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Weekly highlights from the
North Carolina Department of Commerce



U.S. Dept. of Transportation Sec. Ray LaHood talks with former Kinston Mayor Buddy Rich, right, and U.S. Rep. G.K. Butterfield, center, as Lenoir County Board of Commissioners Chairman George W. Graham, Jr., far left, looks on, during a visit to Spirit AeroSystems in Kinston, Oct. 7. (Justin Falls/The Daily Reflector)

U.S. DOT secretary visits Global TransPark

North Carolina's Global TransPark has proven skeptics wrong by becoming an engine for economic growth in eastern North Carolina, the U.S. Sec. of Transportation said during an Oct. 7 afternoon tour of the complex.

Ray LaHood, transportation secretary under President Barack Obama, also used the trip to Kinston to tout the president's proposal to fund \$500 billion in additional transportation improvement projects.

"I believe in the idea that if you build it, things will come, and you have proven it," LaHood said.

The willingness of local and state officials to invest in the industrial park and airport resulted in the opening of Spirit AeroSystems' manufacturing facility, which will build parts for Airbus A350 airliners. The company said it will employ 1,000 people at the facility in the next several years, LaHood said.

"I've been to 90 cities in 35, 36 states in the last 20 months, and I haven't been to any community that's attracted 1,000 jobs," he said.

LaHood spoke with about a dozen local elected leaders and business officials at the transpark's work force training facility before touring the Spirit AeroSystems facility and the



Wines from North Carolina wineries await judging at the N.C. State Fair Wine Competition.

State Fair awards 341 medals in 2010 Wine Competition

Childress Vineyards won Best of Show and Sanders Ridge Vineyard & Winery took home the Muscadine Cup in the 2010 North Carolina State Fair Wine Competition. The 11th annual wine competition was held October 6-7 in Raleigh, featuring 454 wines competing in the commercial division and 156 wines in the amateur division.

The top winners from the commercial and amateur wine competition will be on display at the 2010 North Carolina State Fair in Raleigh from October 14-24.

North Carolina is home to 98 commercial wineries from the mountains to the coast, and ranks seventh for wine production in the United States. For more information on North Carolina wineries, including events and an interactive map, go to www.visitncwine.com. Results from the competition may be found at www.nccommerce.com/wine.

Apple data center to bring 300 jobs to Maiden

Maiden will get about 300 new jobs this fall with the opening of Apple Inc.'s \$1 billion data center. Apple officials have not verified an exact date for the center's opening but Catawba County Economic Development President Scott Millar said it should be open "any day now."

transpark complex.

[DOT secretary visits TransPark](#) (The Daily Reflector - Greenville, Oct. 8)



(Left-right) Tracy Brown, executive director of the Blowing Rock TDA; Margo Metzger, public relations manager for the Division of Tourism, Film and Sports Development; Brad Reynolds, cameraman for The Weather Channel; Landis Wofford, News Director for Grandfather Mountain; Eric Fisher, on-camera meteorologist for The Weather Channel; Lynn Minges, N.C. Dept. of Commerce assistant sec. of Tourism, Marketing and Global Branding; Penn Dameron, executive director of Grandfather Mountain Stewardship Foundation; Susan Dosier, LKM Public Relations.

Weather Channel profiles Grandfather Mountain

The N.C. Division of Tourism, Film and Sports Development partnered with The Weather Channel for its "Why I Love Fall" campaign. As a part of the program, Assistant Sec. for Tourism, Marketing and Global Branding Lynn Minges promoted North Carolina as a fall travel destination on the Weather Channel's national broadcast on Oct. 11, live from the Swinging Bridge at Grandfather Mountain. The fall program is the result of collaboration with local tourism partners and businesses throughout the state. Through collaborative promotional efforts such as this, fall in North Carolina has grown from being a shoulder season to the season with the highest proportion of visitors to the mountain region (31 percent), and a significant economic contributor for the coast and piedmont as well. Approximately 21 percent of annual visitors to the North Carolinacoast come during the fall, and 25 percent of piedmont visitors travel during the fall months.

A seven-week initiative, the fall print campaign includes brand placements, print co-ops and print advertorials. The online schedule includes E-blasts, online display and video ads, and aggressive search engine marketing. [VisitNC.com](#) showcases the "North Carolina Dreams in Color" creative with links to weekly giveaways, scenic drives and the fall color and fall fishing reports. [VisitNC.com](#) e-newsletter blasts have touted the online amenities for visitors and invited people to enjoy our VisitNC.com offers, enter fall giveaways and make travel plans. A new RSS feed offers all fall reports and fall news. Travel partners across the state are invited to post their comments about what's going on in their destinations at

Apple started construction in August 2009 after the town agreed to give the company a \$46 million tax break over the next 10 years. The center will be used to house computers and store data.

"There's plenty of folks in the area with these tech skills," Millar said. "There's plenty of people to fill these jobs."

[Apple data center brings 300 jobs to Maiden](#) (Hickory Daily Record, Oct. 7)



(Left-right) Kymanox Inc. President Stephen Perry, N.C. Dept. of Commerce Trade Representative Sumio Shibata, and iBiotech Inc. President Jay Madan

Commerce participates in BioJapan

The International Trade Division led a trade show delegation at BioJapan 2010. Eight companies participated, with two sending delegates in person to work with the approximately 15,000 visitors. The Japanese biotechnology and pharmaceutical market is of great interest to North Carolina companies as a source for partners, customers and financing. This year's BioJapan focused on four key themes of biotechnology: health, food, environment and cluster development.



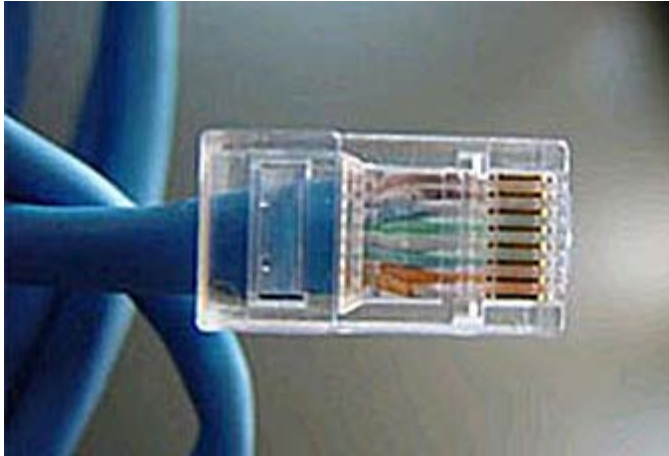
(Left-right) John Meroski, Fayetteville Convention

VisitNC.com/FallColor (consumer comments are also available), Twitter [@VisitNC](https://twitter.com/VisitNC) and www.facebook.com/northcarolina. On Twitter, use the following hashtags to offer your color and fishing reports and follow the conversation: #ncfall, #nccolor, #ncfishing.

The total program with The Weather Channel consisted of a 15-second commercial and an 80-second vignette schedule (airing last week and this week) and Oct. 11's live shots, interviews and two story packages. One package focused on fall travel in Blowing Rock and western North Carolina; another focused on the Blue Ridge Parkway's 75th anniversary and mentioned attractions such as Linn Cove Viaduct and Grandfather Mountain.

The live shots and packages began airing in the 4-6 a.m. show and continued to be shown through the morning of Oct. 12. During this period, there were a total of 43 hits (teases, look-lives and live shots) reaching an estimated 2,246,249 people. To see samples, click [here](#) and [here](#).

This program is estimated to reach 11.6 million people. The Division estimates for total campaign impressions with The Weather Channel at \$21 million.



N.C. broadband expansion project begins

Expanding broadband Internet access in North Carolina's rural areas is getting a major boost from the federal government. Gov. Bev Perdue, U.S. Sen. Kay Hagan and others attended an event Oct. 8 in Hickory to celebrate the expansion of the North Carolina Research and Education Network.

The Raleigh-based nonprofit MCNC received a \$28 million federal grant in January to help build 480 miles of new fiber lines for the network in southeastern and western North Carolina. MCNC raised matching funds. The project will help improve broadband services at nearly 1,300 schools and higher education institutions.

Crisco keynotes High Point Chamber of Commerce Economic Summit

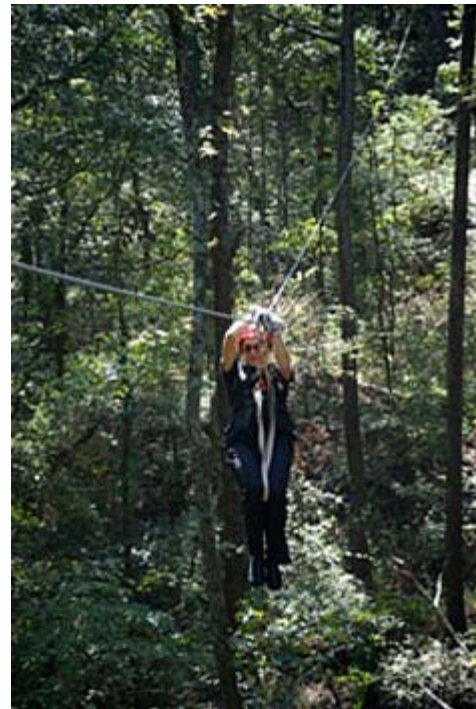
N.C. Dept. of Commerce Sec. Keith Crisco was the keynote speaker at the High Point Chamber of Commerce's Economic Summit.

High Point Chamber of Commerce President and CEO Tom Dayvault said, "We appreciate the hard work done by

& Visitors Bureau; Callan Bryan, ZipQuest; Norwood Bryan, ZipQuest; Mary Lynn Bryan, ZipQuest; Lynn Minges, N.C. Dept. of Commerce assistant sec. for Tourism, Marketing and Global Branding; Eason Bryan, ZipQuest

Minges participates in ZipQuest ribbon-cutting

N.C. Dept. of Commerce Assistant Sec. of Tourism, Marketing and Global Branding Lynn Minges was a featured speaker at the opening of [ZipQuest](#), the Fayetteville area's newest tourism attraction. ZipQuest is a zipline waterfall and treetop adventure that enables visitors to enjoy soaring through the forest. After participating in the canopy tour, Minges addressed an audience of media, local officials and business owners. She spoke about the importance of tourism as an economic development tool for Cumberland County.



N.C. Dept. of Commerce Assistant Sec. for Tourism, Marketing and Global Branding Lynn Minges zips through the trees at ZipQuest in Fayetteville.

Military offers economic bright spot for Southeastern N.C.

Think of Southeastern North Carolina as a place where high-level economic decisions worth billions are made, where thousands of contractors flow from every corner of the country to get their share.

That's what the massive buildup at Fort Bragg and Camp Lejeune is to the region,

Secretary Crisco and his staff to bring commerce and jobs to High Point and North Carolina. Our sell-out crowd was given a thorough forecast of our economy and insight into areas of commerce where we can thrive." [Read more.](#)

Call center expands with 600 jobs for operators

A Dallas-based subsidiary of Xerox Corp. says it plans to hire 600 agents and supervisors for a Raleigh call center.

Affiliated Computer Services Inc. said Oct. 4 it would begin hiring immediately for people who would handle incoming technical support and consumer relations calls.

[N.C. call center expands with 600 jobs for operators](#) (The News & Observer - Raleigh, Oct. 4)

Blue Ridge Entrepreneurial Council Forum to take place Oct. 26

"Change Your Clothes. Change Your World." That's the slogan for SustainU, a Charlotte clothing company focused on social, economic and environmental sustainability, whose CEO will take the stage at the Blue Ridge Entrepreneurial Council Forum, Oct 26, from 5-7 p.m. The event launches BREC's focus on successful entrepreneurs in the green-business sector, and takes place at Posana Cafe in downtown Asheville, the first 2 Star Certified Green Restaurant® in North Carolina.

Hear SustainU CEO Chris Yura talk about how he created his company, which uses local labor and 100-percent recycled materials made from domestically sourced post-consumer plastic bottles, recycled cotton and post-industrial polyester. The event will include plenty of time for networking and is open to the public. [Read more.](#)



Char-Grill on Hillsborough Street in Raleigh

Char-Grill among USA Today's 51 great burger joints

The N.C. Dept. of Commerce's Division of Tourism, Film and Sports Development Public Relations team directly influenced a recent inclusion in USA Today's "51 Great Burger Joints" which offered one listing in each state. For North Carolina, the Char-Grill on Hillsborough Street in Raleigh was selected. For

according to panelists who spoke Oct. 5 at the annual economic outlook conference at the University of North Carolina Wilmington.

"North Carolina has fared very well in each round of BRAC," said Richard McGraw, a former senior Department of Defense official. BRAC stands for Base Closures and Realignment Commission, and the program has resulted in closing or consolidation of hundreds of military installations in the country since it began in the late 1980s.

[Military offers economic bright spot for Southeastern N.C.](#) (The Star-News - Wilmington, Oct. 5)

Enrollment, course numbers up in '12 in 6' program

The N.C. Dept. of Commerce's Division of Workforce Development continues to track the progress of Gov. Bev Perdue's JobsNOW "12 in 6" initiative. The community colleges have been asked to provide monthly reports regarding the number of students enrolled, courses offered and the number of jobs created and maintained. The numbers through Sept. 30 show that 17,037 students are enrolled in the program (up from 16,175 as of Aug. 31), and 2,490 courses have been offered (up from 2,334 as of Aug. 31).

Metrics from B&I Division

Below are year-to-date metrics tracked by the N.C. Dept. of Commerce's Division of Business and Industry 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 - Oct. 11, 2010

New projects assigned:	339
Projects announced:	98
Jobs created:	12,706
Capital invested:	\$2.66B
Industry visits by existing industry staff:	1,075
Calls to the Business ServiCenter:	18,241

N.C. in the News

This Week's Highlights

Char-Grill, what began in a small cinderblock building in 1959 has grown to six locations, each featuring vintage '60s design and music. The Division worked with Elizabeth Wiegand, author of "The New Blue Ridge Cookbook," to make a recommendation for North Carolina for the article.

[51 great burger joints](#) (USA Today, Oct. 6)

Mint Museum opens in Uptown Charlotte

Oct. 1 marked a transformative moment for The Mint Museum in Charlotte. The debut of the new Mint Museum Uptown – one year prior to the institution's 75th anniversary – will bring together the Mint Museum of Art and the Mint Museum of Craft + Design under one roof, double the permanent collection on view, and hone the institution's ability to attract and organize major traveling exhibitions. [Read more.](#)

[Mint Museum's new leader sets fresh course](#) (The Charlotte Observer, Oct. 8)

- [N.C. State expects crowds at engineering job fair](#) (WRAL - Raleigh, Oct. 8)
- [New Wilmington call center to create 70 jobs](#) (The Star-News - Wilmington, Oct. 6)
- [N.C. Textiles Conference to be held on Oct. 13](#) (www.fibre2fashion.com, Oct. 6)

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