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Weekly highlights from the
North Carolina Department of Commerce

Workforce Solutions Division Helps Homeless Vets Find Jobs, Health Services

The N.C. Department of Commerce's Division of Workforce Solutions will participate in a [Stand Down](#) in Greensboro on Sept. 27 to help homeless veterans find employment and obtain needed medical, dental, and lifestyle services.

Stand Downs provide veterans with housing assistance, food, clothing, and medical and dental care, thanks to partnerships between the Division of Workforce Solutions and communities, the U.S. Department of Veterans Affairs, federal, local and state agencies, community colleges and even the Internal Revenue Service. Veterans will be provided with hot meals, clothing, shoes, personal hygiene items, sleeping bags and blankets.

The Stand Down will be held from 8 a.m.-2 p.m. at Westover Church, 505 Muirs Chapel Road in Greensboro. Governor Pat McCrory participated in the Stand Down held last week in Durham.

"We're extremely proud to offer our support to such a worthwhile program," said Assistant Secretary for Workforce Solutions Roger Shackelford. "Not only can we help a significant part of North Carolina's workforce, but we can also give back to those men and women who have given so much for our state and country."

Stand Downs are scheduled in the following North Carolina communities throughout the rest of 2013:

- Raleigh - Oct. 4
- Sanford - Oct. 12
- Charlotte - Oct. 15
- Greenville - Oct. 25
- Fayetteville - TBA
- Goldsboro - Nov. 6
- Reidsville - Nov. 8

For more information about the services offered to veterans through the Division of Workforce Solutions, visit nccommerce.com.

DES Makes Organizational Changes to Enhance Efficiency

N.C. Commerce Assistant Secretary Dale Folwell has announced the Division of Employment Security (DES) will merge two of its units to provide more accuracy, timeliness and quality to all aspects of the Division. DES, a division of the N.C. Department of Commerce, will merge Quality Control with Internal Audit, effective immediately.

"This move will enhance internal accountability and oversight," said Folwell. "It will not add positions, but will increase our accuracy and consistency to benefit our customers."

Internal Audit will oversee Quality Control, which reviews several areas in the Unemployment Insurance process. The U.S. Department of Labor and DES staff uses this department as the diagnostic tool to identify errors and find solutions to these problems.

"As related to other states, USDOL has ranked North Carolina as nearly last in the quality and timeliness of our core performance measures for decades," said Folwell. "Having our Internal Audit unit reorganize our approach to quality assurance will place more emphasis on correcting the causes for this condition and, as a result, should greatly improve our ranking."

"Over the last six months, I have witnessed positive results from our audit department, and I look forward to working with them to find other solutions."

DCA Conducting Community Assessment in Sparta

The N.C. Department of Commerce's Division of Community Assistance is conducting a community assessment in the town of Sparta this week. The assessment will evaluate the resources available for developing the local economy. This initiative is part of an effort to develop a strategic economic development plan for Alleghany County and Sparta. In addition to the local government sponsors, key partners in this initiative include the Blue Ridge Development Center and the High Country Council of Governments. The



(Left-right) John Hayes of Shellbond, Giles Shih of BioResource International, Nancy Ward of the N.C. Department of Commerce, Deborah Mosca of the Marine Bio-Technologies Center of Innovation, Randall Johnson of NCBiotech, Pierre Erwes of BioMarine, and John Loyack of the N.C. Department of Commerce.

N.C. Delegation Attends BioMarine Business Convention

A group of science and business leaders focused on marine biotechnology travelled to Halifax, Nova Scotia to participate in [BioMarine](#) during the week of Sept. 9. This prestigious annual gathering focused on the sustainable harvesting of riches from the oceans and provided an opportunity to promote the growing marine biotechnology cluster found in North Carolina.

Business representatives from the state included Giles Shih with BioResource International, Jason Caplan with Ensolve Biosystems and John Hayes with Shellbond. Also representing North Carolina were Deborah Mosca of the Marine Bio-Technologies Center of Innovation, Jeffrey Wright and Steve Fontana with UNC-Wilmington's MARBIONC, Randall Johnson and Gwyn Riddick with the N.C. Biotechnology Center and Nancy Ward and John Loyack with the N.C. Department of Commerce's International Trade Division.

The BioMarine program included a series of interactive sessions, networking opportunities and speeches from international senior executives, top experts and dignitaries, including Albert II, Prince of Monaco. Attendees were able to discuss investment in and commercialization of marine biotech assets. Key topics of discussion ranged from health and cosmetics to waste remediation and ocean acidification, from algae production and renewable energy to marine fish farming and aquafeed. As a result of the strong North Carolina presence, BioMarine organizers have chosen Wilmington for its 2015 convention. The selection of the Port City was confirmed during this convention.

"We're excited to work with BioMarine to bring the international marine biotech business convention to Wilmington in 2015," said Johnson. "The conference will bring an impressive group of company and government leaders from across the globe to facilitate international business deals and to showcase the wealth of marine biotech assets and commercial opportunities in Wilmington, in Carteret County, and across the state for economic development gains."

Appalachian Regional Commission provided the funding as part of a project to develop a guidebook for conducting community assessments.

Yesterday and today a team of facilitators from DCA and HC-COG visited Allegheny County to interview community stakeholders to better understand and plan for future economic needs. Also, students from Allegheny High School participated in a discussion on the role that the local economy has in their plans for the future. On-the-street surveys are being conducted through visits to local businesses.

These interviews will gather a considerable amount of information that will be used to develop a better understanding of the community's strengths and areas for improvement. The information will also form a basis on which the community can develop their plan for the local economy. "We are reaching out to the community for their voice to be heard on how we approach future economic development programs," stated Blue Ridge Development Center Director Clark Hunter.



Virgin Group Founder Richard Branson with bioMASON CEO Ginger Dosier

RTP Green Businesswoman Receives International Prize

bioMASON CEO Ginger Dosier of Research Triangle Park won the [Dutch Postcode Lottery Green Challenge 2013](#). The jury, chaired by Virgin Group Founder Richard Branson, awarded Dosier €500,000 (apx. \$674,000 USD) on Sept. 16 at the finals in Amsterdam to realize her company's green business plan. The jury chose Dosier for bioMASON's CO₂-free brick production process. [bioMASON](#) uses bacteria to "grow" bricks out of readily available materials such as sand. The bricks compare favorably with traditional fired clay ones, whose manufacturing releases copious greenhouse gas emissions. Two Dutchmen were each awarded with €100,000 runner-up prizes for their green plans.



(Left-right) ERD Ltd Vice President Tom Robinson and President Glenn Flaherty, Foreign Trade Representative William Chu, Kyma Technologies Sales Engineer Tamara Stephenson, and N.C. Commerce Director of Technology Business Development Kuldip Wasson in Shenzhen, China

ITD Promotes N.C. Companies at China Expo

The China International Optoelectronic Expo was held Sept. 4-7 in Shenzhen, China. This Expo featured 3,200 exhibitors and drew more than 74,000 visitors from around the world. The show covered a wide range of new products and services in the field of optical communications, photonics, lasers and LED semiconductor lightings.

The N.C. Department of Commerce's International Trade Division sponsored a booth at the show and promoted the products of several North Carolina companies. Thanks to their participation, these companies were able to better understand the business environment and huge market opportunities in China. Kyma Technologies of Raleigh and ERD Ltd of Kernersville reported strong lead generation and said that the results far exceeded their expectations. They also had one-on-one appointments to pre-screen potential distributors or sales representatives.

China is the world's fastest growing economy and second largest export market for North Carolina companies. In 2012, North Carolina exported \$2.5 billion worth of products and services to China. N.C. Commerce Technology Business Development Director Kuldip Wasson and State of North Carolina Trade Representative William Chu participated in the event to facilitate exports and assist the companies in forming alliances and partnerships with foreign buyers.

"With the prize money, we will be able to achieve significant results faster and launch our sustainable bricks on a large scale. This is a huge encouragement," stated Dosier.

Branson said the finalists had impressed him. "I've seen some amazing carbon-reducing ideas here today," he said. "Sustainable goods and services like these can really make the difference in a world that's dealing with the effects of climate change. But a good idea's one thing - without the right structure in place, it's not getting out of the gate. That's why I wholeheartedly support this competition. I wish each of the finalists all the success in the world with his or her business."

Every year since 2007, the Dutch Postcode Lottery has challenged people around the world to enter the competition by sending in sustainable, creative, innovative products and services that reduce carbon emissions. This year, the Postcode Lottery Green Challenge drew 311 entries from 57 countries. Branson returned as jury chairman after first taking on the job in 2007.

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 - Sept. 24, 2013

New projects assigned:	276
Projects announced:	99
Jobs announced:	13,416
Capital investment announced:	\$1.3B
Industry visits by existing industry staff:	881
Calls to Business Link N.C.:	14,899

N.C. in the News

This Week's Highlights

- [Sometimes a state really does have the](#)



Sleepy Hollow, Under the Dome Find Big Audiences

Last week's series premiere of Fox's *Sleepy Hollow* and the season finale of CBS' *Under the Dome* both aired to large national audiences. *Sleepy Hollow*, a present day re-imagining of the classic Washington Irving story that's filmed in the Wilmington area, premiered its pilot episode at 9 p.m. on Sept. 16 to 10.1 million viewers. In the key 18-49 age demographic, which networks and advertisers rely heavily on to gauge a show's success, the supernatural series garnered a strong 3.5 rating, which trumps several prominent Fox premieres, making it the network's best fall drama premiere in seven years. Additionally, the premiere was the highest-rated new drama series debut since last September's premiere of NBC's *Revolution*, another Wilmington-filmed series.

Under the Dome, the most watched scripted show of the summer that's also filmed in the Wilmington region, ended its first season at 10 p.m. with a sizable audience of 11.8 million (2.8 share), its largest since the show premiered June 24. Sept. 16 also marked a 33 percent surge over the U.S. Open tennis-delayed penultimate episode. *Under the Dome* expects to begin shooting its second season in the Wilmington area early next year for a summer 2014 premiere.

['Under the Dome' showed Southeastern North Carolina to millions](#) (*StarNews* - Wilmington, Sept. 14)



E.U. Ambassador Coming to Cary to Discuss Important Trade Issues

The Triangle chapter of the British-American Business Council will host the European Union's Ambassador to the United States at a briefing event next Wednesday (Oct. 2) to discuss the Transatlantic Trade and Investment Partnership (T-TIP).

Joao Vale de Almeida, Ambassador of the European Union to

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- [best work force](#) (*Site Selection*, Sept. 2013)
 - [Technology companies are hiring in Charlotte](#) (*Charlotte Business Journal*, Sept. 20)
 - [Decker: U.S.-European trade accord would greatly benefit North Carolina](#) (*Charlotte Business Journal*, Sept. 19)
 - [Ross hiring 140 people for new stores in Raleigh and Cary](#) (*Triangle Business Journal*, Sept. 19)
 - [Back-to-Work grant brought woman a new career](#) (*Salisbury Post*, Sept. 19)
 - [Looking to export to China or South Korea?](#) (*The Business Journal of the Greater Triad*, Sept. 19)
 - [Culp plans quality testing lab in Stokesdale](#) (*Winston-Salem Journal*, Sept. 19)
 - [N.C. Biotech Center to host showcase for eight ag biotech startups](#) (WRAL Tech Wire, Sept. 18)
 - [EI firms honored during meeting with state officials](#) (*Carteret County Times-News*, Sept. 18)
 - [New \\$1.2 million fund hopes to help startup firms blossom](#) (*The Charlotte Observer*, Sept. 17)
 - [N.C. official urges focus on exports](#) (*StarNews* - Wilmington, Sept. 17)
 - [Triangle job-seekers: Mark this date on your calendars](#) (*Triangle Business Journal*, Sept. 17)
 - [N.C. commerce secretary says film incentives necessary to compete](#) (WECT.com, Sept. 17)
 - [Private Commerce Department arm incorporated](#) (WRAL.com, Sept. 16)
 - [Dave & Buster's in Cary hiring now for 200 jobs](#) (*Triangle Business Journal*, Sept. 16)
 - [Local businesses awarded for hiring vets](#) (*The Daily News* - Jacksonville, Sept. 14)
 - [Sec. Decker addresses Community Leaders Council](#) (*The Jefferson Post* - West Jefferson, Sept. 14)
 - [Fast company](#) (*The Washington Daily News* - Sept. 14)
 - [N.C. Commerce Secretary Brings Task to H.C.](#) (GoBlueRidge.net, Sept. 13)
 - [Mt. Olive Pickle Company Expands](#) (*Goldsboro Daily News*, Sept. 13)
 - [Sharon Decker, state commerce secretary, visits Cornelius](#) (*The Charlotte*

the United States will be joined on the program by Mikael Hagstrom, an Executive Vice President at SAS. The event will be held at SAS's Executive Briefing Center in Cary. The program begins at 3:30pm and includes a networking session.

T-TIP is a proposed free trade area involving an ambitious, comprehensive, and high-standard trade and investment agreement currently under negotiation. T-TIP could offer significant benefits in terms of promoting US - EU trade, jobs, and growth. The US - EU trade relationship is already the biggest in the world. Every day we trade goods and services worth \$2.7 billion and maintain a total of over \$3.7 trillion in investment in each other's economies.

To [register for the event, click here.](#)

Observer, Sept. 13)

(919) 733-4151

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Building Location:

301 North Wilmington Street
Raleigh, NC 27601-1058

Mailing Address:

4301 Mail Service Center
Raleigh, NC 27699-4301

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