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Weekly highlights from the
North Carolina Department of Commerce



(Left-right) Commerce Sec. Keith Crisco, Gen. Dan McNeill, Gen. Ann Dunwoody, Gov. Bev Perdue and Gen. Buck Kernan. Gens. McNeill and Kernan are members of the N.C. Military Foundation.

Perdue, Crisco attend Army expo

Gov. Bev. Perdue, Sec. Keith Crisco and Fayetteville Mayor Tony Chavonne attended the [Association of the U.S. Army \(AUSA\)](#) annual meeting and exposition last week in Washington, D.C. N.C. officials said the Oct. 5 trip, arranged by [the N.C. Military Foundation](#), resulted in a number of business and networking leads. The delegation, which included the foundation's Gen. Dan McNeill and Gen. Buck Kernan, also met with Gen. Ann Dunwoody, the nation's first female four-star general. AUSA, a civilian organization, advocates on behalf of the Army. Its annual expo offers attendees a chance to meet with military contractors.

[Governor seeks business for N.C.](#) (The Fayetteville Observer, Oct. 6)



(Left-right) Employment Security Commission Chairman Moses Carey Jr. and Deputy Commerce Sec. Dale Carroll at the Annual Leadership Conference

N.C. ESC thanked for a job well done

On Oct. 2, Deputy Commerce Sec. Dale Carroll spoke to approximately 300 managers and supervisors at N.C. Employment Security Commission's (ESC) Annual Leadership Conference at the Charlotte Marriott. Carroll updated the ESC on Gov. Bev Perdue's JobsNOW program for North Carolina and other economic development priorities. He concluded his remarks by thanking the ESC leadership for a job well done helping meet the needs of citizens across the state.

Morrison to keynote green energy conference

Assistant Commerce Sec. for Energy John Morrison will deliver the luncheon keynote address at the N.C. Sustainable Energy Association's annual forum Oct. 9 at the Charlotte Convention Center. The theme of the forum is "Growing N.C.'s Green Energy Economy: Learning, Connecting & Creating Opportunities Together." The forum will also feature informational panel discussions, presentations and Q&A sessions.

There will also be a networking reception and fundraiser on Oct. 8 featuring remarks by Amory Lovins, co-founder of the Rocky Mountain Institute and a leading voice on changing energy challenges to economic opportunities. [View the conference agenda.](#)



(Left-right) Charlotte Regional Partnership President Ronnie Bryant, Gov. Bev Perdue and Commerce Sec. Keith Crisco in New York

Perdue, Commerce officials meet with New York site selectors

Gov. Bev Perdue traveled to New York Sept. 30 to host a senior executive briefing for financial services executives at the New York Stock Exchange. The seminar provided an in-depth overview of how North Carolina is positioned to meet the needs of today's financial services industry. Highlighted assets included the state's top quality talent, world-class infrastructure, a pro-business, low-risk business environment, premier educational institutions, and low costs. Panel presentations led by University of North Carolina System President Erskine Bowles focused on North Carolina's strengths as a strategic location for commercial and retail banking, information technology operations, customer contact facilities and data centers.

The seminar was sponsored by 10 regional and local economic development partners. The North Carolina delegation also included community leaders from across the state, State Treasurer Janet Cowell, Revenue Sec. Ken Lay, N.C. Economic Development Board Chairman Allen Joines and several key Commerce staff.

Later the same day, Perdue participated in a reception for site selection consultants sponsored by the [Friends of North Carolina](#) organization. Commerce Sec. Keith Crisco introduced Perdue to the consultants present, and the North Carolina team met and talked with the consultants about current project activity and economic development opportunities in North Carolina.

[Perdue seeks N.C. jobs in New York](#) (Triangle Business Journal, Sept. 30)

Crisco speaks at International Economic Development Summit

Commerce Sec. Keith Crisco joined economists and businessmen Oct. 2 to discuss the importance of globalization at the [Charlotte Chamber's](#) International Economic Development Summit held at the Westin in uptown Charlotte. Summit panelists, who also included Jay Bryson, a global economist at Wells Fargo Securities, stressed the importance of establishing strong relationships and targeting rapidly growing companies.

"It is the economy of the future," said Crisco during the conference. "As we look for future growth, we can't ignore it."

First report in from JobsNOW "12 in 6" Program

Gov. Bev Perdue's [JobsNOW "12 in 6" Initiative](#) is well underway, and data are beginning to come in. 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. While the program is still in its early stages, these numbers are meeting expectations and indicating how the governor's "12 in 6" Initiative is helping to prepare workers with the skills necessary to compete in today's economy. Below are some highlights of the first report for the month of August.

- 1055 students enrolled during the month of August for curriculum and continuing education programs at community colleges throughout the state. Of these 1055 students, 182 have already completed a course or training program.
- 111 courses have been offered by the community colleges so far, and 26 of these courses were developed with new or updated curriculum materials.
- As a result of the funds provided for the "12 in 6" Program, 28 community college staff positions were maintained, and 43 new positions have been filled (full and part-time).
- As part of the "12 in 6" Program, students receiving training are also required to participate in Human Resources Development courses and obtain a Career Readiness Certificate, the assessment tool determining workers' skill levels used by North Carolina's workforce delivery system. At present, 63 new Career Readiness Certificates have been issued.

Workforce to hold annual statewide conference

The Division of Workforce Development will hold its 2009 Workforce Development Partnership Conference Oct. 7-9 at the Joseph S. Koury Convention Center in Greensboro. This year's theme, "Recovery Through Innovations," focuses on strategies for attracting, retaining and expanding North Carolina's available talent pool to meet the

[Region urged to seek more foreign trade](#) (The Charlotte Observer, Oct. 3)

Davis to keynote Global Opportunities Conference

International Trade Division Director Jean Davis is the keynote speaker at the [2009 High Country Global Opportunities Conference](#), Oct. 9 at Appalachian State University. The event is organized by the Association Internationale des Étudiants en Sciences Économiques et Commerciales (AIESEC) and sponsored by ASU's Walker College of Business. The conference will provide ideas, knowledge and resources that will encourage students and the regional business community to seek global opportunities. Invited experts who have first-hand knowledge of global business will discuss their international endeavors, successes and challenges for doing business successfully in overseas markets.



(Left-right) International Trade Division Director Jean Davis, Deputy Commerce Sec. Dale Carroll, Consul-General Luigi Scotto, professor Claudio Carpano, economic developer Martyn Johnson and economic developer Dallas Hardenbrook

Commerce meets with Italian delegation

Deputy Commerce Sec. Dale Carroll, International Trade Division Director Jean Davis and economic developers Dallas Hardenbrook and Martyn Johnson on Oct. 5 met with Luigi Scotto, consul-general for the Republic of Italy in Philadelphia, and Claudio Carpano, a professor of business management at UNC-Charlotte and also president of Management Insites, a business consulting firm in Charlotte. The group is working to identify and encourage Italian companies interested in investing in North Carolina.

Seminar to explain Foreign-Trade Zone program

Interested in learning about the Foreign-Trade Zone (FTZ) program? The Charlotte Regional Partnership is offering a unique opportunity to learn about the program from the program's director.

The "Introduction to U.S. Foreign-Trade Zones Board" seminar will take place from 10 a.m.-noon on Oct. 28 at Central Piedmont Community College's [Harris Conference Center](#).

needs of business and to explore how our workforce development system can be an integral partner in this process.

One of the highlights of the conference will be the "Recovery Through Innovations" general session facilitated by Workforce Executive Director Roger Shackelford on Oct. 8. Other panelists are Office of Economic Recovery and Investment Director Dempsey Benton, Employment Security Commission Chairman Moses Carey Jr., U.S. Dept. of Labor Regional Administrator Helen Parker, and N.C. Community College System Senior Vice President and Chief of Technology and Workforce Development Sandra Williams. [See the conference agenda](#).

Crisco helps welcome Malt-O-Meal facility

Commerce Sec. Keith Crisco on Sept. 29 officially opened the doors to a new 350,000 square foot cereal production facility for Malt-O-Meal in Asheboro. The facility has created 133 new jobs in the community.

Crisco spoke on behalf of Gov. Bev Perdue, stressing how the facility's opening represents a great partnership that benefits state and local governments and the private sector.

The 33-acre facility represents an investment of \$140 million, supporting a long-term growth strategy to strengthen Malt-O-Meal's position as the national leader in high quality value-priced cereal. Today, the company is one of the largest ready-to-eat cereal manufacturers and is growing rapidly. Ten Malt-O-Meal ready-to-eat cereals rank among the top 50 best selling cereals in the U.S.

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



U.S. News & World Report lauds Asheville

U.S. News & World Report recently listed Asheville as one of America's Best Affordable Places to retire, along with such other cities as Columbia, S.C., and Eugene, Ore. The article cites the city's nightlife, architectural gems like the Art Deco City Hall, and

Andrew McGilvray, director of the U.S. Foreign-Trade Zones Board, will conduct the seminar.

The seminar will be a public information session. Companies involved or interested in international trade, economic development officials and potential and/or current FTZ operators (including public warehouse owners) and users are encouraged to attend. Learn more about the [FTZ program](#).

While there is no formal RSVP, the partnership would like to keep track of those who will be attending. Contact Laura K. Foor at (704) 347-8942 or lfoor@charlotteusa.com to respond, or forward the names of contacts who might be interested in attending.

September Economic Overview released

On Oct. 2, Commerce's Division of Policy, Research & Strategic Planning released its Monthly Overview of North Carolina's Economy for September 2009. North Carolina's seasonally adjusted unemployment rate declined slightly in August to 10.8 percent. While it may appear that North Carolina's unemployment rate has leveled off since February 2009, particularly when compared to the national rate trend, this may be misleading. One reason the unemployment rate has not increased is due to the fact that the labor force continues to shrink. North Carolina's seasonally adjusted labor force in August included approximately 64,000 fewer workers than February. At the national level, August employment figures provided little evidence that the emerging economic recovery is reviving the job market. The national unemployment rate rose from 9.4 percent in July to 9.7 percent in August and 9.8 percent in September, the highest rate since 1983. [Read the economic overview](#).

Other findings in the overview:

- N.C.'s unemployment rate decreased slightly; national rate increased to the highest level in 26 years.
- Nonfarm payroll grew in August. Construction employment increased for first time since Oct. 2008.
- Announced business closings and layoffs were down; at the lowest levels since November 2008.
- Existing home sales declined, but the number of housing units authorized increased significantly.
- Retail sales and highway use tax collections increased slightly.

Commerce, others recognized for Spirit deal

The N.C. Global TransPark (GTP), Commerce and others have been recognized by a noted business magazine for efforts in attracting Spirit AeroSystems to the GTP.

Southern Business & Development (SB&D) magazine recognized Commerce and GTP, along with the Golden LEAF Foundation, the N.C. Department of Transportation, the N.C. Community College System, N.C. State University, Lenoir County, and the City of Kinston with its 2009 Excellence in Manufacturing Recruitment Award.

Spirit AeroSystems, headquartered in Wichita, Kan., is the world's largest independent supplier of commercial airplane assemblies and components. It is now building a 500,000 square foot manufacturing facility at the GTP following its

beautiful Blue Ridge setting as pluses. [Read more](#).

N.C.'s fall foliage promoted on Today Show

North Carolina's mountains were listed on the Oct. 3 Today Show as one of the "best destinations for fall foliage." Travel + Leisure's International Editor Mark Orwell stated that the peak season for fall leaf color is now through Nov. 3, depending on elevation, and suggested that travelers pick apples, drive the Blue Ridge Parkway and take a ride on the Great Smoky Mountains Railroad. Other destinations on the list included New York's Hudson Valley and Wisconsin's Door County. [See the video segment](#).

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 - Oct. 5, 2009

New projects assigned:	338
Projects announced:	81
Jobs created:	8,751
Capital invested:	\$2.23B
Direct account interactions (industry visits by existing industry staff):	1,145
Calls to the Business ServiCenter:	19,926

N.C. in the News

This Week's Highlights

- [Military essential to Fayetteville's economic growth](#) (Fayetteville Observer, Oct. 4)
- [JobsNOW offers worker retraining](#) (Sanford Herald, Oct. 3)
- [Charlotte aims to become 'energy cluster'](#) (WCNC.com - Charlotte, Oct. 2)
- [Cummins to hire 170 workers](#) (Rocky Mount Telegram, Oct. 1)
- [Swedish tech company opens office in Greensboro](#) (Business Journal of the Greater Triad, Sept. 25)

September 2008 groundbreaking.

The new Spirit plant will design and manufacture the center fuselage frame section for the Airbus A350 XWB (extra wide-body) commercial aircraft.

Spirit won the contract in the spring of 2008 to design and produce the A350's composite fuselage section, which will be approximately 65 feet long, 20 feet wide and weigh nearly 9,000 pounds. This part will be manufactured in Kinston beginning in 2010, along with front spars for the A350's wings. Spirit's plans, first announced in May 2008, call for an investment of more than \$570.5 million and the creation of 1,031 jobs over a six-year period, beginning in 2010. [Read more.](#)

Raleigh on WSJ's list of 'Next Youth-Magnet Cities'

The Wall Street Journal has listed Raleigh as No. 7 (tied with Denver) on its list of "The Next Youth-Magnet Cities." The article mentions the relatively low cost of living, educated workforce, outdoor recreation and local music scene as reasons why young workers might be drawn to the area. [Read more.](#)

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