

syncTM Weekly highlights from the North Carolina Department of Commerce



(Left-right) Gareth Jones, Caterpillar, Inc.'s New Product Introduction Manager for Compact Loaders; N.C. Commerce Secretary Sharon Decker; President Scott Ralls, N.C. Community College System; and NCWorks Executive Director Will Collins

Governor McCrory Launches Major Workforce Development Initiative

Governor Pat McCrory and N.C. Commerce Secretary Sharon Decker joined state officials April 14 in announcing "NCWorks," a major initiative that will promote one consistent, cohesive strategy for workforce development across North Carolina.

"While I am continually pleased to see more and more people finding jobs in North Carolina, it is important to remain focused on getting people back to work," said Governor McCrory. "As we continue to rebuild, I am committed to making our state stronger and more resilient. Today we are officially launching NCWorks to focus on one goal - connecting North Carolina jobs with North Carolina people."

Governor McCrory made the announcement at Caterpillar Inc. in Sanford. The governor and secretary were joined by Dr. Scott Ralls, North Carolina Community College System president; Will Collins, executive director of NCWorks; and Korey Coon, human resources manager at Caterpillar and chair of the Commission on Workforce Development.

"Helping develop a stronger North Carolina workforce means helping the backbone of our economy statewide," said Secretary Decker. "The North Carolina Community College System has been an integral partner with this innovative project, and we will work closely with them in the months ahead to make NCWorks a success."



(Left-right) Lauren Wright, Christie Montague, and Annie Bishop from the winning team in the BrandNC Business Case Competition with N.C. Commerce Secretary Sharon Decker (right).
Photo: Jennifer Mullis of L'Amore Photography NC

Winners Selected in Brand North Carolina Project

The N.C. Department of Commerce and Secretary Sharon Decker congratulate the winners and finalists in two contests that engaged North Carolinians in the work to develop a new brand for marketing the state. The winners were announced April 12 at a ceremony at the North Carolina Museum of Natural Sciences in Raleigh.

Sara Cowell from Greenville won first prize in the "What N.C. Stands For" contest, an open, crowd sourcing effort to capture the state's brand in creative expression. The contest asked people to demonstrate what North Carolina means to them in any form they chose. Over 250 entries were received and included photography, poetry, songs, and videos. Ms. Cowell won \$2,000 for her video entitled "Mountain Style". T.C. Webb of Fuquay-Varina, Eric Crews of Fletcher and Ernesto Naranjo Rosas of Raleigh claimed runner up prizes of \$1,000 each. The People's Choice award within the creative expression contest went to an entry from Marie Clements and Ivy Palas both of Chapel Hill.

Cardinal Marketing Group, a team of students from North Carolina State University won top honors and \$5,000 in the second contest, a "BrandNC Case Competition" to develop a business case for the brand. Team members included Annie Bishop and Christie Montague of Cary, Meagan Sams of Greenville, and Lauren Wright of Raleigh. Teams tackled issues around branding and recommended options for brand positioning, unique and credible benefits to feature, and other factors

The plan will begin immediately and will develop over the next 12 months. Hundreds of workforce professionals will focus on connecting North Carolina employees with North Carolina employers.

"As North Carolina's designated leader in workforce training, our community colleges are pleased to be a part of the NCWorks initiative and to have Will Collins as a part of both our and Commerce's leadership teams," Ralls said. "By aligning our resources and focusing our services, North Carolina's workforce system can open up new opportunities for our citizens and businesses"

"Governor McCrory's call for strengthening our nation's best workforce was made possible by bringing together key stakeholders from across the state," said Collins, executive director of NCWorks. "We plan to aggressively work with our partners to visit 1,000 businesses in all 100 counties in 100 days."

[Read more.](#)



Members of the N.C. delegation meet with Jonathan Gloutnay with Voyages Gendron. Also pictured are April Beauchamp of the N.C. Division of Tourism, Film and Sports Development's Canada office; Lorrie Love of the OBX Visitor Bureau; Brandy Larrick of Visit Charlotte; and Heidi Walters, International Marketing Manager for the Division of Tourism.

N.C. Travel Promoted to International Market at IPW

Executive Director Wit Tuttell and International Marketing Manager Heidi Walters from the N.C. Division of Tourism, Film and Sports Development teamed with representatives from Visit Charlotte and the Outer Banks Visitors Bureau at the U.S. Travel Association's IPW last week in Chicago. They conducted an extensive schedule of meetings with tour operators to promote travel to North Carolina.

Walters had 80 one-on-one appointments with a variety of buyers, all designed to encourage international travel to North Carolina. IPW is the travel industry's premier international marketplace and much more than a typical trade show. In just three days of intensive, prescheduled business appointments, more than 1,000 U.S. travel organizations from every region of the U.S. (representing all industry category components) and about 1,400 international and domestic buyers from more than

common in brand development programs. UNC Creative Strategists a team from the University of North Carolina at Chapel Hill's School of Journalism and Mass Communication won \$1,000 as first runner-up.

"I'm thrilled with the creativity and innovative thinking offered by all of the contestants" said N.C. Commerce Secretary Sharon Decker. "The passion these entries display for the special place we call North Carolina is truly inspiring."

The two engagement contests are part of The Brand North Carolina Project, an initiative being conducted by the University of North Carolina's Frank Hawkins Kenan Institute of Private Enterprise (KIPE) and sponsored by the N.C. Department of Commerce. The Project seeks to assemble basic research findings, core concepts, and examples of creative expression for a statewide brand into a bank of creative ideas and knowledge that can serve as a source of insights for further brand development work.

In addition to the work being developed by the Kenan Institute, the Department of Commerce is also seeking the services of a professional marketing or advertising firm to develop final creative materials for the new brand.



Rural Economic Development Division Asst. Secretary Pat Mitchell (center) and N.C. ARC Program Manager Olivia Collier (right) participate in project development brainstorming

ARC Funding Workshop Held in Asheville

Dr. Pat Mitchell, Assistant Secretary of the N.C. Department of Commerce's Rural Economic Development Division hosted a project development workshop on April 7, accompanied by Appalachian Regional Commission (ARC) federal and state program staff. The workshop was designed for the four North Carolina counties designated by ARC as distressed. County leaders from Cherokee, Graham, Rutherford and Swain counties participated in the workshop, designed to brief them on the ARC program and discuss ways to better plan for the effective use of ARC funding.

Participants worked to identify strengths and weaknesses, reviewed performance measures expectations, and developed community and

70 countries conduct business negotiations that result in the generation of more than \$4.2 billion in future Visit USA travel.

At IPW, buyers and sellers are able to conduct business that would otherwise be generated only through an exhaustive number of around-the-world trips. This year's event had about 6,300 delegates, including 1,800 from non-U.S. countries. IPW has experienced double digit growth during the past four years in delegate attendance, booth sales and buyer participation.



Commerce Promotes Exporting for Small Businesses in Western North Carolina

N.C. Commerce Secretary Sharon Decker announced April 9 that the International Trade Division (ITD), in partnership with the Appalachian Regional Commission (ARC) has established an educational series entitled Global Appalachia Eye Opener Workshops.

The workshops will consist of a customized look at innovative businesses located in the Appalachian Region. It will allow any business the opportunity to learn about what is done at ITD, discuss their business goals and objectives relating to exporting, and connect them with ITD Business Managers and other resources to further develop their exporting action plan. Small Businesses looking to sell their products in international markets are welcome to attend this free event.

"This strategic partnership will highlight how our team can help foster job creation throughout Appalachia," said Secretary Decker. "Attendees will receive one-on-one consulting with our international trade experts who will describe the resources available to small businesses while also helping them develop export strategies."

For a list of [planned workshop dates](#) and to [read more. click here.](#)

economic development project scenarios. The workshop concluded with discussions with federal and state ARC staff about potential project viability and availability of resources, which could help the communities develop strong project concepts for the upcoming 2015 fiscal year funding cycle.

[Read more.](#)

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 15, 2014

New projects assigned:	110
Projects announced:	31
Jobs announced:	1,631
Capital investment announced:	\$245M
Industry visits by existing industry staff:	203
Calls to Business Link N.C.:	5,942

N.C. in the News

This Week's Highlights

- [ECU Renames College of Technology & Computer Science To Include Engineering](#) (WITN - April 11)
- [Philip Morris site to house clean-tech, data-communications businesses](#) (Charlotte Business Journal- April 11)
- [Bayer CropScience charting expansion in RTP](#) (Triangle Business Journal- April 11)
- [Winston-Salem mayor touts AT&T gigabit proposal](#) (Triad Business Journal- April 10)

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