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Weekly highlights from the
North Carolina Department of Commerce



Gov. Bev Perdue and N.C. Department of Commerce Secretary Keith Crisco listen to concerns from an attendee at the N.C. Governor's Forum on Small Town Competitiveness held Wednesday at Davidson County Community College. Photo by Donnie Roberts/The Dispatch

Perdue says N.C. wants to help small towns rebound

Globalization and the Great Recession delivered a one-two punch to North Carolina's economy, and small towns across the state were often the hardest hit as factories closed and storefronts became vacant, but Gov. Bev Perdue said her administration is actively working to help such communities rebound.

Perdue made her remarks Sept. 28 at Davidson County Community College's Conference Center at the second of three N.C. Governor's Forums on Small Town Competitiveness. Dr. Mary Rittling, DCCC president, introduced the governor to the crowd of a couple hundred government and business leaders.

After talking about statewide initiatives to help small towns,

Perdue tours Facebook, announces expansion

Gov. Bev Perdue announced today (Oct. 4) that Facebook will immediately begin construction of a second building at the company's data center property near Forest City. The second building will mirror Building 1, which broke ground in November of 2010.

More than 1,500 people have worked on the site at the project so far. This announcement helps to ensure that same kind of activity for at least another full year. Currently there are more than 30 full-time employees at the data center. Facebook expects an increase of approximately 10 jobs at the Rutherford campus as part of the expansion, in addition to the many construction jobs it creates.

Spirit implements smart manufacturing for Airbus

Spirit AeroSystems is combining intelligent design and smart manufacturing to help make production of the Airbus A350 XWB more efficient. Future repair and maintenance will also be easier for the midsized passenger jets.

The new Kinston plant, opened last July by Spirit AeroSystems, is manufacturing the center fuselage as well as the three-piece front spars for the wings. The center fuselage is the longest of the three fuselage components, which will be shipped to and assembled in Toulouse, France.

As the newest manufacturing facility built by Spirit AeroSystems, the Kinston facility was designed to maximize workflow and increase productivity. The facility's optimized layout incorporates automated components and space to add extra processing modules as needed to avoid production bottlenecks. The facility was also designed to easily accommodate the incorporation of new processes as needed in the future.

Manufacturing of each section is underway, with jet assembly to begin by the end of 2011. Completion of the first Airbus A350 XWB is expected by the fourth quarter of 2012. [Read more.](#)

she was also joined in a question-and-answer session by Keith Crisco, secretary of the N.C. Department of Commerce; Henry McKoy, N.C. Department of Commerce assistant secretary for Community Development; Billy Ray Hall, president of the N.C. Rural Center; Scott Daugherty, small business commissioner for the commerce department; Dan Gerlach, president of the Golden Leaf Foundation; and Randy Gore, state director of the U.S. Department of Agriculture.

[Perdue: State wants to help small towns rebound](#) (*The Dispatch* - Davidson County, Sept. 28)

Cary, Durham and Raleigh make 'Most Inventive Cities' list

In response to patent law reforms, Newsweek's "The Daily Beast" recently studied patent applications to rank the most inventive cities in America. While California was the leader with the most cities named in the rankings, North Carolina came in second with three cities making the list of "America's Most Inventive Cities."

It comes as no surprise that the urban centers for ingenuity in North Carolina are clustered in a location already known for innovation and success: Research Triangle Park. [Read more.](#)

EDA grant will advance development of N.C.'s healthcare workforce

A \$2 million Economic Development Administration grant was awarded to Rowan-Cabarrus Community College and Trustees of Rowan-Cabarrus Community College by the U.S. Department of Commerce. The announcement was made through an EDA press release Sept. 26 by Acting U.S. Commerce Secretary Rebecca Blank. The grant will support the renovation and expansion of the allied health building on the school's North Campus in Salisbury.

North Carolina's 58 campus community college system educates and develops workers across a broad range of industries located across the state.

"This additional space will ultimately allow us to better meet local job demand and provide the community with an array of 21st-century career options," said Carl Short, chairman of the college's board of trustees, in a *Charlotte Business Journal* article. [Read more.](#)

Raleigh execs among 'America's Best Young Entrepreneurs'

Last summer, Businessweek.com asked for input on identifying the most promising companies run by young entrepreneurs, 25 years old or younger. After receiving more than 200 responses, officials at *Bloomberg Businessweek* pared the list of "America's Best Young Entrepreneurs" down to 25 finalists.

According to the Businessweek.com article, today's 25-year-olds were nine when Netscape went public and starting middle school when Google was founded. The "tech bubble" burst before they attended their senior proms. But these millennials are bubbling forth with their own brand of innovation and entrepreneurship. Those with high potential are wired, global and rising to the top. [Read more.](#)



In SYNC: Melissa Smith

Born in Takoma Park, Md., Melissa Smith came to North Carolina as a teenager. She began her economic development career in Randolph County, where she served as both a marketing and existing industry specialist for the Randolph County Economic Development Commission. Since 2005, she has been an economic developer for N.C. Department of Commerce's Piedmont Triad Region, where she served as an existing industry specialist before assuming her current role as senior economic developer and regional manager in 2009. Smith's outside activities revolve around her son, Zach, a freshman at UNC-Charlotte, and daughter, Hannah, a high school sophomore. She recently inherited a vintage Harley-Davidson motorcycle, which she threatens to learn to ride.

During her tenure at Commerce, Smith has recruited more than 100 companies in a wide variety of industries that in total have committed to creating 7,500 jobs and investing \$1.2 billion. Those companies have been in industries including aviation and transportation/logistics, in which she specializes. Projects in those industries include Timco Aviation Services and NS Aviation which offer MRO services. She supported Timco's expansion by helping them locate a facility in Davidson County which will manufacture aircraft seating. That facility will eventually employ 500.

In April of this year, Smith recruited Pittsburgh Glass Works to Surry County. PGW, a leading supplier of automotive glass products and aftermarket glass service, has opened a manufacturing facility in Elkin, leading to the creation of more than 260 jobs over four years and \$85 million in new capital investment.

Smith cites North Carolina's pro business environment, the quality workforce, availability of customized industry training through the state's Community College System, and flexible assistance from local as well as state

Advanced manufacturer Elastrix to open new facility in Pilot Mountain

As announced in Surry County on Sept. 23, Elastrix, LLC will open a new facility in Pilot Mountain, where they plan to hire 54 people when they reach full production. The company, which produces engineered polymers, has purchased the 96,000-square-foot former Intex facility. The N.C. Department of Commerce's Melissa Smith was the developer on this announcement.

"They will start up in the last quarter of this year but won't really get going until 2012" said Todd Tucker, president of Surry County Economic Development Partnership. Elastrix, a company owned by Duncan King of Wilkes County and Bruce Maxwell of California, will use innovative technology to produce polymer inputs for a broad range of products.

[New company plans to hire up to 54 in Pilot Mountain](#) (*The Winston-Salem Journal*, Sept. 24)



(Left – right) Environmental Solution Inc. President John Paparone, N.C. Mexico Office Trade Representative Laura Camberos and N.C. Department of Commerce Business Development Manager Kuldip Wasson

Commerce participates in Mexico Green Technology Expo

The GREEN (Global Resources Environmental and Energy Network) Expo 2011 took place Sept. 27-29 at the World Trade Center in Mexico City, with more than 190 exhibitors displaying their leading-edge solutions. Two North Carolina companies exhibited in the N.C. Department of Commerce-sponsored booth at the show while five others had booths of their own. Trade Representative Laura Camberos and Commerce Business Development Manager Kuldip Wasson participated in the event to facilitate North Carolina exports and help the companies form alliances and partnerships with Mexican buyers. The North Carolina participants received an in-depth industry briefing on opportunities in the Mexican market and attended a networking reception hosted by U.S. Ambassador Earl Anthony Wayne at his residence.

The GREEN Expo 2011 is the largest international tradeshow in Mexico that covers energy-efficient technology and environment-friendly products. This trade event is unique in representing every sector of the green technology industry and mirrors both the supply and demand side of the global marketplace. The event brought together hundreds of buyers and sellers of green technology to discuss various

partners as key drivers of success.

"Companies seeking to relocate have a lot of alternatives," says Smith. "The strength of North Carolina's competitive edge depends on our ability to aggressively deliver a strategy to meet our clients' needs quickly enough to make a difference for their specific project."

N.C. locations in several fall TV premieres

Several locations in North Carolina are appearing on fall TV series premieres. Last month saw the series premiere of "Revenge" on ABC, whose pilot was filmed in Wilmington. Sept. 25th's "Extreme Makeover: Home Edition" on ABC was in Fayetteville. Last week brought the series premiere of the Charlotte-filmed series "Homeland" on Showtime and the series premiere of "Hart of Dixie" on The CW, which filmed its pilot in Wilmington.

High Point Markets Awarded IBP designation for fall

The U.S. Department of Commerce has again designated the October 2011 High Point Market as a U.S. Commercial Service International Buyer Program event. The Market is the only home furnishings trade show to receive the designation.

This is the fifth time the High Point Market has been given the IBP designation, but the first time that the fall edition of the Market has been named an IBP show. It is also the first time that both shows in a calendar year have received the honor.

According to Tom Conley, president and CEO of the High Point Market Authority, the IBP program is designed to connect U.S. companies with international customers, and to raise global awareness of the High Point Market.

"The High Point Market is among more than 40 U.S. trade events representing major business sectors that have been selected for the IBP by the U.S. Department of Commerce," Conley says. "It is the only home furnishings trade event to receive the designation and recognizes the importance of our Market to the home furnishings industry here in the U.S. and the role that we play in the expansion of exports. The IBP designation also underscores the global nature of our Market and its influence on the world economy." [Read more.](#)

Year-to-date Metrics

Below are year-to-date metrics tracked by the

opportunities in the Mexican market. [Learn more.](#)

SBTDC works to connect vendors and FEMA

The Small Business and Technology Development Center's Procurement Technical Assistance Center is working with FEMA to assist vendors interested in disaster recovery operations. All businesses interested in these opportunities should contact their local PTAC counselor by calling (919) 715-7272 or by [submitting a request online.](#)

There are many contracting opportunities that arise from disaster recovery operations. Emergency responders need vendors that can clear debris, provide facility support services, furnish necessary supplies, and much more. In the aftermath of a disaster, different aspects of the recovery operations may be led by the federal government through FEMA, state government emergency response programs, city or county emergency response programs, or non-profit organizations like the American Red Cross. [Learn more.](#)

Crisco speaks at manufacturing competitiveness conference

N.C. Department of Commerce Secretary Keith Crisco spoke at a recent two-day conference on ways to advance the manufacturing sector. The conference took place at the Duke Center for Sustainability & Commerce and the Council on Competitiveness. Among the topics were bio-manufacturing, increasing energy efficiency in manufacturing, technologies to improve manufacturing, measuring sustainability and job creation. Other speakers included Duke University President Richard H. Brodhead, Boston Scientific Co-Founder and Chairman Peter Nicholas, CSX Corporation VP of Sales and Marketing William Hancock, U.S. EPA Assistant Administrator for Research and Development Paul Anastas, and Nicholas Institute for Environmental Policy Solutions Director Tim Profeta.

Findings from the conference will be incorporated into a joint report by the Duke Center for Sustainability & Commerce and the Council on Competitiveness. The report will be delivered to President Barack Obama, Congress and other key stakeholders at the National Manufacturing Summit in Washington, D.C., Dec. 8.

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. 4, 2011

New projects assigned:	289
Projects announced:	128
Jobs announced:	11,601
Capital investment announced:	\$2.093B
Industry visits by existing industry staff:	1,181
Calls to Business Link N.C.:	13,816

N.C. in the News

This Week's Highlights

- [Fed survey finds some improvement](#) (*The Charlotte Observer*, Oct. 2)
- [Elementis Chromium asks to expand Castle Hayne plant](#) (*The Star-News - Wilmington*, Oct. 2)

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