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Weekly highlights from the
North Carolina Department of Commerce



Commissioner for Small Business Scott Daugherty interviews N.C. Department of Commerce Secretary Keith Crisco during the N.C. Governor's Entrepreneurship Summit.

Entrepreneurship Summit breaks the mold

The 2011 N.C. Governor's Entrepreneurship Summit, held at the Durham Convention Center, took place Sept. 21-22. More than 350 people from across the state attended to hear North Carolina entrepreneurs share their experiences with reinventing traditional industries, green technology, local food, health care, money, marketing and more.

Highlights included the "Three N.C. Entrepreneurs Under 30" panel, which was interviewed by keynote speaker Donna Fenn of *Inc. Magazine*; the social entrepreneur's welcome by Martin Eakes of Self-Help Credit Union; an interview with N.C. Department of Commerce Secretary Keith Crisco; the luncheon keynote on innovation with Louis Foreman of Eventys and Everyday Edisons; and an actual rap performed by UNC General Administration's Leslie Boney at the plenary wrap-up, which came as a surprise to all and summarized the entire event.

For more information about the 2011 N.C. Governor's Entrepreneurship Summit, including photos and highlights, visit the [summit website](#).

[A generation of entrepreneurs](#) (The Herald Sun - Durham, Sept. 22)

[Cooper Standard to bring 137 new jobs to Goldsboro](#)



N.C. Department of Commerce Secretary Keith Crisco and Governor Bev Perdue inspect the wares at Raleigh Denim.

N.C. receives grant to increase small business exports

Governor Bev Perdue announced Sept. 27 that the N.C. Department of Commerce is the recipient of a \$603,442 grant from the U.S. Small Business Administration that will help increase exporting by small businesses over the next year. SBA Administrator Karen Mills made the national grant announcement with Perdue in North Carolina.

"I am focused on growing jobs; one of the ways we can do that is by helping our small and medium sized businesses increase their exports," said Perdue. "North Carolina's exports are at near peak levels and we must continue to take an aggressive approach to finding new opportunities with our trading partners."

The grants were authorized by the Small Business Jobs Act of 2010, under the State Trade and Export Promotion program. A total of \$30 million is being awarded across the country by the SBA.

"Strengthening the nation's economy through a substantial increase of U.S. exports is a top priority for the Administration and the agency," said Mills. "This is a unique partnership between the federal government and the states. Sharing responsibilities and resources will help new small exporters across the country enter and succeed in the global market."

Governor Bev Perdue on Sept 26 announced that Cooper Standard, a leading global supplier of systems and components for the automotive industry, will expand its Goldsboro body and chassis facility to accommodate new products and programs. The project is slated to create 137 jobs and the company expects to invest \$17.9 million in the plant by the end of 2012. The project was made possible, in part, by a grant from the One North Carolina Fund. The N.C. Department of Commerce's Jason Semple was the developer on this project.

"Cooper Standard has been in Goldsboro for more than 25 years," said Gov. Perdue. "Our top-ranked business climate and skilled workforce make North Carolina an excellent location for businesses to prosper. We are pleased to support just that kind of growth with this One North Carolina grant."

Salaries will vary by job function, but the average annual wage for the new jobs will be \$31,713 not including benefits. The Wayne County average annual wage is \$29,848. [Read more.](#)

[Auto parts maker to add 137 jobs](#) (The News & Observer - Raleigh, Sept. 27)

N.C.'s Southeast holds annual meeting

N.C.'s Southeast regional economic development partnership held its annual meeting Sept. 22-23 in Wilmington. Speakers included Regional Chair Jane Smith, N.C. Representative Carolyn Justice, Mayor Bill Saffo of Wilmington and N.C. Department of Commerce Deputy Secretary Dale Carroll. Steve Yost, director of N.C.'s Southeast presented the annual report, which included performance metrics and other key accomplishments.



(Left-right) N.C. Department of Commerce Deputy Secretary Dale Carroll, Progress Energy VP - Generation Charlie Gates, Progress Energy CEO Bill Johnson, retired Progress Energy Board Member Ed Borden and retired Progress Energy Chairman Sherwood Smith assemble for the ribbon-cutting.

Progress Energy names Richmond County energy Complex in honor of Sherwood Smith

On Sept. 22, the Richmond County Energy Complex near Hamlet was named in honor of retired Progress Energy Chairman Sherwood Smith. Smith was recognized during several speeches at the event for his career of outstanding leadership in the energy field. N.C. Department of Commerce

In North Carolina, the STEP grant will be used for a new export assistance initiative called NC Passport to Export. The N.C. Department of Commerce will provide a 25 % match to the federal funds. The program will leverage the resources of local, state, and federal partners in reaching ever more small and medium size North Carolina companies. NC Passport to Export will give companies access to new market research, increase export education, help companies access global trade shows and new foreign markets, and provide assistance with global branding opportunities. The goal is to increase the number of small and medium size companies exporting and to help current North Carolina exporters to increase the number of overseas markets they reach.

Last year, North Carolina businesses exports more than \$25 billion dollars worth of products and services all over the world. Exports support about 350,000 jobs in North Carolina.



N.C. among Top States for Doing Business

Area Development Site and Facility Planning released its fall 2011 Top States for Business survey results based on responses from location consultants who work with national client bases. Each consultant was asked to list their top five choices in 12 areas of site selection. Overall, North Carolina ranked seventh. In the South-Atlantic region, North Carolina ranked third.

Among the 12 areas of site selection for which feedback was solicited, North Carolina tied for first for certified sites and shovel-ready programs. The state also tied for third in overall labor climate. [Read more.](#)



N.C. Furniture Export Office Director Mike Padjen

Commerce organizes furniture road show in China

U.S. Commercial Service Shanghai and the North Carolina China International Trade

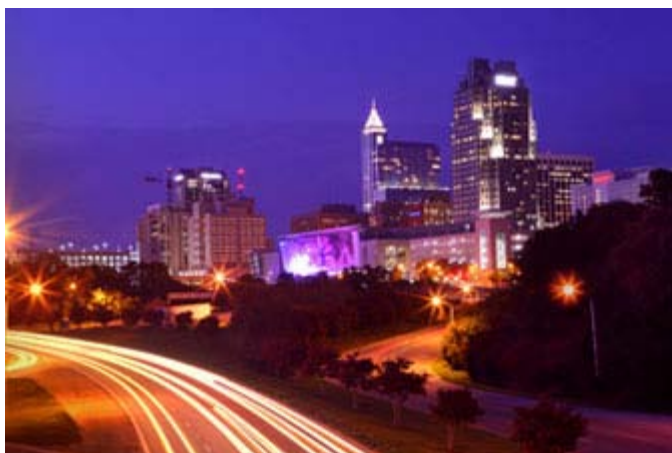
Deputy Secretary Dale Carroll thanked Progress Energy for investing \$600 million in the Richmond County facility and for the transmission grid, which provides reliable infrastructure for economic development in North Carolina. Carroll dedicated most of his presentation to publicly honor Smith for his civic leadership and public service in areas like education and economic development.

Charlotte moves ahead in aviation, aerospace

United Technologies Corp.'s purchase of Charlotte-based Goodrich Corp. in a blockbuster \$18.4 billion deal means the area loses one of its nine Fortune 500 headquarters. But leaders say the region will still keep - if not boost - its status as an emerging player in the aerospace, aviation and defense-related industries sectors.

City business and research leaders say it's also a big plus that Marshall Larsen, president and CEO of Goodrich since 2003, will remain in Charlotte as head of a combined UTC Aerospace Systems business unit based here.

[Charlotte moves ahead in aviation, aerospace](#) (*The Charlotte Observer*, Sept. 23)



Businessweek ranks Raleigh No. 1

Businessweek has named Raleigh "America's Best City."

Businessweek.com based its rankings on 16 criteria, including the number of recreational amenities, strength of the local economy and the education level of the population.

Raleigh edged out Arlington, Va., and Scottsdale, Ariz., for the top ranking. [Read more](#).

[Of all U.S. cities, Raleigh is 'best'](#) (*The News & Observer* - Raleigh, Sept. 22)

NCMBC to host FEDCON summit

The N.C. Military Business Center will host the 2011 N.C. Federal Construction & Infrastructure Summit (formerly known as the MILCON Summit) Oct. 19-20, at the Wilmington Convention Center. The Summit program will focus on federal MILCON, sustainment, restoration and modernization, and green construction opportunities and contracting processes in North Carolina. The program will include presentations, panel discussions, breakout sessions, a vendor expo and

Office in Shanghai jointly organized a Road Show in Hangzhou City on Sept. 19. Nearly 50 furniture distributors from local furniture industry attended this briefing which was hosted by Derlook Home Furnishing Group.

The keynote presentation was given by Mike Padjen, director of the N.C. Department of Commerce's Furniture Export Office. Together with Marlinda Ma, N.C. China Representative, Padjen gave a presentation on American furniture manufacturing with emphasis on North Carolina companies, the positive business climate for relocation or expansion of business in the Piedmont Triad as well as the rest of North Carolina, and the semi-annual High Point Furniture Market. He was also interviewed by *Hangzhou City Post* and *Feeling Life* magazine. In order to better promote American-made furniture, Jack Kong from the U.S. Commercial Service Shanghai and Derlook Group plan to co-organize a buying delegation to participate in the High Point Market in Spring 2012. This event provided valuable information and a kickoff to the recruiting effort.



Governor Bev Perdue and N.C. Department of Commerce Secretary Keith Crisco with a group of Indian graduate students at the Executive Mansion.

Perdue, Crisco hold reception for Indian students

Following Governor Bev Perdue's overseas trip in the fall of 2009, she indicated interest in bringing together graduate students to build connections and good will between North Carolina and rising leaders in the Indian community. The goal of the graduate scholar reception is to welcome Indian student scholars to North Carolina in an effort to establish a relationship with these exceptional rising leaders. An initial reception for Chinese students was held in March 2010 and a second one was held on Sept. 13. It was decided to expand the program and add a reception for Indian students on Sept. 20.

Tourism works to bring visitors back after Irene

networking.

Brigadier General Thomas A. Gorry, Commanding General, Marine Corps Installations East, and Major General Jeffrey J. Dorko, Deputy Commanding General, Military and International Operations, US Army Corps of Engineers, are scheduled to attend and deliver keynote remarks

Attendance is restricted to:

- General and specialty contractors in North Carolina
- Design firms in North Carolina
- Construction supply firms in North Carolina
- Current federal primes seeking North Carolina partners and suppliers

[Online registration](#) is now available. Participation in the summit is limited; registration will close when the event reaches full capacity.



Wilmington ranked on Best Towns list

Outside magazine ranked Wilmington among a list of Best Towns – "the finest places you'd ever want to call home." Here's what the magazine had to say about Wilmington:

"Similar to Charleston: southern charm, a 300-year-old harbor, ample seafood. But what sets Wilmington (pop. 106,500) apart from its genteel South Carolina neighbor is an economy in overdrive—not long ago, it was the second-fastest-growing economy in the U.S. Thanks to EUE Screen Gems, it's also home to the largest motion-picture and television studio outside California. (The local film industry employs some 800 people.) Situated where the Cape Fear River meets the Atlantic, the former military port's recreation options are mostly water-based—sea-kayaking, sailing, deep-sea fishing—and the biggest party of the year is, naturally, Riverfest, a frenzy of vendors, fireworks, music, athletic competitions, and invading pirates."

[Wilmington ranked on Best Towns list](#) (*The Star-News* - Wilmington, Sept. 13)

N.C. Department of Commerce Assistant Secretary for Tourism, Marketing and Global Branding Lynn Minges was interviewed by FoxNews.com and the Speaking Channel TV's public relations talk-show "[Inside Communications with Mike Bako](#)" on the impact and the Division's recovery efforts relating to Hurricane Irene. The show has 15,000 direct subscribers and is also rebroadcast on [Forbes.com](#).

In the interview on FoxNews.com, Minges reassured viewers that most of the North Carolina coast was open for business and invited them to visit many regions of the state during the fall season.

In the interview on "Inside Communications," Minges discussed the Division's success in mitigating Hurricane Irene's destructive effects on North Carolina's coastal tourism industry, which hit one week prior to the pivotal Labor Day weekend. The Division's approach to crisis communication ultimately resulted in an increase in visitor arrivals (year over year) to many of the state's coastal destinations during the Labor Day weekend.

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. 27, 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 |

N.C. in the News

This Week's Highlights

- [Lexington Home Brands to buy Sligh Furniture](#) (*The High Point Enterprise*, Sept. 27)
- [Epic Games is international force in gaming with its Unreal engine](#) (WRAL Techwire, Sept. 26)



N.C. wine industry generates \$1.28B in economic impact

North Carolina's wine and grape industry is among the many industries thriving in the state, generating an impact of \$1.28 billion on the state's economy in 2009, an increase of 58 percent since 2005. The industry supported 7,600 jobs across North Carolina, adding 1,900 jobs since 2005.

"Our wine industry creates jobs and attracts visitors to our state," said Governor Bev Perdue. "This growing industry is a significant economic engine for North Carolina, helping to preserve farmland and bring revenue to our rural communities." [Read more.](#)

New company plans to hire up to 54 in [Pilot Mountain](#) (*The Winston-Salem Journal*, Sept. 26)

- [TBJ Flash: Whitehurst, Murdock shine in Growth Expo](#) (*Triangle Business Journal*, Sept. 16)

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