 7)
- [Charlotte adds lots of jobs, losing some](#) (Fox Charlotte, June 4)

NCEDA annual conference coming up

The N.C. Economic Developers Association's (NCEDA) (2010 Annual Conference is scheduled for June 14-16 at the Sheraton in Atlantic Beach. This year's program will focus on the logistics of doing business -- from air, water and rail transportation to overarching efforts from the state to improve our logistics infrastructure.

NCEDA will also hold its annual Legislative Reception June 22 at the N.C. Museum of Natural Sciences in Raleigh. See the [latest NCEDA newsletter](#) for more details.

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