

syncTM Weekly highlights from the North Carolina Department of Commerce

Decker announces new public-private partnership at NCEDA conference

On March 13, N.C. Department of Commerce Secretary Sharon Decker spoke to attendees of the N.C. Economic Developers Association's midwinter conference in Pinehurst. In her remarks, Decker announced the plan for creating a public-private partnership as a new organizational approach for what is now the Department and economic development efforts across the state. Decker said her charge from Governor Pat McCrory has been to look for ways to operate more efficiently, to focus on better customer service and specifically in the Department's case, to move quickly and effectively to create sustainable employment for North Carolinians.

Decker said that a number of states across the nation have pursued such a public-private structure. She stated that the benefits of the new structure will be to reduce state funding, raise new private funds, engage private sector resources in economic development, establish a strong culture of performance, and experience the business flexibility, efficiency and continuity created by working in an agency outside of the traditional political framework.

Coca Cola Bottling Company Consolidated Vice-Chair Bill Elmore is acting as a volunteer to lead the structural transition work. In addition, she said the administration is putting together a work team that will include people from the economic development regional partnerships, Commerce staff, local developers, and other stakeholders in the economic development processes across the state. Representative Tom Murry is working on a bill in this legislative session, creating the North Carolina Public-Private Partnership for Prosperity.

[Decker promises new approach at Commerce](#) (WRAL, March 12)



N.C. Department of Commerce Assistant Secretary of Employment Security Dale Folwell

Folwell to lead Commerce Division of Employment Security

N.C. Commerce Secretary Sharon Decker announced on March 13 that Dale Folwell will become the Assistant Secretary of Employment Security at the N.C. Department of Commerce.

"We're putting more emphasis on customer service by increasing access to programs that help unemployed individuals rejoin the workforce while streamlining the process to ensure legitimate claims are processed quickly," said Decker. "We must also improve communications with employers and prevent the release of improper benefits in order to strengthen the integrity of the N.C. unemployment insurance system."

At the Division of Employment Security, Folwell will be responsible for overseeing the state's unemployment insurance system. This role includes all aspects of claim determination, employer account management and legal enforcement of



N.C. Department of Commerce Secretary Sharon Decker with a friend at the N.C. Governor's Conference on Tourism last week. "Iron Man 3" was filmed in North Carolina and opens on May 3.

More than 500 gather for N.C. Governor's Conference on Tourism

More than 500 tourism, business and government leaders from across the state gathered last week at the Wilmington Convention Center for the 2013 N.C. Governor's Conference on Tourism. This year, the annual conference of the N.C. Department of Commerce's Division of Tourism, Film and Sports Development featured dynamic, educational programming and valuable networking opportunities, and drew a near-record crowd focused on the theme "Lights! Camera! Tourism!," recognizing Wilmington as "Hollywood East." Participants heard from keynote speakers on strategies for success, attended breakout sessions on a range of subjects that included social media, attracting media attention, utilizing research, and working with a potential film crew. The Division also offered a sneak peak at the changes planned in summer for [VisitNC.com](#) and also a first-look at the [new advertising and marketing program](#) for the upcoming 2013-14 fiscal year.

[State Tourism Conference focuses on legislative impact](#)
(News 14 Carolina, March 11)

[Filming tops talks at N.C. Governor's tourism conference](#)
(StarNews – Wilmington, March 11)



(Left – right) Dry Case Chief Operating Officer Corey Heim, N.C. Commerce Director of Technology Business Development Kuldip Wasson, Acroprint Sales Manager Amanda Robbins and StayOnline

employment security law.

Folwell served four terms in the N.C. House of Representatives and was elected as the Speaker Pro Tempore of the House for the 2011-2012 legislative session. Folwell received his B.S. and Masters in Accounting from UNC-Greensboro. He is the former vice president and registered investment advisor for Deutsche Bank/Alex Brown. After graduating from the N.C. Institute of Political Leadership in 1989, he served for eight years on the Winston-Salem/Forsyth County Board of Education.

[Folwell to lead N.C. unemployment benefits office](#) (WRAL, March 13)



10th sustainable energy conference offers informative, prestigious lineup

A Nobel Peace Prize winner, the leader of one of North Carolina's most dynamic energy product innovators, the sustainability chief of one of the nation's top craft brewers, and the electric vehicle manager with Nissan Leaf in Tennessee, will highlight presentations at the N.C. Department of Commerce Energy Office's 10th annual Sustainable Energy Conference in Raleigh April 15-17.

"The state's clean energy sector has been identified as one of the top national growth trends, vaulting North Carolina into a top-tier state for clean energy jobs and lifting the entire Southeast with it," said N.C. Commerce Secretary Sharon Decker. "Energy activity and issues will continue to dominate the state's economic development landscape and will be front-and-center at our annual Sustainable Energy Conference."

In addition to the conference's traditional agenda, a bonus Smart Grid Forum, highlighting growth and developments in the state's substantial Smart Grid sector of the energy economy, has been added to the conference lineup with a keynote from Eric Lightner, director of the federal Smart Grid Taskforce.

All conference sessions will take place at N.C.

N.C. companies showcase state's high-tech products in Germany

The annual [CeBIT 2013](#) tradeshow was held March 5 - 9 in Hannover, Germany. More than 4,000 companies from 70 countries exhibited a wide range of new products and leading-edge solutions in mobile commerce, cyber security, cloud computing, and smart networking at this information and communications technology event. This tradeshow is one of the strongest and most effective high-tech events in the world. It brought together hundreds of buyers and sellers to discuss various opportunities in the digital technology market.

The N.C. Department of Commerce's International Trade Division had a booth, and six North Carolina companies exhibited at the show. These included StayOnline of Creedmoor, Acroprint of Raleigh, Dry Case of Wilmington, Apparent of Cary, Corning of Hickory, and ArcaTech Systems of Mebane. The customer traffic was very good, and the companies reported strong lead generation and results.

Germany is a large export market for North Carolina. In 2012, the state exported \$1.04 billion worth of goods and services to Germany. N.C. Commerce Technology Business Development Director Kuldip Wasson participated in the event to facilitate exports and assist the companies in forming alliances and partnerships with European buyers.



Triad tourism businesses to meet in Greensboro with tourism division staff March 21

Tourism-related businesses in the Triad region will have an opportunity to work with staff of the N.C. Department of Commerce's Division of Tourism, Film and Sports Development in Greensboro on March 21 to learn about the Division's research, development and marketing services, and discuss best practices in reaching travelers, the media and increasing tourism visitation and spending. The Division's Tourism Resource Assistance Center, a community-based training program designed to help small tourism-related businesses, will be at the Proximity Hotel from 10 a.m. - 2 p.m. TRAC brings the Division's program managers to local communities to discuss the nuts and bolts of working with the Division. The program is designed to help tourism-related

State University's McKimmon Center, at the corner of Western Blvd. and Gorman St. in Raleigh. The [full agenda for the conference](#) is available online.

Year-to-date Metrics

Below are year-to-date metrics tracked by the 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 - March 18, 2013

New projects assigned:	92
Projects announced:	24
Jobs announced:	4,550
Capital investment announced:	\$468M
Industry visits by existing industry staff:	242
Calls to Business Link N.C.:	4,667

N.C. in the News

This Week's Highlights

- [Chinese manufacturer Masterwork sets up shop in Charlotte](#) (*Charlotte Business Journal*, March 15)
- [Entrepreneurs, angel investors mingle in uptown Charlotte](#) (*The Charlotte Observer*, March 15)
- [McCrorry's administration outlines priorities at 'State of the Region'](#) (*Sun Journal - New Bern*, March 14)
- [Snyder's-Lance dedicates \\$75M to Charlotte plant improvements](#) (*Charlotte Business Journal*, March 13)
- [Mecklenburg incentives were 'crucial' to land MetLife, Commerce Secretary Decker says](#) (*The Charlotte Observer*, March 13)
- [Sierra Nevada beer bound for N.C. arrive in S.C.](#) (*The Associated Press*, March 12)
- [New loan program offers help for N.C. veterans turned entrepreneurs](#) (*Public News Service*, March 11)

businesses engage more fully with programs offered by the Division and its partners. There is no charge to attend, no PowerPoint presentations, and no reservation is required.

Representatives from the Department will also be on hand to discuss services they can provide businesses including strategic planning, assistance with identifying funding sources, and acting as liaisons with other local, state, and federal agencies. For additional information on this session, to schedule a specific appointment time or to learn more about scheduling a TRAC visit to your community, contact [André Nabors](#) at (919) 733-7502 or [Eleanor Talley](#) at (919) 733-0869.

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