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Weekly highlights from the  
North Carolina Department of Commerce



Gov. Bev Perdue speaks to the Greensboro Partnership.

## Perdue announces small business initiatives

Gov. Bev Perdue on Jan. 13 announced her major policy priorities for the coming year - jobs and the economy, education, setting government straight, and keeping communities safe. Perdue's goals in each of these areas will help North Carolina emerge from the economic recession stronger than before. Perdue outlined her initiatives during speeches to the Charlotte Chamber and the Greensboro Partnership last week.

For Perdue, keeping and growing jobs in North Carolina is her No.1 priority - and she recognizes the need for North Carolina to focus its economic development efforts not only on large companies, but also on the small businesses that make up 98 percent of all state businesses.

During her address, she announced the launch of a statewide small business initiative called Biz Boost. Biz Boost will help small businesses apply for credit, work on staffing, manage cash, and reduced costs. It will give small businesses access to the same kind of outside talent that big businesses often use to help them adapt and grow. The initiative has been successfully piloted already in Charlotte and will be replicated statewide through Commerce and the N.C. Small Business and Technology Development Center (SBTDC). [Read more.](#)

[Perdue pledges job growth, education reform](#) (The News & Record, Jan. 13)

## Perdue announces new education agenda

Gov. Bev Perdue on Jan. 13 announced her education



A family enjoys an outing at Stone Mountain State Park.

## N.C. State parks set attendance record

State parks in North Carolina reported record attendance in 2009 of 14.16 million visits, a jump of 13 percent over the previous year, and up 5 percent from the previous record set in 2007, according to the N.C. Division of Parks and Recreation. Over the past 25 years, the state parks system has seen a dramatic 238 percent increase in visitation. Among the parks and recreation areas, 22 reported increases in attendance in 2009. Jockey's Ridge State Park in Dare County reported the highest attendance at 1.4 million visits, an increase of 2 percent over last year. Other parks with significant increases were Cliffs of the Neuse State Park in Wayne County (42 percent), Crowders Mountain State Park in Gaston County (58 percent), Dismal Swamp State Park in Camden County (59 percent), Jordan Lake State Recreation Area in Chatham County (52 percent) and Mount Mitchell State Park in Yancey County (77 percent). [Learn more.](#)

## Crisco to speak at Henderson-Vance banquet

Commerce Sec. Keith Crisco is slated to speak at the 2010 [Henderson-Vance County Chamber of Commerce](#) banquet, Jan. 21 at Vance-Granville Community College's main campus in Henderson.

[Commerce Secretary is speaker: Chamber of Commerce guest Crisco becoming familiar face to area](#) (The Daily Dispatch - Henderson, Jan. 15)

agenda, Career and College - Ready, Set, Go!, in a speech to a Joint Session of North Carolina's Educational Governing Boards in Kannapolis. Perdue outlined a framework to take on the educational challenges facing our state with the goal of preparing every student to be college- or career-ready after graduating from high school.

"We must re focus our state's public schools on a single goal. Every kid - no matter where he or she lives in North Carolina - must graduate from high school with what it really takes to succeed in a career, in a two- or four-year college or technical training," said Gov. Perdue. "That means no more losing out on jobs that require more than low skills and no more remedial courses in college. Graduates will have what it really takes."

North Carolina's Educational Governing Boards - including the State Board of Education, the UNC Board of Governors, the N.C. State Board of Community Colleges and the N.C. Independent Colleges & Universities Board of Directors - are critical partners in Perdue's plans for education in our state. They have the ability to set policies that will work together to achieve student readiness. [Read more.](#)



*(Left-right) NASCAR Hall of Fame Executive Director Winston Kelley; Ahinawake Littledave from Harrah's Cherokee Casino & Hotel; Commerce Assistant Sec. for Tourism, Marketing and Global Branding Lynn Minges; Rep. Earl Jones, co-founder of the International Civil Rights Center and Museum; Pinehurst Resort Communications Manager Janeen Driscoll*

## Tourism completes media mission

The Division of Tourism, Film and Sports Development lead a media mission to New York City on Jan. 13. Teaming with 15 partners throughout the state, the division arranged desk-side visits with key media outlets in addition to an evening reception showcasing the best of North Carolina for 2010. During these events, the division and partners met with key travel and lifestyle producers, writers, editors and communicators to share what's new in North Carolina. There were 60 media guests representing 40 outlets at the evening reception. Partnering organizations include: Harrah's Cherokee Casino & Hotel, Asheville CVB, Outer Banks VB, International Civil Rights Center and Museum, Greensboro Area CVB, Pinehurst Resort, Greater Raleigh CVB, Brunswick County TDA, NASCAR Hall of Fame, Charlotte Regional Visitors Authority, Hickory Furniture Mart, N.C. Wine & Grape Council, N.C. Brewers Guild, Blue Ridge Parkway 75th Anniversary, N.C. Arts Council, Wilmington/Cape Fear Coast CVB, Wildwater Rafting, Chimney Rock Park, Tour Cleveland County, Currituck County Dept. of T&T, Cabarrus County CVB

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## Four communities awarded CDBG funds

The Division of Community Assistance has awarded almost \$1 million dollars in Community Development Block Grant funds to four communities under the Small Business Entrepreneurial Assistance (SBEA) program. Alexander County, the Town of Hudson, and City of Kings Mountain each received \$250,000. Hyde County received \$245,000. The funds will finance renovations and expansions of eight companies, leading to the creation of 40 new jobs. The SBEA program, now in its third year, is part of an ongoing state-wide effort to assist small businesses and encourage place-based economic development. Eligible applicants include all non-entitlement local governments with a preference given to Tier 1 and 21st Century communities. For more information on the SBEA program, contact Valerie Moore, DCA Community Development Financial Consultant, at (919) 733-2850 or [vmoore@nccommerce.com](mailto:vmoore@nccommerce.com).

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

The 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 Dec. 31 show that 6,382 students are enrolled in the program (up from 5,427 as of Nov. 30), and 790 courses have been offered (up from 686 as of Nov. 30).

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## RayLen Vineyards using solar power

RayLen Vineyards & Winery in Mocksville is using an innovative, solar-powered system to lower overhead while filling over 10,000 cases of wine each year. RayLen's Steve Shepard is not only using the sun to harvest his grapes at RayLen, but using that energy to power his entire business for things like refrigeration, heating and cooling. "We anticipate a savings of almost 50 percent on the total cost of our energy bills," said Shepard.

[NC vineyard uses solar power to make wine](#)  
(WCNC - Charlotte, Jan. 5)

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## Metrics from B&I Division

Below are year-to-date metrics tracked by the Division of Business and Industry (B&I) that illustrate some of the recent activities of the

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## Crisco to speak at public jobs forum

Commerce Sec. Keith Crisco will speak at the 7th Senatorial District Public Forum, Jan. 28, at the Civic Center at Vance-Granville Community College's Main Campus in Henderson. Sponsored by N.C. Sen. Doug Berger and N.C. Rep. Lucy Allen, the forum will address the theme "Job Creation and Economic Growth: Moving Past the Recession." Other speakers include N.C. Community College System President Scott Ralls and Rural Center President Billy Ray Hall. The event is free and open to the public.

Those who wish to attend may RSVP to one of the following offices by January 21st: Sen. Doug Berger, (919) 715-8363 or [doug.berger@ncleg.net](mailto:doug.berger@ncleg.net); Rep. Lucy Allen, (919) 733-5860 or [lucy.allen@ncleg.net](mailto:lucy.allen@ncleg.net); Rep. Michael Wray, (919) 733-5662 or [michael.wray@ncleg.net](mailto:michael.wray@ncleg.net)

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## The N.C. Sports Hall of Fame announces inductees

[The N.C. Sports Hall of Fame](#) has announced its next class of inductees. The seven inductees are Herb Appenzeller, a Wake Forest football player in the 1940s and long-time athletic director at Guilford College; Jim Donnan, a highly successful football coach at the University of Georgia and former quarterback for N.C. State University; Don McCauley, an All-America running back at the University of North Carolina and Baltimore Colts pro bowler; Carla Overbeck, a three-time All-America soccer star at UNC-Chapel Hill who now coaches at Duke University; Mike Quick, an outstanding receiver at N.C. State and top draft choice of the Philadelphia Eagles; Karen Shelton, whose UNC-Chapel Hill field hockey teams have won seven national titles; and Paul Simson, one of the state's most accomplished amateur golfers with two British Amateur Senior Open championships among his victories. The ceremony will take place May 13 in Raleigh.

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## Wagner elected chairman of NCBIO Biotech Manufacturers Forum

John Wagner, plant manager at Merck's Maurice Hilleman Center for Vaccine Manufacturing in Durham, assumed the position of Chairman of the Biotech Manufacturers Forum (BMF) during the forum's Dec. 3 meeting. Wagner succeeds Mark Paige of Novozymes North America.

Wagner thanked the members for their confidence and reiterated the importance of the Forum's continuing support for the state's NCBioImpact biomanufacturing education and training program. NCBioImpact, which includes the Golden LEAF Biomanufacturing Training and Education Center (BTEC) at N.C. State University, the Biomanufacturing Research Institute and Technology Enterprise (BRITE) at N.C. Central University, and the N.C. Community College System's statewide BioNetwork program, was established in 2006 based on the biomanufacturing industry's growing need for qualified workers.

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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 - Jan. 18, 2010

New projects assigned:	17
Projects announced:	2
Jobs created:	201
Capital invested:	\$8.4M
Industry visits by existing industry staff:	24
Calls to the Business ServiCenter:	895

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## N.C. in the News

This Week's Highlights

- [Grants help Western North Carolina create jobs, energy efficiency efforts](#) (Asheville Citizen-Times, Jan. 19)
- [Goodwill gets grant to train job-seekers](#) (Charlotte Observer, Jan. 19)
- [Gov. Unveils Plan To Boost Small Business](#) (N.C. News Network, Jan. 14)
- [Mitchell hosts workshop for budding entrepreneurs](#) (Statesville Record and Landmark, Jan. 15)
- [Durham gives risk-management firm \\$100,000 welcome](#) (The News & Observer - Raleigh, Jan. 13)

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