

# sync<sup>TM</sup>

Weekly highlights from the  
North Carolina Department of Commerce



(Left-right) CB Richard Ellis Senior Managing Director Jonathan Sangster, Charlotte Regional Partnership President and CEO Ronnie Bryant, N.C. Department of Commerce Secretary Keith Crisco and KPMG Senior Manager Richard Cathy

## Commerce meets with site consultants

Site selection consultants learned about business opportunities in North Carolina and met with key economic developers from the state during an Aug. 2 reception at the Wimbish House in Atlanta. More than 100 consultants, consular officers and developers attended. Raleigh bluegrass band Old Habits provided the entertainment. The event was sponsored by [Friends of North Carolina](#).

## COIN to Launch NanoMatchGlobal<sup>TM</sup> Services at COMS 2011

[The Center of Innovation for Nanobiotechnology](#) on Aug. 2 announced the launch of [NanoMatchGlobal<sup>TM</sup> Services](#) at the upcoming [Commercialization of Micro-Nano Systems Conference](#). NanoMatchGlobal is a structured, exclusive networking opportunity connecting leaders in nanotechnology. This forum lowers barriers to access executives and



(Left-right) Governor Bev Perdue and Enviva CEO John Keppler

## Perdue announces 62 green jobs in Northampton County

Governor Bev Perdue and officials from Enviva LP on Aug. 4 announced plans to construct a new wood pellet manufacturing plant in Garysburg that will employ 62 people.

Enviva is a leading manufacturer of high-quality utility scale wood pellets. These pellets are used by energy companies to reduce emissions of carbon dioxide at coal fired power plants. The wood pellets manufactured at the facility in Garysburg will be used in power plants across the United States and Europe. The project was made possible in part by a state grant from the One North Carolina grant program.

"North Carolina is quickly becoming a hub for alternative energy solutions," said Perdue. "Our terrific business climate, skilled workforce and diverse natural resources make North Carolina an excellent location for the growing biomass industry and other alternative energy producers. Enviva will be a great addition for Northampton County."

This is Enviva's second facility in North Carolina. In October, another Enviva manufacturing plant in Ahsoskie will open with 53 employees. [Read more](#).

entrepreneurs, removing serendipity from traditional networking. Connectivity to high-quality leaders in a tailored setting allows targeted entry into the nanotech ecosystem, providing access to well-connected entrepreneurs, innovators at the leading edge of technology development, and decision-making industry executives.

NanoMatchGlobal will be offered from 4-6 p.m. on Aug. 30. Registered COMS attendees can sign up for 15-minute sessions with experts in nanobiotechnology and nanomedicine, energy and cleantech, defense and aerospace, nanomanufacturing, and investment. Confirmed VIPs include executives from Novo Nordisk, Cisco, RTI, TIMCO, Pappas Ventures, Southeast Tech Inventures, N.C. Aerospace Alliance, UNC-Chapel Hill, The Joint School of Nanoscience and Nanoengineering, N.C. Sustainable Energy Association, the N.C. Department of Commerce and Liquidia. [Learn more](#).

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## Five towns selected for Small Town Main Street Program

The towns of Warrenton, Pittsboro, Lillington, Troutman and Bessemer City were selected from 17 applicants as [Small Town Main Street](#) communities for 2011-2012. These communities will join 31 other communities in the program which was started in 2003. Kickoff activities will be held in each community during the month of September.

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## Online registration now open for mid-year marketing update forums

Online registration is now open for the N.C. Department of Commerce's Division of Tourism, Film and Sports Development's Mid-Year Marketing Update. This year, the Division is going on the road, making it easier for industry partners to participate and contribute to the Division's planning efforts. MYMU brings together leaders from all sectors of North Carolina's travel industry to highlight recent performance trends, provide updates on the Division's current marketing programs and co-op initiatives, and gain insight from partners to help fuel the Division's strategic planning for FY 2012-2013.

The Division recommends industry partners register for the Mid-Year Marketing Update in their region as each of the forums will contain information specific to the region where they are held. Online registration is open for each of the four MYMU sessions:

- Mountain region - Sept. 8, Doubletree Asheville-Biltmore, Asheville
- Northern coastal region - Sept. 14, Jennette's Pier, Nags Head
- Southern coastal region - Sept. 16, Sheraton Atlantic Beach, Atlantic Beach
- Piedmont region - Sept. 23, Embassy Suites- Concord (in conjunction with the Tourism Leadership Conference – content focused on the Piedmont)

MYMU takes on added significance this year, as the Division has a new advertising agency for the first time in 20 years. In addition to industry and Division updates from Assistant Secretary Lynn Minges and Director of Tourism Marketing Wit Tuttle, Luquire George Andrews (LGA) will be introduced and



*(Left-right) N.C. Department of Commerce Deputy Secretary Dale Carroll and State Energy Office Director Ward Lenz kick off the Smart Grid Forum, Aug. 9 in Chapel Hill.*

## State Energy Office holds Smart Grid Forum

Today, (Aug. 9) the N.C. Department of Commerce's State Energy Office held a Smart Grid Forum for North Carolina at the Friday Center at UNC-Chapel Hill. Following opening remarks by N.C. Department of Commerce Secretary Keith Crisco, there were sessions on N.C. Energy Demographics, Smart Grid 101, and Community Development. This afternoon's sessions are Integrating Renewable Sources, Cyber Security and Policy and Industry Round-Up.

A smart grid is an electricity distribution system that incorporates two-way digital communications technology to manage grid stability, control appliances, and reduce costs. This forum brings industry leaders, local policy-makers and utility representatives together to discuss smart grid issues relevant to North Carolina.

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## Business Innovation & Resource Rally to take place in Murphy

On Aug. 19 there will be a Business Innovation & Resource Rally at Tri-County Community College in Murphy. This special small business and entrepreneurship development event, focusing on Cherokee, Clay and Graham counties, provides an opportunity for entrepreneurs and small businesses to learn about programs and resources available in the area. The event includes a panel discussion with local business leaders and entrepreneurs plus a lunch and learn with popular keynote speaker and author Meridith Elliot Powell. It's sponsored by BREC/AdvantageWest, Southeast Industrial Development Association, Southwestern Commission, Tri-County Community College, Blue Ridge Mountain EMC, Murphy Power Board, Cherokee County, Clay County and Graham County. Register by Aug 15 with Cherokee County Chamber of Commerce at (828) 837-2242.

collaborate with Division staff in facilitating open forum discussions to gain perspective from partners about regional priorities and opportunities. The Division will also share research on the most recent visitor profiles and trends within each region of the state.

Industry partner input at the MYMU sessions is an important initial step to the Division's planning for FY 2012-2013. Prior to MYMU, an online survey will be made available to partners. The survey results will help shape MYMU discussion and future direction for the Division's marketing initiatives and cooperative programs. Look for the link to the survey in upcoming issues of NewsLink, and go online today to see the program outline and register for the MYMU session nearest you.

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## Commerce awards community development grants

The N.C. Department of Commerce has awarded two Community Development Block Grants to North Carolina communities. The City of Conover has been awarded a grant in the amount of \$750,000 to loan to Lee Industries for renovating a vacant industrial building. The company has pledged to create 38 new jobs and invest \$3 million over a two-year period.

Also, the town of Haw River has been approved for a grant in the amount of \$160,000 to loan to Franklin Products Inc. for renovating a vacant industrial building. The company has pledged to create eight new jobs and invest more than \$800,000 over a two-year period.

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## N.C. Zoo completes solar project

The N.C. Zoo, in partnership with Carolina Solar Energy, completed a solar energy project that involves 9,600 square feet of solar collectors mounted on three large picnic pavilions. This array has the capacity to generate 104 kilowatts of electricity. CSE is selling the electricity to the electric grid via the Randolph Electric Membership Corporation and receives incentive payments from N.C. Green Power for the renewable energy. [Learn more.](#)



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## Asheville visited for 'Most Beautiful Places in America' segment

A film crew from ABC News/"Good Morning America" visited the Asheville area last week to film a segment for "10 Most

## UNCSA ranked among best film schools in the world

The University of North Carolina School of the Arts in Winston-Salem was ranked No. 12 among the 25 Best Film Schools in the world. *The Hollywood Reporter's* inaugural list, compiled with help from industry insiders, noted, "Don't come to Carolina unless you're serious about filmmaking. Academically rigorous, the UNC School of the Arts is a plunge into film in collaboration with drama, music, dance, design and production studies and a 65-piece orchestra."

[The 25 Best Film Schools rankings](#) (*The Hollywood Reporter*, July 27)

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## Pocosin Lakes NWR among '51 Great Places for Wildlife'

Pocosin Lakes National Wildlife Refuge in Columbia is the North Carolina selection among *USA Today's* "51 Great Places to See Wildlife." The article notes, "Few spots offer better odds for bear-browsing than eastern North Carolina's Pocosin Lakes National Wildlife Refuge at dusk." The site was recommended by Joe Miller, outdoor adventure writer and blogger, who the Division's PR team had suggested *USA Today* contact. *USA Today* asked local experts to name one great place to see wildlife in each state and the District of Columbia.

[51 Great Places to See Wildlife](#) (*USA Today*)

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## Grant to help build marine biotech innovation center

[The N.C. Biotechnology Center](#) has approved a four-year, \$2.5 million grant to establish a Marine Biotechnology Center of Innovation to accelerate development of commercial products from the state's marine life using the tools of biotechnology.

Mary Beth Thomas, vice president of the Centers of Innovation program at the Biotechnology Center, said a key feature of the COI program is "to capture and leverage the diverse strengths of North Carolina's unique regions in ways that will grow a targeted industry sector leading to a stronger economy and the creation of good jobs." [Read more.](#)

[Biotech Center grant to build Marine program](#) (The News & Observer - Raleigh, Aug. 2)

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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

Beautiful Places in America." Asheville was nominated by an area resident who submitted a photograph and verbiage. The segment featuring Asheville is scheduled to air on Good Morning America on Aug. 11.

[Asheville gets national TV spot on 'Good Morning America'](#)  
(*The Citizen-Times* - Asheville, Aug. 7)



### Video: Credit Suisse on N.C.'s pro-business climate

Jim Captain, managing director for Credit Suisse in Research Triangle Park, describes how state and local government and the academic and business communities work together to support business growth in North Carolina. [See the video.](#)

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 - Aug. 9, 2011

New projects assigned:	235
Projects announced:	105
Jobs announced:	9,630
Capital investment Announced:	\$1.754B
Industry visits by existing industry staff:	970
Calls to Business Link N.C.:	11,258

## N.C. in the News

This Week's Highlights

- [N.C. scientist works with fishermen to shape coastal policy](#) (*The News & Observer* - Raleigh, Aug. 8)
- [NCSU economist: Markets push politicians to act](#) (WRAL, Aug. 7)
- [Wake Tech receives \\$500,000 boost for students in technical programs](#) (*The News & Observer*, Aug. 8)

**(919) 733-4151**

[Business Services](#) | [Community Services](#)  
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Building Location:  
301 North Wilmington Street  
Raleigh, NC 27601-1058

Mailing Address:  
4301 Mail Service Center  
Raleigh, NC 27699-4301

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