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Weekly highlights from the  
North Carolina Department of Commerce



(Left-right) EMC Corp. Global Centers of Excellence Chief Information Officer and COO Sanjay Mirchandani, Governor Bev Perdue, EMC Corp. Chairman, President and CEO Joe Tucci, N.C. Department of Commerce Secretary Keith Crisco and EMC Corp. Vice President of N.C. Operations Bob Hawkins

## EMC opens Center of Excellence in Durham

EMC is investing nearly \$280 million to expand its presence in North Carolina and hiring 397 positions in the state by the end of 2015. On Sept. 15, Governor Bev Perdue and N.C. Department of Commerce Secretary Keith Crisco helped open the company's new Center of Excellence in Durham. Commerce's Bernard Torain was the developer on this project.

In addition to housing a highly-virtualized cloud data center that supports EMC's more than 50,000 employees around the globe, the center includes 130,000 square feet of global research and development labs and will be a technology showcase to help EMC customers accelerate their own cloud computing and IT transformations. [Read more.](#)

[Officials dedicate EMC Corp.'s cloud data center](#) (*The Herald-Sun* - Durham, Sept. 16)



Governor Bev Perdue presents the North Carolina flat to Horsehead CEO Jim Hensler. (Photo courtesy Garrett Byers, the Daily Courier)

## Perdue announces 250 jobs with Horsehead Corporation

Governor Bev Perdue announced Sept. 19 that Horsehead Corporation, a leading U.S. environmental services provider and producer of specialty zinc and zinc-based products, plans to build a state-of-the-art zinc production facility in Rutherford County. The company plans to create 250 jobs and make a capital investment of more than \$350 million near Forest City. The N.C. Department of Commerce's Dallas Hardenbrook was the developer on this project.

"My top priority is creating jobs, both attracting new companies and helping existing businesses grow and thrive," Perdue said. "Horsehead Corporation selected North Carolina for this state-of-the-art facility because we have a history of making the right strategic investments in our people and our state – in education and infrastructure – that have won us national rankings as one of the top states in which to do business. We have built a business-friendly environment that is drawing more and more green jobs and cutting edge businesses to our state. I will continue to aggressively pursue new jobs for North Carolina until everyone who wants a job has one." [Read more.](#)

## Corporate execs rank N.C. No. 2 in Best States for Business

North Carolina was ranked second for "Best



Tony Harrington of Wagram talks to Governor Bev Perdue while Golden LEAF President Dan Gerlach and N.C. Department of Commerce Secretary Keith Crisco listen

## Forums strengthen small town competitiveness

Mayors, managers, economic developers, pastors and others shared ideas, issues, suggestions and stories with Governor Bev Perdue at the first Regional Forum on Small Town Competitiveness, held Sept. 16 at Martin Community College in Williamston.

"North Carolina's small towns are the heart of our state and the sorts of places where our efforts to strengthen education are paying off with a skilled, educated workforce that can attract new businesses," Perdue said. "The economic health of these small towns is critical to the economic future of the entire state. These forums are designed to celebrate what's great about small town North Carolina and how we can preserve these wonderful communities by helping them stay competitive in the 21st century economy."

Each forum will include a panel discussion on best practices from local government leaders within their respective regions, a discussion of the challenges faced by small towns and a Small Town Competitiveness Resource Fair — to link up small town leaders with funding and service providers that may be helpful to local economic development.

Local elected officials are invited to attend these half-day sessions in their respective region.

The remaining forums are scheduled as follows:

- Piedmont: Sept. 28 at Davidson Community College in Thomasville
- West: Oct. 6 at Haywood Community College in Clyde

Partners included the N.C. Department of Commerce, N.C. League of Municipalities, N.C. Association of County Commissioners, N.C. Rural Economic Development Center, Golden LEAF Foundation, U.S. Department of Agriculture and the Appalachian Regional Commission. [Read more.](#)

## N.C. tourism campaign gains national recognition

The N.C. Department of Commerce's Division of Tourism, Film and Sports Development recently received a 2011 Mercury Award from the U.S. Travel Association's National Council of State Tourism Directors for its cooperative marketing efforts.

States for Business" in the Development Counsellors International 2011 edition [Winning Strategies in Economic Development Marketing](#) study, released Sept. 19, at the [International Economic Development Council Annual Conference](#) in Charlotte.

This is the sixth installment of the study, which is based on DCI's survey of 322 corporate executives with site selection responsibilities. The 2011 study marks DCI's first time asking the more than 50 location advisors included in the survey audience to select the best regional and state economic development groups.

In addition to North Carolina ranking as a top place to do business, the N.C. Department of Commerce captured second place for "[Best in Class State Economic Development Organizations.](#)"

The IEDC conference continues through Sept. 21. With the theme "Connect Locally, Succeed Globally," the conference is examining how economic developers from across the United States and around the world are adapting to the "new normal" and rewriting the rules for economic development. Speakers included Governor Bev Perdue, who spoke to the conference Sept. 19, N.C. Department of Commerce Secretary Keith Crisco, and Golden LEAF President Dan Gerlach. [Read more.](#)



N.C. Department of Commerce Secretary Keith Crisco and First Gentleman Bob Eaves speak to a group of Chinese graduate students at the Executive Mansion.

## Crisco, Eaves host reception for Chinese grad students

Following Governor Bev Perdue's trip to China in the fall of 2009, she indicated interest in bringing together Chinese graduate students

This marks the Division's 22nd Mercury Award recognition since 1985.

The national award recognizes the North Carolina tourism office for its excellence in cooperative marketing. In the face of difficult budget constraints and increasing competition for fewer travelers, the Division expanded its offerings of affordable marketing opportunities to help both the Division and its partners stimulate more interest, travel and visitor spending in North Carolina. This concerted marketing effort not only minimized the negative impact of consumers wary of the economic uncertainty, but also reversed course with record visitor expenditures in 2010.

"The judges referred to the campaign as one of the best co-op marketing campaigns they'd ever seen a state accomplish," said Leigh von der Esch, Managing Director of the Utah Office of Tourism and Film and member of the awards committee.

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## Tourism holds Mid-Year Marketing Update

The N.C. Department of Commerce's Division of Tourism, Film and Sports Development has been holding regional meetings designed to engage tourism leaders and help them plan for the next fiscal year. So far the Division has hosted three regional meetings -- in Asheville, Nags Head and Atlantic Beach -- and will host a fourth in Concord on Sept. 23. During the course of these meetings, the Division has met with more than 400 tourism leaders from around the state. See the [Mid-Year Marketing Update](#).

In addition to industry and Division updates from Assistant Secretary for Tourism, Marketing and Global Branding Lynn Minges and Director of Tourism Marketing Wit Tuttle, Luquire George Andrews, the Division's new advertising agency, is collaborating with Division staff in facilitating open forum discussions to gain perspective from partners about regional priorities and opportunities. The Division is also sharing research on the most recent visitor profiles and trends within each region of the state.

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## Nanotech cluster grows on strength of region's biotech innovation

Nanotechnology may be tiny but its potential impact is large and growing in the Research Triangle Region of North Carolina, an emerging hub of nanotechnology innovation, particularly in the area of nanobiotechnology.

The Project on Emerging Nanotechnologies ranks the region fourth in the nation for its nanotechnology cluster. Jim Roberts, director of business development for the Center of Innovation for Nanobiotechnology in Durham, says nanobiotechnology is an area of enormous potential.

"We have 40 companies in the nanobio space in North Carolina, third only to Silicon Valley and Boston. Most of them are in the Research Triangle Region," he says. [Read more.](#)

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## Best Dish in N.C. winners announced

The [Best Dish in North Carolina](#) judges have criss-crossed the state this summer tasting food at competing restaurants and they now have their winning results for the best that featured North Carolina products. Judges divided the competition into

to build connections and good will between North Carolina and rising leaders in the Chinese community. The goal of the graduate scholar reception is to welcome Chinese student scholars to North Carolina in an effort to establish a relationship with these exceptional leaders. An initial reception was held in March, 2010. N.C. Department of Commerce Secretary Keith Crisco and First Gentleman Bob Eaves hosted a second one at the Executive Mansion on Sept. 13.



## In SYNC: Martie Butler

Martie Butler, an existing industry specialist in the N.C. Department of Commerce's Southeast Regional Office in Fayetteville, has been with the department for four years. Originally from East Bend in North Carolina's Yadkin Valley wine region, Butler has a passion for food, wine and cooking. She enjoys working in her vegetable garden with her son, Harrison, and running the occasional 10K with friends.

Butler worked with Unilever, which [announced in April](#) that it would expand its manufacturing facility in Hoke County.

"Southeastern North Carolina was a great fit for this company because of our quality of life and the motivated workforce," says Butler. "It has been easy for the company to find qualified workers within the region, and they also enjoy their close proximity to the coast and Pinehurst. The central east coast location and our highway system made North Carolina a great fit for their largest North American facility. "

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## N.C. Military Foundation ties together automotive ingenuity and special operations

The largest motorsports community and the third largest number of active-duty military personnel in the U.S. are both found in North Carolina. This unique dynamic presents

Eastern Piedmont/Coastal and Western Piedmont/Mountain regions to recognize the food diversity within the state.

In the Eastern Piedmont/Coastal Region, Elliot's on Linden in Pinehurst was named the best in the Fine Dining category and Yancey House in Yanceyville won for Casual Dining. In the Western Piedmont/Mountain Region, Gallery Restaurant in Charlotte placed first for Fine Dining while Off the Square in Albemarle won for Casual Dining.

Also, in the Eastern Piedmont/Coastal Region, the 1895 Grille in Pinehurst and Marc's on Market in Wilmington were awarded second and third place, respectively, for Fine Dining; Mez in Durham and Kornerstone Bistro in Wilmington placed second and third, respectively, for Casual Dining. For the Western Piedmont/Mountain Region, Crippens in Blowing Rock and Knife & Fork in Spruce Pine were awarded second and third place, respectively, for Fine Dining; Kitchen Roselli in East Bend and Bistro 42 in Asheboro were recognized with second and third place, respectively, for Casual Dining.

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## Film production spending expected to exceed \$200M in 2011

The N.C. Film Office has announced that spending by production companies within the state in 2011 is expected to top \$200 million. While there are still four months remaining in the calendar year, estimates as of Sept. 1 show that spending by productions will set a record for the state.

"It's great to see production returning to such a high level here in North Carolina," said N.C. Film Office Director Aaron Syrett. "Even better is the fact that production is taking place in all areas of the state."

The increase in spending is a direct result of new legislation that went into effect this past January that created a 25 percent incentive program offering production companies a refundable tax credit based on their in-state spending on qualified purchases and job creation. The \$200 million figure is based on 22 projects that have registered with the state film office and whose spending qualifies the production for the state incentive. The year-end total is expected to be higher as the state has several projects in the works that may film in North Carolina prior to the end of the year.

growth opportunities for the automotive and defense industries, which resulted in a memorandum of agreement between the motorsports community and U.S. Army Special Operations Command, headquartered at Fort Bragg. [Read more.](#)

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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 - Sept. 20, 2011

New projects assigned:	279
Projects announced:	125
Jobs announced:	11,298
Capital investment announced:	\$2.066B
Industry visits by existing industry staff:	1,132
Calls to Business Link N.C.:	13,149

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## N.C. in the News

This Week's Highlights

- [Corporate execs see Texas, NC, SC as best for business](#) (TechJournal, Sept. 19)
- [Free chargers offered for electric cars in Asheville area](#) (*The Asheville Citizen-Times*, Sept. 18)
- [State considers privatization of aquariums](#) (*The Star-News* - Wilmington, Sept. 18)
- [Fayetteville's economy grew 4 percent in 2010, new GDP numbers show](#) (*The Fayetteville Observer*, Sept. 14)
- [Wilmington ranked on Best Towns list](#) (*The Star-News* - Wilmington, Sept. 13)

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