

syncTM Weekly highlights from the North Carolina Department of Commerce



N.C. advances to No. 5 in Top States for Doing Business survey

On Oct. 18, *Area Development* magazine released its 2012 Top States for Business, a survey based on responses from location consultants who work with national client bases. Each consultant was asked to list their top five choices in 14 areas of site selection. Overall, North Carolina ranked fifth, rising from seventh in last year's study. In the critical component of overall labor climate, North Carolina ranked second in a tie with neighboring South Carolina.

Among the 14 selection factors for which feedback was solicited, North Carolina ranked in the top five states in 10 factors. In addition to the labor climate factor, North Carolina also ranked second for certified sites and shovel-ready programs, and third in leading the economic recovery. The state also ranked third for availability of skilled labor.

The complete list of top-five site selection factors for North Carolina includes:

- **2nd** Overall labor climate (tied with South Carolina); certified sites or shovel-ready programs
- **3rd** Availability of skilled labor (tied with California); access to capital and funding; leading the economic recovery (tied with Indiana)
- **4th** Leading workforce development programs (tied with Alabama); competitive utility rates (tied with Oregon)
- **5th** Cost of doing business (tied with Indiana and Mississippi); competitive labor costs; overall business environment

[Read more.](#)



N.C. Department of Commerce Secretary Keith Crisco speaks during the AUSA conference.

N.C. pitches advantages for the defense industry at AUSA

The N.C. Department of Commerce and a group of partners from across the state are teaming up this week to boost North Carolina's visibility at the AUSA Annual Meeting and Exposition in Washington, D.C., a key trade show for the defense industry. On Oct. 22, 175 leaders from the U.S. Army and companies serving the defense sector attended a North Carolina Reception held during the expo. In addition to the reception, the state is welcoming guests to a North Carolina Pavilion in the exhibit hall and is also conducting a series of meetings with company executives attending the conference.

N.C. Department of Commerce Secretary Keith Crisco offered remarks at the Oct. 22 reception along with N.C. Defense Business Association Executive Director Joy Thrash, Fort Bragg Regional Alliance Executive Director Greg Taylor, N.C. Military Foundation Executive Director Lance DeSpain and Lieutenant General Daniel Allyn, Commander of the 18th Airborne Corps and Fort Bragg.

In addition to Commerce, organizing partners for the North Carolina pavilion this year include Wake County Economic Development and the Fort Bragg Regional Alliance. Exhibiting partners featured in the pavilion include BRS Defense, CCIS, Combat Medical Systems, Tigerswan and Vetted International, Ltd. Additional partners supporting the state reception included Hendrick Motorsports, Lee County Economic Development, Picerne,



N.C. Department of Commerce Secretary Keith Crisco at the N.C. Rural Partners Forum

Crisco speaks on rural manufacturing

The [Rural Partners Forum](#) is the N.C. Rural Economic Development Center's premier annual event. The 2012 conference took place Oct. 16-17 and focused on "Enterprising Communities: Transforming local resources into powerful economic assets." The forum attracted 500 - 700 state and local leaders to Raleigh for two days of discussions and announcements, and provided an opportunity for leaders to share experiences and learn from one another.

N.C. Department of Commerce Secretary Keith Crisco, who grew up in rural Aquadale, participated in a panel discussion titled "It's Not Your Father's or Your Mother's Factory: Assets, Challenges, Transformational Actions."

"In rural North Carolina, nearly one in every five jobs is in manufacturing - a higher percentage than urban areas," stated Crisco. "Average wage and salaries in the manufacturing sector are in excess of \$51,000 a year - which is \$10,000 more than the state average," he added.

AdvantageWest announces economic summit

The [2012 AdvantageWest Economic Summit](#), sponsored by AdvantageWest Economic Development Group, will be held on Nov. 19 at the Diana Wortham Theatre in downtown Asheville. The theme of this year's summit is "The Western North Carolina Innovation Ecosystem: What's Missing?" This evening event includes a networking reception, program and panel discussion about innovation and economic development. Panelists will address "ecosystem" challenges, such as infrastructure, regulatory frameworks, education, tech transfer and a host of other issues that impact how innovation drives job creation in Western North Carolina. Registration information can be found on [AdvantageWest's website](#).

North Carolina's Southeast, North Carolina's Northeast and the Research Triangle Region. John Deere, Sprint and Williams Software also contributed to the reception along with the Friends of North Carolina.



Minges named Career Woman of the Year

N.C. Department of Commerce Assistant Secretary of Tourism, Marketing and Global Branding Lynn Minges will be honored Oct. 24, with the Career Woman of the Year award from the [Business and Professional Women/Raleigh](#). The award will be presented at the organization's Super KNOW luncheon from 11:30 a.m. to 1:30 p.m. at the Hilton RDU.

The award is presented annually to a successful woman who has distinguished herself in her career and has been a positive role model for young women.

"I am deeply honored to be recognized by an organization with such a strong legacy of support for working women, their families and the workplace," Minges said. "With its advocacy, the Business and Professional Women organization has been a positive force in shaping the work life of American women."

Serving in progressive leadership roles within the Department of Commerce for nearly 20 years, Minges provides leadership and strategic direction for the state's tourism, film and sports industries and for marketing North Carolina's assets for business and economic development. She chairs the National Council



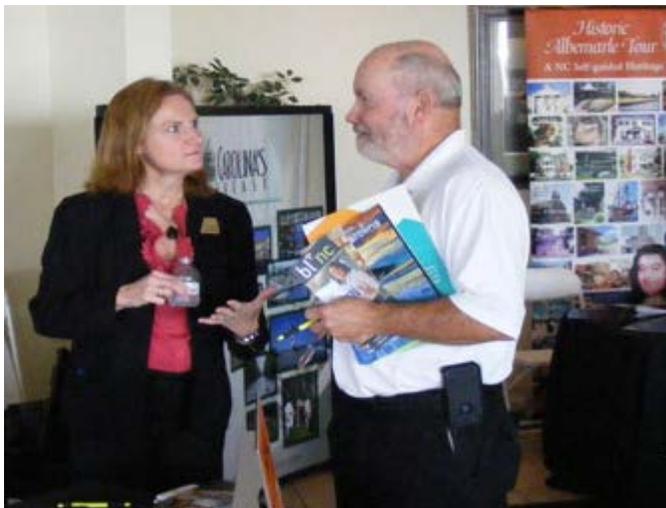
The North Carolina exhibit at Green Expo 2012 in Mexico City

N.C. companies showcase environmental technology in Mexico City

With support from the N.C. Department of Commerce's International Trade Division, six North Carolina companies exhibited at Green Expo 2012, held Sept. 25-27 in Mexico City. The companies -- Progress Solar Solutions Inc. of Apex, Holocene Inc. of Raleigh, Dankoff Solar Pumps of Charlotte, NviroClean of High Point, Environmental Solutions Inc. of Wake Forest, and Waste to Green Inc. of Durham -- reported strong lead generation and results.

The event brought together hundreds of buyers and sellers to discuss sustainable solution opportunities in the field of environmental technology. More than 8,500 visitors attended the show, and more than 250 exhibitors from 25 countries showcased a wide range of new products and technologies.

N.C. Commerce Business Development Manager Rick Hill, Export Grant Operations Manager Tiffanie Taylor and State of North Carolina Mexico Office Trade Representative Laura Camberos were on hand to help facilitate North Carolina export sales and strengthen existing business relationships in the environmental technology market.



(Left-right) Holly Yanker of the N.C. Department of Commerce's BLNC small business program assists Ed Muzzulin of the Perquimans County Tourism Development Agency at the Oct. 18

of State Tourism Directors and was recently elected secretary of U.S. Travel's Board of Directors. Minges is a member of the U.S. Tourism Policy Council and Leisure Advisory Council as well as the Executive Board of Travel South USA. She also serves on the Business Advisory Council of the John A. Walker College of Business at Appalachian State University.

Minges, who has been recognized by Triangle Business Journal with an Outstanding Women in Business Award, is a graduate of Peace College and North Carolina State University.

BPW/Raleigh as well as BPW/NC, BPW/USA and BPW International Chapters are celebrating National Business Women's Week, Oct. 22-26. With the theme "Better Business Women for a Better Business World," National Business Women's Week was established in 1928 to celebrate and dramatize the contribution of women to the country.

The Super KNOW luncheon, a celebration of North Carolina women in sports, will feature an ESPN living room-style chat with the women's basketball head coaches at the area's four NCAA Division 1 universities - Kellie Harper, North Carolina State University; Sylvia Hatchell, University of North Carolina at Chapel Hill; Joanne McCallie, Duke University; and Vanessa Taylor, North Carolina Central University. The coaches will discuss how they worked to succeed at sports and life. Debra Morgan of WRAL will moderate the discussion. [Register for the event.](#)

BB&T to add 1,700 jobs in Greensboro

BB&T, the \$179 billion-asset company in Winston-Salem, reported on Oct. 16 that it plans to add roughly 1,700 jobs in back-office, administrative and support functions in Greensboro. The new workers will be among 2,500 personnel BB&T expects to house in a 390,000-square-foot building located near the Piedmont Triad International Airport the company has leased for the next seven years.

"The new BB&T Triad Corporate Center allows us to consolidate offices, many of which are nearing capacity, in a central location and provide space for future expansion," BB&T's COO Chris Henson said in a news release. "The central location of this facility to Winston-Salem, Greensboro and High Point makes it an excellent site for our

TRAC session in Edenton.

Tourism reaches out to Northeast partners, businesses

More than 30 local and regional tourism businesses met with staff from the N.C. Department of Commerce's Division of Tourism, Film and Sports Development at TRAC (Tourism Resource Assistance Center) last week at the Chowan Golf & Country Club in Edenton. In partnership with Edenton-Chowan County Tourism Development Authority and North Carolina's Northeast Commission, the goal was to share how these businesses could engage more fully with the Division's programs and to hear directly from them about ways the Division can provide assistance. These businesses included independent artisans, restaurants, accommodations, and retail, as well as outdoor, event, sports and attractions owners and managers. Staff explained the Division's research, development and marketing programs and discussed best practices for reaching visitors and the media to increase visitation and spending.

"It was a great way to show how our counties regionally come together to reach out and work closely with our state partners - the connection is extremely valuable," said Nancy Nichols of the Edenton-Chowan County TDA.

For more information about TRAC or to learn more about scheduling TRAC in your community, contact [André Nabors](#) at (919) 733-7502 or [Eleanor Talley](#) at (919) 733-0869.

[Edenton hosts tourism resource conference](#) (*The Daily Advance* - Elizabeth City, Oct. 20)



N.C. Department of Commerce Technology Business Development Director Kuldeep Wasson with U.S. Ambassador to Qatar Susan Ziadeh in the USA pavilion in Doha, Qatar

Security companies showcase N.C. products in Middle East

The N.C. Department of Commerce's International Trade Division and several North Carolina companies exhibited at [Milipol 2012](#), which took place Oct. 8-10 at the Doha Exhibition Center in Qatar. Commerce had a booth in the USA Pavilion. This event showcases the latest equipment and advanced technological solutions in the global security sector. Companies from around the world wishing to expand their business in the Middle East attend this event. This year, Milipol attracted 244 exhibitors and some 5,820 visitors from 66 countries.

existing and future associates and underscores our commitment to the Triad."

BB&T said it neither sought nor received financial incentives from the public to take over the facility. The company said it expects to move employees to the new location starting in December.

[BB&T to lease former AmEx building near PTI, plans to add 1,700 jobs](#) (*The Business Journal of the Greater Triad*, Oct. 16)



(Left-right) N.C. Department of Commerce Legislative Affairs Director Rita Harris, Bladen County Economic Development Executive Director Chuck Heustess, and N.C. Commerce Marketing Programs Manager Sarah Bernart

B&I team meets with partners from Henderson County

Staff from the Bladen County Partnership for Economic Development gave an update on activities in the county during a meeting with the N.C. Department of Commerce's Division of Business and Industry Development. The meeting took place at the Commerce Department's main office in Raleigh on Oct. 22.



North Carolina companies attending the event included Advanced Detection Technology of Mooresville, Sirchie Fingerprint Labs of Youngsville, SAS Public Security of Cary, Gould & Goodrich of Lillington, and Anvil Technologies of Greensboro. N.C. Department of Commerce Technology Business Development Director Kuldip Wasson participated in the event to facilitate North Carolina exports and help the companies find new markets and new opportunities for trade.

Despite continuing uncertainty in the global economy, homeland security is a thriving industry. Growth in the Middle East is projected to accelerate due to large building and infrastructure projects such as border protection, security of oil and gas installations, and sensitive sites.

The Middle East is a large export market for North Carolina companies. In 2011, North Carolina exported more than \$1.2 billion worth of products and services to Middle Eastern countries.



Greater Raleigh CVB hosting town hall meeting for I-40/I-440 construction project

In preparation for the next year's start of the N.C. Department of Transportation's I-40/I-440 major construction project, NCDOT is working with the Greater Raleigh Convention and Visitors Bureau to host two separate, town hall-style meetings on Oct. 30 in Raleigh. The 10 a.m. session is for restaurants, attractions, hotels and venues, while the 2 p.m. session is for taxis and all transportation companies. Area businesses should plan to attend the meeting that best fits their business type. The targeted sessions will cover information and include discussion to help a business and its employees navigate through the impacts from this large transportation project, predicted to have a major impact on traffic for three years. More information on the project can be found [here](#). For more information about the town hall meetings, contact [Julie Brakenbury](#) at the Greater Raleigh Convention and Visitors Bureau.

After 2 years, Electrolux grows into Charlotte

Swedish appliance company Electrolux, which moved its North American headquarters to Charlotte two years ago, has surpassed the state hiring goals required for its incentives money, with a local workforce of 750, officials said Oct. 22.

And, with an aggressive marketing campaign for its Frigidaire appliances - and hiring dozens more people at its Charlotte headquarters - Electrolux hopes to position itself for an expected economic turnaround, Jack Truong, head of the company's North America division, told *The Charlotte Observer*.

[After 2 years, Electrolux grows into Charlotte](#) (*The Charlotte Observer*, Oct. 23)

In SYNC: Jason Semple

N.C. Department of Commerce Economic Developer Jason Semple is a native of Maryville, Tenn., not far from the Great Smoky Mountains National Park. A 1992 graduate of Emory University, he spent the early years of his career in sales, logistics, supply chain management, contract negotiation and airline relations in Atlanta. In 2001, Semple moved for family reasons to Williamston, where he had a brief stint in the newspaper industry before joining the Martin County Economic Development Corporation as business incubator director and assistant director. In April 2008, he joined the N.C. Department of Commerce as Existing Industry Specialist for the Eastern Region in Greenville.

One of the larger economic development deals in which Semple participated was "Project Lake," which involved the expansion of Hospira at its Rocky Mount facility.

"With the company's global footprint, its leaders could really have made the decision to invest just about anywhere in the world," he said. "While [financial] incentives were important in brokering the deal, I think what convinced Hospira to grow and invest in its Rocky Mount location was the workforce available to them. Simply, the people of Eastern North Carolina are good, hard-working folks who take pride in their work. Ultimately, I think that was the difference."

As an economic developer who specializes in existing industries, Semple believes the state needs to find ways to keep these businesses competitive.

In his spare time, Semple enjoys golf, fitness and playing tennis with his nine-year-old son.

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 - Oct. 23, 2012

New projects assigned:	327
Projects announced:	109
Jobs announced:	13,903
Capital investment announced:	\$2.93B
Industry visits by existing	1,001



(Left-right) N.C. Department of Commerce Commissioner for Small Business Scott Daugherty, Speaker of the Northern Ireland Assembly William Hay and Irish Institute alumnus Phillip Robinson

Daugherty speaks on rural economic development in Ireland

N.C. Department of Commerce Commissioner for Small Business Scott Daugherty visited the Republic of Ireland and Northern Ireland from Oct. 12 - 20 to discuss jobs and rural economic development. The visit was at the invitation of a group of Irish government and economic development leaders who visited North Carolina in the spring of 2012. That trip was organized by the Irish Institute of Boston College and sponsored by the U.S. State Department.

During his visit, Daugherty met with all of the members of the original Irish visiting group. He also traveled to Waterford to deliver the keynote at the National Jobs Conference, Enfield to speak at the National Rural Development Conference, Belfast to participate in a panel at the Responsible Business Conference 2012 and meet with the Northern Ireland Assembly Business Trust, and Craigavon to deliver the keynote address at the SOLACE (NI)/CCMA Joint Workshop with Cooperation Ireland and the IPA. He also met with the CEO of Invest in Northern Ireland, the nation's lead economic development organization.

industry staff:

Calls to Business Link N.C.:

16,072

N.C. in the News

This Week's Highlights

- [CPCC opens corporate learning center to aid businesses](#) (*Charlotte Business Journal*, Oct. 18)
- [Technical Control Consultants break ground on expansion](#) (*Sun Journal* - New Bern, Oct. 18)
- [Crew offers governor chance to see filming's economic impact up close](#) (*StarNews* - Wilmington, Oct. 18)
- [Brewery start-up focused on innovation](#) (*The Shelby Star*, Oct. 18)
- [Facebook hands out community grants in Rutherford County](#) (*WCNC*, Oct. 17)
- [Cyril Bath to expand, add 10 jobs in Monroe](#) (*Charlotte Business Journal*, Oct. 17)
- [Google throws open doors to its top-secret data center](#) (*Wired*, Oct. 17)
- [Service Thread to add 35 jobs](#) (*The Laurinburg Exchange*, Oct. 16)
- [N.C. Military Business Center to hold contractor academy at GTCC](#) (*The Business Journal of the Greater Triad*, Oct. 16)

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