

# sync<sup>TM</sup>

Weekly highlights from the  
North Carolina Department of Commerce



Commerce Sec. Keith Crisco speaks during a gathering at the Owl's Eye Vineyard in Shelby.

## Crisco and others 'Experience Cleveland County'

Commerce Sec. Keith Crisco attended a sightseeing tour unofficially dubbed "Experience Cleveland County," by [Cleveland County Chamber](#) President Michael Chrisawn. Representatives from Duke Energy, Charlotte Regional Partnership and other organizations also attended the event, which included a gathering at Owl's Eye Vineyard in Shelby. Golden LEAF Foundation President Dan Gerlach, Deputy Commerce Sec. Dale Carroll, Assistant Sec. for Tourism, Marketing and Global Branding Lynn Minges and economic developers Peggy Anderson and Rod Forsyth also participated in the trip.

[Economic Development: Local, state leaders show what Cleveland County has to offer](#) (Shelby Star, Sept. 9)

## Furniture maker brings new plant to Alexander County

Gov. Bev Perdue on Sept. 10 announced that Caye Home Furnishings, an international manufacturer of custom home furniture, will open a new plant in Taylorsville. The company plans to invest \$1.4 million and create 128 jobs during the next three years. The announcement was made possible in part by a \$250,000 grant from the One North Carolina Fund.

Caye Home Furnishings LLC, headquartered in Mississippi, manufactures living room furniture and case goods including products marketed under the Stratford and Stratolounger name brands. The company has manufacturing facilities in



Winston-Salem Mayor and Economic Development Board Chair Allen Joines

## Economic Development Board members sworn in

Gov. Bev Perdue and Commerce Sec. Keith Crisco attended the [N.C. Economic Development Board](#) meeting Sept. 10 at the RBC Bank Building in downtown Raleigh. It was the first meeting of the board since Gov. Perdue took office. New members were sworn in, and Winston-Salem Mayor Allen Joines was appointed the new chairman of the board. Joines proposed the formation of three committees to address issues of North Carolina's transitioning economy. The committees will address:

- Global economic competitiveness
- Innovation, technology, workforce and education
- Widely shared prosperity

Gov. Perdue reiterated the importance of economic development to North Carolina, and tasked the board to develop an outline of a plan for the state by Jan. 31, 2010. The next board meeting will be held in Winston-Salem Nov. 19-20.

[Governor's charge to economic development board](#) (WRAL - Raleigh, Sept. 10)

Mississippi, Florida, China and one in Star, N.C., which opened in August 2008 and employs 52 workers.

Caye has experienced significant growth in the Northeast region of the United States. The new Taylorsville plant will assemble furniture products to serve that growing market. The new jobs will pay an average annual wage of \$30,142, not including benefits, which is higher than Alexander County's average annual wage of \$27,300. Commerce's Ron Leitch was the developer on this project. [Read more.](#)

[Furniture maker to open N.C. factory](#) (The News & Observer - Raleigh, Sept. 14)

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## TurboCare announces \$30M expansion

Gov. Bev Perdue on Sept. 8 announced that TurboCare Inc., a subsidiary of Siemens Energy that provides turbomachinery parts and services to companies around the world, will expand its Forsyth County facility, creating 110 jobs and investing \$30 million during the next three years. The announcement was made possible in part by a \$220,000 grant from the One North Carolina Fund.

TurboCare offers service solutions in the industrial and power generation markets in more than 100 countries. It provides a complete range of component repair, equipment refurbishment, system retrofits, engineering and parts replacement services with 2,500 workers worldwide. That includes 176 current employees in Rural Hall.

Other partners who helped make this announcement possible include Forsyth County, Winston-Salem Business Inc. and Duke Energy. Melissa Smith was the Commerce developer on this project. [Read more.](#)

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## Commerce announces 52 job training program awards

Commerce has awarded \$990,694 for Incumbent Workforce Development Training Program projects to aid 52 companies and more than 1,500 workers statewide. The funding will allow companies to conduct productivity-enhancing, educational and skills training for workers.

The 52 awards, administered by the Division of Workforce Development and 22 local Area Workforce Development Boards, will go to a wide array of companies, from manufacturing, technology and financing firms to those specializing in health, furniture and food.

"North Carolina's workforce has a well-deserved reputation for productivity, professionalism and diversity," Commerce Sec. Keith Crisco said. "This program, which builds worker versatility and skills, benefits our state's valued businesses and the employees that form their greatest asset."

Grants were made in the following counties: Beaufort, Caldwell, Caswell, Cleveland, Cherokee, Craven, Cumberland, Davie, Gaston, Guilford, Halifax, Harnett, Henderson, Hertford, Iredell, Lenoir, Mecklenburg, New Hanover, Pasquotank, Pitt, Randolph, Richmond, Robeson, Rowan, Stokes, Surry, Union, Wake, Watauga, Wayne, Wilkes and



(left-right) Dave Thomas, air service program manager, N.C. Division of Aviation; Lynn Minges, assistant Commerce sec. for tourism, marketing and global branding; Brad Garner, vice president, Smith Travel Research; Tom Hazinski, managing director of HVS Convention Sports and Entertainment Facilities Consulting; and Phil Zachary, president and COO, Curtis Media Group

## Minges speaks on challenges facing tourism industry

Assistant Commerce Sec. for Tourism, Marketing and Global Branding Lynn Minges spoke Sept. 10 on a tourism industry expert panel discussing the outlook for travel and tourism during the annual meeting of the Greater Raleigh Convention and Visitors Bureau. She discussed the state's efforts to increase tourism. Minges outlined several challenges the state's tourism industry faces during the economic downturn. She said the state is beginning an advertising campaign aimed at residents who still want to take vacations but are looking for destinations that are affordable. One radio spot in the campaign will feature Angus Barn Executive Chef Walter Royal talking about his passion for North Carolina and its food.

Panelist Thomas Hazinski, managing director of HVS Convention Sports and Entertainment Facilities Consulting in Chicago, said the tourism market would begin to recover in 2010 as part of an overall upturn in the economy.

[N.C. baits hook to attract tourists](#) (The News & Observer - Raleigh, Sept. 11)

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## Charlotte on list of cities with great transit

Charlotte's 10-mile light-rail line earned the city praise on MSN.com's City Guides as one of "10 Cities with Great Transit." The Web site noted that the [LYNX line](#) has helped generate new downtown development, and that other Southern cities are taking note of Charlotte's success. Denver, Orlando and Los Angeles are among other cities on the list.

[Read more.](#)

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## Biotech Center to hold

Yadkin. Under the program, companies contribute training funds.

The program is funded by the federal Workforce Investment Act. The 2009 Program Year Incumbent Workforce Development Training Program Guidelines and Application are available [here](#). [See the list of proposals](#).

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## Commerce attends Toulouse aviation event

John Brennan, director of the Commerce European office in Frankfurt, Germany, is attending the [SpeedNews](#) 10th Annual Aviation Industry Suppliers Conference in Toulouse, France, through Sept. 16. The conference attracts original equipment manufacturers, industry analysts and material suppliers such as Airbus, Boeing, Eaton, GE, Goodrich, Honeywell, Kaiser, Merrill Lynch, Moog, P&W, Saab, SKF and Timet.

Toulouse is the home base of the European aerospace industry, with the headquarters of Airbus and assembly-lines of the Airbus A320, A330, A340, and A380, plus their associated supplier facilities.

Aircraft and engine manufacturers will present status reports on their programs, and industry experts will offer delivery and retirement forecasts, review the financial status of airlines, and analyze the condition of the industry. Maintenance and subcontractor issues will also be addressed. Commerce will incorporate the forecasts presented at the SpeedNews conference into its aerospace and European recruitment strategic plans, and will target specific conference attendees for follow up.

There are more than 180 aerospace companies, employing more than 9,500 skilled workers, in North Carolina. The average annual salary per employee in the North Carolina aerospace product and parts manufacturing industry is \$82,000. North Carolina has more than 1,400 European company locations that account for \$17.8 billion of investment and employ over 156,300 workers.

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## Commerce attends Belgium fabrics fair

Business Development Manager Glenn Jackman participated in [MoOd 2009](#), which was held at the Brussels Expo Sept. 8 - 11. MoOd is an acronym for "meet only original designs." The 30-year-old fabrics show (formerly called Decosit) is the largest international tradeshow for the fabrics and furnishings industry. The event is popular with many North Carolina companies because it focuses on original designs and attracts buyers from all over the world. This year the show reflected on a broader mix of decorative fabrics including upholstery, curtains, sheers, outdoor fabrics and innovative textiles, for both residential and contract uses.

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## forum on clinical development

The N.C. Biotechnology Center will hold a forum on Sept. 16 targeting ways for small biopharmaceutical firms to do clinical development in tough economic times. The forum will be held at the N.C. Biotechnology Center in Research Triangle Park.

The event, "Meeting Clinical Development Objectives in Today's Economic Environment," is one of the quarterly Biotech Forum sessions conducted jointly by the Biotechnology Center and the Council for Entrepreneurial Development. [Click to register](#).

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## Morrison speaks at GreenNC Trade show

Assistant Commerce Sec. for Energy John Morrison spoke during a luncheon session of the [GreenNC Trade show](#), which took place Sept. 9 at the Raleigh Convention Center. The tradeshow was targeted toward architects, engineers, developers and anyone with an interest in sustainable buildings. This year's show featured a large residential section featuring exhibitors from the green home building and remodeling industries. Morrison spoke about American Recovery and Reinvestment Act (ARRA) funding to the State Energy Program and the [Energy Efficiency and Conservation Block Grant](#), and gave insight from his 30-year-career in the energy field.

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## In SYNC: Uconda Dunn

Tarboro native Uconda Dunn has been an existing industry specialist with Commerce's 12-county Charlotte region for two years. She works with businesses from a variety of industries, from small machining companies to large energy companies. Her most recent project was the [expansion of clean-energy company SCR-Tech](#), which plans to add 61 jobs in Charlotte.



Commerce Sec. Keith Crisco does his part to help prevent the spread of flu.

## Gov. Perdue calls for focus on prevention as flu season arrives

Gov. Bev Perdue on Sept. 8 called on North Carolina residents to re-dedicate themselves to following good prevention practices as the number of influenza cases are expected to rise with the beginning of the school year and the arrival of flu season.

"Parents, students and teachers can help prevent the seasonal flu and H1N1 flu from spreading by getting vaccinated, practicing good hygiene and keeping themselves healthy," Perdue said. "I don't want folks to be scared about the flu, but I do want every North Carolinian to be vigilant and prepared."

Commerce Sec. Keith Crisco did his part to help stop the spread of the flu virus by getting vaccinated Sept. 8 at the Dept. of Administration building. For more information about influenza in North Carolina, please visit [www.flu.nc.gov](http://www.flu.nc.gov). [Read more.](#)

## Tourism leaders to attend summit

Eighteen leaders from North Carolina's travel industry will travel to Washington, D.C., with hundreds of travel colleagues from across the country Sept. 16-17 to meet with members of Congress to stress the recovery role that travel can play in the nation's economy. The meetings are a part of the U.S. Travel Association's annual Travel Leadership Summit, which also includes updates on industry priorities and presentations by NBC News political director Chuck Todd and Four Seasons Hotel president and COO Katie Taylor.

The North Carolina delegation will include: John Beatty, Grove Park Inn; Fannie Brown, Franklin County TDA; Mike Butts, VisitCharlotte; Haddon Clark, United Energy Inc.; Patty Griffin, Chapel Hill/Orange County VB; Bryan Gupton, N.C. Division of Tourism, Film & Sports Development; Gary Harris, N.C. Petroleum Marketers Assn.; Douglas Howey, N.C. Petroleum Marketers Assn.; Dave Horne, SmithAnderson; Kim Hufham, Cape Fear Coast CVB; Mamie Jones, Franklin County TDA; Penny Leary-Smith, Dismal Swamp Canal Welcome Center; Carol Lohr, Crystal Coast TA; Assistant Secretary Lynn Minges, N.C. Department of Commerce; Doyle Parrish, Summit Hospitality Group, Ltd.; Betsy Rosemann, Goldsboro CVB; Thomas Ruff, The Biltmore Company; Steve Thanhauser, The Angus Barn and Travel & Tourism Board chairman.

Dunn also supervises Gov. Perdue's Charlotte Layoff Aversion Plan, a pilot program that provides outreach to small-to-mid-sized businesses to help them avoid layoffs.

Two staff members with the plan make scheduled and cold calls on business that are part of the six target sectors: energy, defense, motorsports, finance, health and film, focusing mostly on defense, energy, motorsports and health. They visit or chat with the companies and provide referrals to a variety of resources, from workforce development to the Green Business Fund.

"They are responsible for making sure that a company is aware of all possible resources that will assist them keep their business moving until there is an upturn," says Dunn.

On Sept. 18, Dunn will address a lunch session on business retention and expansion at the [ISO Quality Systems Summit](#) at the McKimmon Center in Raleigh.

In her free time, Dunn and her new husband, Mark, enjoy golf, trying Charlotte's many new restaurants, church activities and Carolina football.

## Metrics from B&I Division

Below are year-to-date metrics tracked by 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 - Sept. 14, 2009

New projects assigned:	319
Projects announced:	75
Jobs created:	8,107
Capital invested:	\$1.94B
Direct account interactions (industry visits by existing industry staff):	1,092
Calls to the Business	

The summit will focus on the Travel Promotion Act, which would establish a non-profit corporation to communicate U.S. entry policies and promote tourist, business and scholarly travel to the United States. Other topics will include the importance of the meetings industry, strengthening public-private coordination in response to an H1N1 flu pandemic, enhancing the environment through sustainable travel, and preserving and expanding the visa waiver program.

ServiCenter:

18,535

## N.C. in the News

### This Week's Highlights

- [Jobs program aims to train quickly for potential openings](#) (Daily Herald - Roanoke Rapids, Sept. 15)
- [NC university professor forecasts state's economy](#) (The Associated Press, Sept. 15)
- [WNC to get share of job training grants](#) (Asheville Citizen-Times, Sept. 14)
- [BRAC: Promise of jobs](#) (Fayetteville Observer, Sept. 14)
- [Titan passes preliminary test: hearings slated Oct. 20](#) (Wilmington Star-News, Sept. 14)
- [Wells Fargo will add 150 N.C. jobs](#) (The Associated Press, Sept. 14)
- [Growth industry](#) (The News & Observer - Raleigh, Sept. 14)

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