

syncTM Weekly highlights from the North Carolina Department of Commerce



N.C. Dept. of Commerce Deputy Sec. Dale Carroll and North Carolina's Northeast President and CEO Vann Rogerson (Photo by Peggy Rogerson)

Carroll keynotes Northeastern State of the Region

N.C. Dept. of Commerce Deputy Sec. Dale Carroll presented Gov. Bev Perdue's 2010 Agenda at the Northeastern N.C. State of the Region event on Feb. 26 in Martin County. He also briefed the audience on reorganizations at Commerce including marketing, community development, energy, business/industry development and small business. [See presentations from the event.](#)

[Deputy Secretary of Commerce issues Northeast State of the Region](#) (WNCT - Greenville, Feb. 26)

N.C. Commerce focus continues on international marketing programs

A new article highlighting North Carolina's growing aerospace industry has been published on an international marketing website designed to encourage European companies to invest in the United States. The website is part of a nationally syndicated initiative known as Global Location Link (GLL), which includes support from the U.S. Dept. of Commerce. Commerce's Marketing Division and the state's seven regional partnership organizations worked together to sponsor the year-long GLL program. The GLL website, where North Carolina appears as a featured location, includes information and personalized support for executives researching U.S. business locations. As many as 42,000 executives in Germany, the Netherlands and the United Kingdom will be



High school students tour Lenoir Community College's mobile machining lab. (Photo courtesy Lenoir Community College and Golden LEAF)

Golden LEAF awards over \$4M for aerospace training

Through its Golden LEAF Opportunities for Work in Aerospace Manufacturing (GLOW-AM) initiative, the Golden LEAF Foundation board of directors has awarded nine grants worth more than \$4.7 million to address some of North Carolina's urgent workforce needs in the aerospace industry. According to a Golden LEAF-funded statewide workforce needs assessment for the emerging aerospace industry in North Carolina, companies surveyed anticipate employment needs for 2,500 new positions in the next three years. Engineers, mostly with bachelor's degrees and two to four years of experience, make up a little over a fifth of these positions. The greatest need for workers was found to be for production technicians. Businesses are also planning to hire hundreds of assemblers, machine operators, and mechanics over the same time frame, according to the assessment. [Read more.](#)

Rocky Mount call center to hire 175

West Corp. has announced plans to hire more than 175 people for its Rocky Mount call center. The Omaha, Neb.-based cable TV company opened the call center in 2005 and currently employs 800 people.

[Call center hiring 175 in Rocky Mount](#) (The News & Observer, Feb. 25)

reached during the 12-month period. The article is available now under the "Find Industry" tab at the GLL site, www.globallocationlink.com

Commerce to address Leadership N.C.

[Leadership North Carolina's](#) Economic Development Session will take place at Elizabeth City State University March 3-5. Session goals include presenting the economic goals and strategies of the state and exploring the role of global, national and regional influences on economic development. On March 4, N.C. Dept. of Commerce Deputy Sec. Dale Carroll and Director of Business and Industry Susan Fleetwood will participate in group panels. Assistant Sec. for Tourism, Marketing and Global Branding Lynn Minges will participate in a panel March 5. Other featured panelists during the session include N.C. Dept. of Transportation Sec. Gene Conti, N.C. Military Foundation Executive Director Will Austin and N.C. Ports Authority Director of Distribution Services and Economic Development Jimmy Yokeley.

The session is one in a series of classes presented by the group, which seeks to inform, develop and engage committed leaders by broadening their understanding of and involvement in issues and opportunities facing the state.

Senate passes travel promotion act

The Travel Promotion Act, which creates a public-private partnership to promote the United States as a premier international travel destination and to communicate U.S. security and entry policies, received final approval in the U.S. Senate Feb. 25 in a major victory for the tourism industry that is expected to create thousands of new jobs and spur economic growth by attracting millions of additional international travelers to the United States. North Carolina's tourism industry has actively supported the passage of the bill since its introduction in Congress several years ago. As a member of the U.S. Travel Association's Board of Directors, N.C. Dept. of Commerce Assistant Sec. Lynn Minges has been actively involved in planning for the implementation of the new law, and she has led delegations of North Carolina industry representatives to the annual Travel Leadership Summit in Washington, D.C. to promote passage of the bill since 2006.

International travel is especially important to the tourism industry since international travelers stay longer and spend more than domestic travelers. The average overseas visitor to the United States spends in excess of \$4,000. Oxford Economics estimates that a well-executed promotion program will attract 1.6 million new international visitors to the U.S. annually and create \$4 billion in new spending. While America's best-known places stand to benefit immediately, visits to all U.S. travel destinations will increase on subsequent trips by international travelers. The Division of Tourism is already working hard to maximize programs in North Carolina for optimal gain.

Once signed by President Obama, the new law will establish a Corporation for Travel Promotion through the U.S. Dept. of Commerce. The corporation will be managed by an executive director with oversight by an 11-member board, composed of representatives from various segments of the travel community. With funding provided by the travel industry and a federal matching program, the corporation will develop a

Carroll talks to businesses affected by U.S. 64 rockslide

N.C. Dept. of Commerce Deputy Sec. Dale Carroll traveled to Cherokee County Feb. 20 to talk to business owners affected by a Nov. 10 rockslide that closed a major route between the county and Chattanooga, Tenn. Carroll and local officials visited the site of the slide in Tennessee, and heard from Tennessee DOT officials, who said that the focus is now on stabilizing the rock walls to prevent further slides.

[Officials seeking help for stores on U.S. 64 West](#) (Cherokee Scout, Feb. 26)



Newfound Gap in the Great Smoky Mountains

Blue Ridge and Smoky Mountains led national park visitation in 2009

Ten million more Americans and foreign tourists visited the nation's national parks last year than in 2008, a 3.9 percent increase that marked the fifth busiest year ever for the National Park System, U.S. Sec. of the Interior Ken Salazar announced Feb. 23. The Blue Ridge Parkway was the most visited unit of the system with nearly 16 million visitors. Great Smoky Mountain National Park continued its reign as the most-visited national park in 2009, attracting over 9.4 million visitors. [Learn more.](#)

NCDOT provides update on I-40 rockslide repairs

The N.C. Dept. of Transportation (NCDOT) has re-evaluated progress to repair and stabilize the mountainside along a stretch of Interstate 40 closed by a rockslide in October and now anticipates the highway will reopen by late April, weather permitting. The original contract called for the work to be completed in March, but harsh winter weather has delayed the work.

While the road has been closed, NCDOT has looked at the corridor and determined five other sites need to be stabilized. This additional work should not affect the

strategy to promote the United States as a destination and communicate U.S. entry requirements. The new law provides a 2-to-1 match for the travel industry's contribution in the first year, with a 1-to-1 match in subsequent years, making rapid implementation critical.



(Left-right), Frances Selema of the U.S. Commercial Service, Commerce's Business Development Manager Kuldip Wasson and Zbigniew Kubacki of the Polish Embassy in Washington.

Commerce participates in Poland seminar

More than 25 people participated in a seminar on trade and infrastructure opportunities with Poland, held Feb. 23 in Raleigh. Zbigniew Kubacki, minister counselor with the Polish Embassy in Washington, provided an overview of business opportunities for North Carolina companies interested in exporting to Poland. Kubacki's presentation was followed by a panel discussion which included John Chaffee, president of North Carolina's Eastern Region, who offered his perspective and first-hand experience on doing business in Poland. The U.S. and Poland enjoy a close relationship, which has fostered strategic and commercial cooperation between the two countries. In 2008, North Carolina exported more than \$106 million worth of products and services to the country. Sectors that offer strong sales opportunities include aerospace and civil aviation, biotechnology, advanced manufacturing and defense-related equipment. The seminar was organized by the N.C. World Trade Association.

Crisco, Carlisle encourage N.C. film industry

N.C. Dept. of Commerce Sec. Keith Crisco and N.C. Dept. of Cultural Resources Sec. Linda Carlisle discussed the economic impact of the state's film industry during a business and development forum in Wilmington Feb. 10. Crisco talked with local government and business officials and said that productions create jobs and bring revenue to the state.

"We have a great history in Wilmington of making films. Our people are cooperative, it's great scenery and it's just been successful," said Crisco. "We need to make sure it continues to be that way."

[Forum addresses impact of film on statewide economy](#) (News 14 Carolina, Feb. 17)

Info on Commerce Recovery funding

reopening of the road. All five sites are within the stretch of I-40 that is now closed, so the initial safety improvements will not impact motorists. In addition, while the I-40 corridor has been closed to traffic, NCDOT has under way about \$5.3 million in highway maintenance projects that will improve the highway.

For access to NCDOT's complete release and daily I-40 rockslide updates, visit the NCDOT Web site at www.ncdot.gov and click on the I-40 rockslide daily news and information section, or follow work on the rockslide project on [Twitter](#).

McGarrah to speak on Commerce programs

N.C. Dept. of Commerce Assistant Sec. for Policy, Research and Strategic Planning Stephanie McGarrah will speak about Commerce programs March 4 at N.C. State University. McGarrah will discuss how the divisions of the department work within Commerce and with outside partners. [Learn more.](#)

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 - March 2, 2010

New projects assigned:	85
Projects announced:	13
Jobs created:	1,729
Capital invested:	\$224M
Industry visits by existing industry staff:	177
Calls to the Business ServiCenter:	3,871

N.C. in the News

This Week's Highlights

- [Cash among Cary's riches](#) (Triangle Business Journal, March 1)
- [Dell plans to operate Forsyth County plant into July](#) (The News & Record - Greensboro, March 1)

now online

Through the American Recovery and Reinvestment Act (ARRA) the N.C. Dept. of Commerce is currently overseeing federal recovery funding in six program areas that are creating jobs, providing workforce training, supporting community development, making homes more energy efficient and encouraging innovation in green energy application. Commerce now has an online page that includes information on various sorts of funding, and an interactive map showing how the funds are being spent in each county. [Learn more.](#)

SEUS/CP Alliance set for April

The Southeast U.S. / Canadian Provinces Alliance (SEUS/CP) is scheduled to take place in Biloxi, Miss., April 11-13. SEUS/CP is a strategic trade- and investment-focused partnership between six southeastern U.S. states (Alabama, Georgia, Mississippi, North Carolina, South Carolina and Tennessee) and seven Canadian provinces (Manitoba, New Brunswick, Newfoundland and Labrador, Nova Scotia, Ontario, Prince Edward Island, Quebec). The alliance was established in Montreal in November 2007 to formally advance a common interest in enhancing economic ties between the two regions. [Learn more.](#)

[N.C. should help NC firms in bidding process](#) (Asheville Citizen-Times, March 1)

- [Yadkin wine tasting appears successful](#) (The Winston-Salem Journal, March 1)
- [Commerce Secretary speaks at E-3 forum](#) (McDowell News, March 1)

(919) 733-4151

[Business Services](#) | [Community Services](#)
[Tourism Services](#) | [Workforce Services](#) | [Press Room](#)

Building Location:
301 North Wilmington Street
Raleigh, NC 27601-1058

Mailing Address:
4301 Mail Service Center
Raleigh, NC 27699-4301

[Invite a Friend](#) [Unsubscribe](#) [Subscribe](#) feedback@nc-sync.com [SYNC archive](#)
