

syncTM Weekly highlights from the North Carolina Department of Commerce



Gov. Bev Perdue goes for a ride in a race car after signing an executive order establishing the N.C. Motorsports Advisory Council.

Perdue establishes Motorsports Advisory Council

Gov. Bev Perdue signed an executive order on Feb. 11 establishing the North Carolina Motorsports Advisory Council. The council will advise the governor on ways to strengthen the industry and recruit new motorsports jobs to North Carolina.

"Just days away from the Daytona 500, I'm taking the time to rev up our commitment to the motorsports industry, which supports thousands of high-tech jobs in North Carolina," said Perdue. "We've come a long way since moonshine running turned into a multi-billion dollar industry more than 60 years ago." Perdue signed Executive Order No. 49 in a ceremony at the Charlotte Motor Speedway.

Today the motorsports industry supports more than 27,000 jobs in North Carolina and contributes more than \$6 billion to the state's economy each year. Ninety percent of NASCAR teams are based in North Carolina, and Charlotte is home to the NASCAR Hall of Fame, which opens in May.

A motorsports advisory council was originally created in 2005, but has been inactive since 2007.

[Council aims to recruit motorsports jobs](#) (The Business Journal of the Greater Triad Area, Feb. 11)

LabCorp to bring 346 jobs to Greensboro

Gov. Bev Perdue announced Feb. 11 that Laboratory Corp. of America Holdings Inc. (LabCorp), a national provider of medical laboratory testing services, will open a new billing operations office in Guilford County. The company will create 346 jobs and invest \$4 million during the next three years in Greensboro. The project was made possible in part by a \$275,000 grant from the One North Carolina Fund. The N.C. Dept. of Commerce's Melissa Smith was the developer on this project.

"Creating jobs continues to be my top priority. Medical and biotechnology firms know that North Carolina is the perfect place to locate, invest and grow their operations," Perdue said. "Our top business climate and dedicated workforce continue to attract nationally known companies like LabCorp."

LabCorp, headquartered in Burlington, provides testing services for medical lab specimens, drug testing, diagnostic support, cancer detection and other services to doctors, hospitals and other health-care providers. The company, which has labs and other facilities nationwide, plans to consolidate billing operations into a new office in Greensboro.

The company will create 346 new jobs in Guilford County and transfer approximately 50 positions from its Burlington billing operation to the new office in Greensboro. [Read more.](#)

[LabCorp to add about 350 jobs in Greensboro](#) (The News & Record - Greensboro, Feb. 12)



(Left-right) Chairman Ron LaSalle, former



Gov. Bev Perdue attends the opening of IBM's new green data center in RTP.

Perdue helps open IBM green data center

Gov. Bev Perdue on Feb. 4 attended the opening of IBM's new green data center in Research Triangle Park and wrote about it on her blog. Perdue said that the building "promises to be IBM's greenest data center in the world. It's proof that green is gold for North Carolina. Growing our green economy is critical to my mission to create jobs, jobs and more jobs for North Carolinians and to ensure North Carolina's economy is poised to compete globally in the long term." [Read more.](#)

Booz Allen Hamilton to bring 270 new jobs to Fayetteville

Booz Allen Hamilton, a defense contractor based in McLean, Va., is expanding its Fayetteville offices and bringing 270 new jobs to the city. The company currently has 30 employees in Fayetteville.

Booz Allen is moving its work supporting U.S. Army Reserve Command and U.S. Army Forces Command to Fort Bragg from Fort McPherson in Atlanta.

[Booz Allen Hamilton to add 270 new jobs in Fayetteville](#) (Triangle Business Journal, Feb. 11)



(Left-right) Mike Alexander, military advisor, Office of the Governor; Rita Harris, legislative affairs director, N.C. Dept. of Commerce; Mark Cramer, president, Institute for Defense and Business; Derek Chen, director of Motorsports Development, N.C. Dept. of Commerce; Ted Brewer, senior vice president, Institute for Defense

Chairman Mike Watts, N.C. Dept. of Commerce Deputy Sec. Dale Carroll and CEO Michael McNally at the Burke County Chamber of Commerce annual meeting

Carroll keynotes chamber annual meeting in Morganton

On Feb. 2, N.C. Dept. of Commerce Deputy Sec. Dale Carroll presented Gov. Bev Perdue's 2010 agenda at the Burke County Chamber of Commerce annual meeting. He also provided an update on the progress with reorganizations involving the B&I Development Division, Business ServiCenter and Energy Division at the N.C. Dept. of Commerce.

Agritourism Networking Association to hold winter conference

The N.C. Agritourism Networking Association (ANA) will hold its winter conference Feb. 18-19 at the City Hotel & Bistro in Greenville. N.C. Dept. of Commerce Assistant Sec. for Tourism, Marketing and Global Branding Lynn Minges will speak on "Marketing Rural Tourism in North Carolina." Other sessions will include "Storytelling - How to Tell Your Farm Story" and "Grassroots Gumption: Persuasion & Public Policy." [Learn more.](#)

Webinar on India market opportunity held in RTP

Business Development Manager Kuldip Wasson was one of the featured speakers at a webinar held Feb. 12 on [Doing Business in India](#). The webinar was intended for North Carolina firms interested in entering or expanding their business in the fast growing India market. More than 65 people registered to hear a panel of experts who had first-hand knowledge of doing business successfully in India. The webinar provided perspectives on the immense opportunity that India presents and outlined cultural differences, best prospects, finance options, tax considerations, and how to proceed in certain challenging situations. The webinar was hosted by the U.S. Commercial Service in partnership with the N.C. World Trade Association.

Registration open for nanotech conference

Registration is now open for the 2010 N.C. Nanotechnology Commercialization Conference, March 31-April 1 at the Koury Convention Center in Greensboro. Sponsors

and Business.

Commerce attends IDB reception and dinner

Bringing together the U.S. Dept. of Defense, other government agencies, and the private sector, the Institute for Defense and Business (IDB) held a Joint Program Speaker Series event Feb. 4 at UNC-Chapel Hill's Frank Hawkins Kenan Institute of Private Enterprise. The evening brought together participants, students and program faculty who were in session during the week at the Depot & Arsenal Executive Leadership Program (DAELP), Center of Logistics and Technology (LOGTECH) MBA, and the LOGTECH Program for Executives in Logistics and Technology.

IDB Executive Fellow Lt.Gen Ronald S. Coleman, USMC (Ret.), former deputy commandant for Manpower and Reserve Affairs, was the featured speaker of the event. Guests included Gov. Bev Perdue's military advisor, Mike Alexander and N.C. Dept. of Commerce's Legislative Affairs Director Rita Harris and Director of Motorsports Development Derek Chen.

The event also celebrated the graduation of participants from the LOGTECH Program for Executives in Logistics and Technology, which was held after the dinner. Graduates consisted of flag grade military officers, senior executive service civilians, as well as CEOs and Senior Vice President level corporate executives.

The IDB is a non-profit research and education institute that facilitates ongoing educational exchanges and partnerships among the Dept. of Defense, other government agencies and the private sector. The IDB's flagship initiative is the family of LOGTECH programs, featuring executive education, an MBA, and the DAELP program, all delivered in conjunction UNC-Chapel Hill's Kenan-Flagler Business School. The IDB also supports U.S. government efforts on economic governance and stabilization, and provides independent programs on business transformation, early career logistics and life cycle systems engineering.



Local economic developers and allies from across Southeastern North Carolina join N.C. Dept. of Commerce Deputy Sec. Dale Carroll for a photo at their annual planning session

Carroll speaks at Southeast planning session

On Feb. 11 N.C. Dept. of Commerce Deputy Sec. Dale Carroll served as keynote speaker at the annual planning session of N.C.'s Southeast Regional Economic Development Council in Fayetteville. He presented Gov. Bev Perdue's 2010 agenda and gave an update on the progress of the B&I Development Division reorganization at the N.C. Dept. of Commerce.

are the N.C. Board of Science and Technology, the N.C. Small Business and Technology Development Center, the Joint School of Nanoscience and Nanoengineering, and the Greensboro Partnership.

The conference follows the highly successful 2009 conference which drew over 200 attendees. The conference will focus on encouraging innovation, partnerships and commercial applications of nanotechnology statewide. This conference will pull together entrepreneurs, business leaders, researchers, investors, and service providers from across North Carolina and the nation. Approximately 300 participants are expected.

The registration fee of \$125 includes access to all events on both days. Students may register for a fee of \$50. [Click](#) to learn more about the conference and to register.

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 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 - Feb. 15, 2010

New projects assigned:	64
Projects announced:	11
Jobs created:	1,605
Capital invested:	\$195.4M
Industry visits by existing industry staff:	134
Calls to the Business ServiCenter:	2,812

N.C. in the News

This Week's Highlights

- [N.C. officials push to grow green industrial park](#) (The Virginian Pilot, Feb. 15)
- [Durham. Person officials talk jobs](#) (The Herald-Sun - Durham, Feb. 15)
- [Perdue touts job training, broadband during Fayetteville visit](#) (The News & Record - Greensboro, Feb. 15)
- [Perdue touts job training, broadband during Fayetteville visit](#) (The Fayetteville Observer, Feb. 12)
- [Tarboro secures grant funding for Sara Lee construction projects](#) (The Rocky

Regional Director Steve Yost announced that all 11 counties and all private sector allies joined Commerce staffers Ken Allen and Martie Butler for perfect attendance at the planning session.

Mount Telegram, Feb. 11)

N.C. companies learn about export development

The N.C. Dept. of Commerce's International Trade Division is participating in a program called [ExporTech](#) to assist N.C. companies expanding into new emerging markets. This program helps small and medium-sized companies in the development of an international growth plan customized specifically for their business. New-to-export companies as well as those that have already done some exporting can benefit by fully engaging a team of experts to develop a robust export plan in just three months. The ExporTech program is offered by the Industrial Extension Service of N.C. State University. Six companies are participating in the second offering of this program, which began Feb. 10 and is currently taking place at the N.C. State University Centennial Campus in Raleigh.

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