

# sync<sup>TM</sup> Weekly highlights from the North Carolina Department of Commerce



Governor Bev Perdue speaks at the Southern Governors Association annual meeting in Asheville.

## Southern governors hold annual meeting in Asheville

The [Southern Governors Association](#) held its annual meeting Aug. 19-21 in Asheville. Governor Bev Perdue, chair of the SGA over the past year, hosted the meeting, which focused on innovation in the American South.

At the end of the meeting, Perdue and incoming Chair, Governor Luis Fortuño of Puerto Rico, issued a statement on regional collaboration for economic growth:

"The American South is the best region in America to do business and we must continue that momentum by increasing our commitment to foster innovation and entrepreneurship. Over the last three days, governors in the American South have learned of opportunities and challenges in medical and energy innovation, technology transfer, workforce development and developing the next generation of innovators. We will continue to collaborate as state to identify ways to make our partnerships more effective and we will work with our federal partners on solutions that make sense for our economic future. The end game is a bipartisan one, to improve our ability to create jobs and enhance our economic growth."

Career Transition Center holds open house



(Left-right) N.C. Partnership for Economic Development Executive Scott Hamilton, N.C. Department of Commerce Deputy Secretary Dale Carroll, WCI Inc. CEO Fred Reese

## N.C. PED and WCI support SGA annual meeting's focus on middle-skill jobs

The [N.C. Partnership for Economic Development](#) and [WCI Inc.](#) joined other organizations from across the state in supporting the Southern Governors' Association Annual Meeting in Asheville. During the meeting, the National Skills Coalition released the report "Driving Innovation from the Middle: Middle-Skill Jobs in the American South's Economy" commissioned by the SGA. Governor Bev Perdue chaired the annual meeting, comprised of governors from across the southeastern United States.

[Study: South has 'middle-skills' worker shortage](#) (*The Associated Press*, Aug. 21)



Raleigh, the first LED City, continues to shine as

The N.C. Department of Commerce's Division of Workforce Development, the N.C. Employment Security Commission, and the Office of State Personnel have partnered together to establish the [State Employees' Career Transition Center](#) to assist state employees who have been impacted by a reduction-in-force. An open house was held on Aug. 22 to more broadly promote the services available to these former state employees.

The SECTC is located at 313 Chapanoke Road, Suite 130, in Raleigh and is open to provide transitional services to state employees who have been affected by state government downsizing. The programs and services offered address a wide array of issues associated with reduction-in-force, including state employee benefits, resume development, interviewing, networking and job search skills.

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## Perdue calls on U.S. Commerce secretary to help N.C. manufacturers

Governor Bev Perdue on Aug. 18 pressed Acting U.S. Commerce Secretary Rebecca Blank to help grow jobs in North Carolina by supporting North Carolina's manufacturing industry and making the state a regional hub for patents and trademarks.

Blank met with Perdue in a visit to Albaad, a leading maker of home wipes. In a private meeting with the secretary, Perdue pitched the state as a national leader in manufacturing and innovation.

"North Carolina is and will remain a state that makes things," Perdue said. "I made sure Secretary Blank understood the strength of our workers and our capacity to innovate and create."

Manufacturing remains a critically important part of North Carolina's economy. Perdue urged Blank to continue to support two federal programs that strengthen the state's manufacturers.



(Left-right) N.C. Department of Commerce Economic Developers Steve Brantley, Ellen Tai, Marti Butler, Ben Rogers, Dallas Hardenbrook and Tiffany McNeill, N.C.'s Southeast Marketing Manager Joe Melvin, John Swope of the Sampson County Economic Development Commission, and N.C. Department of Commerce Economic Developers Ken Allen, Martyn Johnson and Bernard Torain

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## N.C.'s Southeast promotes area to Commerce developers

Officials from [N.C.'s Southeast Economic Development Partnership](#) were in Raleigh Aug. 22 to promote the area's available buildings and sites, and business-friendly culture. Marketing Manager Joe Melvin delivered a PowerPoint presentation that reiterated the partnership's desire to collaborate with developers from the N.C. Department of

## energy leader

After becoming the first LED City in 2006, the City of Raleigh continues to work in partnership with CREE to roll out additional LED technologies and reduce its carbon footprint. To date, 57 LED projects have been completed. The projects undertaken by the city not only reduce energy consumption, but they save taxpayer dollars. As a result of the City of Raleigh's continued momentum with LED transitions, Raleigh beat out fellow finalists Pittsburgh, Penn., and North Little Rock, Ark., to earn the 2011 Siemens Sustainable Community Award for Mid-sized Community, announced in April. [Read more.](#)



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## Asheville brewing culture highlighted in WSJ

Asheville, with its growing craft beer brewing culture, was listed by *The Wall Street Journal* as one of the nation's new industry hubs. According to the article, the beer industry has exploded in Asheville thanks to the "fresh, cold mountain water -- and a business incubator that helps entrepreneurs develop and market their products." [Read more.](#)

[Where the action is](#) (*The Wall Street Journal*, Aug. 22)

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## Siemens energy to make quick start at new Charlotte plant

Siemens Energy Inc. has finished building its 550,000-square foot gas turbine manufacturing plant in Charlotte.

The company completed the \$170 million plant in just 10 months and is moving the equipment into the building, says Mark Pringle, director of operations for Siemens in Charlotte. [See a video](#) in which Pringle discusses North Carolina's quality of life.

[Siemens Energy to make quick start at new production plant](#) (*The Charlotte Observer*, Aug. 12)

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Commerce and other allies. The partnership has identified several industry clusters for the region, but it is seeing particular growth in energy, and agri-industry and food processing.

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## Perdue announces five new Small Town Main Street communities

Governor Bev Perdue announced Aug. 17 that five North Carolina towns have been selected to participate in the [N.C. Small Town Main Street Program](#), an initiative for small and rural towns that focuses on creating new jobs and investment by helping revitalize downtown areas. The newest participating towns are Bessemer City, Troutman, Warrenton, Lillington and Pittsboro.

"Revitalizing downtown means creating jobs by helping grow local small businesses and attracting investments. Our successful Main Street programs have proven that," Perdue said. "Main Streets are not just physically at the center of small towns across North Carolina. They are the center of economic life."

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## Volvo gets major grant to build 'greener' truck

Volvo has received a \$19 million grant from the federal government to help it develop a new heavy-duty truck that will improve fuel efficiency and reduce greenhouse gas emissions. [Volvo Trucks North America](#)'s headquarters is located in Greensboro.

The U.S. Department of Energy grant will be used by engineers working at the company's headquarters here and in Hagerstown, Md., over the next five years. The company's goal is to develop a heavy-duty truck that can move more freight but use fewer gallons of fuel.

[Volvo gets major grant to build 'greener' truck](#) (*The News & Record* - Greensboro, Aug. 15)

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*Newfound Gap in the Great Smoky Mountains National Park*

## N.C. destinations No. 1 and No. 3 on top-ten national parks list

North Carolina shines when it comes to tourist destinations. Two of the most visited national parks are located in Western

## Scotland County receives CDB Grant

The N.C. Department of Commerce has approved Scotland County for a Community Development Block Grant in the amount of \$255,646 for construction of a sewer line to FCC (North Carolina). The company has pledged to create 20 new jobs and invest \$6,000,000 over a two-year period.

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## Davis participates in Global Leadership conference

N.C. Department of Commerce International Trade Director Jean Davis participated in a global panel on Aug. 17 at the Raleigh Chamber of Commerce's summer leadership conference, held in Pinehurst.

The Global Leadership in the Triangle panel included representatives from Red Hat, Lenovo and the Noel Group and included discussion about the role that international trade plays in job creation in North Carolina

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## Military installations positively impact N.C.'s economy

In North Carolina, the presence of military installations has a unique and positive impact on economic growth. Fayetteville, home to Fort Bragg, saw a 5.5 percent increase in personal income during 2010. This is the second year Fayetteville has been among the fastest growing metro areas in regards to personal income. This gain, nearly double the national average, was the biggest in North Carolina. Military earnings were a large factor in Fayetteville's recent personal income growth. Nationally, out of 366 U.S. metro areas, Fayetteville was ranked 19th. Following close behind was Jacksonville, ranked 20th nationally and home to Marine Corps Base Camp Lejeune and Marine Corp Air Station New River. [Read more.](#)

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## Year-to-date Metrics

Below are year-to-date metrics tracked by the N.C. Department of Commerce's Division of Business and Industry Development 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 - Aug. 23, 2011

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North Carolina. Nearly 9.5 million people visited the Great Smoky Mountains, accounting for 3.36 percent of visitors to all national parks and earning the destination the number three spot on the list. Number one, visited by over 14.5 million people who accounted for 5.16 percent of national park goers, was the Blue Ridge Parkway.

[Slideshow: Top 10 National Parks](#) (*Triangle Business Journal*, Aug. 16)



### Video: Plastek on operating costs

Dennis Prischak, president and CEO of The Plastek Group, discusses how operating in North Carolina enables his company to control costs, which is key to long-term sustainability. [See the video.](#)

|   |          |
|---|----------|
| New projects assigned:                      | 254      |
| Projects announced:                         | 108      |
| Jobs announced:                             | 9,935    |
| Capital investment announced:               | \$1.846B |
| Industry visits by existing industry staff: | 1,023    |
| Calls to Business Link N.C.:                | 11,836   |

## N.C. in the News

### This Week's Highlights

- [N.C. council to consider lease for new boat builder](#) (The Associated Press, Aug. 22)
- [National study focuses on children's health](#) (WUNC, Aug. 22)
- [Fort Fisher aquarium shows off prehistoric megalodon](#) (The News & Observer - Raleigh, Aug. 22)
- [Asheville distillery packages, delivers legal moonshine to N.C. ABC stores](#) (The Citizen-Times - Asheville, Aug. 21)

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