

# sync™

Weekly highlights from the  
North Carolina Department of Commerce



(Left-right) Deputy Commerce Sec. Dale Carroll, Turbomeca President and CEO Didier Blauwart, and Commerce Senior Developer Rod Forsythe in Monroe

## Commerce, Monroe support aerospace sector

On Sept. 15, Commerce focused on the aerospace industry in Monroe. Deputy Commerce Sec. Dale Carroll and Senior Developer Rod Forsythe toured aerospace manufacturer [Turbomeca](#) (part of the French SAFRAN Group) and met with the City of Monroe Economic Development Advisory Committee. Carroll finished the community visit by serving as luncheon speaker at the Rotary Club in Monroe.

## Perdue establishes offshore energy advisory panel

Gov. Bev Perdue on Sept. 21 announced the establishment of the Governor's Scientific Advisory Panel on Offshore Energy. The panel will thoroughly examine the state's offshore energy resources, including oil, gas, wind and other renewable resources, and will make recommendations to ensure that North Carolina's offshore resources are used for the benefit of all its citizens. The governor created the panel by signing Executive Order 23.

The panel will analyze and report on the feasibility of tapping offshore energy sources, and identify the benefits and areas of concern about these energy resources. Members will study current laws, rules, processes and procedures that affect the use of offshore energy resources, such as federal leasing programs, state and federal permitting programs, and local zoning and ordinances. Also, the panel will evaluate federal proposals to use North Carolina's offshore energy resources, including any proposals from the U.S. Minerals Management Service for offshore oil and gas lease sales. [Read more.](#)

## State seeks return of Yadkin River flows, hydroelectric license

Gov. Bev Perdue on Sept. 21 announced that the State of North Carolina has filed [papers](#) with the Federal Energy Regulatory Commission (FERC) seeking return of the right to plan the use of the Yadkin River flows and the Yadkin hydroelectric project for the benefit of the people of North Carolina.

"Fifty years ago, we endorsed Alcoa's request for a federal license to operate hydroelectric dams because the project created jobs for up to 1,000 North Carolinians," said Perdue. "Today, those jobs are gone, and so is the reason for the license." [Read more.](#)

[N.C. details its running of Yadkin dams](#) (The Associated Press, Sept. 21)



(Left-right) Dr. Ma Junru, president of World Innovation Institute; Marlinda Ma, trade representative with Commerce's Shanghai Office; and Yu Hua, deputy director general of China Investment Promotion Agency, Ministry of Commerce of PRC, at the World Innovation and Investment Promotion Platform Conference

## Commerce represented at two China investment/trade fairs

Commerce's Shanghai-based trade representative, Marlinda Ma, attended the World Innovation and Investment Promotion Platform Conference on Sept. 10 in Xiamen, China. North Carolina exhibited in the USA pavilion to promote investment and trade as part of the Council of American States in China.

---

## Crisco to celebrate Malt-O-Meal opening

Commerce Sec. Keith Crisco on Sept. 29 will officially open the doors to a brand new state-of-the-art [Malt-O-Meal](#) facility in Asheboro. The plant is the Minneapolis-based cereal company's first in the East, and will produce the Malt-O-Meal Frosted Mini Spooners and Malt-O-Meal Frosted Flakes brands of cereals.

During the opening, Malt-O-Meal will also announce its [Million Bowls](#) donation drive to benefit North Carolina food banks.

Malt-O-Meal received \$1.09 million in incentives from the state of North Carolina, and \$4 million from Randolph County. It also received an N.C. Dept. of Transportation grant to assist in building a railroad spur to the Asheboro facility.

[Malt-O-Meal company fuels economic growth](#) (dBusiness News, Sept. 18)

---

## Commerce, Wake County participate in Game Developers Conference

Commerce's Business Development Manager Kuldip Wasson and Wake County Economic Development Manager Wayne Watkins participated in the [2009 Game Developers Conference](#) held Sept. 15-18 in Austin, Texas. Five North Carolina companies also exhibited at this event to show off their latest games and meet with industry experts. Wake County is gradually becoming a hotbed for game developers and the Triangle area is now home to 30 video game companies employing more than 1,000 people. To further cultivate and develop gaming sector in the state, a [Triangle Game Conference](#) is planned in Raleigh for April 7-8, 2010.

---



*Deputy Sec. Dale Carroll delivers a keynote address at the 2009 N.C. Management Systems Summit*

## Carroll keynotes Management Systems Summit at N.C. State

Deputy Commerce Sec. Dale Carroll was one of the keynote speakers at the 2009 N.C. Management Systems Summit, which took place Sept. 17-18 at the McKimmon Center at N.C. State University in Raleigh. Carroll spoke on the continued importance of manufacturing in our economy. Commerce Existing Industry Specialist Uconda Dunn also addressed a lunch session on business retention and expansion.

Also, William Chu, trade representative from Commerce's Hong Kong office, represented North Carolina at the China International Furniture Fair (CIFF) in Guangzhou, Sept. 6-9. The fair featured home décor, furniture and textile products from 720 exhibitors. The High Point furniture market was well publicized with posters, brochures and detailed marketing materials. [Learn more.](#)

---

## Mid-Year Marketing Update taking place today

Commerce's Tourism Division is holding its Mid-Year Marketing Update today (Sept. 22) at the N.C. Museum of History in Raleigh. This year's program will feature remarks from Commerce Sec. Keith Crisco and Cultural Resources Sec. Linda Carlisle. Dr. Mike Walden, economist and William Neal Reynolds Distinguished Professor at N.C. State University, will discuss "What's Ahead for the U.S. Economy." Walden will provide his perspective on current economic issues and how they may influence North Carolina's travel and hospitality sector in the coming year.

Assistant Sec. for Tourism, Marketing and Global Branding Lynn Minges will offer an update on Division programs, followed by the Partner Program Forum, which will highlight successes and upcoming opportunities while also seeking industry input to fuel strategic planning for 2010-2011. Attendees will be able to register onsite. [See the agenda.](#)

In addition, the Division will roll out its partner programs and marketing campaigns. After more than a year of research, the Division refocused its outreach efforts around emotional travel motivators influenced by this economy. The resulting campaign features messaging on the state as an outdoor playground, an urban experience where people reconnect and a place where children and families bond. The campaign rolls out across many media. [View print advertising and hear the radio.](#)

---

## Commerce attends international auto show in Frankfurt

Representatives from Commerce's European Office in Frankfurt, Germany, are attending the Internationale Automobil-Ausstellung (IAA), which runs Sept. 17-27. Also known as The Frankfurt Auto Show, the IAA is the largest auto show in Europe and included new releases from auto makers such as Ford, Daimler, and Volkswagen, which introduced a bullet-shaped electric-diesel hybrid.

[At Frankfurt Auto Show, manufacturers try to shake crisis mentality](#) (The New York Times, Sept. 15)

"Participating in the NCSU IES 2009 Summit gave me the opportunity to stress the emphasis the Perdue administration and N.C. Commerce place on manufacturers in our state, and to thank the Industrial Extension Service for their key role with the global competitiveness for our companies," said Carroll of the summit.

This year's summit focused on several key points, including quality manufacturing; best practices and performance excellence; management systems development, implementation, maintenance and improvement; and business retention, expansion and growth. [Learn more.](#)

---

## US Airways magazine profiles Asheville

In its September issue, US Airways magazine turns its City Profile on Asheville. Highlights include articles on the best of Asheville, its history, its diverse economy and its scenic location. The [business article](#) also mentions 2009 Green Business Fund Award winner [FLS Energy](#) of Black Mountain. [Read more.](#)

In the same issue, the magazine includes the article "Luxury Alert" about new and remodeled hotels that are worth the splurge. At the top of the list is the new Ritz-Carlton in Charlotte, set to open next month. [Read more.](#)

---

## NCBIO meeting to focus on health reform/life science industry

[The N.C. Biosciences Organization](#) (NCBIO) will hold its annual meeting on Sept. 29 at the N.C. Biotechnology Center in RTP. The meeting will focus on health reform and the life science industry, and will include a report from NCBIO president Sam Taylor on policy developments in the 2009-10 General Assembly and NCBIO's continuing involvement in state and federal policymaking. There will also be a panel presentation by the Pharmaceutical Institute.

---

## 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. 21, 2009

New projects assigned:	325
Projects announced:	77
Jobs created:	8,161
Capital invested:	\$1.94B
Direct account interactions (industry visits by existing industry staff):	1,104
Calls to the Business ServiCenter:	19,016

---

## N.C. in the News

This Week's Highlights

- [Spirit Aerosystems adding 1,000 jobs in region](#) (The Daily Reflector - Greenville, Sept. 17)
- [Wells Fargo executive sees bank hiring in Charlotte](#) (Charlotte Observer, Sept. 17)

---

**(919) 733-4151**

[Business Services](#) | [Community Services](#)  
[Tourism Services](#) | [Workforce Services](#) | [Press Room](#)

Building Location:  
301 North Wilmington Street  
Raleigh, NC 27601-1058

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

---

[Invite a Friend](#)   [Unsubscribe](#)   [Subscribe](#)   [feedback@nc-sync.com](mailto:feedback@nc-sync.com)

---