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Weekly highlights from the
North Carolina Department of Commerce

Perdue announces small business lending initiative

On Nov. 5, Gov. Bev Perdue announced a new small business lending initiative at the N.C. Rural Economic Development Center's Rural Partners Forum at the North Raleigh Hilton. According to the Rural Center, the new program could provide up to \$800 million in capital for North Carolina's small businesses over the next two years.

The North Carolina Capital Access Program will support loan loss reserves that allow banks and other qualified financial institutions to make business loans that otherwise fall just outside of their normal underwriting standards.

The program is made possible by the State Small Business Credit Initiative, part of the federal Small Business Jobs Act of 2010. President Barack Obama signed the bill into law in September. Gov. Bev Perdue designated the N.C. Rural Economic Development Center to administer \$46.1 million that North Carolina will receive under the initiative. [Read more.](#)

With the theme of "Ramping Up the Rural Economy," this year's forum provided a big-picture look at the forces that will drive the state's rural economy over the next decade. Participants also found out which sectors are likely to produce jobs, and heard from rural leaders who are transforming challenges into opportunities.

Lt. Gov. Walter Dalton and N.C. Dept. of Commerce Deputy Sec. Dale Carroll were among the speakers.



(Left-right) Fashion consultant Stacy London, Tanger CEO Steven



N.C. Dept. of Commerce Deputy Sec. Dale Carroll speaks as the Thrive in North Carolina video is shown on screen. Assistant Sec. for Tourism, Marketing and Global Branding Lynn Minges is seated to the right.

Commerce, Friends of N.C. complete marketing mission in northeast

The N.C. Dept. of Commerce and the [Friends of North Carolina organization](#) executed a successful marketing mission to the northeast United States Nov. 1-3. Corporate headquarters and site consultant calls were completed in Philadelphia, New Jersey and New York by regional recruiters Melissa Smith and Ron Leitch, Raleigh-based recruiters Margie Bukowski, Bill Bullock, Tiffany McNeill, David Spratley and Garrett Wyckoff, Division of Business and Industry Director Susan Fleetwood and Deputy Sec. Dale Carroll. The mission concluded with a working lunch at Marea in New York hosted by Friends of North Carolina. Assistant Sec. for Tourism, Marketing and Global Branding Lynn Minges and Special Projects Manager Liz Dobbins planned and led the luncheon event, which included a presentation of the "Thrive In North Carolina" video, a keynote speech by Carroll and distribution of the "Fall Commerce Update" with a gift. Approximately 30 consultants and 30 partners attended the event.

Tanger and N.C. Dept. of Commerce Deputy Sec. Dale Carroll

Tanger opens 800-employee/\$65M Outlet Center in Mebane

On Nov. 5, [Tanger](#) held a ribbon cutting for their new 800-employee/\$65 million Outlet Center in Mebane. The outlet includes 80 stores built by 300 construction workers.

Celebrity fashion consultant Stacy London of New York served as the ceremony host. CEO Steven Tanger was presented the "Order of the Long Leaf Pine" by N.C. Dept. of Commerce Deputy Sec. Dale Carroll on behalf of Gov. Bev Perdue, who participated in the groundbreaking for the project last spring. The ceremony also included Mebane Mayor Glendel Stephenson and Alamance County Chamber President Mac Williams. The event concluded with Tanger presenting corporate donations for breast cancer research to the Alamance Regional Charitable Foundation, the UNC Lineberger Comprehensive Cancer Center and the Duke Comprehensive Cancer Center. Melissa Smith was the N.C. Dept. of Commerce developer on the project.

Precision manufacturer to expand facility, bring jobs to Duplin County

Gov. Bev Perdue on Nov. 5 announced that Precision Hydraulic Cylinders, Inc. (PHC), a leading manufacturer of precision hydraulic cylinders, will expand their production facility in Duplin County. The company plans to create 89 jobs and invest \$3.4 million in Beulaville during the next three years. The project was made possible in part by a \$92,000 grant from the One North Carolina Fund.

"Congratulations to PHC on this terrific step forward, both for the company and our continuing efforts to create jobs in eastern North Carolina," said Perdue. "PHC is a homegrown company, and their expansion provides another example of how our skilled workforce and top-ranked business climate are not just attracting manufacturers worldwide but also fueling growth among our business neighbors who are already here."

PHC, established in January 2002, is a global manufacturer of hydraulic cylinders. The customers of PHC are primarily "world class," well-known, international equipment manufacturers of mobile equipment like forklifts and large earth moving equipment. They are a privately owned, North Carolina based company with headquarters in Wilmington. They presently have four manufacturing facilities located in Beulaville and Wallace, N.C., Cramlington, England, and Chennai, India. The N.C. Dept. of Commerce's Jason Semple was the developer on this project. [Read more.](#)

Furr named executive director of N.C. Wine & Grape Council

Justin Furr has been promoted to the position of executive director of the N.C. Wine & Grape Council. Furr had been the interim director of the Council and previously was its Marketing



In SYNC: Martyn Johnson

N.C. Dept. of Commerce European Investment Director Martyn Johnson has 30 years of experience in the field of economic development, working for both regional and state organizations. Twenty of those years he has lived in North Carolina and worked for the State of North Carolina.

Martyn was born in England, grew up in Australia, has an undergraduate degree in Economics from the University of Sydney plus a Master of City Planning from the University of Pennsylvania and a Master of Business Administration, Finance from Michigan State University. Additionally he is a Certified Economic Developer, International Economic Development Council and a Certified Economic Development Finance Professional, National Development Council.

Martyn is part of the Commerce European Group, whose goal is to identify viable European manufacturing candidates for targeting with special recruitment efforts, including those of the Commerce European office in Frankfurt, Germany. In his position, Martyn provides site selection services to European companies conducting analysis of potential facility sites in North Carolina. Site selection services include: financing, labor availability, available sites, training, environment permitting, community and site tours, visa assistance, incentive packages, and infrastructure. North Carolina is an excellent fit for European companies to locate their East Coast U.S. operations due to our central location, skilled labor force and management, universities, recruitment and training programs, moderate cost structure, manufacturing base, and economic development infrastructure. Martyn says economic development infrastructure has been a large part of North Carolina's success. The easier it appears to be to locate in one location rather than another, the more likely a client will choose that location. Communities that have detailed information on their sites, buildings and communities have an edge on

Specialist. Furr may be contacted at (919) 715-9463 or via ifurr@nccommerce.com.

Raleigh-Durham listed as a top area poised for recovery

In its Nov. 8 edition, Newsweek listed North Carolina as a Top Place in America Poised for Recovery. Headlined "Greetings from Recoveryland," the article lauded the area as one of the "New Silicon Valleys" -- which offer high-paying high-tech jobs and housing prices well below those in coastal California.

[Greetings from Recoveryland](#) (Newsweek, Nov. 8)

Dalton keynotes Workforce banquet

Lt. Gov. Walter Dalton gave the keynote address at the Eastern Carolina Workforce Development Board's Annual Recognition, which was held in New Bern on Nov. 3. His remarks highlighted the successes of the North Carolina workforce development system and recognized the outstanding contributions workforce development professionals have made in helping citizens achieve their career and employment goals.

The Eastern Carolina Workforce Development Board is a nonprofit organization, representing a nine-county area, dedicated to ensuring that the workforce development system is customer-focused, demand-driven and accountable for preparing North Carolina's workforce to meet the changing needs of a global economy.

their competition particularly, when it comes to recruiting European companies. Global perspective, language classes and schools, apprenticeship programs and cultural activities are also of concern to European clients.

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 - Nov. 8, 2010

New projects assigned:	374
Projects announced:	123
Jobs created:	14,223
Capital invested:	\$2.89B
Industry visits by existing industry staff:	1,268
Calls to the Business ServiCenter:	19,775

N.C. in the News

This Week's Highlights

- [Energy conservation joins with tax-free shopping](#) (The Jacksonville Daily News, Nov. 8)
- [Wilmington firm to expand in Duplin](#) (Triangle Business Journal, Nov. 8)
- [Actor brings biofuel recycling to eastern North Carolina](#) (Washington Daily News, Nov. 8)
- [Tax-free weekend for Energy Star appliances](#) (WUNC, Nov. 5)

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