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Weekly highlights from the
North Carolina Department of Commerce



Photo courtesy of United Airlines

United to begin non-stop route between RDU and SFO

In a special news conference on April 11 at Raleigh-Durham International Airport, Governor Bev Perdue announced new non-stop service between the Research Triangle Region and San Francisco. United Airlines will offer the daily service beginning Aug. 15 on a Boeing 737-800.

"By strengthening the air service connection between the two coasts and Asia, we are creating more opportunities for N.C. businesses to be more competitive and to create more jobs for North Carolinians," said Perdue.

The announcement came after growing demand for non-stop service between RDU and San Francisco, a major metropolitan area and home to various industry sectors that are complimentary to the Research Triangle Region. It is also a popular leisure destination and gateway to locations in the Pacific Rim.

Service to San Francisco has been a top priority for RDU officials and local business leaders who have ties to businesses on the West Coast and to those seeking more connections to Asia. [Read more.](#)

[United adds non-stop flight from RDU to San Francisco](#)
(Triangle Business Journal, April 11)



(Left-right) Stanley Furniture CFO Micah Goldstein, N.C. Department of Commerce Deputy Secretary Dale Carroll, Commerce Economic Developer Melissa Smith and Stanley Furniture President and CEO Glenn Prillaman

Furniture manufacturer to create 42 jobs in Guilford County

Governor Bev Perdue on April 16 announced that Stanley Furniture Inc., a manufacturer and marketer of premium wood residential furniture, will expand its presence in High Point by consolidating its showroom and two existing corporate offices to a new facility. The company plans to create 42 jobs and invest \$4 million over the next three years in High Point. The project was made possible in part by a \$335,000 grant from the [One North Carolina Fund](#). The N.C. Department of Commerce's [Melissa Smith](#) was the developer on this project.

"Like more and more companies, Stanley Furniture not only will expand in North Carolina, they're going to put down deep roots," Perdue said. "Stanley is putting their complete corporate offices in High Point, and that move is the result of our state's skilled and motivated workforce and a supportive business climate, especially for this heritage industry."

Stanley Furniture, based in High Point and Stanleytown, Va., is a leading designer, manufacturer and importer of wood furniture in the premium segment of the residential market. The company offers two major product lines -- its Stanley brand is the fashion furniture line for the adult market, and its Young America brand is the leading children's furniture brand. The Young America furniture

Recreational vehicles maker to create 70 jobs in Mitchell County

Governor Bev Perdue on April 17 announced that BRP, a leading manufacturer of motorized recreational vehicles, will expand its operations in Mitchell County. The company plans to create 70 jobs and invest \$1.1 million over the next three years in Spruce Pine. The project was made possible in part by a \$210,000 grant from the [One North Carolina Fund](#). The N.C. Department of Commerce's [Bill Payne](#) was the developer on this project.

"Advanced manufacturers like BRP want to move to North Carolina or expand here because our state's investments in education and job training have created a workforce that is second to none," Perdue said. "Those investments helped create a strong business climate that continues to help create new jobs."

SEUS/Japan fall dates announced

The 35th Annual Joint Meeting between the Southeast U.S./Japan and Japan-U.S. Southeast Associations will be held Sept. 13-15 at the Imperial Hotel in Tokyo. In a change of format from previous years, the 2012 conference opens on Thursday with a delegate reception and concludes on Saturday when the traditional series of offsite networking opportunities will be held. This year the Japanese delegation will again be led by Hiromasa Yonekura, who currently serves as the chairman of the influential Japan Business Federation (Nippon Keidanren) and led the Japanese association when the SEUS/Japan conference was held in Raleigh in 2008.

For further information about this year's SEUS/Japan conference, contact David Rhoades in the Department's Marketing Division at (919) 715-6556 or via email at drhoades@nccommerce.com.



(Left-right) NCSU Textile and Apparel Technology and Management's College of Textiles' Practicum Professor Nancy Webster and Professor and Department Head Nancy Cassill, N.C. Department of Commerce Secretary Keith Crisco, and NCSU Vice Chancellor of the Office of Research, Innovation & Economic Development Terri Lomax (Photo by Tammy Wingo Photography, www.tammywingo.com)

Crisco speaks at NCSU Fashion Week

[N.C. State University's Fashion Week 2012](#), held April 11-13,

line is manufactured completely in the western part of the state in Robbinsville, where Stanley employs over 350 people. [Read more.](#)

[Stanley Furniture moving corporate HQ to High Point](#) (WGHP - Greensboro, April 16)

Metal processor to create 44 jobs in Wayne County

Governor Bev Perdue on April 16 announced that Joseph T. Ryerson & Son Inc., a leading distributor and processor of metals, will expand its presence in Pikeville by moving into a second building and growing its fabrication facility. The company plans to create 44 jobs and invest \$3 million over the next three years in Wayne County. The project was made possible in part by a \$100,000 grant from the [One North Carolina Fund](#). The N.C. Department of Commerce's [Jason Semple](#) was the developer on this project.

"One of the best ways to create new jobs is to create an environment that helps existing companies expand," Perdue said. "Ryerson is expanding in Wayne County because our investments in education, transportation and infrastructure have built a skilled and motivated workforce and a supportive business climate, especially for the manufacturing industry." [Read more.](#)



(Left-right) Phil Drake of Drake Software, Ed Shatley, chairman of the Macon County EDC and N.C. Department of Commerce Secretary Keith Crisco

Crisco keynotes at Macon County banquet

N.C. Department of Commerce Secretary Keith Crisco was the keynote speaker at the Macon County Economic Development Commission Banquet held on April 12 in Franklin. The banquet was the culmination of Macon County's BizWeek 2012. BizWeek is a celebration of business, industry and entrepreneurship in Macon County. Prior to the banquet, Crisco visited Macon County companies Caterpillar in the Macon County Industrial Park and Shaw Hardwood and Drake Software in Franklin.

brought the fashion industry and the university community together, creating a leadership challenge for students and faculty while allowing corporations to tap into the highly creative human resources NCSU has to offer. From the opening session to the educational forums, exhibitions and closing ceremony, the events highlighted the innovation of global fashion students with participation from [N.C. State's College of Textiles](#), [Donghua University](#) in China, and [Hong Kong Polytechnic University](#).

N.C. Department of Commerce Secretary Keith Crisco, a former textile executive, spoke at the opening session of the inaugural event. He recounted the industry's "dark days" when foreign competition and rapid technology advances led to decreased market share, plant closings and the threat of extinction. However, North Carolina, Crisco explained, "adapted quickly by being creative. We succeeded by embracing innovation and change. It's exactly what's going on in the textile industry as a whole, and what's making it a viable industry in North Carolina and America today."

[N.C. State hosts its first Fashion Week](#) (*The News & Observer* - Raleigh, April 12)



(Left-right) N.C. Military Business Center Executive Director Scott Dorney, N.C. Department of Commerce Foreign Operations Director Derek Chen, and UNC-General Administration Vice President of Federal Relations Kimrey Rhinehardt (Photo courtesy of Pro Image of Fort Bragg)

Commerce participates in defense business symposium

On April 3-4, the [N.C. Defense Business Association](#) held its annual expo and symposium in Pinehurst. During the symposium, Foreign Operations Director Derek Chen of the N.C. Department of Commerce's International Trade Division participated in a panel discussion regarding N.C. defense industry resources. Chen briefed the audience on the recent [motorsports-military initiative and U.S. Army Special Operations Command Memorandum of Agreement](#). Chen also gave an overview of the International Trade Division and its services, with an emphasis on how the division can assist North Carolina defense companies with their exports. Finally, Chen discussed the U.S. Small Business Administration's [STEP program](#) and how defense companies could participate.

Registration still open for Sustainable Energy Conference



N.C. Department of Commerce International Trade Division experts from around the world take a question from the audience during the Passport to Export Road Show in Cary.

Businesses learn about exporting at Road Show

North Carolina's success in the global market is a result of support programs that help existing and new businesses enter and expand in foreign markets. One such program is this week's [Passport to Export Road Show 2012](#), presented by the N.C. Department of Commerce's International Trade Division. The event is being held across the state April 16-20 in the following cities: Leland, Cary, Charlotte, Candler and High Point.

During the Passport to Export Road Show, the state's foreign trade representatives and state business development managers are conducting consultations with export-ready companies, sharing country-specific information on foreign markets and providing strong networking opportunities. Representatives from the N.C. Department of Agriculture, SBTDC and U.S. Commercial Service are also participating in the event.



Double-stacked intermodal train (Photo courtesy of Charlotte-Douglas International Airport)

Rail companies support intermodal infrastructure in N.C.

An intermodal facility, or one that incorporates multiple modes of transportation, provides for fluid transfer of cargo between water ports, airports, rail stations and trucking facilities. The strategic use of intermodal facilities can

The Ninth Sustainable Energy Conference is coming in just a few days -- April 19-20 -- with a line-up of keynote speakers, panelists and related events addressing critical energy and environmental concerns facing North Carolina. All sessions will take place at N.C. State University's McKimmon Center. The full agenda for the conference is [available online](#).

Charlotte Regional Partnership, Investe São Paulo sign business development agreement

From the time that US Airways launched its inaugural flight from Charlotte to Rio de Janeiro in 2010, the [Charlotte Regional Partnership](#) identified Brazilian companies as having real potential for growth in the region. Brazil's strength in the automotive, health and personal products, food and beverage, and defense-related industries complements that of the Charlotte region. Six Brazilian-owned companies already are located within the region, with four of these locations serving as their U.S. headquarters.

On April 16, the Charlotte Regional Partnership and Investe São Paulo, its counterpart for the state of São Paulo, signed a Memorandum of Understanding to further business development between the two regions. At the event, Charlotte Regional Partnership President and CEO Ronnie Bryant provided a brief introduction after which the partnership's Chairman Brett Carter and Investe São Paulo President Luciano Tavares outlined how the peer organizations will work together to help businesses achieve success in each other's countries. Tavares also presented a short overview of Brazil's and São Paulo's economies. He and Carter then signed the Memorandum of Understanding on behalf of their respective organizations.

The N.C. Department of Commerce worked with the Charlotte Regional Partnership to develop and sponsor a booklet "Doing Business in the Carolinas" to be used in recruiting companies from Brazil.

[Charlotte Regional Partnership to sign pact with Brazilian economic-development agency](#) (*Charlotte Business Journal*, April 10)

Energy Office assists its temporary workers with finding permanent employment

The N.C. Energy Office has been the center of a lot of transition. With the economy improving, several of the office's temporary employees, working with federal [American Recovery and Reinvestment Act](#) programs, have started finding permanent employment. In an effort to assist others involved in recovery act programs that will be concluding in a few months, the energy office organized a job fair last month, with the assistance of the state chapter of [Energy Services Coalition](#). Sixteen energy industry firms with potential employment opportunities provided time-limited and temporary staff and energy managers with the chance to meet and speak with companies that are doing energy-related and performance contracting work. More than 45 resumes were submitted to the firms during the job fair. Following the initial conversations at the fair, there have been several follow-up interviews and a few job offers.

expand a company's reach globally as well as reduce its carbon footprint. North Carolina's intermodal capacity is growing, increasing global access while creating opportunities for greater efficiency for the state's business and industry. Rail companies play a vital role in the development of intermodal infrastructure and capacity in North Carolina.

On March 28, the City of Charlotte signed a lease agreement with Norfolk Southern Corporation. The lease agreement paved the way for construction of a \$90 million intermodal facility at [Charlotte-Douglas International Airport](#). Of the \$90 million, \$74.3 million will be invested by Norfolk Southern and the remaining \$15.7 million will come from state and federal grants. Once complete, the facility will allow for the transferring of freight between trucks, trains and planes. Norfolk Southern serves every major water port on the East Coast as well as multiple private terminals, Gulf ports, Great Lakes ports and numerous river ports. The facility is scheduled to open in 2014. The economic impact of the facility is estimated to reach \$9 billion over the next two decades. [Read more](#).

[Airport bets a billion on future amid USAir concerns](#) (*The Charlotte Observer*, April 9)



In SYNC: Ron Leitch

Economic Development Representative [Ron Leitch](#) has worked in the Charlotte regional office of the N.C. Department of Commerce for almost 16 years. He was born, raised and educated in South Carolina and is a graduate of the University of South Carolina. Prior to his career in economic development, Leitch was an U.S. Army officer in Alaska. He also owned a retail furniture business for five years. Later Leitch served as an executive at



The Graveyard of the Atlantic Museum in Hatteras

Graveyard of the Atlantic Museum features message from Titanic

"Have Struck Iceberg." The three words were received on April 14, 1912, at the Hatteras Weather Bureau Station on North Carolina's coast, via wireless telegraph, from the *Titanic*. The *Titanic* initially transmitted the message C.Q.D. -- short for Come Quickly Distressed - to weather stations all along the East Coast. "The log page is significant for two reasons," said N.C. Maritime Museums Director Joseph Schwarzer. "It was one of the first messages received from *Titanic*. And, it was one of the last times 'C.Q.D.' was sent, as the use of 'S.O.S.' became popular." Now, after years of restoration, the log page went on public display for the first time, a century to the day after it was recorded. It is on view April 14 through May 31 at the [Graveyard of the Atlantic Museum](#) in Hatteras.

[Long-lost *Titanic* S.O.S. is on view for the first time](#) (*USA Today*, April 10)

three different chambers of commerce in North Carolina and as a local economic developer in two N.C. counties.

Leitch says one of his recent, memorable projects was CTL Packaging USA, a subsidiary of a privately-held Spanish company, which announced its intentions to locate its North American operations in Gaston County in October 2011. "This was just the right kind of company that the local economic development commission wanted to locate in the Gastonia Technology Park," explained Leitch. "With North Carolina, and especially the Charlotte region, already a strong plastic manufacturing community, CTL Packaging was an excellent fit for the county and state."

In order for North Carolina to be a more viable option among corporate executives and site selection consultants, Leitch recommends that state and local tax rates remain competitive with those states with which North Carolina competes the most for corporate relocations and expansions.

"In many of our most attractive counties, state and local tax burdens continue to creep upward, and we may be on the verge of losing any advantage of being a "low tax" state," explained Leitch.

Outside of work, Leitch enjoys gardening, photography and golf.

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 - April 17, 2012

New projects assigned:	128
Projects announced:	36
Jobs announced:	4,661
Capital investment announced:	\$1.30B
Industry visits by existing industry staff:	362
Calls to Business Link N.C.:	6,234

N.C. in the News



Waterfall in Pisgah National Forest

Pisgah National Forest gets \$1M for land acquisition

The [U.S. Forest Service](#) says it is dedicating \$40.6 million from the Land and Water Conservation Fund for 27 "exceptional land acquisition projects" in 15 states that will help safeguard clean water, provide recreational access, preserve wildlife habitat, enhance scenic vistas and protect historic and wilderness areas. North Carolina will get \$1 million to protect lands in [Pisgah National Forest](#), although there has been no decision on which of four tracts will be the recipient, agency spokesman Stevin Westcott said. All tracts have significant resources, protect areas at threat for climate change and consolidate or improve access to existing national forest or are complete forest inholdings, Westcott said.

This Week's Highlights

- [Changes coming for Durham's 'homey' Ninth Street](#) (*The News & Observer* - April 17)
- [Rooftop QR code in NoDa verified as world's largest](#) (*The Charlotte Observer*, April 10)
- [Furniture company's revival has global message](#) (*The Associated Press*, April 7)
- [CED sets fall lineup](#) (*The News & Observer* - Raleigh, April 7)

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