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Weekly highlights from the
North Carolina Department of Commerce



Governor Bev Perdue is joined at last week's SEUS/Japan Annual Joint Meeting by outgoing Association Chairmen Hiromasa Yonekura (left) and Jack Bovender from Tennessee.

Perdue, Crisco lead N.C. delegation to SEUS-Japan

Governor Bev Perdue and N.C. Department of Commerce Secretary Keith Crisco conducted a series of business meetings in Tokyo last week while leading the state's delegation to the [35th Annual Southeast U.S./Japan Annual Joint Meeting](#) at the Imperial Hotel. Approximately 350 delegates from seven Southeastern states and Japan attended the three-day business and networking conference. In addition to Perdue, Tennessee Governor Bill Haslam, Georgia Governor Nathan Deal, Mississippi Governor Phil Bryant and South Carolina Governor Nikki Haley were also in attendance. Japanese Chairman Hiromasa Yonekura hosted this year's meeting, which marks the last time he will oversee the annual gathering. At the conference's closing ceremony, Yonekura announced that Atsutoshi Nishida, Chairman of the Board of Toshiba Corporation, would succeed him as the Japanese Association chairman.

North Carolina is home to more than 150 Japanese firms, with capital investments around \$5 billion -- including companies like Toshiba, Hitachi, Honda and Mitsubishi. Over the last 18 months, several Japanese firms have made investment announcements in North Carolina. Last October, HondaJet



N.C. Department of Commerce Secretary Keith Crisco speaks at the WakeMed groundbreaking in Garner.

Crisco speaks at Garner Healthplex groundbreaking

On Sept. 7, WakeMed Health & Hospitals broke ground on the WakeMed Garner Healthplex, the location of the system's seventh emergency department. N.C. Department of Commerce Secretary Keith Crisco spoke during the ceremony.

With an anticipated completion date of August 2013, the new WakeMed Garner Healthplex will be located on a 20-acre site off Hwy. 70. The 50,000-square-foot facility will feature a 12-bed emergency department, lab and imaging services as well as physician offices. An estimated 12,000 to 15,000 patients are expected to receive treatment in the WakeMed Garner Healthplex Emergency Department during the first year.

WakeMed is investing an estimated \$17 million to build the Garner Healthplex and will hire 150 full-time equivalent employees to staff the facility. The site will also serve as the base for WakeMed's Air Mobile medical helicopter operations.

Statewide advisory committee named to help shape UNC's future plans

University of North Carolina President Thomas Ross and UNC Board of Governors Chairman Peter Hans announced on Sept. 13 the creation of the UNC Advisory Committee on Strategic Directions. This blue-ribbon group --

announced a 419 job expansion with nearly 80 million dollars in capital investment. A number of auto suppliers announced expansions including AW North Carolina, NGK, FCC, and Keihin adding more than 450 jobs collectively. All told, investments by Japanese firms in North Carolina support around 16,000 jobs in the state.

Following the SEUS/Japan Conference, Crisco traveled to China for a series of business recruitment meetings this week with companies located in Shanghai and other cities in Zhejiang Province.

Pharmaceutical maker to create 14 jobs in Guilford County

Governor Bev Perdue on Sept. 17 announced that Piedmont Pharmaceuticals LLC, a manufacturer of pharmaceutical products, will expand its operations in Guilford County. The company plans to create 14 jobs and invest \$279,000 over the next three years in Greensboro. The project was made possible in part by an \$88,000 grant from the One North Carolina Fund. The N.C. Department of Commerce's [Melissa Smith](#) was the developer on this project.

Piedmont Pharmaceuticals, headquartered in Greensboro, is a privately-held pharmaceutical development company that focuses on animal health products. The company's expertise is in parasitology and drug delivery technologies. Piedmont Pharmaceuticals currently employs 12 people at its Greensboro laboratory.

Salaries will vary by job function, but the average annual wage for the new jobs will be \$108,429, plus benefits. The Guilford County average annual wage is \$40,196. [Read more.](#)



(Left-right) N.C. Department of Commerce Deputy Secretary and COO Dale Carroll, Onslow County EDC Executive Director Sheila Pierce and North Carolina's Eastern Region CEO John Chaffee

Eastern Region targets site consultants in Carteret County

[North Carolina's Eastern Region](#) held its Ignition East Marketing event Sept. 14-16, in Beaufort. N.C. Department of Commerce Deputy Secretary and COO Dale Carroll gave an address during Friday's dinner meeting. Commerce developers Bernard Torain, Martyn Johnson and Dallas Hardenbrook, and seven site selection consultants from various firms, also attended.

which includes business, education, and government leaders from across the state, as well as selected board members --UNC chancellors, and faculty leadership, will provide vital input in the development of the next five-year strategic plan for the 17-campus university. N.C. Department of Commerce Secretary Keith Crisco will participate on the advisory committee.

Ross and the board of governors are working collaboratively to define the university's strategic directions for 2013-18. These core goals are pivotal in setting current and future priorities, resource planning and allocation, program planning, review and refinement of academic missions, and strategic planning by UNC constituent institutions and affiliated entities. They also must reflect the university's deep commitment to help North Carolina respond to changing state needs and economic challenges.

In support of that effort, this special Advisory Committee chaired by Ross will help assess North Carolina's current and future workforce needs and recommend degree attainment goals and strategies that are responsive to those needs and changing demographics. The group may also consider recommendations related to higher academic standards and competencies required for a globally competitive workforce. The advisory committee will evaluate relevant data and available information in order to complete its work and make a consensus recommendation to Ross in January 2013. [Read more.](#)



UNC-Chapel Hill

Many N.C. colleges place on U.S. News' annual ranking

The event was modeled on Commerce's annual Experience North Carolina event, which is also targeted to site selection consultants. The group toured various attractions in the county, including Cape Lookout, Fort Macon and the waterfronts of Morehead City and Beaufort, voted "America's Coolest Small Town" by *Budget Travel* magazine.

During his address, Carroll listed accolades North Carolina has received from *Southern Business & Development*, *Chief Executive*, *Site Selection*, and *Forbes*.

"All of this recognition shows that our hard work during the past three years continues to pay off," he said. "Our investments in education to build the workforce of tomorrow, policies that create a more business-friendly climate and our aggressive recruiting are keeping North Carolina as competitive and innovative as any state — both nationally and internationally."



N.C. receives Silver Shovel award

After receiving the accolade in 2009 and 2011, North Carolina was again recognized with *Area Development's* 2012 Silver Shovel award. The award is now displayed in the main office of the N.C. Department of Commerce. The economic development resource highlighted the state's manufacturing industry, noting the impact it will have on expected economic growth in 2012.

Projects from across North Carolina noted in *Area Development* represented aerospace, automotive, energy and other industries:

- Capgemini, Mecklenburg County, 550 jobs, \$4.2 million investment: (Developer [David Spratley](#))
- Celgard, Cabarrus County, 250 jobs, \$105M investment (Developer: [Margie Bukowski](#))
- Chiquita Brands Intl., Mecklenburg County, 417 jobs, \$14.1M investment (Developer: [David Spratley](#))
- Connexions, Mecklenburg County, 1,200 jobs, \$3.2 million (Developer [Ron Leitch](#))
- Horsehead Corp., Rutherford County, 250 jobs, \$361M investment (Developer: [Dallas Hardenbrook](#))

North Carolina universities were well represented in the latest round of college rankings by *U.S. News & World Report*, released on Sept. 12.

Among national universities, Duke University was eighth, Wake Forest University was 27th and UNC-Chapel Hill was 30th, or fifth among public universities. In that list, N.C. State University ranked 106th, UNC-Greensboro was 189th, and East Carolina University and UNC-Charlotte tied for 199th. In many cases the rankings were a tie, with North Carolina universities sharing spots with other campuses from across the nation.

Duke was 10th last year in the annual ranking. Taking the top three spots were Harvard, Princeton and Yale universities.

UNC-Chapel Hill has rated fifth among public campuses for a dozen consecutive years. Among regional universities in the South, Elon University was second, Appalachian State was 10th, and UNC-Wilmington was 14th. In a different category of regional colleges in the South, High Point University was at the top, and Meredith College ranked third.

Davidson College was 12th among national liberal arts colleges. Among historically black colleges and universities, North Carolina had a number of representatives, including N.C. A&T State University at 11th, and N.C. Central University at 12th.

The magazine also ranked some particular academic programs. Among undergraduate business programs, UNC-CH's Kenan-Flagler Business School was seventh. Among engineering programs, Duke was listed at 20th, while NCSU was ranked 30th.

[N.C. has many colleges on U.S. News' annual ranking](#) (*The News & Observer* -- Raleigh, Sept. 12)

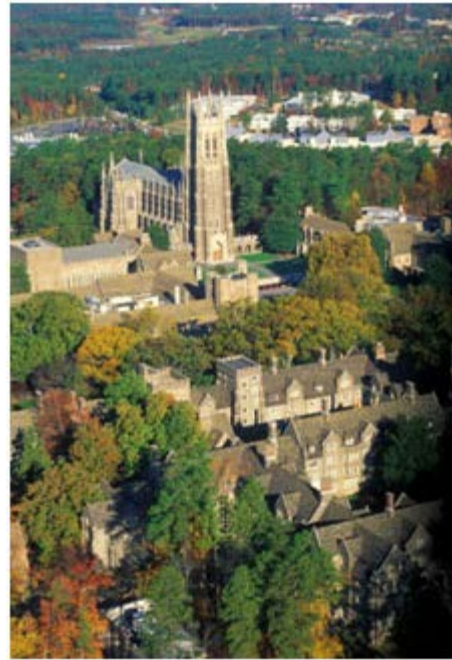
- NS Aviation, Forsyth County, 308 jobs, \$1.2M investment (Developer: [Melissa Smith](#))
- Pittsburg Glassworks, Surry County, 260 jobs, \$85M investment (Developer: [Melissa Smith](#))
- Red Hat, 540 jobs, \$109M investment (Developer: [Vivian Powell](#))
- Semprius, Henderson County, 256 jobs, \$89.7M investment (Developer: [Bernard Torain](#))
- Steven Roberts Original Desserts, Robeson County, 342 jobs, \$4.5M investment (Developer: [Ken Allen](#))

2012 Gold and Silver Shovel awards were awarded to states exhibiting innovative economic development policies that resulted in attracting new employers and driving investments in facilities as well as expansions within existing industry. [Read more.](#)

Construction summit to link N.C. companies with contractors, agencies

The N.C. Military Business Center has announced the [2012 North Carolina Federal Construction & Infrastructure Summit](#) at the Wilmington Convention Center, Oct. 10-11. One of the keynote speakers for the FEDCON Summit is Rear Admiral Douglas G. Morton, commander, Naval Facilities Engineering Command, Atlantic. NAVFAC Atlantic and its subordinate commands acquire and execute all military construction projects for the Navy and Marine Corps throughout the continental United States.

The FEDCON Summit will bring together more than 700 representatives of the Corps of Engineers, Naval Facilities Engineering Command, U.S. Coast Guard, Department of Veterans Affairs, GSA Public Buildings Service, other federal agencies and installations, general and specialty contractors, designers and construction suppliers in North Carolina.



Duke University

Duke, App State named among America's 'coolest' schools

On a list not dominated by the Ivy League schools or pricey liberal arts colleges, the Sierra Club recently named [America's "coolest" schools](#) as top stewards of the environment for their "commitment to making Earth-saving decisions." Included in the top 10 are Duke University at No. 7 and Appalachian State University at No. 10.

For its sixth annual list of the greenest universities, the Sierra Club worked with the Association for the Advancement of Sustainability in Higher Education, the Sustainable Endowments Institute, and the Princeton Review to develop a questionnaire made available online to all four-year undergraduate colleges and universities in the United States. In the past, each organization had its own survey and ranking.

As sustainability continues to be an important consideration for college-bound high school students, these surveys provide a glimpse of campus efforts on the green front.

Study: \$20M economic impact of traditional music events in WNC

Old-time mountain and bluegrass music is more than a cultural treasure in the Blue Ridge Mountains. It can be an economic one, too. A recent study reported an analysis of music venues showed an economic impact of \$20.7 million from 26 traditional music events in western North Carolina. The Blue Ridge National Heritage Area Partnership and the N.C. Department of Cultural Resources



New York Times touts N.C. as a retirement location

Officials in the mid-South say there is a trend among retirees — those initially thinking they would retire to Florida or the Southwest are instead coming to places like the Carolinas, Tennessee, Virginia and Georgia.

Census data analyzed by the Brookings Institution show that mid-South locations were showing some of the most rapid increases in 65 and older populations. Raleigh, for instance, is at the top of that list, with its 65-and-older population increasing by 60 percent from 2000 to 2010 and its 55-to-64 population growing by 97 percent in that same period.

Other mid-South areas with increases of more than 35 percent of 65-and-older people include Charlotte and its surrounding region, the area north of Atlanta, and the southern Appalachian region near Chattanooga.

"We knew anecdotally we were attracting more and more retirees, but now we want to encourage it," said N.C. Department of Commerce Assistant Secretary for Tourism, Marketing and Global Branding Lynn Minges. In 2010, the state legislature gave Commerce the go-ahead to specifically aim a website and ad campaign, [RetireNC](#), at people older than 55. There are even [Certified Retirement Communities](#), mostly in smaller cities like Asheboro and Lumberton with hospitals, recreation, and available lower-cost housing that appeal to retirees.

[Heading south, but stopping short of Florida](#) (*The New York Times*, Sept. 11)

Allegiant to offer AVL-FLL flights in November

Allegiant Airlines starts non-stop service between Asheville Regional Airport and Fort Lauderdale, Fla. beginning Nov. 15. The low-fare carrier will offer flights twice weekly on varying days. The new flights will provide a low-cost and easy way for south Florida residents to visit the mountains.

"Air service is important to the economic vitality of our region, and impacts our tourism market," said AVL Executive Director Lew Bleiweis. "Our data shows that there is a significant relationship between our area and south Florida, and this new service will help western North Carolina welcome even more visitors from Florida to our region, who will use our hotel rooms, eat at our restaurants, and contribute to our local economy. That's a big part of what air service development at AVL is all about." [Read more.](#)

announced the findings at the annual meeting of the BRNHA Partnership. The study looked at 26 music venues in the Blue Ridge Music Trails. "This study shows that traditional music venues and events contribute to the economic well-being of our communities and provide a very satisfying experience for tourists," said BRNHA Partnership Executive Director Angie Chandler.

[McDowell music venues included in state study](#) (*The McDowell News*, Sept. 3)

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 - Sept. 18, 2012

New projects assigned:	292
Projects announced:	85
Jobs announced:	11,604
Capital investment announced:	\$2.509B
Industry visits by existing industry staff:	901
Calls to Business Link N.C.:	14,125

N.C. in the News

This Week's Highlights

- [Pharmaceutical company in Greensboro adding 14 jobs under expansion](#) (*The News & Record*, Sept. 17)
- [Wine corks are big business in little Zebulon](#) (WRAL, Sept. 13)
- [Freightliner manufactures its 500,000th truck in Mount Holly](#) (*Gaston Gazette*, Sept. 13)
- [UNC Charlotte economist: N.C. to continue slow recovery](#) (*Charlotte Business Journal*, Sept. 11)
- [Compass buys land for RTP data centers](#) (*Triangle Business Journal*, Sept. 11)

DBAP hosting 2012 Gildan Triple-A National Championship Game

The Durham Bulls Athletic Park is the host site of the 2012 Gildan Triple-A National Championship Game today (Sept. 18). Minor League Baseball's premier event will be broadcast live on NBC Sports Network at 7 p.m. The Gildan Triple-A National Championship Game pits the winner of the International League's Governors' Cup against the Pacific Coast League Champions in a one-game, winner-take-all championship. It is the first time a Triple-A Championship Game has been played east of the Mississippi River since the 1983 Triple-A World Series in Louisville, Ky. The Gildan Triple-A National Championship also serves as a gathering for the leaders from all 30 Triple-A teams that attend for the joint International League-Pacific Coast League meetings. According to the Durham CVB, the event could generate around \$2.5 million of economic activity for the city. [Read more](#).

Mecklenburg County leads state in [manufacturing](#) (News 14 Carolina, Sept. 10)

- [Taiwan-based Smart Electric to open U.S. HQ in Conover](#) (*Charlotte Business Journal*, Sept. 10)
- [Surgeons from around the world learn at East Carolina Heart Institute](#) (WNCT, Sept. 6)
- [Cargo Transporters to hire 50 drivers in Catawba County](#) (*Charlotte Business Journal*, Aug. 27)

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