

syncTM Weekly highlights from the North Carolina Department of Commerce



(Left-right) Commerce Sec. Keith Crisco, Sec. of Cultural Resources Linda Carlisle, Dr. Michael Walden and Assistant Commerce Sec. of Tourism, Marketing and Global Branding Lynn Minges at the Tourism Division's Mid-Year Marketing Update, Sept. 22 at the N.C. Museum of History in Raleigh

Tourism holds Mid-Year Update

To meet the unprecedented economic challenges of the past year, the Tourism Division has rolled out initiatives to bring visitors to North Carolina and help tourism partners throughout the state succeed despite the current global economic downturn. Assistant Secretary Lynn Minges outlined the initiatives to approximately 120 local tourism officials at the Division's annual Mid-Year Marketing Update Sept. 22 at the N.C. Museum of History in Raleigh.

Commerce Sec. Keith Crisco welcomed attendees and introduced Sec. of Cultural Resources Linda Carlisle, who highlighted collaborative efforts between the departments and initiatives her department is working on. She noted the "Second Saturday," which plans to encourage regular arts and heritage programs at historic and cultural attractions. African American Music Trails are forming in Edgecombe, Greene, Jones, Lenoir, Nash, Pit, Wayne and Wilson counties. HomegrownHandmade is expanding to include farms and gardens – and now includes for the first time sites in each of the state's 100 counties.

Dr. Mike Walden, economist and William Neal Reynolds Distinguished Professor at N.C. State University, was one of the featured speakers. He said 2010 will be a growth year and the nation should see the end of this recession. "However," he cautioned, "We have had a major slide... do not think it's all over." Walden publishes the North Carolina Economic Outlook Series. View the presentations by [Sec. Carlisle](#) and [Dr. Walden](#).

EMC to make major expansion in Wake and Durham

Gov. Bev Perdue on Sept. 24 announced that EMC Corp., a world leader in information infrastructure solutions, will expand in the Triangle, adding 397 jobs over the next five years and investing \$280 million. The Fortune 200 company plans to establish a new research facility in Durham County and increase its presence in Research Triangle Park and Apex. The project is contingent upon approval of local grants from Durham city and county officials.

"Information technology companies provide sustainable, well-paying jobs for more than 100,000 workers in North Carolina," Perdue said. "When a world leader in the industry such as EMC Corp. chooses to expand here, it reinforces our message that this is the place for IT companies to do business."

As a leading developer and provider of information infrastructure technology, solutions and services, EMC provides a foundation for organizations of all sizes to manage and secure their vast and ever-increasing quantities of information; automate their data center operations; reduce power and cooling costs; and leverage critical information for business agility and competitive advantage. Commerce's Bernard Torain was the developer on this project. [Read more.](#)

[EMC Corp. to add 397 jobs in region](#) (The News & Observer - Raleigh, Sept. 25)



(Left-right) Antje Naß, head of FilmLand Mecklenburg-Vorpommern, signs the proclamation as Hunter Widener, chair of the

Fiber company to expand in Anson

Gov. Bev Perdue on Sept. 29 announced that UFS Holdings-Premiere Fibers Inc., a national manufacturer of yarn products made from synthetic fiber, will expand in Anson County. The company plans to invest \$2.5 million and create 20 jobs during the next three years. The announcement was made possible in part by a \$50,200 grant from the One North Carolina Fund.

UFS, or Universal Fiber Systems, is headquartered in Virginia. The company also has facilities in China and Thailand and owns the Premiere Fibers Inc. plant in Ansonville. The plant produces synthetic continuous filament for diverse uses in the military, industrial, technical, apparel, hosiery, upholstery and other markets. Commerce's Uconda Dunn was the developer on this project

N.C. in Top Five for Forbes 'Best Places for Business'

North Carolina was ranked No. 5 in Forbes magazine's annual "Best Places for Business" list. Virginia was No. 1, followed by Washington, Utah and Colorado. The rankings are based on labor supply, regulatory environment, costs, growth prospects, economic climate and quality of life. North Carolina was listed as No. 3 for business costs, and No. 4 for regulatory environment. [Read more.](#)

Commerce congratulates Minority Enterprise Development Awardees

On Sept. 22, Deputy Commerce Sec. Dale Carroll delivered one of the luncheon keynote addresses to congratulate the five Minority Enterprise Development (MED) awardees during the annual MED Week activities in Asheville.

[Business honorees emphasize rewards of perseverance](#)(Asheville Citizen-Times, Sept. 23)

Study: N.C. in Top 10 for nanotech

A new study shows N.C. in the Top 10 states nationwide in terms of concentration of nanotechnology companies, universities, research laboratories and organizations. Raleigh has moved into the Top 5 cities designated as "Nano Metro" clusters, according to the Project on Emerging Technologies. The state ranks eighth on the list, with 48 companies, universities or government laboratories engaged in nanotech research. [Read more.](#)

Charlotte Regional Film Commission Advisory Committee, Torsten Jahn, managing director FilmLand Mecklenburg-Vorpommern, and H.A. "Humpty" Wheeler, chairman of the board of Charlotte Regional Partnership, look on.

Charlotte film commission partners with German film group

The Charlotte Regional Film Commission on Sept. 24 signed an international proclamation of partnership with FilmLand Mecklenburg-Vorpommern of Germany. The signing took place at the NASCAR Plaza Lobby. Charlotte Regional Partnership President and CEO Ronnie Bryant and Charlotte Mayor Pat McCrory were among those offering remarks.

The partnership could allow the Charlotte Regional Film Commission to work with German film companies that would hire local crew, rent equipment, use local pre- and post-production facilities and generate revenue for the hospitality industry. Filmmakers in Charlotte would also have access to German contacts and locations.

Morrison to deliver keynote at NCSEA forum

Assistant Sec. for Energy John Morrison will present the keynote address Oct. 9 at the N.C. Sustainability Association's annual meeting and educational forum in Charlotte. Also speaking will be Amory Lovins, co-founder of the Rocky Mountain Institute and a leading voice on renewable energy and energy efficiency. The theme of the Oct. 8-9 event is Growing North Carolina's Green Energy Economy: Learning, Connecting & Creating Opportunities Together. [Learn more.](#)



The 2008 North Carolina Pavilion at BIO in San Diego stood out in the crowd.

Join the North Carolina Pavilion at BIO 2010

The N.C. Biotechnology Center, in partnership with Commerce and [NCBIO](#), is planning an impressive showcase of the state's life-science community at the annual BIO International convention in Chicago May



Commerce and the Davie County Economic Development Commission join with Partners from Golden LEAF, the N.C. Dept. of Agriculture, and Rural Center to congratulate executives from Townsends Inc. (seated) in Mocksville.

Poultry company to expand in Davie County

On September 25 Deputy Commerce Sec. Dale Carroll joined Commissioner of Agriculture Steve Troxler, Rural Center CEO Billy Ray Hall, Golden LEAF CEO Dan Gerlach, and Davie County EDC Director Terry Bralley to welcome the announcement of 103 new jobs by Townsends Inc. at their food products facility in Mocksville.

Gov. Bev Perdue announced the expansion on Sept. 25. The announcement was made possible in part by a \$250,000 grant from the One North Carolina Fund. Townsends, a 118-year-old poultry company headquartered in Delaware, supplies value-added chicken products to the domestic and international food service and retail markets. The company has a significant presence in North Carolina with three plants located in Pittsboro, Siler City and Mocksville that employ about 1,500 people. Additionally, the company's poultry operations support an extensive grower base in the local area.

The Mocksville facility, operating as Crestwood Farms, a division of Townsends, is the core of the company's expansion into value-added chicken products and key to its strategic growth. The company plans to add a production line of fully cooked products, increasing its capacity by approximately 25 percent. Currently, Crestwood Farms employs about 267 workers. Commerce's Bruce Andrews was the developer on this project. [Read more.](#)

[One North Carolina incentives land 103 Townsends jobs](#) (Triangle Business Journal, Sept. 25)



International Trade Division (ITD) Director Jean Davis (seated, second from right) with members of the N.C. Consular Corps and ITD Business Development Managers.

International Trade Division hosts

3-6, 2010.

If you are planning to exhibit at BIO 2010, joining the North Carolina Pavilion is a better deal than staging your own booth, and it will offer you a lot of benefits. The North Carolina Pavilion has a prominent location on the exhibit hall floor, and its 2,000 sq-ft design includes video screens and a conference room. It also provides networking opportunities with the hundreds of company leaders and state dignitaries that stop by each year, as well as at the exclusive Friends of North Carolina Reception in the Willis Tower. Your company will also benefit from the Biotechnology Center and NC Commerce network, with a company feature in Impact Magazine's special BIO edition. [Learn more.](#)

N.C. to receive energy efficiency program funding

North Carolina will receive about \$20.9 million to support energy efficiency programs, U.S. Energy Secretary Steven Chu announced during a Sept. 19 press teleconference. Chu also released a report Sept. 18 touting the benefits of energy efficiency, according to media reports. He talked about the potential of capturing wind energy off North Carolina's coast and the benefits of the state's nuclear power. The stimulus money will help upgrade state-owned buildings and go to projects in communities statewide. Some of the money will also go to capturing methane that can be converted into electricity. Chu said the investments will strengthen America's economy and create local jobs. Assistant Secretary for Energy John Morrison and State Energy Office Director Larry Shirley participated in the teleconference. [Read more.](#)

Become a fan of Commerce on Facebook

Keep up with the Dept. of Commerce on your favorite social networking sites. Commerce now has a page on [Facebook](#) where we send out updates and upload photos showing how we are working for North Carolina. You can also follow our updates on [Twitter](#), watch our videos on [YouTube](#), and connect with us on [LinkedIn](#).

Consular Corps

Director of International Trade Jean Davis and her staff met with the [N.C. Consular Corps](#) to kick off a new business liaison group on Sept. 24. The group has been formed to better connect with the 18 countries that have consuls and honorary consuls in the state. North Carolina plays a strong role in the global economy, and Davis emphasized the need to work collaboratively to take advantage of growing opportunities in the international marketplace. The group will meet three times a year to receive updates from the consuls and share information on trade/investment opportunities and make North Carolina the most globally engaged state.

Metal manufacturer brings new plant, 45 jobs to Mount Airy

Gov. Bev Perdue on Sept. 22 announced that Central States Manufacturing Inc., a regional manufacturer of metal building components, will open a new plant in Mount Airy. The company plans to invest more than \$4.5 million and create 45 jobs. The announcement was made possible in part by a \$135,000 grant from the One North Carolina Fund.

Central States Manufacturing Inc., headquartered in Arkansas, manufactures and delivers high-quality metal building components to post frame, commercial and residential customers. The employee-owned company currently has manufacturing facilities in Alabama, Arkansas, Indiana and Texas. Commerce's Melissa Smith was the developer on this project. [Read more.](#)

Charlotte Douglas ranked 'Most Wired' airport

The Charlotte Regional Partnership recently noted that Charlotte Douglas International Airport is expanding its services and getting noticed nationwide. Forbes has ranked the airport as "Most Wired," while Professional Pilot Magazine says its corporate aviation support facility is No. 1. The airport also has the lowest landing fee in the country. When Charlotte's third parallel runway is completed in November – ahead of schedule – and commissioned in February by the FAA, it will be one of only five airports in the U.S. where three planes can land simultaneously. [Read more.](#)

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. 28, 2009

New projects assigned:	332
Projects announced:	79
Jobs created:	8,334
Capital invested:	\$1.95B
Direct account interactions (industry visits by existing industry staff):	1,127
Calls to the Business ServiCenter:	19,490

N.C. in the News

This Week's Highlights

- [CVCC prepares students for JobsNOW](#) (Hickory Daily Record, Sept. 28)
- [North Carolina officials pitch wind farm plan](#) (The Virginian Pilot, Sept. 28)
- [Gov. Perdue on hand as coastal crowd hears about wind-power potential of Outer Banks](#) (The Associated Press, Sept. 25)
- [Durham metro area GDP highest in Southeast](#) (The Herald-Sun - Durham, Sept. 25)

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