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Weekly highlights from the
North Carolina Department of Commerce

Development leaders meet in Pinehurst

Last Thursday and Friday about 250 economic development leaders met for the [N.C. Economic Development Association's](#) MidWinter Conference in Pinehurst. Gov. Beverly Perdue was on hand to discuss the challenges the state faces in the economic downturn and share her vision for long-term economic recovery.

[N.C. recovery may take two years](#) (The News & Observer)



Study looks at ways to leverage creative talents in the Piedmont

Photo, left to right: Piedmont Triad Partnership President and CEO Don Kirkman, Cultural Resources Sec. Linda Carlisle, Commerce Sec. Keith Crisco

How can the talents and assets of the creative community be used and supported for economic development? [The Piedmont Triad Partnership](#) presented a study, funded by a grant awarded under the Workforce Innovation in Regional Economic Development,

Crocker named new assistant secretary for community development

Commerce Sec. Keith Crisco announced last week that Joseph Crocker is the department's new assistant secretary for community development. Crocker, of Winston-Salem, most recently served as director of operations and program officer for the Z. Smith Reynolds Foundation. Prior to that, he spent 26 years in leadership positions at Wachovia Corp., including senior vice president and Carolinas community affairs manager. [Read more.](#)

Business Link North Carolina launched

Business Link North Carolina, a comprehensive business-support network, was recently launched to assist North Carolina companies. BLNC, or "blink," offers quick access to a wide range of information and resources available from statewide, state-supported agencies and organizations. A Web portal, www.blnc.gov, and a toll-free number, 800-228-8443, links users to the resources.

Currently, an in-state advertising and public relations campaign are working to help promote the new business service and to encourage business owners or those considering starting a business. To see copies of the print ad campaign that is running in business publications statewide or to hear the radio spots currently running on the NC News Network visit, www.blnc.gov

Partners of the project include: the N.C. Department of Commerce; the Small Business Center Network of North Carolina's Community

addressing that issue during a Feb. 26 event at Proximity Hotel in Greensboro. Commerce Sec. Keith Crisco and Cultural Resources Sec. Linda Carlisle were on hand to help present the study.

"Clearly North Carolina possesses creative assets in abundance that make this a great place to live and work," said Sec. Crisco. "Just as clearly, those assets help attract well-trained and educated employees, and the companies that employ them." [Read the study.](#)

[Creative businesses could bring jobs to area, report says](#)
(Greensboro News & Record)

Recovery bill could create 105,000 jobs in North Carolina

How will the economic recovery affect North Carolina? What does it mean? What can it be used for? A new report from the N.C. Department of Commerce's Policy, Research and Strategic Planning Division gives some clues.

According to White House estimates, the stimulus bill could create as many as 105,000 jobs in North Carolina over the next two years. The estimates are derived from an analysis of the overall employment impact of the stimulus bill and detailed estimates of the working age population, employment, and industrial composition by congressional district. To read more about how the stimulus package could affect North Carolina, go to the governor's new Web site, www.ncrecovery.gov.

[See the memo on the stimulus plan](#) by the Policy, Research and Strategic Planning Division.



Commerce Sec. Keith Crisco and Gov. Beverly Perdue spoke at the

Colleges; Employment Security Commission of North Carolina; N.C. departments of Agriculture & Consumer Services, Revenue and Secretary of State; N.C. Biotechnology Center; N.C. Community Development Initiative; N.C. Institute of Minority Economic Development; N.C. Rural Economic Development Center; and the University of North Carolina System, including the Small Business and Technology Development Center, and N.C. State University's Industrial Extension Service.

N.C. in the News

This Week's Highlights

- [Part of Piedmont may become new U.S. heritage zone](#) (Greensboro News & Record, March 10)
- [Nanotechnology to be displayed at Raleigh Conference](#) (mync.com, March 10)
- [Lowe's to close warehouse; 81 to be laid off](#) (Greensboro News & Record, March 10)
- [Boat maker to expand in Tarboro](#) (The News & Observer, March 10)
- [Rapid Response program helps displaced workers](#) (WRAL, March 9)
- [Truck manufacturer to lay off 500 more workers in NC](#) (Kinston Free Press, March 9)
- [Freightliner announces more job cuts](#) (Triad Business Journal, March 9)
- [Taking aim at HQ, plant](#) (Charlotte Business Journal, March 6)
- [TV Tidbits: CW to make One Tree Hill longest-running series filmed in N.C.](#) (Winston-Salem Journal, March 6)
- [With Chinese accord, The Hamner to add 400 jobs](#) (Triangle Business Journal, March 6)
- [Tyco to slash jobs, lay off workers in the Triad](#) (Greensboro News & Record, March 5)
- [WCU Alum named to state community-development post](#) (Asheville Citizen-Times, March 5)
- [Inspire to lay off 20 workers, drop early drug development](#) (WRAL, March 4)

N.C. tourism industry rallies in Raleigh

More than 600 tourism, business and government leaders from throughout North Carolina participated in the 2009 N.C. Governor's Conference on Hospitality & Tourism at the Raleigh Convention Center, which wrapped up last Tuesday. Gov. Beverly Perdue addressed the conference on Monday and commended travel industry leaders for their work and commitment to marketing North Carolina as a premier travel destination. She noted that even as consumers across the United States were traveling less, North Carolina picked up market share, and improved its rank among other states to move from the seventh to sixth most visited state in the country. At the conference, the state honored six distinguished North Carolinians for their significant contributions to the success of North Carolina's tourism industry. [Read more.](#)

[See the Strategic Plan](#) by the Division of Tourism, Film and Sports Development. (2.45 MB file; please allow time for download)

- [State Library will train 300 librarians in job search](#) (Library Journal, March 4)
- [Body Shop to lay off 275, mostly in U.K.](#) (The News & Observer, March 4)
- [WNC business owners, tourism backers win awards](#) (Asheville Citizen-Times, March 3)
- [Greensboro-based RF Micro announces 100 job cuts](#) (WRAL, March 3)
- [Tourism industry seeks strategies to succeed](#) (News 14, March 2)

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