

syncTM Weekly highlights from the North Carolina Department of Commerce



Gov. Bev Perdue checks out an armored vehicle at LORD Corp. (Photo courtesy of LORD Corp.)

Report identifies key military defense markets

A report released by the [N.C. Military Foundation](#) identifies emerging defense and homeland security priorities that fall within the state's core strengths, and works with leaders in government, business and academia to capitalize on them. The report also identifies six market areas, grouped by relative state of maturity, and offers recommendations on how to facilitate growth in each market. The report includes analysis from Commerce's Policy, Research & Strategic Planning Division.

On July 8, Gov. Bev Perdue discussed the report's findings, and stressed the economic importance of military contracting during a news conference at LORD Corp. in Cary. [Read the report.](#)

[State targets defense contracts](#) (The News & Observer - Raleigh, July 9)



ITD Director Jean Davis presents a china plate featuring the North Carolina state seal to Congressman Francisco Caminha from Fortaleza, Brazil.

ITD hosts Brazilian delegation

International Trade Division (ITD) Director Jean Davis hosted a delegation from Brazil on July 8 that included Congressman Francisco Caminha from Fortaleza, Brazil. The Brazilian delegation, from the states of Sao Paulo and Ceara, is in North Carolina to finalize details with a research team at Appalachian State University. ASU recently received an EPA grant to work on an energy project with Brazil based on biomass, especially recovering methane from landfill waste to use as an energy resource. The visitors briefed Commerce on the exciting new developments in trade and business opportunities with Brazil. The delegation is also making technology connections in North Carolina for companies in Sao Paulo.

Commerce participates in China Business Forum

Sec. Keith Crisco was the morning keynote speaker at the [2009 China Business Forum](#), held July 7 at the Brier Creek Country Club in Raleigh. China is of increasing importance to North Carolina companies that want to export their products to global emerging markets. The event included a panel discussion with business leaders who had experience doing business with China. They discussed the investment climate in China, government



(Left-right) Bill Leach, chairman of Greater Statesville Development Corp.(GSDC) Board; Mike Smith, executive director of GSDC, Commerce Sec. Keith Crisco, John Marek, director of business retention/expansion & marketing for GSDC

Crisco speaks to Statesville group

Commerce Sec. Keith Crisco attended the July 8 quarterly meeting of the Greater Statesville Development Corp. [Committee of 100](#), where he discussed North Carolina's economy and stressed Gov. Bev Perdue's commitment to economic development. Crisco also commended the city on its recent designation as an All-America City and No. 1 Micropolitan Area ranking by Site Selection magazine.

The Committee of 100 is a group of individual and corporate citizens who, through private donations, help to fund the marketing efforts of the greater Statesville area.

[State commerce secretary visits Statesville](#) (Statesville Record & Landmark, July 9)



(Left-right) Principal Chief Michell Hicks of the Eastern Band of the Cherokee Indians, Assistant Commerce Sec. for Tourism, Marketing and Global Branding Lynn Minges, Harrah's Director of External Relations and former Principal Chief Joyce Dugan, Harrah's Cherokee Casino & Hotel General Manager Darold Longo, and Tribal Casino Gaming Board member Norma Moss

Harrah's breaks ground on 532-room tower

[Harrah's Cherokee Casino & Hotel](#) broke ground July 10 on a 532-room luxury tower, part of an expansion that will make the property the largest hotel in the state. Assistant Sec. for Tourism, Marketing and Global Branding Lynn Minges was on

regulations and reforms, enforcing contracts, and best practices for doing business in the world's most populous country. The event was sponsored by the Greater Raleigh Chamber of Commerce in partnership with the U.S. Chamber of Commerce. International Trade Division Director Jean Davis also participated in the forum.

N.C.'s Northeast Commission creating 'Living Waters Trail'

[Northeast Tourism](#), a group of tourism leaders from the 16 counties served by [North Carolina's Northeast Commission](#), is spearheading the Living Waters Trail to promote history-based tourism. The initiative is seeking submissions from area churches with structures that are at least 100 years old. The church must feature notable architecture, have documents to prove its history and explain how it could attract and welcome tourists. "Tourism is an economic driver for North Carolina's northeast region, and we can combine our resources for more group tour activities," said Vann Rogerson, president and CEO of the Northeast Commission. "Bringing visitors to the area also brings jobs and investment."

[Churches may join Living Waters Trail](#) (Daily Advance - Elizabeth City, July 3)

AdvantageWest names senior VP of entrepreneurial development

AdvantageWest CEO Scott Hamilton announced July 8 that Pam Lewis has been promoted to senior vice president of Entrepreneurial Development. Lewis has been involved in the development of numerous conferences for entrepreneurs, as well as the launch of Juicy Ideas, a competition that encourages college students to combine entrepreneurship with environmental responsibility. In March, Lewis was selected as a YWCA Tribute to Women of Influence honoree.

hand for the ground-breaking and spoke about the positive impact the Cherokee have on tourism in the western part of the state.

When completed in 2012, the 37-acre property will have a 3,000-seat events center, entertainment and VIP lounges, a 16,000-square-foot spa, a state-of-the-art digital poker room, an Asian gaming room, additional restaurant and retail outlets, and hotel and casino parking garages. Harrah's Cherokee is also renovating current casino facilities and doubling the size of its casino floor to 150,000 square feet while increasing video and table game capacity. The facilities will incorporate the Eastern Band of Cherokee's collection of Native American arts.

[New 532-room tower will make Harrah's largest hotel in N.C.](#) (Knoxville News-Sentinel, July 11, 2009)

Grant to help improve Harnett science park

A \$1 million federal grant that will be shared by Harnett County and the town of Lillington is expected to create 100 jobs and generate \$56 million in private investment. The U.S. Commerce Department said the Economic Development Administration grant will be used to improve water, sewer, road and drainage for Harnett County's science and technology park.

Hoke gets new manufacturer, 40 jobs

Gov. Bev Perdue announced July 8 that Alpla Inc., a global supplier of plastic packaging, is opening a new manufacturing facility in Raeford. The company plans to invest \$7.2 million and create 40 jobs during the next three years. The announcement was made possible in part by a \$120,000 grant from the One North Carolina Fund. [North Carolina's Southeast](#) was a partner on this project.

Alpla Inc., based in Austria and with operations in North America, South America, Europe and Asia, provides bottles, caps and other plastic packaging products to clients globally. Alpla recently posted annual sales of more than \$3.2 billion, with more than 10,000 employees worldwide and production facilities in 34 countries. The company, with its U.S. headquarters in Georgia, lists Unilever, Coca-Cola, Proctor & Gamble and Clorox among its clients.

Alpla plans to open a new manufacturing facility, its first in North Carolina, on the Raeford campus of one of its major clients, Unilever Corp. The company will manufacture plastic bottles for shampoo, conditioners and body wash products. The 40 new jobs will pay an average annual wage of \$32,450, not including benefits. That is higher than the Hoke County average annual wage of \$22,724. [Read more.](#)

Perdue signs executive orders to increase transparency in state government

Gov. Bev Perdue on July 8 signed Executive Orders 17 and 18 to bring greater transparency and accountability to state government.

"These executive orders further expand on two hallmarks of my administration – transparency and accountability," said



In SYNC: Dallas Hardenbrook

This week's SYNC begins a new monthly feature in which we introduce readers to a member of the Commerce economic development team. Our inaugural profile is International Project Manager Dallas Hardenbrook, who specializes in helping European businesses invest in North Carolina. His most recent project was helping Bayer Crop Science complete a \$10 million, 128-job expansion in the Triangle.

Originally from Colorado, Hardenbrook has been with Commerce for almost 21 years. He brings to his position an appreciation of German culture developed after living in southern Germany for three years following college. His favorite city in Germany is Munich because, he says, the people are so friendly, and he loves the Alps.

Hardenbrook says that North Carolina can make itself more attractive to European investors by focusing on workforce development and educating students who don't continue on to a four-year college after high school.

"We don't have the same kind of apprenticeship program that Europe does but we are able to highlight our community college system, and the valuable vocational, technical and focused training aspects of those colleges."

Metrics from B&I Division

Below are year-to-date metrics tracked by the 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.

January - July 13, 2009

New projects assigned:	240
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Perdue. "Only when the doors of government are open wide, and the sun truly shines in, can we be sure that our government by the people is working for the people."

[Executive Order 17](#) directs the Dept. of Commerce to obtain and report the names of consultants involved in economic development projects that seek benefits from the state's incentive programs. Information on consulting relationships will be provided to the secretary of Commerce, the Economic Investment Committee, and the governor to better assist them in making conflict of interest assessments. The information and will be retained as part of each project's file.

[Executive Order 18](#) declares that executive branch emails sent to and from state government accounts will be retained and archived as public records for 10 years. Executive branch employees must keep all e-mails they send for at least 24 hours so that those emails can be copied to back up tapes. E-mails received must also be kept for 24 hours unless the e-mail is clearly not related to state business. The order also directs Information Technology Services to develop a new e-mail archiving system and make it available to all executive branch agencies for which it provides e-mail services as soon as practicable. Until the new archiving system is developed, ITS will continue to keep backup tapes of e-mails sent to and from state government accounts. The governor has invited all parts of state government over which she does not have direct control, including the legislative and judicial branches, to participate in this program.

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Projects announced:	56
Jobs created:	5,909
Capital invested:	\$1.758B
Direct account interactions (industry visits by existing industry staff):	924
Calls to the Business ServiCenter:	14,235

N.C. in the News

This Week's Highlights

- [Yet again, N.C.'s economy will adapt](#) (The News & Observer - Raleigh, July 9)
- [State commerce secretary visits Statesville](#) (Statesville Record and Landmark, July 9)
- [PPD to eliminate 270 jobs, including some in Wilmington](#) (Wilmington Star-News, July 8)
- [China's trade rep to US talks trade in NC](#) (The Associated Press, July 7)
- [Small city plucks a big plum in Apple](#) (The Charlotte Observer, July 7)
- [Apple to build \\$1 billion data center in Maiden](#) (Hickory Daily Record, July 7)
- [Triad leaders to preach 'aerotropolis' in Raleigh](#) (The News & Record, July 7)

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