

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



Gov. Bev Perdue clasps hands with N.C. Dept. of Commerce Sec. Keith Crisco after announcing \$6 million in funding to support job growth and health care facilities throughout rural North Carolina.

## Perdue announces \$6M to promote health care, create jobs in rural N.C.

The N.C. Rural Economic Development Center and six partners are teaming to provide \$6 million in funding to support job growth and health care facilities throughout rural North Carolina. Gov. Bev Perdue joined the partners Sept. 23 in Goldsboro to announce the funding for a second year of the [Rural Hope](#) initiative.

Rural Hope makes grants and loans for projects that will create jobs in health care through the construction and renovation of health care facilities or the purchase of health care equipment.

The program is making a significant difference in people's lives, Perdue said. "We measure it in the minutes and hours spent with loved ones -- instead of on the road just to get to the closest hospice care center," she said. "We measure it in the number of people who find good jobs in their communities -- and in the hope we build for the future of rural North Carolina."

The Rural Center, which provided \$3 million for the second year of the initiative, is teaming with the Golden LEAF Foundation, the USDA Office of Rural Development and the Appalachian Regional Commission to provide funding for rural health care projects. Other partners in the initiative are the Kate B. Reynolds Charitable Trust, the N.C. Office of Rural Health and Community Care and the N.C. Health and



(Left-right) Southern Energy Management Director of Business Development Blair Kendall, Gov. Bev Perdue, and Southern Energy Management co-founders Maria Kingery and Bob Kingery (Photo courtesy of Southern Energy Management)

## Perdue supports small business lending

Gov. Bev Perdue on Sept. 23 visited [Southern Energy Management, Inc.](#), a small business in Morrisville. Perdue was there to talk about passage of the Small Business Jobs and Credit Act, passed by Congress that same afternoon. Here are excerpts of Gov. Perdue's remarks:

"Many people don't realize how important this legislation is to our state. But jump-starting our small business economy has been a top priority of mine since I took office last year. In every conversation I have with business owners, entrepreneurs, contractors and consumers, I hear concerns about access to credit. They all say loans are getting harder and harder to come by. But capital for small businesses is critical to job creation -- to job retention -- and job growth.



## Gov. Perdue announces 275 jobs with TIMCO Aerosystems

Gov. Bev Perdue announced on Sept. 28 that TIMCO Aerosystems, LLC., one of the largest providers of aircraft maintenance, repair and overhaul services in the world, will open a passenger seat manufacturing operation in Wallburg. The company plans to create 275 jobs over the next five years and invest \$2.75 million at the facility. The project was made possible in part by state grants from the Job Development Investment Grant program and One North Carolina Fund. The N.C. Dept. of Commerce's Melissa Smith was the developer on this project.

"Creating jobs is my number one priority, and TIMCO Aerosystems decision to open its East Coast manufacturing operation in North Carolina is a big win," said Perdue. "By expanding its stake in the state, TIMCO has demonstrated that our own investments in education, worker training, aerospace and infrastructure have paid off. We have created the kind of business climate and workforce that is attracting new companies and encouraging the ones that are here to grow."

The TIMCO group currently employs 1,182 people in Greensboro. While individual wages for the 275 additional jobs will vary by job function, the overall average wage for the new jobs is \$34,728, not including benefits. That is higher than the county average of \$29,640 in Davidson County. [Read more.](#)

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## Furniture maker to bring 50 jobs to Davidson County

Gov. Bev Perdue on Sept. 24 announced that Valendrawers Inc., a manufacturer of drawer and door components for the furniture and cabinet industry, will expand in Davidson County. The company plans to create 50 jobs and invest \$1.2 million in Lexington during the next three years. The project was made possible in part by a \$100,000 grant from the One North Carolina Fund. The N.C. Dept. of Commerce's Melissa Smith was the developer on this project.

"North Carolina is making news as a state that is helping lead the nation out of recession, and Valendrawers' announcement is a terrific example of why," Perdue said. "Creating jobs is my number one priority and that includes continuing to make North Carolina attractive to strong, growing manufacturing companies. Our skilled workers, custom training programs and top-rated business climate remain top draws for companies nationwide looking for the best location to succeed."

Valendrawers, founded in 1985 in Lexington, produces a specialized wood drawer component for the North American furniture market. With the expansion, the company will start production of cabinet doors using a new and advanced technology. [Read more.](#)

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## 37 printing technology jobs coming to Cabarrus County

Gov. Bev Perdue on Sept. 22 announced that DNP IMS America Corp., a printing-technology company, will expand in Concord. The company plans to create 37 jobs and invest \$24.8 million during the next three years. The project was

Gov. Bev Perdue shakes hands with Client Service Manager Tiffany McNeill during a visit to the N.C. Dept. of Commerce office in Raleigh.

## Perdue tours Commerce

Gov. Bev Perdue on Sept. 27 toured the main offices and greeted staff of the N.C. Dept. of Commerce in Raleigh. The governor began her tour in the Division of Tourism, Film and Sports Development, then continued to the Business & Industry Division, Public Affairs and the Commerce Finance Division. Along the way she spoke to Commerce staff and asked about the work that they do.

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N.C. Dept. of Commerce Sec. Keith Crisco (right) and a young Habitat for Humanity volunteer help build a house in Asheboro.

## Crisco volunteers with Habitat

N.C. Dept. of Commerce Sec. Keith Crisco was a volunteer with [Habitat for Humanity of Randolph County](#) Sept. 25 in Asheboro. The event was part of the First United Methodist Church of Asheboro's Jeremiah Project.

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made possible in part by an \$80,000 grant from the One North Carolina Fund. The N.C. Dept. of Commerce's Steve Brantley was the developer on this project.

"North Carolina continues to attract high-quality, advanced-manufacturing jobs, due to our outstanding workforce and business-friendly environment," said Perdue. "This announcement is also a great example of how we benefit from business relationships with overseas companies that bring jobs and investment to our state."

DNP IMS America Corp. is a 100 percent U.S. subsidiary of Dai Nippon Printing Co. The company pioneered dye-sublimation technology, which produces color panels of ink applied to a polyester base that are wound into rolls of printer "ribbons." The ribbons are used in conjunction with a dye-sublimation printer and through a heat-transfer process, a digital image can be printed onto photographic paper. This technology is used primarily in store-branded digital imaging solutions including photo kiosks, mini-labs and media for the photo retail market.

Salaries will vary by job function, but the average annual wage for the new jobs will be \$46,757, not including benefits. The Cabarrus County average annual wage is \$32,396. [Read more.](#)

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## Cork maker to bring 21 jobs to Caldwell County

Gov. Bev Perdue announced Sept. 27 that Tasz Inc. will create 21 jobs in Caldwell County. The company plans to create the jobs and invest \$2.2 million in Lenoir during the next three years. The project was made possible in part by a \$42,000 grant from the One North Carolina Fund. The N.C. Dept. of Commerce's Joe Holbrook was the developer on this project.

"Today's announcement is another example of why North Carolina is gaining national attention for creating new jobs," Perdue said. "Our skilled workers, custom training programs and first rate business climate are drawing companies nationwide looking for the best location to succeed. Creating jobs is my number one priority and North Carolina continues to be attractive to strong, growing manufacturing companies."

Salaries will vary by job function, but the average annual wage for the new jobs will be \$29,833, not including benefits. The Caldwell County average annual wage is \$28,340. [Read more.](#)

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(Left-right) Charlotte Center City Partners CEO Michael Smith,

(left-right) Top Fuel driver Doug Herbert; N.C. Dept. of Commerce Assistant Sec. for Tourism, Marketing and Global Branding Lynn Minges; Pro Stock driver Greg Anderson; Top Fuel driver Doug Foley; and N.C. Dept. of Commerce Division of Tourism, Film and Sports Development Public Relations Manager Margo Metzger

## Minges speaks at Destination Cabarrus event

N.C. Dept. of Commerce Assistant Sec. of Tourism, Marketing and Global Branding Lynn Minges was the keynote speaker at the Destination Cabarrus event in Concord on Sept. 14. Minges addressed an audience of local officials and business owners, and she spoke about the importance and impact of tourism in North Carolina and in Cabarrus County. Margo Metzger, public relations manager for the Division of Tourism, Film and Sports Development, spoke on the Tourism Assets Panel and provided information about the state's wine industry. The final panel, led by Charlotte Motor Speedway's Scott Cooper, focused on motorsports and featured racing industry leaders. The event took place at the Great Wolf Lodge and was hosted by the Cabarrus Regional Chamber of Commerce.

Minges was also a featured speaker last week at the NC Motorsports Advisory Council meeting at Charlotte Motor Speedway. She shared information on the strength of the North Carolina travel industry and talked with the group about ways to enhance motorsports related travel all across the state.

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## Tour promotes manufacturing in N.C.

The Manufacturing Makes it Real tour, designed to promote North Carolina manufacturing with rallies across the state, is taking place through Oct. 1. At each rally, manufacturers from around the region and their employees will be recognized for the products they make and the economic impact they provide North Carolina. The final rally will be held Oct. 1 in Raleigh at the State Legislative Building. [Learn more about the rallies.](#)

[Out to prove that manufacturing is cool](#) (The News & Observer - Raleigh, Sept. 28)

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## US Airways announces two European routes from Charlotte

US Airways announced Sept. 21 it will "expand its international presence" at its Charlotte hub. The carrier plans to add daily seasonal service to both Dublin and Madrid, beginning in May. US Airways' Charlotte-

Charlotte Mayor Anthony Foxx, former President Bill Clinton, Cisco CEO John Chambers and Duke Energy CEO Jim Rogers

## Clinton announces 'Envision: Charlotte'

On Sept. 23, former President Bill Clinton announced the creation of "Envision: Charlotte," a first of its kind public-private collaboration to make commercial buildings in Charlotte's urban core more energy efficient. He was joined by Duke Energy CEO Jim Rogers, Cisco CEO John Chambers, Charlotte Center City Partners CEO Michael Smith and Charlotte Mayor Anthony Foxx.

Following Clinton's announcement, Charlotte Regional Partnership Chairman Landon Wyatt, partner at Childress Klein Properties, joined Charlotte Center City Partners Chairman Todd Mansfield, Duke Energy's Brett Carter, Ed Bradley from Cisco, Kendall Alley of Wells Fargo, Bank of America's Lisa Shpritz, Mayor Pro Tem Patrick Cannon and Mecklenburg County Commission Chair Jennifer Roberts to describe the initiative's - and the energy industry's - impact. Other partners in Envision: Charlotte include UNC Charlotte, the State of North Carolina and the Environmental Defense Fund. [Learn more.](#) [See the video.](#)



## Tourism launches fall color campaign

The Division of Tourism's Fall Color/Fall Fishing Campaign launched Sept. 20 running into November with online, radio and TV "mini-spot" advertising focused in key markets throughout the southeast. [The Division's home page](#) showcases the "North Carolina Dreams in Color" creative with links to weekly giveaways, scenic drives, special events and the fall color and fall fishing reports. The Division's promotion of fall season has already generated national media coverage including a feature on the Blue Ridge Parkway in Budget Travel magazine seen by an audience of 293,913, and a mention of the Parkway on "Good Morning America" as one of three fall drives to tout. This placement went out to 3,842,000 viewers and had an advertising value of nearly \$50,000. Through promotional efforts, fall in North Carolina has emerged from being a shoulder season to being the season with the highest proportion of visitors to the mountain region.



Madrid service will begin May 4 and run through Oct. 29; the Charlotte-Dublin service runs from May 6 through Sept. 30. US Airways notes the Charlotte routes will give the airline's customers from the Southeast and West "another convenient option for traveling to two of our most popular destinations in Europe."

[US Airways announces two European routes from Charlotte hub](#) (USA Today, Sept. 21)

## Enrollment continues to climb in '12 in 6' program

The N.C. Dept. of Commerce's Division of Workforce Development continues to track the progress of Gov. Bev Perdue's JobsNOW "12 in 6" initiative. The community colleges have been asked to provide monthly reports regarding the number of students enrolled, courses offered and the number of jobs created and maintained. The numbers through Aug. 31 show that 16,179 students are enrolled in the program (up from 14,265 as of July 31), and 2,343 courses have been offered (up from 2,094 as of July 31).

## Commerce to sponsor military textiles conference Greensboro

The N.C. Dept. of Commerce will sponsor a conference devoted to the military and government textiles industry Oct. 13 at the Koury Convention Center in Greensboro. This all day event will be followed by a networking reception to allow attendees to meet with convention speakers, presenters and company representatives. Representatives from the U.S. Dept. of Commerce, the N.C. State University College of Textiles and the N.C. Military Assistance Center will discuss procurement procedures, working with agencies such as FEMA, the American Red Cross and more. The conference is being organized by International Market Solutions.

To register for the conference contact Jim Leonard at (336) 454-3583 or [Cece454@aol.com](mailto:Cece454@aol.com), or Jorman Fields at (336) 668-7060 [TncFields@aol.com](mailto:TncFields@aol.com). [Learn 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 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

Investment Representative for Asia Leland Gaskins addresses a forum on cross-region and cross-border science park collaboration at the China International Fair for Investment and Trade in Xiamen, China.

## Commerce participates in China International Fair for Investment & Trade

N.C. Dept. of Commerce Investment Representative for Asia Leland Gaskins attended the 15th China International Fair for Investment and Trade, Sept. 8-11 in Xiamen, China. CIFIT is China's premier investment event solely sponsored by China's Ministry of Commerce, fully dedicated to promoting global investment. At the conference Gaskins addressed a forum on cross-region and cross-border science park collaboration.

[Learn more.](#)

## U.S. Commercial Service Satellite Office in Eastern Region

The U.S. Commercial Service has partnered with North Carolina's Eastern Region and the N.C. Dept. of Commerce's International Trade Division to establish a satellite office in Kinston at the NCER office. Beginning Oct. 21, a representative from the U.S. Commercial Service will be available once a month for meetings with area small and medium sized companies that wish to export. [Learn more.](#)

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. 27, 2010

New projects assigned:	320
Projects announced:	92
Jobs created:	12,146
Capital invested:	\$2.43B
Industry visits by existing industry staff:	1,031
Calls to the Business ServiCenter:	17,383

## N.C. in the News

This Week's Highlights

- [Battle for control of Yadkin dams at critical point](#) (The Winston-Salem Journal, Sept. 27)
- [Local green sector a key to getting economy on its feet](#) (The Asheville Citizen-Times, Sept. 26)
- [National organization calls NC Zoo one of the best](#) (The News & Observer - Raleigh, Sept. 23)
- [Macy's to hire 65,000 for holidays](#) (Business Journal of the Greater Triad, Sept. 23)

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