

syncTM Weekly highlights from the North Carolina Department of Commerce



Governor Pat McCrory (center right) joined the groundbreaking ceremony on April 19 celebrating Google's expansion of its Lenoir data center

Google expands in North Carolina

Governor Pat McCrory, along with U.S. Representative Mark Meadows, N.C. Senator Dan Soucek, N.C. Representative Edgar Starnes (Majority Leader), Duke Energy State President Paul Newton and Google Operations Manager Enoch Moeller announced on April 19 that Google will invest an additional \$600 million in the Lenoir data center site.

"It is great news for Caldwell County and our state that Google has decided to expand its operations in western North Carolina," said McCrory. "They are a valuable economic resource in the area and a great example of a company that prioritizes environmental stewardship."

The announcement brings Google's total investment to more than \$1.2 billion and aligns with Google's goals to provide the best possible user experience. The data center in Caldwell County houses computer systems and associated components that support Google search, Gmail, Google+ and YouTube. As demand for Google's services increase, capacity must grow to meet this demand.

Google is committed to running a sustainable business and maximizing the use of renewable energy at its facilities. As part of this commitment, Google plans to participate in a new program Duke Energy is developing for large customers that wish to buy renewable energy. The renewable energy option



N.C. Commerce Secretary Sharon Decker speaking at the NCDOT announcement

Governor McCrory announces new strategic mobility formula to create more jobs and connect people with opportunities

Governor Pat McCrory introduced a new proposal for funding transportation projects on April 18 to accelerate North Carolina's infrastructure investments and encourage greater economic growth. The strategic mobility formula would allow the N.C. Department of Transportation to use existing funds more efficiently, significantly increasing the number of projects to better connect economic regions and create more jobs.

"We need a strategic way to connect all North Carolinians to greater opportunities in a way that gives us the most bang for our limited dollars," McCrory said. "We want to ensure that all of our people have access to jobs, quality education, health care and recreation."

NCDOT estimates the strategic mobility formula will fund at least 260 projects and

will be voluntary and will not affect the rates of other customers. Duke Energy will make a regulatory filing proposing the new program with the N.C. Utilities Commission in the next 90 days.

Google operates some of the world's most efficient data centers - facilities that consume 50 percent less energy than the typical data center. In 2007, Google made a voluntary commitment to become carbon neutral and to reach this goal, the company strives for efficiency and sustainable business practices. The company has pursued a range of approaches to maximize its renewable energy use, including on-site generation at its corporate headquarters and long-term agreements to buy power directly from wind farm developers. In addition to procuring renewable energy for its operations, Google has committed more than \$1 billion to renewable energy investments, which can generate enough electricity each year to power 500,000 U.S. households.

Google first announced plans for a North Carolina data center in 2007 and made an initial investment of \$600 million to get the center up and running. In November 2010, Google announced plans to construct a second building at the site, and it is now operational. [Read more.](#)



(Left to right, front row) U.S. Economic Development Administration Representative Robin Cooley, SEDC Executive Director Pam Bostic, N.C. Secretary of Commerce Sharon Decker, Harnett County Economic Developer Phyllis Owens, (second row) Columbus County Economic Developer and SEDC Vice Chairman Gary Lanier, Scotland County Economic Developer and SEDC Chairman Greg Icard, Bladen County Economic Developer and SEDC Secretary-Treasurer Chuck Heustess, Sampson County Economic Developer and outgoing SEDC Chairman John Swope, and Consultant with Lumber River Council of Governments Jim Perry

Southeastern Economic Development Commission celebrates 45 years of service

The Southeastern Economic Development Commission celebrated 45 years of service to the region at its annual meeting on April 16 at Lu Mil Vineyard in Dublin. N.C. Commerce Secretary Sharon Decker was the keynote speaker. Along with SEDC board members, regional elected officials, county managers and business allies, representatives for the U.S. Economic Development Administration, U.S. Senator Kay Hagan and Congressman Mike McIntyre were in attendance.

In her speech, Decker outlined a five-tenet framework that the

create more than 240,000 jobs over the next 10 years. The formula is data driven, incorporates more local feedback and allows all modes of transportation to compete for funding.

The new strategic mobility formula takes a tiered approach that aligns available funding with the state's greatest transportation priorities. Under the new formula, 40 percent of funding over the next 10 years is allocated to the statewide level, with an additional 40 percent allocated to the regional level and the remaining 20 percent allocated to the division level.

"With our population growing rapidly and transportation revenues continuing to decline, we have to be efficient and strategic in the way we fund, distribute and prioritize projects that are aligned with commerce," NCDOT Secretary Tony Tata said. "The strategic mobility formula increases our ability to have the highest impact and address the greatest needs."

NCDOT is working closely with the N.C. Department of Commerce to invest in infrastructure that will help attract, retain and grow business in North Carolina.

"Collaboration across agencies is critical if we are going to transform our state's economy," said Commerce Secretary Sharon Decker. "We need to think differently and work together in innovative ways to make a lasting impact in all areas of our state."

"Making impactful change requires strong collaboration," added McCrory. "Government agencies working in silos doesn't work for the people of North Carolina."

Several lawmakers plan to propose legislation for the strategic mobility formula this session. [Read more.](#)

For more information, visit www.ncdot.gov/strategicmobilityformula.

[McCrory, Tata, Decker outline overhaul of transportation funding](#) (*Triangle Business Journal*, April 18)



Attendees hear from a keynote speaker at the fifth annual Nanotech Commercialization Conference, held in the atrium of the Wake Forest Biotech Place in Winston-Salem

state will focus on in the future to reshape economic development across North Carolina. Those tenets are a focus on health care, education, economic development, quality of life, and arts, culture and tourism.

"We've got to use what we have to rebuild this economy, and I'm confident that together we can do just that," Decker stated. She added that success starts at the local level, and that she and the state are ready to assist, not just large corporations, but especially small businesses. "We have lost strategic planning in the state...our objective is to put more emphasis in rural North Carolina and how to put our arms around all the state dollars available and determine how it is best spent," Decker said.



(Left-right) Jeff Govan of the South African Consulate General, N.C. Department of Commerce's Kuldip Wasson of the International Trade Division, Rick Angiuoni of U.S. EXIM Bank, Rentia van Tonder of South Africa's Industrial Development Corporation (IDC), Ronnie Bryant of the Charlotte Regional Partnership, Mazwi Tunyiswa of the IDC, Lauri Elliot of the AfriBiz Foundation, Lebogang Mokwena of the South African Consulate General, N.C. Department of Commerce's Uconda Dunn of the Business and Industry Division, and Wayne Sprauve of African World Airways

South African delegation visits Charlotte

On April 8, the Charlotte Regional Partnership sponsored a dinner for members of South Africa's Industrial Development Corporation and the South African Consulate General while they were in Charlotte. The delegation selected the Charlotte region for preliminary discussions on the potential for investment and strategic trade and business ties, with a focus on the energy sector. The IDC, the primary finance institution in South Africa for industry development, is keenly interested in maturing the country's energy ecosystem.

Among the approximately 100 participants in the two days of discussions were representatives from AREVA, CalorEnergy, E4 Carolinas, Elliott Davis, General Microcircuits, Johnson C. Smith University, N.C. Department of Commerce, N.C. Sustainable Energy Association, Overseas Private Investment Corporation, Siemens Energy, UNC Charlotte's Energy Production and Infrastructure Center and U.S. EXIM Bank.

Nanotech commercialization leaders meet in Winston-Salem

Nanotechnology innovators, cutting edge start-ups and leading researchers gathered in Winston-Salem April 9-10 for the annual [Nanotech Commercialization Conference](#). Nearly 250 people attended the fifth annual conference.

Organized by the N.C. Department of Commerce's Office of Science & Technology, in collaboration with the NanoBusiness Commercialization Association and the Center of Innovation for Nanobiotechnology, the conference is the preeminent nanotechnology commercialization event held in the South. Learn [more](#) about nanotechnology in North Carolina.

"For several years, North Carolina has been recognized as a top state for nanotechnology research and practical application," said Office of Science & Technology Executive Director John Hardin. "This conference, which focuses on moving nanoscience from the lab to the global market, both highlights North Carolina's pioneering role and helps participants turn emerging nanotechnologies into skilled, high-wage jobs."

In addition to national-level keynote speakers, such as Arkansas-based NanoMech Chairman and CEO Jim Phillips and National Science Foundation Senior Advisor for Nanotechnology Mihail Rocco, attendees heard presentations from and networked with North Carolina-based nanotech leaders. N.C. participants included David Carroll, director of the Center for Nanotechnology & Molecular Materials at Wake Forest University in Winston-Salem and Richard Czerw, CEO of NanoTechLabs, Inc., based in Yadkinville.

[Nano industry experts share advice on successful path to commercialization](#) (WRAL TechWire, April 15)

[North Carolina showcases advances but still faces challenges in commercializing nanotech](#) (WRAL TechWire, April 11)



(Left-right) Phononic Devices Chief Executive Officer Anthony Atti, CORVID Technologies DoD Programs Director John Cogar, KeraNetics Managing Director Kim Westmoreland, and



Ty Mitchell, VP for Cree, discusses LED lighting and energy efficiency in a keynote address to the 2013 N.C. Sustainable Energy Conference

Sustainable Energy Conference Draws Record Attendance

The 10th Sustainable Energy Conference, put on by the Energy Office in the N.C. Department of Commerce, attracted its largest attendance ever – exceeding 1,000 people over two days. The conference featured the nation and region's top leaders in the renewable, sustainable, and energy efficient economy. The six keynote speakers as well as 28 break-out panels brought together more than 170 experts in everything from solar energy and smart grids to sustainable agriculture and venture financing.

The keynote speakers included: Eric Lightner, U.S. Dept. of Energy Director Federal Smart Grid Task Force; Anne Dougherty, director of social & behavioral research with Opinion Dynamics; Nobel Peace Prize laureate Marilyn Brown, professor of public policy, Georgia Tech; James Ellis, Electric Vehicle Regional Manager of Corporate Planning, Nissan North America; Ty Mitchell, executive VP and General Manager, CREE; and Cheri Chastain, sustainability manager for Sierra Nevada Brewing Company.

Audio recordings of the Keynote speaker presentations along with slides used are available online, along with slide presentations used in the breakout panels. They can be found at www.sustainable-energy-conference.org.



N.C. Broadband releases findings from research symposium

N.C. Broadband's report *Research Roundtable on the Economic and Community Impact of Broadband* was released on April 18 at the Broadband Communities Summit 2013 in Dallas, Texas.

N.C. Broadband, a division of the N.C. Department of Commerce, convened a one-day research symposium on Dec. 7, 2012 in Washington, D.C. to examine issues around how to best measure the economic impact of state and national broadband deployment and adoption building efforts, with an

NCBIO President Sam Taylor, talk about the importance of public investment in science, technology, and innovation as a catalyst for private opportunity (Photo courtesy of Institute for Emerging Issues)

N.C. Science Summit focuses on strengthening science and technology capacities

The April 11 [N.C. Science Summit](#), a signature event of the annual [N.C. Science Festival](#), provided a platform for science and technology leaders to focus the attention of business and policy makers on the importance of strengthening science and technology capacities across the state. Summit participants worked across sectors to generate ideas that offer innovative solutions and concrete actions to meet North Carolina's future science and technology needs. Nearly 150 people attended the first annual summit.

N.C. Department of Commerce Secretary Sharon Decker delivered the summit's opening remarks. She highlighted the economic impact of science and technology and their importance for spurring innovation and entrepreneurship, leading high value-added industries and businesses formation, and enabling high-wage, high-skill economies to compete with lower-wage economies. Commerce's Office of Science & Technology Executive Director John Hardin followed the Secretary's remarks by previewing a soon-to-be released *Tracking Innovation in North Carolina* report, which will include more than 30 statistical indicators assessing the health of North Carolina's innovation ecosystem. The report will help business and policy leaders identify the state's strengths and weaknesses, make well-informed decisions and policies, and establish benchmarks and measure effectiveness.

The summit identified five top strategies to bolster science and technology, including developing programs that match students to science and technology industry experiences, and creating a state matching grant for companies that have co-development agreements with partner companies and universities. For more details, [watch the video, view the photos, and access speaker materials](#) from the summit.

emphasis on how these issues pertain to North Carolina and other states. The invitation-only roundtable gathered more than 40 broadband, telecommunications and technology experts from the academic, public and private sectors to examine the status of research and data collection related to the economic impact of broadband, to identify specific gaps and inefficiencies in broadband research, including how states can contribute to this work, and to develop recommendations for moving forward.

Participants agreed that although broadband Internet is widely acknowledged as a driver of sustainable economic and community development, the research approaches and measurement standards necessary to fully evaluate its impact are still developing. "This discussion is important to ensuring that broadband partnerships and programs are developed in ways that deliver the greatest return on investment," noted N.C. Broadband Director Angie Bailey.

Funding for the meeting and the report was provided by the National Telecommunications and Information Administration of the U.S. Department of Commerce as part N.C. Broadband's State Broadband Initiative grant. The symposium report, including a bibliography of key research articles, is available on N.C. Broadband's website at www.ncbroadband.gov/broadband-research-roundtable.

Workforce development commission announces grant awards

The N.C. Commission on Workforce Development recently announced grant awards totaling \$74,728 through the [Incumbent Workforce Development Training Program](#). The seven grantees, located across the state, were selected from 14 proposals submitted by seven local workforce development boards. Of the seven businesses awarded, six are small companies with fewer than 300 employees throughout North Carolina. Funding will allow businesses to support educational and occupational skills training for their workers. These businesses are investing \$62,235 of their own resources to supplement the training funds.



N.C. travel industry gearing up for National Tourism Week May 4-12

The first full week of May, May 4-12 this year, is annually recognized as National Travel and Tourism Week, a tradition first celebrated in 1984 as cities, states and travel businesses nationwide hold localized events to champion the power of travel. The U.S. Travel Association's new advocacy and awareness campaign - [Travel Effect](#) - is this year's theme.

North Carolina's nine Welcome Centers celebrate National Travel and Tourism week by inviting travel partners to help thank North Carolina's visitors for traveling here. Attractions and accommodations are invited to contact individual



Aviation Week announces Civil Aviation Manufacturing Conference, May 7-8 in Charlotte

[Aviation Week](#), the largest multimedia information and services provider to the global aviation, aerospace and defense industry, on April 12 announced its [2013 Civil Aviation Manufacturing Conference \(CAM\)](#), to be held May 7-8 at the Renaissance Charlotte Suites Hotel in Charlotte.

The State of North Carolina is once again a major sponsor of the CAM conference, thanks to the support of the Charlotte Regional Partnership, the Piedmont Triad Partnership, North Carolina's Eastern Region, the North Carolina Global TransPark, and the North Carolina Department of Commerce. The Friends of North Carolina organization is also providing support for the conference's opening reception.

The second annual conference provides "Five Trends to Drive Manufacturing Improvement" and will unite major civil aviation manufacturers and suppliers in discussions on Design for Manufacturing, Automation, Tools/Software/Processes, LEAN 4.0, and Taking Operations Global. Attendees will gain a valid forecast on fly-to-buy ratios across the supply chain, as well as clarity and fidelity around the hiring requirements in support of civil aviation manufacturing.

The event will feature a series of presentations and panel discussions including executives from Boeing Commercial Aircraft, Airbus, Bombardier, GE Aviation, Pratt & Whitney and Rolls-Royce.

Registration for the conference is now open. Because the State of North Carolina is an Executive-level sponsor for the conference, discount conference registration is available for in-state aviation-aerospace companies and economic development partner organizations. For more information on this discount offer, contact David Rhoades in the N.C. Department of Commerce's Marketing Division at (919) 715-6556 or by email at drhoades@nccommerce.com.

Year-to-date Metrics

[Welcome Center managers](#) to coordinate participation in Tourism Day; there is no charge to participate, but space is limited and reservations are required. Welcome Center Tourism Week celebrations are scheduled for May 6 at I-40 West in Haywood County and I-85 South in Cleveland County; May 8 at I-77 North in Surry County; May 9 at I-26 East in Polk County and I-95 North in Northampton County; and May 10 at I-26 West in Madison County, I-77 South in Mecklenburg County, I-85 North in Warren County, and I-95 South in Robeson County.



Tourism businesses to meet in Fayetteville with tourism division staff May 16

Tourism-related businesses in the Sandhills region will have an opportunity to work with the N.C. Department of Commerce's Division of Tourism, Film and Sports Development staff in Fayetteville on May 16 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 10 a.m. - 2 p.m. at the Cumberland County Public Library central branch at 300 Maiden Lane in Fayetteville.

TRAC brings the Division's program managers to local communities to discuss the nuts and bolts of working together. The program is designed to help tourism-related 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.

A [BLNC](#) counselor will also be on hand to discuss services the network can provide businesses including strategic planning, assistance with identifying funding sources, and 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.

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 22, 2013

New projects assigned:	136
Projects announced:	38
Jobs announced:	5,938
Capital investment announced:	\$548M
Industry visits by existing industry staff:	403
Calls to Business Link N.C.:	6,756

N.C. in the News

This Week's Highlights

- [Speaker emphasizes leadership link to economic development](#) (*Wilmington Business Journal*, April 19)
- [BSH reopens upgraded dishwasher assembly line](#) (*Sun Journal* - New Bern, April 18)
- [Former cop named employment agency director](#) (*The Dispatch* - Lexington, April 18)
- [Ashley Furniture breaks ground on Davie plant expansion](#) (*The Business Journal of the Greater Triad*, April 17)
- [AdvantageWest tops \\$1M in loan financing to business startups in Western North Carolina](#) (*Carolina Public Press*, April 17)
- [Fairmont makes plea to head of Commerce](#) (*The Robesonian*, April 17)
- [European software firm to expand Triangle HQ operations](#) (*Triangle Business Journal*, April 16)
- [Almeida outlines governor's economic development priorities](#) (*Wilmington Business Journal*, April 16)
- [Virginia defense tech firm to open manufacturing facility in Durham](#) (*Triangle Business Journal*, April 16)
- [Pharmaceutical company to buy former Broyhill HQ](#) (*The Charlotte Observer*, April 15)
- [Education key to MetLife recruiting](#) (*WRAL.com*, April 15)
- [Another German firm picks Charlotte for U.S. headquarters](#) (*Charlotte Business Journal*, April 15)
- [Pinehurst begins work on next year's back-to-back U.S. Open and U.S. Women's Open golf tournaments](#) (*The*

Fayetteville Observer, April 14)

- [City named certified retirement community](#)
(Mount Airy News, April 13)

(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](#)

© 2013 North Carolina Department of Commerce | SYNC™ is a trademark of the N.C. Department of Commerce.
