

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



Fall in Western North Carolina

## Rockslide won't impact N.C. fall color drives

Fall color is peaking throughout North Carolina and all areas of the state are accessible for color-watching trips despite the rockslide that has caused a detour on Interstate 40 near the North Carolina/Tennessee border.

Traffic passing through to Tennessee eastbound on I-40 is being redirected to Interstate 26 North through Asheville, but I-40 is open eastbound for visitors heading to Western North Carolina all the way to Exit 20 (U.S. Hwy. 276) near the Tennessee border.

[VisitNC.com](http://www.visitnc.com), the North Carolina Division of Tourism's website, features a list of scenic drives throughout the state that are ideal for fall color viewing ([www.visitnc.com/journeys/highlights/scenic-drives](http://www.visitnc.com/journeys/highlights/scenic-drives)). It also has up-to-the minute fall color reports including reports from Dr. Howard Neufeld from Appalachian State University and Dick Thomas, executive director of the Piedmont Environmental Center, on [VisitNC.com](http://www.visitnc.com), Twitter [@VisitNC](https://twitter.com/VisitNC) and on [www.facebook.com/northcarolina](https://www.facebook.com/northcarolina).

For information on current road conditions, visitors should check the North Carolina Department of Transportation Traveler Information Management System website at [www.ncdot.gov/traffictravel](http://www.ncdot.gov/traffictravel) or call 511, the state's free travel information line. NCDOT information can also be followed on [Twitter](#). [Read more.](#)

## Carroll to speak at Military Construction Summit

Commerce Deputy Sec. Dale Carroll will speak at the N.C.



Gov. Bev Perdue and Commerce Sec. Keith Crisco with the Asimo robot at the headquarters of Honda Motor Corporation Oct. 20 in Tokyo.

## Perdue, Crisco meet with Honda execs

Gov. Bev Perdue and Sec. Keith Crisco visited with Takanobu Ito, president of Honda Motor Corporation, in Tokyo on Oct. 20. The governor and secretary saw a presentation of Honda's "Asimo" robot in the show room of Honda's headquarters. The show room is where Honda displays their major products.

The visit took place following the 33rd annual joint meeting of the Southeast United States and Japan (SEUS/Japan) Association, which took place Oct. 18-20 in Tokyo. Perdue addressed the delegates during the opening ceremonies of the three-day conference. Sec. Crisco, Commerce International Trade Director Jean Davis and Asia Economic Developer Steve Brantley also attended the conference to cultivate and forge business relationships with Japanese officials and business leaders.



Military Construction Summit Oct. 27 at the Koury Convention Center in Greensboro. The [N.C. Military Foundation](#) and the [N.C. Military Business Center](#) are co-sponsors. The purpose of the event is to connect government officials with prime and specialty contractors, designers and construction suppliers in North Carolina. Businesses in North Carolina will develop contacts and information critical to leveraging \$5-7 billion in military construction opportunities in North Carolina by 2013. [Learn more.](#)



The N.C. delegation at the American Chamber of Commerce in Canada breakfast briefing on U.S./Canada issues.

## N.C. economic developers meet with Canadian groups, businesses

Economic development representatives from throughout the state, including Commerce's Melissa Smith, traveled to Toronto the week of Oct. 20 to meet with companies and attend two trade shows: [the Canadian Manufacturing Technology Show](#) and the [Security Canada Central Conference and Exhibition](#).

The delegation also attended the American Chamber of Commerce in Canada breakfast briefing on U.S./Canada business issues, featuring Kevin Johnson, the new U.S. Consul General in Toronto. The event was sponsored and attended by North Carolina developers from AdvantageWest, Piedmont Triad Partnership and Carolina West. The developers were in Canada working with Russ Sawchuk, director of the N.C. Canadian Office, and calling on prospects in the Greater Toronto area and adjacent communities.

The team also participated in a networking reception sponsored by the British Canadian Chamber of Commerce and the France Canadian Chamber of Commerce. They were also hosted by the mayor and Economic Development Department of Markham, Ontario, known as Canada's high-tech capital, at a dinner forum to discuss development strategies and opportunities.

*Big Boy's Truckstop owner, Wendi Powell cuts the ribbon during the ceremony in Kenly. Commerce Assistant Sec. for Energy John Morrison is second from left. (Photo courtesy of The Selma News)*

## Kenly truckstop introduces cutting-edge green technology

Big Boy's Truckstop in Kenly became the first in the southeast to install electrification pedestals for truckers during an Oct. 20 celebration. Commerce Assistant Sec. for Energy John Morrison, N.C. Sen. David Rouzer, Gus Tulloss from the N.C. Board of Transportation and Anne Tazewell of the N.C. Solar Center were also at the event.

Electrification pedestals allow truckers to turn off their diesel burning engines and use electricity to run heating and air conditioning, and appliances in their cabs. Using the pedestals costs truckers about \$1 per hour, compared to the cost of having the engine running, which uses about a gallon of diesel fuel per hour.

[Big Boy's Truckstops unveils electrification pedestals for truckers](#) (The Selma News, Oct. 22)



## Charlotte to host 2010 TEAMS

Assistant Sec. for Tourism, Marketing and Global Branding Lynn Minges and the Division of Tourism's Director of Domestic Marketing Frank Jernigan led 30 delegates from across North Carolina at this year's TEAMS (Travel, Events And Management in Sports) conference in New Orleans, where Charlotte was named host city for the 2010 TEAMS conference. The event will bring hundreds of participants from all across the United States to Charlotte in 2010.

During the conference, the [sportsnc](#) team had personal appointments with over 90 events rights holders, sports associations and sports industry leaders. Numerous networking sessions and social functions helped build valuable relationships with suppliers and buyers alike as well. TEAMS is the world's leading conference and expo for the sports-



(Left-right) Commerce Deputy Sec. Dale Carroll, Cultural Resources Sec. Linda Carlisle, N.C. Furnishings Export Council Chairman Charles Greene, State Sen. Katie Dorsett, Piedmont Triad Partnership CEO Don Kirkman

## Southern Power breaks ground on Cleveland Co. plant

On Oct. 20, members of the Perdue administration participated in the N.C. Furnishings Export Council during the High Point Furniture Market. Gov. Bev Perdue's chief of staff, Zach Ambrose, and Commerce Deputy Sec. Dale Carroll addressed the council, and recognized council Chairman Charlie Greene for his leadership. Cultural Resources Sec. Linda Carlisle and Carroll joined Greene on a tour of showrooms and met with furniture executives. Other presentations were made by the State Ports Authority and Piedmont Triad Partnership.

## Ameritox to open Greensboro facility

Ameritox, a company that helps physicians monitor pain medication patients, will open a laboratory facility in Greensboro and hire about 228 employees by 2010, according to an announcement from the Greensboro Economic Development Alliance. The company was attracted to Greensboro by its growing bioscience industry and training programs offered at Guilford Technical Community College, the BioNetwork Pharmaceutical Center and the Research Triangle Park-based N.C. Biotechnology Center. Peggy Anderson was the developer on this project.

## Four appointed to Workforce Commission

Gov. Bev Perdue recently appointed the following people to the N.C. Commission on Workforce Development:

- Bob Brown, Kernersville. Brown is a business agent for Teamsters Local Union 391 in Raleigh.
- Scott Clark, Asheville. Clark is the chief marketing officer for SolTherm Energy.
- Kenneth A. Boham, Lenoir. Boham is president of Caldwell Community College and Technical Institute in Hudson.
- Susan E. Jackson, Morrisville. Jackson is executive director of WakeMed Physician Practices at WakeMed Health and Hospital.

event industry. TEAMS educational sessions, one-on-one appointments and trade show offered a variety of opportunities for those with sporting event sites and destinations to meet with those who hold sporting events rights.



## In SYNC: Peggy Anderson

Business and Industry Project Manager Peggy Anderson is retiring Nov. 30 after 30 years with Commerce. Originally from Conway, S.C., Anderson worked at the Greensboro Chamber of Commerce prior to coming to the N.C. Dept. of Commerce. At the beginning of her career, Anderson worked mainly with the automotive industry, but has also worked with data centers such as Google and Apple, call centers such as CitiCards and numerous general manufacturing companies. During her career, Anderson says she worked with many site selection consultants from around the country. As a result of those close working relationships, she received many projects directly from them. After retiring, she plans to take a few months off, but says we may see her back in the economic development world at some point.

Anderson says her career has been fulfilling because she was able to generate jobs for the people of North Carolina, and revenue to keep the state running.

"When I drive around the state, I am able to see companies that I worked with, and know that I contributed in some small way to them being here," she says. "Every project was different and I was able to learn from each of them."

## Boney, Ralls appointed to science and tech board

Gov. Bev Perdue recently appointed the following people to the N.C. Board of Science and Technology:

- R. Scott Ralls, Raleigh. Ralls is president of the N.C. Community College System.
- Leslie Boney, Raleigh. Boney is associate vice president for economic development and engagement at UNC-Chapel Hill.

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## Televised town hall to address WNC economy

"North Carolina Rising" is a multi-media project spearheaded by UNC-TV that examines the challenges and opportunities facing rural regions in our state and how their successes affect all North Carolinians. For more than a year, UNC-TV has chronicled how rural North Carolina communities are transforming their economies and reinventing themselves through innovative options such as tourism, small business, alternative crops, biotechnology and biomanufacturing, food processing, military contracts and education.

As part of this initiative, UNC-TV is providing opportunities for the public to participate in the ongoing discussion about our state's rural economy through a series of town hall meetings. One at Western Carolina University will be televised live on UNC-TV, Oct. 28, at 8 p.m.

Moderated by UNC-TV's Shannon Vickery, the town hall meeting will feature a dialogue among expert panelists representing local leadership in education, policy and industry. Viewers will have an opportunity to learn more and join the statewide conversation about rural economic development. Topics for discussion will include tourism, casino expansion, advanced manufacturing and craft industries. The next "North Carolina Rising" town hall will take place in Catawba County on Nov. 4. [Learn more.](#)

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## N.C. among South Atlantic Alliance

Gov. Bev Perdue and three other southern governors have signed a pact to form the South Atlantic Alliance. The alliance was created to help each state protect coastal resources and provide assistance during hurricanes and other natural disasters. The alliance would also help the states pool resources for economic development and environmental protection. Governors Charlie Crist (Florida), Sonny Perdue (Georgia) and Mark Sanford (South Carolina) also signed the pact.

[Governors in league on coast](#) (The News & Observer - Raleigh, Oct. 19)

As for what North Carolina can do to make itself more attractive to industries, Anderson says: "Continue to be prepared for clients when they visit. More and more, clients (and particularly consultants) are requiring sites that are shovel ready, infrastructure that is in place and incentives that are competitive. We are not only competing with other states, we are competing globally so we have to be prepared."

Margie Bukowski is taking Anderson's position. Bukowski, most recently of Atlanta, is a veteran marketing, business development, sales and project leader with extensive Fortune 500 domestic and international experience.

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## Metrics from B&I Division

Below are year-to-date metrics tracked by the 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 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. 26, 2009

New projects assigned:	368
Projects announced:	94
Jobs created:	11,031
Capital invested:	\$2.40B
Industry visits by existing industry staff:	1,219
Calls to the Business ServiCenter:	21,263

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## N.C. in the News

This Week's Highlights

- [Stimulus money has funded local work](#) (The Herald Sun - Durham, Oct. 26)
- [Loan program to aid small businesses](#) (The News & Observer - Raleigh, Oct. 26)
- [Appalachian conference studies energy help](#) (The News & Observer - Raleigh, Oct. 26)
- [New plant, jobs revive town stung by closings](#) (The News & Observer - Raleigh, Oct. 26)

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