

syncTM Highlights from the North Carolina Department of Commerce

Award Winners Named for Excellence in Workforce Development

Governor Pat McCrory announced the 2014 recipients of the Governor's Awards for Excellence in Workforce Development October 16. Two companies and four North Carolinians received the recognition at a ceremony in Greensboro held in conjunction with the 2014 Workforce Development Partnership Conference. The awards honor individuals and businesses for outstanding accomplishments and contributions in helping North Carolina achieve its workforce development goals.

"Our hard-working and highly skilled workers are key to our economic development strategy," said Governor McCrory. "I congratulate these award recipients for their determination, innovation and commitment to helping make North Carolina's workforce the nation's best."

Award recipients include:

- **Brian C. Mitchell, Asheville: Governor's Award for Excellence in Workforce Development, Outstanding Adult Participant.** When Mitchell came into the Mountain Area JobLink in Asheville in 2009 seeking financial assistance for training, he had few marketable skills, a sporadic work history, and had not worked in nearly two years. Through his hard work and perseverance, he has earned an AAS Degree in Electrical/Electronics Technology and additional training in Computer Engineering Technology. After a challenging job search, he is now working and earning a solid wage.
- **Dominique Staton, Sanford: Governor's Award for Excellence in Workforce Development, Outstanding Young Adult Participant.** Staton believes the support and the opportunities given to her as a Workforce Investment Act (WIA) youth participant motivated her to do better in school, avoid trouble, and set higher expectations for herself. She has successfully completed work experiences during three summers and she served as an assistant to the commander of the ROTC program at her high school. As a result, she has gained leadership experience and several employment skills that she can use both now and in the future.
- **Alexis M. Lacewell, Elizabethtown: Governor's Award for Excellence in Workforce Development, Outstanding Teen Participant.** Lacewell enrolled in the WIA Youth Program at the age of 14 and has developed into a well-respected, accomplished, and disciplined pillar among her peers. She has received



Clippings from recent Japanese newspapers

N.C. Gains Visibility in Japan Following Business Development Trip

Stories featuring North Carolina Commerce Secretary Sharon Decker promoting the state as a business location have appeared in major newspapers and trade journals in Japan recently, following the state's business development trip to the country last month.

An outreach effort to key media outlets and reporters was one of the department's strategies for the trip, supplementing a series of business meetings and Secretary Decker's participation at the Southeast U.S./Japan Conference.

The publications interviewing Decker represent a broad slice of Japan's business press. Over the weekend, the Nikkan Jidosha Shumbun, an automotive industry newspaper with a circulation of 125,000, published a favorable story on the state's attractiveness for both assembly plants and parts suppliers. In the last thirty days, stories have also

numerous academic and community honors, including the USMC Scholastic Excellence Award and the Daughters of the American Revolution Good Citizen Award. She plans to attend Appalachian State University and pursue her desire to become a physician.

- **Josephine Wallace-Koonce, Kinston: Wayne Daves Award for Outstanding Achievement in Workforce Development.** Wallace-Koonce is lead instructor and instructional coordinator for the Human Resources Development (HRD) program at Lenoir Community College. She is known for resolving complicated situations with students ranging from the rehabilitation of customers attempting to re-enter the workforce, to students who have barriers to employment such as limited sight or mobility issues.
- **Transportation Impact, LLC, Emerald Isle: Governor's Award for Excellence in Workforce Development, Outstanding Employer.** Transportation Impact, an Inc. 5000 Company, is a privately held parcel spend management firm. Since its inception in 2008, the company has donated more than \$250,000 toward funding scholarships and various community projects, helping families in need and providing on-the-job training options for its staff, 45 percent of whom are women and young adults.
- **Caterpillar Registered Apprenticeship and Pre Apprenticeship Program: Governor's Award for Excellence in Workforce Development, Innovative Partnership.** The Registered Apprenticeship program at Caterpillar, Inc. in Sanford creates a pathway for high school students to earn vocational credentials necessary for work. Upon completion, each apprentice has in hand a high school diploma, the NC Career Readiness Certification, a welding credential and an apprenticeship certificate.

[Read more.](#)

2014 / A VIEW FROM
CORPORATE AMERICA

dcii A STUDY BY
DEVELOPMENT COUNSELLORS INTERNATIONAL

North Carolina Ranks High in National Business Climate Survey

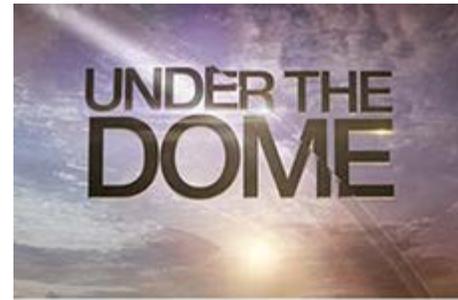
North Carolina is viewed as having one of the best business climates among the 50 states, according to a new survey of U.S. corporate executives released October 20 at the International Economic Development Council (IEDC) Annual Conference. For the first time, the survey also includes international business climates, finding that China, the United Kingdom and Germany rank as the top countries for international investment opportunities.

The survey was conducted by Development Counsellors International (DCI), a respected economic development and tourism marketing agency based in New York City. The "Winning Strategies in Economic Development Marketing" survey is released every three years. Texas and Florida led this year's list, with Georgia and North Carolina landing in a tie for third.

"Winning Strategies provides a glimpse into the minds of

appeared in the Kagaku Kogyo Nippo (The Chemical Daily), the Nikkei Sangyo Shimbun, and the Nikkan Kogyo.

Japan is an important economic partner for North Carolina, both as a market for North Carolina made products and as a source for foreign direct investment into the state. The state is home to more than 180 Japanese firms, with estimated capital investments around \$5 billion.



Under the Dome to Remain in North Carolina for Third Season

CBS Television Studios officials have notified the North Carolina Film Office that they intend to remain in North Carolina for filming of "Under the Dome's" third season. The news came shortly after the CBS Television Network announced it had renewed the hit summer series.

"It is our pleasure to return to North Carolina for our third season of 'Under the Dome'," said Kevin Berg, Executive Vice President of Production for CBS Television Studios. "The film community in the state, and particularly in the greater Wilmington area, is simply outstanding.

"We want to thank Governor Pat McCrory, Secretary of Commerce Sharon Decker, members of the newly formed Economic Development Partnership of North Carolina, the many behind-the-scenes people in Wilmington and the team at EUE/Screen Gems Studios for all their efforts to keep our series here," continued Berg.

"We are thrilled that 'Under the Dome' will be staying in North Carolina," said Secretary Decker. "Our state's beauty and strong film industry infrastructure definitely were a key in helping us keep this series home in North Carolina."

'Under the Dome' ranked as the summer's top scripted series for the second straight year, with 11 million viewers in 2014. The series has filmed in New Hanover, Pender and Brunswick counties since its infancy.

Filming of the third season is scheduled for first quarter of 2015.

corporate executives and site selection consultants and their perceptions of locations across the United States and the world," said DCI President Andrew T. Levine. "With competition for business more fierce than ever, this information is particularly important for communities as they look at how to influence corporate executives' decisions on where to locate, invest and create jobs."

[Read more.](#)

N.C. Main Street Center Posts Impressive Stats in FY 2013-14

North Carolina Commerce Secretary Sharon Decker announced October 9 that the N.C. Main Street Center has posted impressive 2013-2014 statistics for the 58 designated Main Street and 45 designated Small Town Main Street communities that are active in the two programs. The Main Street communities reported:

- \$88.7 million in downtown public and private investment
- 832 new jobs
- 169 new businesses
- 273 building renovations
- 273 facade improvements
- 86,810 volunteer hours

"Main Streets are the core of small towns across North Carolina, the center of economic life," said Secretary Decker. "Our successful Main Street programs have demonstrated that revitalizing our downtowns is crucial to an innovative economic development strategy that produces impressive results and better prepares rural North Carolina communities for a sustainable future."

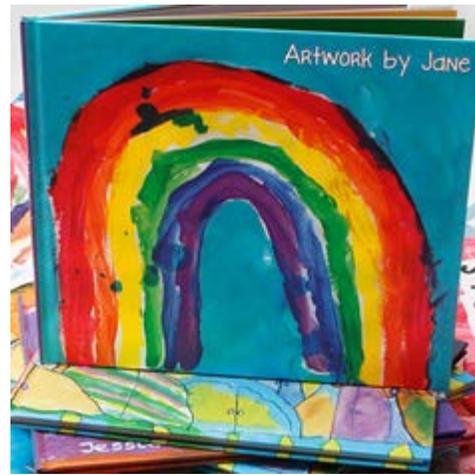
Since the inception of the program in 1980, North Carolina Main Street communities have exceeded more than \$2.1 billion in downtown public and private investment, created nearly 18,000 jobs and opened more than 4,400 businesses.

In addition, the N.C. Small Town Main Street has been successful in revitalizing the state's smallest communities. The 2013-2014 Small Town Main Street program reported:

- \$20 million in downtown public and private investment
- 179 new jobs
- 84 new businesses
- 78 building renovations
- 54 facade improvements
- 17,436 volunteer hours

The Small Town Main Street program celebrated its tenth year anniversary in July. The program boasts \$106 million in downtown public and private investment since the inception of the program in 2003, more than 1,300 jobs and a net gain of more than 500 businesses.

[Read more.](#)



Sample of a coffee table book produced by Plum Print. The North Carolina company scans children's artwork to produce high quality albums

N.C. Start-Up Firm Attracts National Media Attention

A North Carolina company featured during the N.C. Department of Commerce's *Start-Up Day at the U.S. Open* is showcased in the October issue of *Real Simple*, the consumer magazine published by Time, Inc.

Plum Print, based in Buncombe County, produces high-quality books using children's artwork that families submit to be scanned. The company's organizing solution was featured in the magazine's cover story, "76 Greatest Organizing Tips Of All Time." The company's product ranks number 21 on the editor's tip list.

The company also made a recent appearance on CNBC during the business network's *Power Pitch* segment, where entrepreneurial company executives present their business plans to a panel of experts. Sales for the company's line of coffee table books have doubled in the last few weeks.

[Company website.](#)

N.C. in the News

This Week's Highlights

- [Honda Aircraft Co. begins construction on \\$19M expansion at PTL; total work force is now 1,200+](#) (*Triad Business Journal* - October 20)
- [Commerce chief: New state job-recruitment agency won't displace Charlotte group](#) (*Charlotte Observer* - October 10)
- [Federal Reserve official sees slow, steady growth ahead](#) (*Asheville Citizen-Times* - October 9)
- [Charlotte experiencing 'talent boom,' consultant says](#) (*Charlotte Observer* -



Governor McCrory Celebrates Opening of GE Aviation Asheville Facility

Governor McCrory delivered remarks October 15 prior to a ribbon cutting to celebrate the expansion of the GE Aviation Asheville facility. Afterward, the governor was joined by company employees and state and local officials for a tour of the facility and to learn more about the company's advanced manufacturing and production.

"GE Aviation is a global leader in advanced manufacturing, producing world-class jet engines and other necessary systems for aircraft," Governor McCrory said. "North Carolina is committed to maintaining and encouraging workforce development in this area, and thanks to companies like GE Aviation, we know that our talented workforce will find opportunities in our state, from the mountains to the coast. I'm thankful for the opportunity to highlight western North Carolina's economic growth and undeniable potential."

In July of 2013, Governor McCrory and N.C. Commerce Secretary Sharon Decker announced GE Aviation facility expansions in Asheville, Durham, West Jefferson and Wilmington.

The Asheville facility is a breakthrough location for the company, the world's first manufacturing facility producing Ceramic Matrix Composites (CMCs) for jet engines. CMCs will replace certain metal components in the hot section of the engine.

October 9)

- [Greater Raleigh Chamber's Harvey Schmitt to retire](#) (*Triangle Business Journal* - October 8)

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