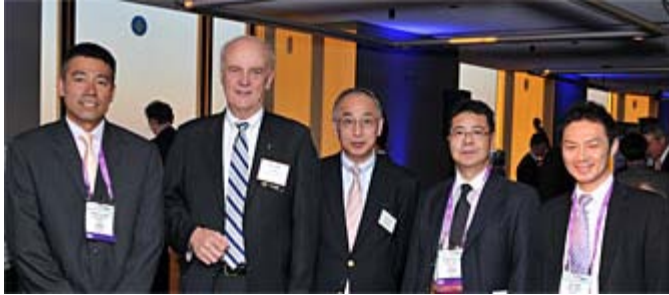


# sync<sup>TM</sup> Weekly highlights from the North Carolina Department of Commerce



N.C. Dept. of Commerce Sec. Keith Crisco and Japanese biotech executives at the Friends of North Carolina reception in Chicago.

## Crisco, Tolson lead N.C. group to BIO

N.C. Dept. of Commerce Sec. Keith Crisco and N.C. Biotechnology Center President Norris Tolson hosted a reception sponsored by the [Friends of North Carolina organization](#), May 4 at the Willis Tower in Chicago. The event was held in conjunction with the BIO 2010 Convention, which took place the week of May 3 in Chicago. More than 300 biotech executives and thought leaders from countries around the world, including China, Norway and Japan, were on hand to learn about North Carolina's business advantages and growing life sciences cluster.

## Commerce hosts luncheon for site selection consultants in Chicago

The [Friends of North Carolina](#) program sponsored a luncheon and presentation for site consultants May 6 at the Standard Club in Chicago. Deputy Sec. Dale Carroll was among the economic development leaders from across the state on hand to update the consultants on North Carolina's programs and activities. Approximately 12 consultants and partners attended the event.



A rendering of the Great Hall at the NASCAR Hall of Fame (image courtesy of the NASCAR Hall of Fame)

## NASCAR Hall of Fame opens in Charlotte

Gov. Bev Perdue was on hand for the official opening of the [NASCAR Hall of Fame](#) in Charlotte, taking place at SYNC press time (May 11). NASCAR legends Richard Petty and Junior Johnson are also among thousands of officials and fans at the grand opening.

The 150,000-square-foot Hall of Fame is an interactive entertainment attraction honoring the history and heritage of NASCAR. The high-tech venue, designed to educate and entertain race fans and non-fans alike, includes artifacts, interactive exhibits, 275-person state-of-the-art theater, Hall of Honor, Buffalo Wild Wings restaurant, Sports Avenue retail outlet and NASCAR Media Group-operated broadcast studio. The five-acre site also includes a privately developed 19-story office tower and 102,000-square-foot expansion to the Charlotte Convention Center, highlighted by a 40,000 square-foot ballroom. The NASCAR Hall of Fame is owned by the City of Charlotte, licensed by NASCAR and operated by the Charlotte Regional Visitors Authority.

[NASCAR hall takes the green flag](#) (The Charlotte Observer, May 11)



(Left-right) Bill Owens and Billy Sewell

## Perdue taps two for Economic Development Board leadership positions

Gov. Bev Perdue has reappointed Rep. Bill Owens as vice-chair of the [Economic Development Board](#) and has asked Billy Sewell to lead the Economic Development Budget Review Team. The team will have the responsibility of making state budgetary appropriation recommendations for board approval, which will then be submitted to the governor.

## N.C. Aerospace Executive Forum to take place in New Bern

The N.C. Dept. of Commerce will sponsor the third annual [N.C. Aerospace Executive Forum](#), May 20-21, in New Bern. This conference is designed to brief senior aerospace executives on the state's resources for the industry and to gather feedback from the sector. Partial support for the Aerospace Executive Forum is provided by the Friends of North Carolina organization.

The forum will take place at the Riverfront Convention Center in New Bern. Contact [edobbins@nccommerce.com](mailto:edobbins@nccommerce.com) at the N.C. Dept. of Commerce for more details.

## Catalytic converter recycler to bring 98 jobs to Burke County

Gov. Bev Perdue on May 11 announced that VSA LLC, a recycler of automotive catalytic converters, will locate its production plant in Burke County. The company plans to create 98 jobs and invest \$4.5 million during the next two years in Morganton. The project was made possible in part by a \$98,000 performance-based grant from the One North Carolina Fund. The N.C. Dept. of Commerce's Bill Payne was the developer on this project.

"North Carolina is a national leader in the green economy sector, attracting growing, innovative companies like this one," said Perdue. "Our skilled workers, custom training programs and highly rated business climates remain top draws for businesses seeking the best location to create jobs, invest and develop new environmentally friendly technologies."

VSA has its headquarters and a pilot plant in Morganton. The company has completed research and development operations and initial production work on its recycling process for catalytic converters, which are devices that reduce toxic



A historical re-enactor at New Bern's Tryon Palace

## Washington Post spotlights New Bern's 300th anniversary

New Bern was featured in the May 2 Travel section of the Washington Post via freelance writer Diane Daniel's article "New Bern, N.C., Home of Pepsi-Cola, Celebrates 300 Years of History." With assistance from the N.C. Dept. of Commerce's Division of Tourism, Film and Sports Development, Daniel visited Tryon Palace and several shops in the historic downtown area, including the Birthplace of Pepsi store.

[New Bern, N.C., home of Pepsi-Cola, celebrates 300 years of history](#) (The Washington Post, May 2)



## N.C. ranked No. 2 for business

emissions from internal combustion engines. The company plans to expand into a larger facility in Morganton for full-scale industrial operations.

Salaries will vary by job function, but the annual average wage for the new jobs will be \$30,186, not including benefits. That is above the Burke County average annual wage of \$28,964.



Gov. Bev Perdue addresses the N.C. Minority/Women Business Enterprise Coordinator's Network quarterly meeting. N.C. Sec. of Administration Moses Cary is pictured at left.

## Carey writes about helping minority business

N.C. Sec. of Administration Moses Cary writes about the N.C. Minority/Women Business Enterprise Coordinator's Network quarterly meeting in [a recent post on Gov. Bev Perdue's blog](#). The meeting was hosted by the Dept. of Administration's [Office for Historically Underutilized Businesses](#). The post gives an overview of Perdue's remarks to the group, and her introduction of the new Small Business Commissioner, Scott Daugherty.

## Rural Center awards \$28M in grants

The N.C. Rural Economic Development Center has awarded \$27.7 million in grants to address critical water and sewer needs and to create jobs. The grants went to 119 projects across the state.

The center also announced that 11 communities have been accepted into the N.C. Small Towns Economic Prosperity Program. The program helps revitalize small towns through a combination of community coaching, economic planning and targeted grants.

The center's board of directors approved the actions April 29. Funding for the programs is provided through appropriations of the N.C. General Assembly. [Read more](#).

## Tourism Division kicks off spring radio campaign

As part of the Living the Story campaign, the N.C. Dept. of Commerce's Division of Tourism, Film and Sports Development spring radio campaign kicked off on April 20, and will continue for six weeks both in-state and in the key

Business Executive magazine has once again ranked North Carolina No. 2 for Best States for Business. Texas took the top slot, with Tennessee, Virginia and Nevada rounding out the top five. California was listed in the bottom position.

Six hundred CEOs were asked to rate each state in three general categories: taxation and regulation, quality of workforce, and living environment. Within each category, respondents graded the states in five categories, as well as ranking each in terms of its importance to the respondent and how individual states measure up. [Read more](#).

## OPEN/net focuses on energy and economic development

State Energy Office Communications Director Seth Efron and Office of Science and Technology Executive Director John Hardin were guests on the April 27 edition of OPEN/Net. N.C. Office of Historically Underutilized Businesses Deputy Director Rick Baskett was also a guest on the show. The three talked about energy and economic development on the heels of the 7th annual Sustainable Energy Conference. [See an archived stream of the show](#).

## Tourism partners participate in magazine's 10th anniversary sweepstakes

May is the 10th anniversary of *O, The Oprah Magazine*, and as a present to its readers, the magazine is giving away ten prizes each day. On pages 138 and 139 of this month's issue, the magazine's calendar highlights each day's main prize – including prominent mention of North Carolina's Hidden Creek Cabins on May 22. That day, readers can register to win a week-long cabin vacation or one of nine other North Carolina prizes, including a Dillsboro Chocolate Factory basket, a Durham director's chair, a shopping spree from Carolina Premium Outlets, a basket from RayLen Vineyards & Winery, a Core Sound Crab Pot Tree, a gift set from Reynolda House Museum of American Art, a Johnston County homegrown food basket, Pender County's "Best of the Blues" blueberry cookbook, or a stuffed beach cooler from Currituck Outer Banks. Participating partners will receive all the leads from this sweepstakes. [Learn more](#).

## Metrics from B&I Division

Below are year-to-date metrics tracked by the N.C. Dept. of Commerce's Division of Business and Industry (B&I) that illustrate

surrounding markets of Atlanta, Greenville/Spartanburg, Norfolk, Richmond, Roanoke, Knoxville, and Washington, D.C. The campaign is a continuation of the fall radio campaign, featuring 30 of the state's best storytellers sharing their uniquely North Carolina experiences, coupled with signature events to spark interest in travel to the state. High Country Host is a partner in this effort, highlighting several of its key spring and summer events to western drive markets. The radio spots can be heard in chapter style, with a different story airing on consecutive days at the same times each day, and as the first spot in the commercial break, when listenership is highest. On non-chapter days, DJs ask listeners to tune in to the next North Carolina story, to build a sense of listener anticipation. [Hear a few of the latest N.C. radio stories.](#)

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## NCSEA to hold policy forum

The N.C. Sustainable Energy Association (NCSEA) will host an economic outlook and policy forum, "Energizing North Carolina's Future," on May 17 at the McKimmon Center in Raleigh. The forum will feature timely discussions regarding the most up-to-date information and economic outlook for North Carolina and the important role expanding renewable energy and energy efficiency industries will play.

Attendees will hear from several of the state's top economic and energy experts, while having the opportunity to network with business, government and community leaders and colleagues. Featured lunch speakers include N.C. Dept. of Commerce Deputy Sec. Dale Carroll, Semprius VP of Photovoltaics Bob Conner, and NCSEA Executive Director Ivan Urlaub. [Read more.](#)

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 - May 10, 2010

New projects assigned:	159
Projects announced:	35
Jobs created:	5,089
Capital invested:	\$568.7M
Industry visits by existing industry staff:	478
Calls to the Business ServiCenter:	8,978

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## N.C. in the News

This Week's Highlights

- [Forum focuses on small business](#) (McDowell News, May 7)
- [HondaJet planes delayed until summer 2012](#) (The News & Record - Greensboro, May 7)
- [Greensboro to unveil sustainability plan](#) (Triad Business Journal, May 7)
- [Greensboro, High Point join forces to lure jobs](#) (The News & Record - Greensboro, May 6)

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