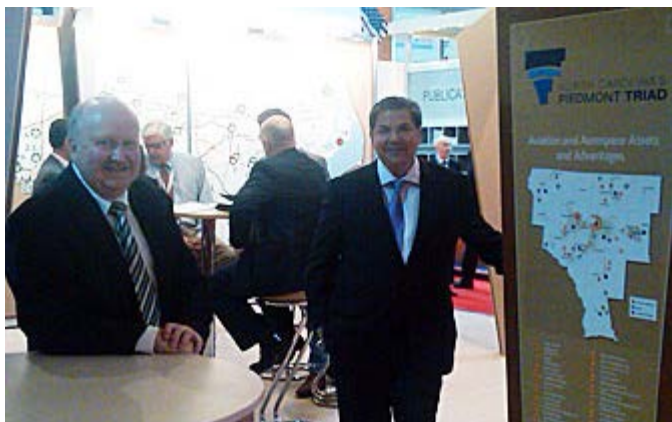


# sync<sup>TM</sup>

Weekly highlights from the  
North Carolina Department of Commerce



(Left-right) N.C. Department of Commerce European Investment Director Martyn Johnson and State of North Carolina European Office Director Todd Brennan during the Farnborough International Airshow.

## Commerce promotes aerospace at airshow

The N.C. Department of Commerce, along with several partners and allies from across the state, are in Farnborough, England, this week at the Farnborough International Airshow. This show provides an opportunity to connect with senior aerospace executives over the course of the five-day trade fair. Eight North Carolina companies and economic development organizations are also joining Commerce to exhibit within the state's booth, taking advantage of the department's expanded marketing partnership program.

Partners include: North Carolina's Eastern Region, North Carolina's Global TransPark, Piedmont Triad Partnership, C.R. Onsrud, Lquip International – Beta Fluid Systems, Magellan Group, TIMCO Aviation Services, and Monroe Economic Development.

The Farnborough airshow, which opened July 9, is the largest event held in the sector this year with more than 120,000 trade visitors expected to attend. Commerce is leading the state's marketing efforts at the show, mounting a 450-square-foot exhibit in the U.S. Pavilion and conducting meetings with senior aerospace executives. The air show runs through July 15. The state's presence at the show follows successful exhibits mounted at the 2008 and 2010 shows and at the International Airshows at Le Bourget, France in 2009 and 2011.

Governor Bev Perdue has identified aerospace and defense



## N.C. ranked fourth Best State for Business

Governor Bev Perdue on July 10 announced that North Carolina ranked number four in CNBC's annual survey of America's Top States for Business. According to CNBC's report, North Carolina continued to perform well in the Workforce category, placing third. In addition, the report says that North Carolina ranked high in Technology and Transportation.

North Carolina has finished in the top 10 in all six years of CNBC's business rankings. In its rankings, CNBC scored the states on more than 51 measures of competitiveness based on the cost of doing business, workforce, quality of life, economy, transportation and infrastructure, technology and innovation, education, business friendliness, access to capital and cost of living. [Read more.](#)



(Left-right) Henderson-Vance Economic Development Commission Chairman Sam Watkins, N.C. Department of Commerce Deputy Secretary and COO Dale Carroll, City of

as key target industries for North Carolina and as increasingly important to long-term job and investment growth for the state. North Carolina has enjoyed significant growth in the sector over the last four years, such as Spirit AeroSystems' and Honda Aircraft Co.'s expansion plans in Kinston and Greensboro, respectively. Just last month, United Technologies Corporation announced it will be expanding by adding 325 new jobs in Charlotte. [Learn more](#) about the aerospace industry in North Carolina.

[Charlotte bids to put the Carolinas on the global aerospace map](#) (AIN Online, July 8)



## Durham is No. 1 for Highest Concentration of Creative Class Workers

Renowned researcher Richard Florida, author of the global best-seller "Rise of the Creative Class" and currently senior editor at The Atlantic magazine, reported today (July 9) that Durham, North Carolina is now ranked the number one city in the United States for concentration of creative class workers. Florida, posting on the magazine's Atlantic Cities website, highlights a recent study conducted by his colleague Kevin Stolarick of the University of Toronto. The study compiles data from the Bureau of Labor Statistics to reveal the metropolitan areas with the highest concentrations of creative class labor pools. Topping the list was Durham, where the creative class accounts for nearly 50 percent of the workforce.

Florida is one of the world's leading public intellectuals on economic competitiveness, demographic trends, and cultural and technological innovation. International diplomats, government leaders, filmmakers, economic development organizations and leading Fortune 100 businesses have benefited from his global approach to problem-solving and strategy development. Florida's ideas on the "creative class," commercial innovation and regional development have been featured in major ad campaigns from BMW and Apple, and are being used globally to change the way regions and nations do business and transform their economies. [Read more.](#)

## Report: Interior activities contributed \$2.86B to N.C. economy, supported more than 24,000 jobs

Department of the Interior activities contributed \$2.86 billion to Carolina's economy in 2011 and supported 24,221 jobs in fields ranging from energy and mineral development to tourism

*Henderson Mayor James "Pete" O'Geary, EDC Director Stuart Litvin at CIS event*

## Carroll presents dual Certified Sites certificates in Vance County

On July 9 N.C. Department of Commerce Deputy Secretary and COO Dale Carroll officially presented Certified Sites certificates for both the Triangle North-Vance Commerce Park and the Henderson-Vance Industrial Park to local officials. Carroll made the presentations to the Henderson-Vance Economic Development Commission before the Vance County Board of Commissioners and then later before the Henderson City Council. The ceremonies were unique in that two different industrial sites were certified under this rigorous statewide program in the same county at the same time.

The N.C. Certified Sites Program contains a statewide inventory of industrial sites that have undergone a rigorous prequalification process to ensure they meet a consistent set of standards. A Certified Site reduces the risks associated with development by providing detailed information about a site, including price and availability, utilities, access, environmental concerns and potential development costs. Sites are periodically recertified in order to ensure accurate, reliable data.



## Minges featured on Carolina Business Review

N.C. Department of Commerce Assistant Secretary for Tourism, Marketing and Global Branding Lynn Minges was a recent guest on a segment of "Carolina Business Review." The segment, which also featured Kit Cramer from the Asheville Chamber and officials from South Carolina, looked at the investments made in travel and tourism marketing and infrastructure to keep visitors coming back to vacation destinations, including some who eventually move their families and their businesses to their favorite spots. [See the segment.](#)

## Forbes: Greenville No. 10 on list of Best Small Places for Business and Careers

and outdoor recreation, according to a [new report](#) released July 10.

Nationwide, the activities of the Department of the Interior contributed \$385 billion to the U.S. economy and supported more than 2 million jobs in 2011.

"The Interior Department has a uniquely diverse mission that benefits the American people by promoting tourism, outdoor recreation, energy development and other economic activities that fuel local economies in North Carolina," said Secretary of the Interior Ken Salazar. "This report underscores that there are real, lasting impacts on communities and small businesses across the country where Interior is helping to strengthen economies and support families."

In North Carolina, over 19 million visitors to National Parks, National Wildlife Refuges and other Interior lands supported 12,176 jobs, while energy and mineral development supported 11,200 jobs. With over 3 million visitors, North Carolina's coastal parks alone supported 2,467 jobs.



## N.C. seen as great place for those in search of tech jobs

Simply Hired, a Silicon Valley-based vertical search engine company with one of the largest online jobs databases, released its July 2012 employment outlook, which demonstrates further North Carolina's growing economic strength in the information and communications technology industry.

"For the second month in a row we're seeing positive growth in job openings nationwide," said Gautam Godhwani, Co-founder and CEO of Simply Hired in a July 2 press release. "This steady increase is reflected across all the major metro areas, showing that employers have a confidence in today's economy, which is very encouraging as we head towards the fall hiring season."

In a VentureBeat report on the Simply Hired data, Charlotte was found to be one of the leading cities in respect to percentage increases in tech jobs. Nationally, the Charlotte area was the third best place to look for jobs in the technology field; the Raleigh-Cary area was ninth on the list. VentureBeat specializes in covering trends in the technology sector. [Read more.](#)

## New census figures show Charlotte among

Forbes.com ranks Greenville as a top-ten city for best small places for business and careers.

Forbes.com considers several metrics, including job growth, cost of living, income growth, education and quality of life to determine the rankings. [Learn more.](#)

[Forbes: Greenville No. 10 on list of Best Small Places for Business and Careers](#) (WNCT - Greenville, July 2)



Renee Hutcheson (left), an architect and member of the N.C. Energy Office's Utility Savings Initiative team, accepts thanks from U.S. Dept. of Energy Deputy Assistant Secretary Kathleen Hogan, on North Carolina's signing up to be a partner in the Better Building Challenge.

## Obama administration announces N.C. is part of the Better Buildings Challenge

On June 26, the Obama Administration announced 36 new states, local governments and school districts have joined President Obama's Better Buildings Challenge. These new commitments total nearly 300 million square feet in job-creating building energy upgrades, equivalent to more than 130 Empire State Buildings.

North Carolina is one of four states joining the challenge, including Delaware, Maryland and Massachusetts. The challenge recognizes North Carolina's efforts, particularly through the Utility Savings Initiative, to make government buildings more energy efficient. The Utility Savings Initiative has developed a strong track-record in conserving energy and saving taxpayer dollars by controlling the state's utility bills. Since the program's inception in fiscal year 2002-03, an investment of approximately \$11.5 million has produced more than \$417 million in avoided utility costs. Energy consumption in state facilities is down 18 percent while energy costs have increased 44 percent.

## fast-growing cities

New numbers from the U.S. Census Bureau rank Charlotte as one of the fastest-growing towns in the country. From mid-2010 to mid-2011, numbers released last month show Charlotte's population increased by more than 19,600, ranking it ninth among U.S. cities.

The new statistics aren't a surprise, said Tony Crumbley, the vice president of research for the Charlotte Chamber.

"We've grown through major recessions," Crumbley said. "A lot of people didn't move – people couldn't move, couldn't sell their homes – and this type of thing is an indication that people who are able to move are still choosing to move to Charlotte."

[New census figures show Charlotte among fast-growing cities](#)  
(*The Charlotte Observer*, June 29)

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## Registration for state aerospace supplier conference now open

The N.C. Military Business Center, N.C. Aerospace Alliance, the N.C. Department of Commerce and the office of U.S. Senator Richard Burr are pleased to announce the 3rd Annual N.C. Aerospace Supplier Conference on Aug. 14 at Showplace in High Point. The conference will provide opportunities for North Carolina companies to connect with aerospace prime contractors and first tier subcontractors, as they identify their defense and commercial aerospace projects and requirements.

Burr will provide kickoff remarks. Keynote speakers will discuss "The Future of Commercial Aviation" and "The F-35 Joint Strike Fighter – Focus on Affordability." "Prime Contractor Sessions" will feature large primes and first tier subs, who will provide briefs about their companies, current and future requirements, and teaming and supplier opportunities and prequalification procedures. A large exhibitor expo floor will showcase the technologies, products and services of N.C. companies engaged in or supporting the aerospace industry.

Both attendee and exhibitor registrations are being accepted. Exhibitor space will sell quickly and is available on a first-come, first-served basis. [Read more.](#)

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## ECU opens first dental community service learning center

A new way of teaching dental medicine and delivering dental care took a big step last month with the opening of the first East Carolina University School of Dental Medicine Community Service Learning Center in Aoshkie.

University and local officials cut the ribbon on the \$3 million, 8,000-square-foot center June 28.

ECU Chancellor Steve Ballard said the center fulfills the commitment the university and dental school made to provide care in underserved areas.

"Not every university puts service first," Ballard said to a crowd of more than 100 gathered for the event on a warm, windy day. "I think for 105 years, ECU has put service first." [Read more.](#)



*Vollis Simpson whirligig*

## Whirligigs getting makeover for park

The eccentric vision of a self-taught North Carolina artist famed for his whimsical, wind-powered whirligigs is getting an overhaul that's as much about engineering as it is about art. Just as more traditional conservators might study an artist's canvas and paints, the 16-member team working in a former downtown Wilson auto parts warehouse pores over pieces of reflector and debates whether to use more modern bearings to replace old-fashioned grease fittings on Vollis Simpson's spinning sculptures. They're restoring about 30 whirligigs - wind-driven creations constructed from motor fans, cotton spindles and other recycled parts - that stand as high as 50 feet. With the help of approximately \$2 million in grants and donations, a few organizations in nearby Wilson are building the Vollis Simpson Whirligig Park. It's scheduled to open in November 2013. Between now and then, the team is sprucing up whirligigs that have spent decades in the elements, including more than a few hurricanes.

[Engineers, mechanics renovate N.C. whirligigs](#)  
(*The News & Observer* – Raleigh, July 4)

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## 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 - July 10, 2012

<b>New projects assigned:</b>	215
<b>Projects announced:</b>	69
<b>Jobs announced:</b>	8,545
<b>Capital investment announced:</b>	\$2.02B



Chimney Rock, viewed from the Opera Box (photo courtesy Steven McBride)

## Chimney Rock State Park dedicates improved elevator, trail

On June 30, Chimney Rock in Lake Lure officially dedicated its brand-new, completely renovated elevator built straight through the granite rock wall. Closed for renovations for the past year, it re-opened earlier in June. The formal dedication of the elevator also included the dedication of the renovated Outcroppings Trail with its 491 stairs and which initially opened in April, and numerous other safety and visitor facility improvements.

[Chimney Rock State Park dedicates improved elevator, trail](#)  
(*The Citizen-Times* – Asheville, June 28)

Industry visits by existing industry staff:	669
Calls to Business Link N.C.:	10,656

## N.C. in the News

### This Week's Highlights

- [Success comes down to a matter of degrees](#) (*The News & Record* - Greensboro, July 8)
- [Asheville airport holds its own against Southwest](#) (*The Citizen Times* - Asheville, July 7)
- [Ashley Furniture begins hiring for Davie County plant](#) (*The Business Journal of the Greater Triad*, July 3)
- [Port expansion could grow state's economy](#) (*The Star News* - Wilmington, June 29)
- ['Hunger Games' makes N.C. mill village a star](#) (*The Charlotte Observer*, July 9)

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