

syncTM Weekly highlights from the North Carolina Department of Commerce



Reenactors from the Fort Dobbs Historic Site in Iredell County are shown at the Legislative Building during N.C. Travel and Tourism Day.

Travel & Tourism Day honors vital industry

Gov. Bev Perdue has proclaimed Tuesday, May 18, as "N.C. Travel and Tourism Day" to celebrate an industry vital to the economic stability and growth of North Carolina. The state's tourism industry is composed of small businesses that make up a vital part of North Carolina's economy, creating jobs and investment from the mountains to the coast.

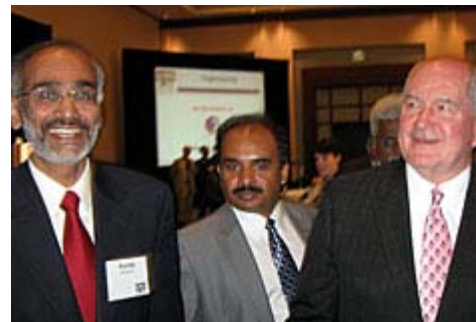
"A healthy travel and tourism industry is an important part of creating and sustaining jobs in North Carolina. Travel and tourism sustains 378,000 jobs while bringing \$22.2 billion to the state each year," Perdue said. "We welcome visitors from around the country and worldwide, and I encourage our residents to see and celebrate all the marvelous attractions of our home state."

A full day of events is scheduled in Raleigh on May 18 to celebrate North Carolina's tourism industry. Tourism organizations from around the state will have informational booths in the N.C. Legislative Building through 4 p.m. The N.C. Travel Industry Association is coordinating exhibit booths that provide an opportunity for lawmakers to meet tourism industry officials and learn about the positive impact of the industry.

Crisco on OPEN/net May 18

N.C. Dept. of Commerce Sec. Keith Crisco will participate in the premiere of the N.C. Works series on OPEN/net on May 18. The series will focus on the nexus of business and education. This special program will include video of a conversation between Senate President Pro Tem, Marc Basnight, and Speaker of the House, Rep. Joe Hackney. A live call-in hour with Crisco, Howard Lee, executive director of the Education Cabinet in the Office of the Governor; and Bill Shore, director of U.S. Community Partnerships for GlaxoSmithKline, will follow. The program begins at 8 p.m.

In the Triangle area, OPEN/net programs can be found on cable channel 24. People watching on cable outside the Triangle area can find OPEN/net programs on their cable channel line-up by checking OPEN/net's [Web site](#) and selecting "local cable channels."



N.C. Dept. of Commerce Business Development Manager Kuldip Wasson with Georgia Gov. Sonny Purdue (right) at the USA-India Business Summit event in Atlanta.

USA-India Business Summit wraps up in Atlanta

The inaugural USA-India Business Summit took place May 10-11 in Atlanta. The event brought together business leaders, entrepreneurs, academic leaders and policy makers to discuss the growing trade between the two countries and share their perspectives on economic reforms that are taking place in India. The goal of this event was to promote business and investment between the U.S. and India in key areas of

Read more.

- N.C. travel and tourism generates \$22.2 billion a year in total economic demand.
- This economic activity sustains 378,000 jobs, and 8.6 percent of all wage and salary employment in the state is directly or indirectly dependent on tourism. Nearly \$10 billion in compensation is generated by tourism demand.
- Including indirect and induced impacts, tourism in North Carolina generates \$2.6 billion in state and local taxes and \$2.7 billion in federal taxes.
- Tourism saves every North Carolina family \$360 per year in taxes.
- North Carolina enjoys a more than 15-to-1 return from tax dollars invested in paid media advertising.



Local and state officials from the public and private sector are shown at the CIS ceremony in Burlington.

Ceremony celebrates new certified site in Alamance County

On May 13 the Chamber of Commerce and Economic Development Foundation of Alamance County held an outdoor event at the new 125-acre Certified Industrial Site (CIS) in Burlington, N.C. Dept. of Commerce Deputy Sec. Dale Carroll recognized the local and state leaders assembled from the public and private sector for achieving the first CIS designation in North Carolina under version 3.0 of the program. [Learn more about the Whites Kennel Road N.C. Certified Site.](#)

May is World Trade Month

In May, the International Trade Administration (ITA), along with most of the nations of the world, is celebrating World Trade Month.

President Barack Obama, through an executive order, has directed that ITA and all federal agencies join in a National Export Initiative (NEI) to promote exports in order to help create jobs. The goal of the NEI is to double exports during the next five years to support two million American jobs.

One of the events scheduled for World Trade Month: The N.C. Dept. of Commerce's International Trade Division is sponsoring a N.C. World Trade Association Triangle [chapter luncheon](#). Senior N.C. Commerce officials and Ro Khanna, deputy assistant sec. for the U.S. Dept. of Commerce, International Trade Administration, Office of Domestic Operations of the U.S. Commercial Service, will participate.

technology, healthcare, supply chain and infrastructure. India's Ambassador to the United States, Meera Shankar, was one of the keynote speakers. Shankar emphasized a longstanding and close relationship with the U.S., encompassing the business, cultural and academic fields. N.C. Dept. of Commerce Business Development Manager Kuldip Wasson, from the International Trade Division, participated in the summit to explore opportunities and market considerations for North Carolina companies seeking to do business in India.



N.C. Dept. of Commerce Deputy Sec. Dale Carroll speaks at an event for site consultants in Asheville.

AdvantageWest holds site consultant event

On April 30 AdvantageWest Economic Development Group held a site consultant event in Asheville to promote western North Carolina. Featured speakers were Rhett Weiss, who served originally as lead site consultant for the Google data center project in Lenoir, and N.C. Dept. of Commerce Deputy Sec. Dale Carroll. Site consultants from across the country participated along with members of the AdvantageWest EDAC.



(Lef-right) Panelists for "Reaching for the Stars: Stories of Success," are Gustavo Kolmel of InterStar Global Logistics; Derek and Damien Hoffman of Wall St. Cheat Sheet; and Jack Carrier of [DogTagArt.com](#).

AdvantageWest holds Carolina Connect entrepreneur conference

About 250 entrepreneurs, investors and

Piedmont Triad Partnership to hold Capstone Conference

The Piedmont Triad Partnership will hold a Capstone Conference and Celebration June 3 at the Koury Convention Center in Greensboro. The daylong event will include workshop sessions on such topics as "Health Care Grants Retention and Recruitment" and "Design Your Life: The Newest Concepts for the Digital Age." [Learn more.](#)

High Point Market attendance rebounds

According to figures released May 12 by the High Point Market Authority, attendance at the spring show was the highest in two years. The market had 77,705 total registrants, 59 percent of which were buyer registrations. The numbers also showed there were 7,605 first time buyers at the market. [See the video announcing the spring 2010 results.](#)

[Attendance rebounds at furniture market \(Business Journal of the Greater Triad, May 12\)](#)

Enrollment continues to climb in '12 in 6' program

The N.C. Dept. of Commerce's Division of Workforce Development continues to track the progress of Gov. Bev Perdue's JobsNOW "12 in 6" initiative. The community colleges have been asked to provide monthly reports regarding the number of students enrolled, courses offered and the number of jobs created and maintained. The numbers through April 30 show that 11,941 students are enrolled in the program (up from 10,808 as of March 31), and 1,686 courses have been offered (up from 1,524 as of March 31).

Eastern Region to hold export basics seminar

On May 27, North Carolina's Eastern Region (NCER) and the U.S. Dept. of Commerce are hosting a seminar that will provide attendees with market intelligence on business opportunities in five countries: Canada, Mexico, the United Kingdom, China and Japan.

Program highlights will include basic steps to enter these foreign markets and how to find qualified buyers, distributors and agents. Other subjects that will be discussed include:

- Understanding laws, regulations and customs
- Finding opportunities for your industry sector and how to compete successfully
- Learning about government services and programs and how these can increase your sales.

Sandra R. Edwards, director of the U.S. Dept. of Commerce's Raleigh office, and Joseph Conaty, business development manager of the N.C. Dept. of Commerce's International Trade Division, are slated to speak at the event.

The seminar will be held from 8:30 am until 12:00 pm at the Spirit AeroSystems Composite Center of Excellence (formerly the Global TransPark Training Center), in Room 142, located at 3800 Highway 58 North in Kinston.

The registration fee for this event is \$10 and can be paid at

industry leaders gathered on May 13 in Asheville for the 7th Carolina Connect Entrepreneur conference, presented by AdvantageWest. The daylong event featured keynote speakers that included the social media strategy manager for [Monster.com](#) and a startup investor from the Silicon Valley. The event also featured breakout sessions within four tracks focusing on Entrepreneurship, Green Business, Capital and Intrapreneurship. Participants on the entrepreneurship panel were Gustavo Kolmel, whose InterStar Global Logistics grew from \$0 to \$25 million in eight years; Derek and Damien Hoffman of Wall St. Cheat Sheet, one of the fastest growing financial media sites on the web; and Jack Carrier of [DogTagArt.com](#), a company growing at about 20 percent per month. Other panelists for this session were Tracy Sigler and Keith Pelczarski, both former executives with The Motley Fool. The day also included plentiful networking opportunities and roundtable discussions with industry leaders on topics critical to business success.

Tourism development proposals sought

Eastern North Carolina's three regional economic development commissions announced May 11 that they are joining with local tourism officials to seek National Heritage Area designation status for an area of up to 40 counties. The coalition for the proposed National Heritage Area initiative invites heritage tourism, branding, marketing, or economic development consultants to submit proposals for work to meet requirements to secure National Heritage Area designation status for the region.

The qualified person or organization will interact with local tourism professionals to obtain site information, consult on improvement opportunities, establish a brand and marketing theme for the proposed heritage area, develop a heritage asset inventory, and submit federal application forms to the National Park Service. Copies of the Request for Proposals are available from all three Economic Development Commissions: North Carolina's Northeast Commission, Anita Johnson, (888) 872-8562, [www.ncnortheast.info](#); North Carolina's Eastern Region, Erin Eatman, (800) 474-8499, [www.nceast.org](#); and North Carolina's Southeast, Julie Thomas (252) 830-6580, [www.ncse.org](#). Deadline is May 24, 2010. [Read more.](#)

Wine market to bounce back

According to Nielsen reports, domestic wine sales have increased in 2010. January sales rose by 6.7 percent, and February was up 5.8

the door. A continental breakfast is included. Registration can be completed by visiting www.nceast.org or by calling Melissa Grady at (800) 474-8499.

Commerce participates in Winston-Salem trade event

The N.C. Dept. of Commerce's Kuldip Wasson, business development manager with the International Trade Division, was one of the invited panelists at a panel discussion held May 4 in Winston-Salem. The event, hosted by the Winston-Salem State University School of Business and Economics, discussed opportunities and challenges of doing business in India and China. More than 80 people registered to hear experts who had first-hand knowledge about conducting business in the two fast-growing markets. The discussion provided perspectives on the immense opportunity that the two countries present and outlined best prospects, tax considerations, and ways to proceed in certain challenging situations. The event was sponsored by the Piedmont Triad International Business Council in collaboration with the Winston-Salem Chamber of Commerce.

Virginia wants I-95 tolls along N.C. border

Virginia Gov. Bob McDonnell has asked federal highway officials to establish tolls on Interstate 95 near the North Carolina border to pay for repairs that he says are sorely needed along the busy interstate. The tolls of \$1 or \$2 for each axle would generate \$30 million to \$60 million annually, McDonnell wrote in a letter to U.S. Transportation Sec. Ray LaHood. Virginia would be the only state south of Maryland to charge tolls on the interstate, which runs from Maine to Florida. "Interstate Route 95 is one of the nation's largest and most important transportation corridors, linking commercial and economic centers and tourist destinations up and down the East Coast," McDonnell wrote in the letter, dated April 30 but released last week.

N.C. Dept of Transportation Sec. Gene Conti said in a statement that states from Virginia to Florida have been working together to modernize and improve the I-95 corridor. Tolls along I-95 within North Carolina are an option to pay for needed improvements, Conti said. A two-year study that began in 2009 would consider the impact of tolls on local drivers, as well as interstate traffic, and would look at revenue-sharing opportunities among the states along the I-95 corridor, he said.

[Virginia seeks I-95 tolls along N.C. border](#) (WRAL - Raleigh, May 11)

Workforce awarded grant to implement green sector partnerships

The N.C. Dept. of Commerce's Division of Workforce Development has been awarded a federal \$5.98 million green grant to implement green sector partnerships in four regions of the state, covering approximately 38 rural counties. The sectors will be industry-led and will focus on renewable energy and energy efficiency.

The division will also serve as a resource for the N.C. Housing Finance Group as they administer a \$159 million grant to assist unemployed or dislocated workers who are at risk of

percent when compared to the same months last year. Off-premise wine sales have also risen this year, and sales of bottles over \$20 grew the most by 12.6 percent.

A recent Vinexpo report predicts the wine market will bounce back in 2010 and be a better year than 2008 and 2009. Over the next five years, overall wine consumption is expected to grow 3.6 percent.

U.S. and Asia wine consumption are expected to grow most during that period, with Asia increasing by 25 percent and the U.S. by 7.6 percent. European consumption is predicted to drop slightly by 0.7 percent.

Crisco to dance for scholarship funds

N.C. Dept. of Commerce Sec. Keith Crisco will participate in Dancing with the Randolph County Stars to raise scholarship funds for students at Randolph Community College. The event will take place June 5 at the AVS Banquet Centre in Asheboro. [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 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 17, 2010

New projects assigned:	166
Projects announced:	38
Jobs created:	5,548
Capital invested:	\$595.4M
Industry visits by existing industry staff:	504
Calls to the Business ServiCenter:	9,419

N.C. in the News

This Week's Highlights

- [N.C. tech jobs up 23.4 percent in April](#) (The News & Observer - Raleigh, May 17)
- [REVIVAL: 'Fertile ground for job growth'](#) (Winston-Salem Journal, May 17)
- [More jobs likely on way, but nothing is certain](#) (Salisbury Post, May 17)

losing their homes by providing financial help to pay their mortgages.

- [Good news for some Freightliner workers](#) (The Gaston Gazette, May 14)
- [Study funding up in air for Southport international port](#) (The Star-News - Wilmington, May 14)

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