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Weekly highlights from the
North Carolina Department of Commerce



(Left-right) N.C. Dept. of Commerce developer Donna Phillips and Kendyle Woodard of the N.C. Biotechnology Center speak to an unidentified BIO participant about life sciences in North Carolina, May 4 at the N.C. pavilion.

Life sciences highlighted at 2010 BIO

The N.C. Dept. of Commerce and the N.C. Biotechnology Center are at the 2010 BIO International Convention in Chicago this week. BIO is the global event for biotechnology. It features a robust partnering conference, high level keynotes and an array of timely and intriguing breakout sessions, bringing together thought leaders from around the world to discuss the most important issues facing the biotechnology sector today.

The theme of this year's BIO International Convention is "Fulfilling the Promise: Heal, Fuel, Feed the World," highlighting the diverse practical applications of biotechnology. The biosciences encompass a varied set of companies and individual industry sectors that span manufacturing, services, and research activities.

This year's BIO Exhibition will cover an estimated 180,000 net sq. ft. and host more than 1,700 exhibitors with approximately one-third expected to come from countries outside the U.S. The convention also will host numerous domestic and international public officials including nine U.S. governors.

The Biotech Center, in conjunction with Commerce, is hosting the 2,000 sq. ft. North Carolina Pavilion at BIO. Both the [Biotech Center](#) and [Commerce](#) will be tweeting from the convention, too. [Read more.](#)



Roughly 100 people wearing orange T-shirts representing the last time the World Series came to Shelby, made an impact with the subcommittee. The subcommittee will now recommend Shelby to the National Executive Committee this week. Photo by Graham Cawthon, *The Shelby Star*

Shelby wins Legion World Series bid

The town of Shelby won its bid to host the American Legion World Series in 2011, and possibly become the series' permanent home. The town won the bid in a clean sweep Saturday in Indianapolis, where a group of 100 supporters, all wearing orange T-shirts, helped present the city's bid. The group traveled to Indianapolis May 2 via a 20-hour bus trip from Shelby. Lt. Gov. Walter Dalton, N.C. Dept. of Commerce Sec. Keith Crisco and Assistant Sec. for Tourism, Marketing and Global Branding Lynn Minges were heavily involved with local partners in recruitment efforts to secure the bid. Minges traveled to Indianapolis on May 2 and participated in the formal bid presentation.

[Great news: Shelby makes clean sweep in Legion World Series bid](#) (The Shelby Star, May 2)

The Research Triangle region remains among the nation's leaders in life sciences industry jobs and salaries, according to a report released May 3 at BIO. The study by Battelle Memorial Institute, State Bioscience Initiatives 2010, benchmarks how U.S. states and regions are faring in efforts to attract companies and jobs in an increasingly competitive national and international environment during an economic downturn. Among the key findings:

- Raleigh-Cary and Durham-Chapel Hill 2008 metropolitan statistical areas (MSAs) accounted for 12,988 research-and-testing company jobs at an average \$75,829 annual wage in 2008. Those jobs generated an additional 2.6 jobs each for the state and region.
- Durham-Chapel Hill ranked first among mid-size 2008 MSAs (those with employment of 75,000-250,000) for jobs in two core employment concentration sub-sectors of the nation's life sciences industry: research, testing and medical laboratories jobs (8,270) and drugs and pharmaceuticals jobs (6,755).
- Raleigh-Cary ranked fourth in drugs and pharmaceuticals jobs (3,331) and 11th in research, testing and medical laboratories jobs (3,718) among large MSAs with total private employment of greater than 250,000.

[Download the study. Learn more about the Research Triangle Partnership.](#) The partnership includes the north-central N.C. counties of Chatham, Durham, Franklin, Granville, Harnett, Johnston, Lee, Moore, Orange, Person, Vance, Wake and Warren counties.

[See the Impact Magazine special edition on BIO.](#)

[Biotech poised for resurgence in N.C.](#) (The News & Observer - Raleigh, May 4)



An artist's rendering of the North Carolina pavilion at the 2010 BIO International Convention



(Left-right) N.C. Dept. of Commerce Deputy Sec. Dale Carroll, Charlotte Douglas Airport Authority Planning and Development Manager Jack Christine and N.C. Ports Authority Director of Distribution Services and Economic Development Jimmy Yokeley

Logistics the focus of Southeast Real Estate Conference

On April 29, The N.C. Dept. of Commerce, the Charlotte Douglas Airport Authority and the N.C. Ports Authority participated in the Southeast Real Estate Conference in Charlotte. The conference focused on logistics, and the North Carolina participants were joined by their counterparts from South Carolina.

Perdue declares May Workforce Development Month

By proclamation of Gov. Bev Perdue, the N.C. Commission on Workforce Development and the N.C. Dept. of Commerce's Division of Workforce Development are recognizing May as Workforce Development Professionals Month.

This year, the Commission and division, in collaboration with three Local Workforce Development Areas, is hosting professional development seminars held regionally with different speakers to reflect topics about the economy and jobs in North Carolina.

The seminars are sponsored by the Division of Workforce Development and hosted by the Region C Workforce Development Board, Eastern Carolina Workforce Development Board, and Greensboro/High Point/Guilford County Workforce Development Board.

The Commission on Workforce Development will recognize workforce development professionals during their May meeting in Raleigh.

For more details on the seminars visit www.ncwdpmonth.com. [See the Workforce Development Seminars.](#) [See the proclamation.](#)



The North Carolina delegation meets with BSH officials at the company's headquarters in Munich. Bottom row, left to right: First Gentleman Bob Eaves, N.C. Dept. of Commerce Economic Developer Martyn Johnson, Kurt-Ludwig Gutberlet of BSH, Gov. Bev Perdue, Jane Crisco, Winfried Seitz of BSH, and Chief Advisor for Business & Economic Development Don Hobart. Top row, left to right: Clemens Schaller of BSH, N.C. Community College System President Scott Ralls, Commerce Sec. Keith Crisco, Craven County EDC Executive Director Jim Davis and Stefan Koss of BSH

N.C. delegation meets with BSH in Munich

Last week Gov. Bev Perdue visited the corporate headquarters of BSH Bosch und Siemens Hausgeräte GmbH located in Munich, Germany. The visit was part of the recent economic development mission to Europe. Joining Perdue were N.C. Dept. of Commerce Sec. Keith Crisco, N.C. Community College President Scott Ralls and Craven County EDC Executive Director Jim Davis.

Perdue received a briefing on worldwide sales and the energy savings policy of BSH. Perdue, Crisco and others from North Carolina shared with BSH the multiple ways North Carolina can assist companies. BSH Home Appliances Corporation has maintained a factory that produces dishwashers, cooktops and ventilation hoods in New Bern since 1997.



Gov. Bev Perdue delivers the opening remarks for day two of the 7th annual Sustainable Energy Conference.

Sustainable Energy Conference takes place in Raleigh



Chairman Charlie Greene speaks at the N.C. Export Furniture Council meeting at the High Point Market

N.C. Furniture Export Council meets

The North Carolina Furnishings Export Council met April 16 for its bi-annual meeting at the String & Splinter Club during the High Point Furniture Market. Charlie Greene is the current chairman and welcomed approximately 50 members and guests. The council's membership includes 28 manufacturers and associations. At the meeting, attendees heard from the N.C. Dept. of Commerce's International Trade Division foreign trade representatives Russ Sawchuk, Canada; William Chu, Hong Kong; Sumio Shibata, Japan; Laura Camberos, Mexico; and Carsten Lex, Germany. Camberos provided guests with a presentation on the home furnishings industry in Mexico and the important relationship between North Carolina and Mexico. Mexico is one of North Carolina's top export countries.



(Left-right) N.C. Chamber CEO Lew Ebert and N.C. Dept. of Commerce Deputy Sec. Dale Carroll

N.C. Chamber holds jobs summit

On April 29 the N.C. Chamber held its jobs summit in Cary. N.C. Dept. of Commerce Deputy Sec. Dale Carroll gave the welcome address and presented Gov. Bev Perdue's 2010 Agenda for North Carolina.

The N.C. Dept. of Commerce's State Energy Office sponsored the 7th annual Sustainable Energy Conference April 20-21 in Raleigh. Almost 900 people gathered to discuss topics such as wind and solar energy, green/sustainable policy and manufacturing opportunities.

Gov. Bev Perdue provided opening remarks for day two of the event. She was introduced by N.C. Dept. of Commerce Deputy Sec. Dale Carroll.

Keynote speakers included Harry Wingo, policy counsel for Google, and Nate Hurst, director of public affairs and government relations for Walmart.

N.C. Small Business Commissioner Scott Daugherty and Office of Science and Technology Executive Director John Hardin were panelists for the Small/Emerging Business Assistance session. Executive Director of Workforce Development Roger Shackelford was a panelist for the Workforce Development session.

Sponsors included Duke Energy, the U.S. Environmental Protection Agency, Business Link N.C. (BLNC) and the N.C. Sustainable Energy Association.



Google Policy Counsel Harry Wingo (left) speaks to an audience member during the 7th annual Sustainable Energy Conference.



(Left-right) Rep. Bruce Goforth, Sen. John Snow, N.C. Dept. of Commerce Deputy Sec. Dale Carroll, Rep. Ray Rapp and L.T. Ward of WNC Communities

Carroll keynotes WNC Communities regional assembly

On April 30, WNC Communities held its regional assembly in

I-40 and welcome center reopen

I-40 reopened six months to the day after a rock slide forced its closure Oct. 25 near the Tennessee state line; the I-40 West Welcome Center reopened April 26. The road closure had forced drivers to take I-26 through northeastern Tennessee or other routes to avoid the slide area, and it deterred some visitors from visiting Western North Carolina on leisure trips. Throughout the closure and reopening, the N.C. Dept. of Commerce's Division of Tourism, Film and Sports Development worked closely with partners to conduct research and adjust its marketing plan to include messaging that North Carolina's mountains remained open for business despite the rock slide.

"Absolutely it's had an impact," said Marla Tambellini, head of marketing at the Asheville CVB. "That combined with the winter and the economy has taken its toll. The tourism industry in Western North Carolina is collectively saying, 'Hallelujah!'"

State government – including the division and N.C. Dept. of Transportation (NCDOT) – the Asheville CVB and others are undertaking efforts to let motorists know that the road is clear again, she said. The division and its advertising agency, LKM, worked with NCDOT to develop online and radio messaging to inform travelers that the Interstate is open again.

On April 27, PR Director Wit Tutttell, NCDOT engineers and contractors, elected officials, community leaders and citizens were at the Welcome Center for interviews and to discuss the process for the Interstate clean up and stabilization.

[3 lanes of I-40 reopen 6 months after rock slide](#) (The Asheville Citizen-Times, April 26)



N.C. wineries win gold

Several North Carolina wineries won gold

Asheville. N.C. Dept. of Commerce Deputy Sec. Dale Carroll was keynote speaker and presented Gov. Bev Perdue's 2010 Agenda for North Carolina.



(Left-right) Mark Arend, editor in chief of Site Selection magazine, Ronnie Bryant, president & CEO of the Charlotte Regional Partnership, and David Swenson, Charlotte Regional Partnership vice president of economic development services

Charlotte Chamber, CRP in top 10

The Charlotte Regional Partnership and the Charlotte Chamber of Commerce have been named two of the Top 10 Economic Development Groups in the U.S. by Site Selection magazine.

"To have two of the top 10 economic development organizations in the country based in our region speaks volumes about the quality of our economic development professionals, as well as our regional assets. It also is a validation of our regional marketing strategy," said Ronnie Bryant, Charlotte Regional Partnership president & CEO.

Last year, the Greater Statesville Development Corporation and Mooresville-South Iredell EDC shared the honor of being one of the top 10 economic development groups.

"I am extremely proud of representing a region in which so many people work so hard every day to bring in new companies and help ones that already are here succeed and expand," Bryant added. "The bottom line is creating jobs and opportunity, and that's the best acknowledgement we could get." [Read more.](#)

Blue Ridge Parkway basks in national media spotlight

The front page of the April 30 USA TODAY Travel Section captures the essence of the Blue Ridge Parkway with words and images by veteran journalist Jayne Clark. An image of North Carolina from the Division of Tourism, Film and Sports Development anchors the extensive, insightful piece, and a visit to the newspaper's web site offers a photo gallery and video.

medals at recent wine competitions.

Biltmore Winery won six medals with two golds, and Raffaldini Vineyards received four medals with one gold at the Lodi International Wine Competition in April.

In April at the San Diego International Wine Competition, Biltmore Winery and Raffaldini Vineyards won five medals, including a gold for Biltmore.

The Finger Lakes International Wine Competition awarded 51 medals to N.C. wineries in April. Biltmore, Cypress Bend, Noni Bacca, Sanctuary and Shelton all won gold medals among over 3,000 entries from all 50 states and 15 countries.

Four North Carolina wineries won a total of 14 medals at the 2010 San Francisco Chronicle Wine Competition in January. Biltmore Winery and Junius Lindsay Vineyard each took home gold medals from among the nearly 5,000 entries. [Read more from Carolina Uncorked.](#)

Charlotte's Ritz-Carlton awarded LEED Gold

The Ritz-Carlton in Charlotte has become the first Ritz-Carlton to win a green stamp of approval from the U.S. Green Building Council with its LEED (Leadership in Energy and Environmental Design) Gold designation. On the eve of Earth Day, the Ritz-Carlton unveiled its new green roof, planted with a groundcover called sedum. Tomatoes, herbs and lavender grow in raised beds on one side. On the other stand two beehives, whose bees will become urban commuters, visiting condo balconies and city parks in a two-mile radius before returning to their 18th-floor base. Their honey will flavor the hotel's yogurt, granola and brews served at high tea.

[120,000 honeybees buzz atop Ritz-Carlton](#)
(The Charlotte Observer, April 22)

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 3, 2010

Elizabeth Sims, public relations consultant for the Blue Ridge Parkway 75th, and the division's PR team had approached editors simultaneously about writing a story. The ad value is approximately \$200,000 and the circulation is 1.9 million.

The parkway has been part of three division media missions (Greenville, S.C., Birmingham, Ala., and New York City) since November. The division and the parkway will host a special event in Raleigh for journalists on May 26. In addition, NBC's Weekend TODAY Show will feature the parkway on May 16. Sims worked with producers to film at Mabry Mill, the Blue Ridge Music Center, Linn Cove Viaduct and Lake Lure. [Read the article.](#)

Other national and regional stories are under development at this time, and others are starting to appear. Blue Ridge Country features an [ongoing special section online and in its pages.](#)

[Learn more about the Blue Ridge Parkway's 75th Anniversary.](#)
[View videos of the Parkway and more.](#)

April economic overview released

On May 4, the N.C. Dept. of Commerce's Policy, Research & Strategic Planning Division (PRSP) released its Monthly Overview of North Carolina's Economy for April 2010. [Read the overview.](#)

Among the findings:

- North Carolina's unemployment rate decreased slightly to 11.1 percent; the number of employed workers increased significantly.
- Non-farm employment increased between February and March; manufacturing and construction sectors grew.
- Closings and layoffs decreased in March and were below the four-month and 12-month averages.
- Home sales, housing units authorized and foreclosures all increased.

New projects assigned:	151
Projects announced:	35
Jobs created:	5,089
Capital invested:	\$568.7M
Industry visits by existing industry staff:	429
Calls to the Business ServiCenter:	8,493

N.C. in the News

This Week's Highlights

- [How plastic popped the cork monopoly](#) (Wall Street Journal, May 3)
- [Furniture stores struggle, adapt through recession](#) (The Associated Press, May 3)
- [Dell plant to remain open until early 2011](#) (Business Journal of the Greater Triad, May 3)
- [Stimulus' exact impact on job creation unclear](#) (New Bern Sun Journal, May 3)
- [Red tape bridles stimulus project](#) (The News & Record - Greensboro, May 3)
- [Energy funds head for N.C.](#) (The News & Observer - Raleigh)
- [Gulf oil spill doesn't change N.C. posture](#) (The News & Record - Raleigh, April 30)
- [What are NC's top natural wonders?](#) (The Associated Press, April 30)
- [Feds grant Progress Energy \\$200M for smart grid](#) (Triangle Business Journal, April 29)

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