

syncTM Weekly highlights from the North Carolina Department of Commerce



The International Civil Rights Center & Museum in Greensboro

Civil Rights Museum opens in Greensboro

[International Civil Rights Center & Museum](#) in Greensboro opened Feb. 1 on the 50th anniversary of the Woolworth sit-ins. The 30,000 square feet exhibition space is located in the former Woolworth building where four African-American students from N.C. A&T University sat down at a luncheonette and were refused service. The protests, which continued for six months until the luncheonette was desegregated, sparked other protests in cities across the U.S. The original luncheonette and chairs are a focal point of the museum.

The Division of Tourism, Film and Sports Development is teaming with the Greensboro Convention & Visitors Bureau and Visit Charlotte to bring nine national and regional journalists to the state Feb. 3-7. The press trip will highlight North Carolina's African-American history and heritage including the opening of the International Civil Rights Center and Museum and Charlotte's new Harvey B. Gantt Center for African-American Arts + Culture.

The division is also promoting Black History Month with a press release, A Dozen Great Things to Know About North Carolina's Black History, which highlights, in addition to the International Civil Rights Center & Museum and the Harvey B. Gantt Center for African-American Arts + Culture, National Underground Railroad "Network to Freedom" site at the Roanoke Island Freedmen's Colony in Manteo, the North Carolina Black Film Festival in Wilmington, the Pea Island Life-Saving Station at the Outer Banks, Durham's Chuck Davis African-American Dance Ensemble, and Executive Chef Walter Royal of the Angus Barn in Raleigh. Royal was recently featured in a Division radio spot that focused on the unique "characters" of North Carolina and the passion these individuals have for their home state.



N.C. receives \$545M for high-speed rail

Gov. Bev Perdue announced Jan. 28 that North Carolina is receiving \$545 million from the American Recovery and Reinvestment Act for further development of the Southeast High Speed Rail Corridor, a nearly 500-mile route that will allow trains to travel between Charlotte and Washington, D.C. at top speeds of up to 90-110 miles per hour and an average speed of 86 mph.

"Building this high-speed rail corridor will put our people to work on critical infrastructure projects and boost local economies in North Carolina," said Perdue. "This is a huge leap toward making high-speed rail in North Carolina a reality."

Environmental Protection Agency Administrator Lisa Jackson announced the funding award Jan. 28 during a ceremony at the newly renovated Durham train station. The project is expected to create or maintain 4,800 private sector jobs in North Carolina and provide environmental and energy benefits through reduced congestion and improved air quality.

"Every dollar we spend on high speed rail is an investment in job creation and in cleaning the air we all breathe," said Jackson. "Building high speed rail will put people in North Carolina to work right away, lay the foundation for long term growth and make travel faster and cheaper - all while reducing our impact on the environment."

Under the recovery funding, North Carolina received \$520 million for improvements that will enable higher track speeds along the corridor between Raleigh and Charlotte, and \$25 million for projects to improve reliability

The International Civil Rights Center & Museum is featured prominently in the 2010 Official North Carolina Travel Guide. In the online version of the Travel Guide on VisitNC.com, [an embedded video of the African American Dance Ensemble is also included](#). Black History Month is featured on the home page of VisitNC.com with links to several attractions, while Information on numerous events associated with Black History Month is also readily available on the site.

In addition, the International Civil Rights Center & Museum was part of the media mission the Division led to New York City last month that resulted in immediate coverage for North Carolina and will continue to benefit the state in the coming year. For the media mission, the division teamed with 20 partners from across the state and met with 60 members of the media during desk-side visits and 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, and shared what's new in North Carolina.

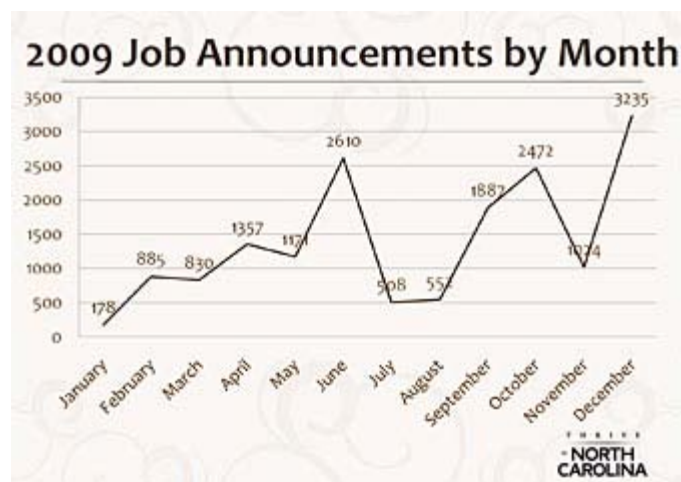
[Four Men, a Counter and Soon, Revolution](#) (The New York Times, Jan. 31)

ACW Technology to bring 155 jobs to Durham County

Gov. Bev Perdue on Jan. 28 announced that ACW Technology, an international manufacturer of digital, analog and radio frequency electronic devices, will open a new facility in Durham County. The company plans to create 155 jobs and invest \$4.9 million in Durham during the next three years. The announcement was made possible in part by a \$50,000 grant from the One North Carolina Fund. Commerce's Martyn Johnson was the developer on the project.

ACW Technology Inc. is the wholly owned U.S. subsidiary of ACW Technology Ltd., headquartered in England. The company manufactures printed circuit boards and electronic systems for the commercial, aerospace and defense industries, and provides logistics, testing and repair facilities. [Read more.](#)

[ACW taps Durham for first U.S. plant](#) (The Herald-Sun - Durham, Jan. 29)



2009 Sales Results report released

of existing service from Raleigh north to Virginia. In addition, Virginia received \$75 million for improvements to the Richmond to Washington, D.C. section of the Southeast High Speed Rail Corridor. [Read more.](#)



(Left-right) Russ Sawchuk, director of Commerce's Canadian office, Peter Brenders, president of BIOTECanada, a host of the conference, and Dr. Fred Haynes, CEO, Contact Canada, publisher of Canadian National Industry Guides.

Commerce participates in Canadian bio event

The 8th annual BioPartnering North America (BPN) took place in Vancouver, B.C., Jan 24-26. The event was produced by TVG and LifeSciences British Columbia, hosted by BIOTECanada & BioAlberta, and was attended by about 1000 senior business development executives representing more than 500 global companies from 25 different countries. Innovative companies offered multimedia presentations outlining their partnering goals and objectives, and were available for follow-up discussions in private meetings and other networking opportunities.

Crisco speaks at Communities in Schools of N.C. program

Commerce Sec. Keith Crisco spoke at the Communities in Schools of Randolph County's third Mentoring Celebration. Sponsored by Progress Energy, the celebration took place Jan. 26 at the Exchange in Asheboro. The theme for the celebration was "Expand your Universe, Mentor a Child," and volunteers spoke about the impact of mentoring on the children they mentored, and on their own lives. [Read more.](#)

The Division of Business & Industry recently released its 2009 Sales Results report. The report details the top five sources for projects, job announcements by month, and the top 10 announcements by jobs. The report shows the number of assignments, project announcements, number of jobs and amount invested for the year. According to the report, December was one of the division's best months for announcements with 21 project announcements and 3235 job announcements. Because of the Apple announcement, June was the division's top month for investment with more than \$1 billion. [Read the report.](#)

Crisco meets with London's Lord Mayor

Commerce Sec. Keith Crisco co-hosted a banking industry breakfast with Lord Mayor Nick Anstee of London in Charlotte Jan. 26. Guests for the breakfast included Wells Fargo Chief Economist John E. Silvia, Wells Fargo Managing Director and Head of Fixed Income Sales Walter Dohare and Bank of America Senior VP and Global Compliance Executive Charles Bowman.

Crisco spoke briefly during the breakfast. He said the banking industry has had its challenges, but that it is resilient too, and that it continues to provide well-paying, sustainable jobs for many.

North Carolina has historically strong business ties with the U.K. Businesses from the U.K. in the state include GlaxoSmithKline, Turkington, Coats North America, Oxford University Press, and many others, as well as close university research relationships at many North Carolina campuses. North Carolina exported \$1 billion worth of goods to the UK in 2008.

[Brit has hopeful tidings for banks](#) (The Charlotte Observer, Jan. 28)



(Standing, left-right) Commerce European office representative Carsten Lex, International Trade Division Director Jean Davis; Wolfgang Reiter of American Homestyles is seated in a Kennedy



Geomagic CEO Ping Fu

ITD client attends State of the Union with First Lady

Ping Fu, CEO of International Trade Division client Geomagic, attended a reception with President Barack Obama prior to the Jan. 27 State of the Union address, and sat with First Lady Michelle Obama during the address. Based in Research Triangle Park, Geomagic makes software that helps governments and companies create 3D digital models. It currently employs about 100 people. The company participated in the 2009 International Road Show.

[It's true: Ping Fu was at Obama address](#) (The News & Observer, Jan. 28)

Monsanto is Research Campus' newest tenant

Agricultural technology leader Monsanto Co. announced Jan. 28 that it will open a lab at the N.C. Research Campus in Kannapolis to research improving the nutrition and taste of vegetables and enhanced nutrition in row crops like soybeans. The company will have 10 to 12 employees on the campus starting in June.

[Monsanto brings R&D facility to Kannapolis](#) (Charlotte Business Journal, Jan. 28)

Rocking Chair.

Commerce attends German furniture fair

International Trade Division Director Jean Davis attended this year's IMM Furniture Fair in Cologne, Germany. More than 100,000 visitors attended the show, and the North Carolina booth was very popular with buyers interested in learning more about the High Point Market. Also on display was a Kennedy Rocking Chair from Troutman, N.C.-based Troutman Chair Company. The Troutman sales representative in Europe, Wolfgang Reiter, reported that he was very pleased with the interest in and orders for this iconic American rocking chair.



Shelton Vineyards in the Yadkin Valley

Past decade saw strong growth for N.C. Wine industry

The N.C. Wine & Grape Council offers a look back at a few of the highlights from the prosperous decade of the 2000s:

- N.C. wineries more than quadrupled in growth from 21 in 2000 to 89 in 2009
- Three appellations were established in N.C., starting with Yadkin Valley AVA in 2003, Swan Creek AVA in 2008, and Haw River Valley AVA in 2009
- N.C. wine production climbed from off the charts in 2000 to 8th in the U.S. in 2009
- Grape production in N.C. jumped from 12th in the U.S. in 2000 to 9th in 2009
- Grape bearing acres in N.C. grew from 600 in 2000 to 1,700 in 2009
- Biltmore Winery became the most visited winery in the U.S.
- Duplin Winery became the largest Muscadine wine producer in the U.S.

To find out more about the N.C. Wine & Grape Council, and to sign-up for its consumer e-newsletter, "Uncorked," [click here](#).



Workers in the Division of Tourism, Film and Sports Development's 1-800-VISITNC call center

Tourism call center activated for emergency operation

The Division of Tourism, Film and Sports Development's 1-800-VISITNC call center, located at the North Carolina Correctional Institute for Women in Raleigh, joined the state's response to the weekend snow and ice storm by answering citizen calls regarding road and weather conditions.

Since the NCDOT customer service line operates only during normal weekday business hours, the tourism call center implemented its emergency operations plan and answered calls around the clock during the height of the storm over the weekend.

Managed by the Division of Tourism in collaboration with the Dept. of Correction and the NCDOT Rail Division, the call center is staffed by inmate operators who are trained extensively to handle routine tourism calls daily and other calls during emergencies. With no commute to work, the inmates are available when other employees have difficulty traveling to their workstations.

The operators, who make from \$1 to \$3 per day, handled over 1,000 calls over the weekend, most related to weather and road conditions.

Two communities receive grants

Commerce's Finance Center recently announced grants to the following communities:

The City of Trinity will receive \$120,000 to assist in the construction of a sewer line to allow for an expansion at Trinity Furniture, Inc. The grant will allow the company to create 10 full-time jobs.

The Town of Tarboro will receive \$675,000 to assist in the installation of a generator to allow for an expansion at the Sara Lee Bakery. The grant will allow the company to create 45 full-time jobs and invest \$11,000,000.

New legislation would preserve land on the Blue Ridge Parkway

Senators Richard Burr and Kay Hagan of North Carolina, and Senators Mark Warner and Jim Webb of Virginia are introducing legislation authorizing the National Park Service to acquire up to 50,000 acres of land surrounding the historic Blue Ridge Parkway, in honor of the parkway's 75th anniversary. The Blue Ridge Parkway Protection Act will authorize \$75 million over five years to allow the National Park Service to acquire and preserve high priority land surrounding the parkway. Companion legislation was introduced in the House of Representatives by Congressmen David Price and Heath Shuler, along with Congressmen Rick Boucher and Tom Perriello of Virginia.

[Blue Ridge Parkway bill could add 50,000 acres](#) (The News & Observer - Raleigh, Jan. 27)

Palmer Labs gets fed grant

Durham-based Palmer Labs is part of a consortium that has received \$44 million in federal stimulus funds, allowing the North Carolina firm to develop its proprietary algae-processing technology for food and fuel.

Palmer and other members of the consortium, called The National Alliance for Advanced Biofuels and Bioproducts, were notified by U.S. Department of Energy Secretary Steven Chu of the award.

"Palmer Labs is a great example of the innovation and creativity that are driving North Carolina's future, especially in the energy/green jobs sector, which Gov. Perdue has emphasized as one of her top priorities for economic development," said Commerce Sec. Keith Crisco. [Read more.](#)

Commerce represented at Mexico's Tlaxcala-U.S. Societies meeting

Commerce Foreign Trade Representative Laura Camberos participated in the Tlaxcala - U.S. Societies Meeting held Jan. 21-24 in the state of Tlaxcala, Mexico. Participants included the Commerce Secretary for the State of Tlaxcala, the Tlaxcala Association of Hotels and Motels, various industrial and commercial chambers, the Association of U.S. State Offices in Mexico, and several members of the business community looking to do business with the U.S. Camberos promoted North Carolina's lead industrial sectors and current market opportunities to the business community.

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. 2, 2010

New projects assigned:	43
Projects announced:	8
Jobs created:	1,042
Capital invested:	\$181.5M
Industry visits by existing industry staff:	64
Calls to the Business ServiCenter:	1,842

N.C. in the News

This Week's Highlights

- [Beverly Perdue: Keeping, creating jobs](#) (The Daily Reflector - Greenville, Feb. 1)
- [A view from 30,000 feet](#) (The Winston-Salem Journal, Feb. 1)
- [Greensboro economy still dragging, survey finds](#) (The News & Record - Greensboro, Jan. 29)
- [Economy grows at 5.7 percent pace](#) (The Associated Press, Jan. 29)
- [Believe it - Triangle region lands record \\$1.9B in business projects](#) (WRAL - Raleigh, Jan. 29)

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