

syncTM Weekly highlights from the North Carolina Department of Commerce



(Left-right) Commerce Deputy Sec. Dale Carroll, WNC Communities Vice President L.T. Ward, Biltmore Farms Chairman George H. V. Cecil, and Commerce Assistant Sec. for Community Development Joe Crocker

WNC Communities celebrates 60 years

On Nov. 21 [WNC Communities](#) held its 60th Anniversary Awards Luncheon in Asheville. Biltmore Farms Chairman George H. V. Cecil was recognized as one of the founders in 1949 of this region-wide community development effort. Approximately 325 people attended from 63 communities, representing many of the 19 westernmost North Carolina counties that receive honors through the program. Commerce Assistant Sec. for Community Development Joe Crocker and Commerce Deputy Sec. Dale Carroll participated in the program.

Optical systems company to locate U.S. HQ in Wake Forest

On Nov. 23, the [N.C. Military Foundation](#) announced that [Carl Zeiss Optronics USA Inc.](#) (ZeO USA) will locate its U.S. corporate headquarters in Wake Forest. The facility will serve as ZeO USA's base of operations to provide products for the U.S. defense industry.

ZeO USA, a subsidiary of Carl Zeiss Optronics GmbH, will provide optronics products in support of the U.S. military, homeland defense and law enforcement communities. The company will partner with the foundation, private industry, North Carolina-based universities and defense-oriented business support organizations to pursue research and development and supply contracts for the Department of Defense, the Department of Homeland Security and other



(Left-right) Foreign Trade Representative Sumio Shibata and intern Noriko Ban at the Japan Home & Building Show

Japan Office participates in two trade shows

Sumio Shibata, foreign trade representative in the International Trade Division's Japan office, recently participated in two trade shows. The Japan Home & Building Show was held Nov. 11-13 at the Tokyo International Exhibition Center. Shibata maintained a booth and distributed information and materials from three companies: Lowe's, Phase Change Energy Solutions and ALSCO Metals. The Japan Home & Building Show is one of the largest expos of the latest building and renovating products and services. It is the ultimate all-professional building and construction material event in East Asia.

Shibata also participated in the Inchem Tokyo 2009 tradeshow held Nov. 18-20 in Tokyo. The three-day event promoted chemical industries and advanced materials related business, and provided an opportunity to identify potential business opportunities for North Carolina companies.

Crisco to honor WWII vets

Commerce Sec. Keith Crisco on Dec. 1 honored three World War II veterans during a presentation of the French Medal of Honor, Dec. 1, at the Capitol Building in Raleigh. Pascal Le Deunff, the French Consul General from Atlanta, will present the awards to the veterans for their valor in liberating France.

agencies. Commerce's Bo Gregory, Dallas Hardenbrook and Bernard Torain were the developers on this project.

Perdue announces Green Business Fund grants awarded to N.C. companies

Gov. Bev Perdue on Nov. 18 announced that 18 small North Carolina companies will receive grants up to \$100,000 to develop and market promising green and alternative energy technologies and products. It is the third round of grants distributed by Commerce's Green Business Fund and puts more than \$1 million in federal Recovery Act dollars to work in North Carolina.

It is estimated that more than 200 private sector jobs will be created as a result of the grants, spread across 18 cities and spanning 18 counties in North Carolina. The federal recovery dollars come through the N.C. Energy Office's State Energy Program. [Read more.](#)



(Left-right) State tourism officials Lynn Minges (North Carolina), Alisa Bailey (Virginia), Margot Amelia (Maryland), Phyllis Qualls-Brooks (Tennessee) and Betty Carver (West Virginia) were among attendees at a recent Civil War Trails marketing summit in Leesburg, Va.

N.C. participates in Civil War Trails project

Assistant Sec. for Tourism, Marketing and Global Branding Lynn Minges recently met with state tourism directors from Maryland, Tennessee, Virginia and West Virginia to begin planning a collaborative marketing initiative in commemoration of the upcoming 150th anniversary of the Civil War.

Civil War Trails is supported by state tourism organizations and departments of transportation as well as by localities. North Carolina is one of several states participating in Civil War Trails, a groundbreaking history/tourism initiative that has installed more than 1,000 interpretive wayside markers at historic sites in Virginia, Maryland, Tennessee, North Carolina, West Virginia and Gettysburg, Pennsylvania. North Carolina has 213 commemorative markers in 78 counties. There is funding through December 2010 for approximately 100 more.

The Civil War Trails program began in Virginia in 1995 when a single trail of 20 interpretive markers was created between Petersburg and Appomattox. By 1999 a total of five thematic trails had been completed with more than 260 markers in 79 Virginia cities and counties. From that jumping off point the trail spread to four other states and to the iconic Civil War

Economic Development Board meets in Winston-Salem

The [N.C. Economic Development Board](#) met Nov. 19-20 in Winston-Salem. Committees met Thursday afternoon at the Marriott, followed by a dinner meeting featuring welcome remarks by EDB Chair and Winston-Salem Mayor Allen Joines; Gayle Anderson, president and CEO, Winston-Salem Chamber of Commerce; Bob Leak, president, Winston-Salem Business Inc.; and Don Kirkman, president and CEO, Piedmont Triad Partnership. The evening's keynote speaker was Dr. James H. Johnson Jr., director of the Urban Investment Strategies Center at UNC-Chapel Hill's Frank Hawkins Kenan Institute of Private Enterprise. He addressed key demographic and other trends that will have significant effects on economic development policies and practices. On Friday, the board met at Targacept, a biotherapeutics company focusing on central nervous system diseases and disorders. Doug Edgeton, president of Piedmont Triad Research Park, welcomed the board. Dr. Anthony Atala, a world-renowned researcher and director of Wake Forest Institute for Regenerative Medicine, presented information about his innovative research. The board is next scheduled to meet Jan. 14-15 in Charlotte.



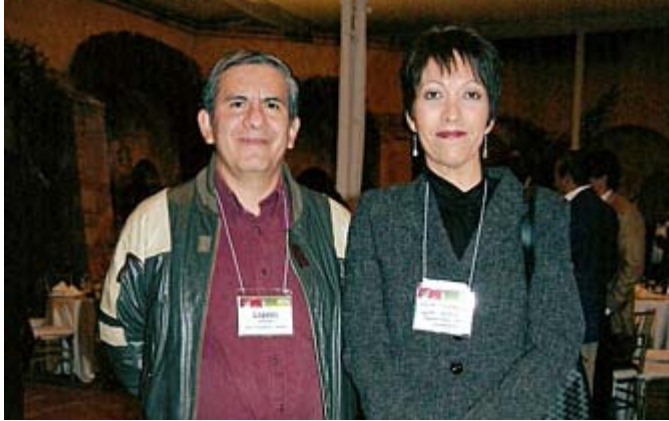
Michael Shore profiled on Commerce's Web site

Commerce regularly features individual leaders making a difference in North Carolina's economy in profiles and podcasts on www.nccommerce.com. [Michael Shore](#), president of Green Business Fund grantee FLS Energy in Asheville, is the latest profile.

In the profile and podcast, Shore discusses the economic benefits of solar thermal and electricity systems to businesses and consumers. He also talks about how businesses are now taking pride in their greening efforts and seeing the marketing value of solar panels.

"Everybody wants to do solar," says Shore. "They want to do it because it's the right thing

destination of Gettysburg. Learn more about the [Civil War Trails](#) program.



(Left-right) BASF's Gabriel Sanchez Arroyo and Foreign Trade Representative Laura Camberos.

Commerce represented at Mexico Auto Industry Conference

Laura Camberos, foreign trade representative in Commerce's Mexico City office, participated in the [Mexico Auto Industry Conference](#) held Nov. 4 – 5 in the state of San Luis Potosi, Mexico. The two-day event provided an opportunity to identify potential business for North Carolina companies and hear from experts about the market outlook in a global perspective.

Wayne County Development Alliance receives award

The Wayne County Development Alliance has received an "Excellence in Economic Development" award from the International Economic Development Council. The award, bestowed at the annual IEDC conference Oct. 5- 7 in Nevada, recognized the Wayne County "WORKS" initiative. WORKS (Wayne Occupational Readiness Keys for Success) was created in 2006 by a group of workforce and economic development officials. The initiative was designed to develop and market a skilled and certified workforce for Wayne County by facilitating communications and collaboration between stakeholders, assessing workforce needs and gaps, supporting local, regional and state initiatives, and securing adequate workforce development funding. The WORKS initiative is currently headed by Diane Ivey, Workforce Development coordinator at Wayne Community College.

HCPED recognized for excellence in the automotive sector

The Henderson County Partnership for Economic Development (HCPED) was recently recognized by Expansion Solutions Magazine for exceptional progress and potential in the development of the automotive sector.

The magazine recently announced its third annual top five Awards of Excellence. These awards recognize economic development organizations that have shown exceptional progress and potential in developing key industry sectors. Expansion Solutions considered factors including strategic locations, pro-business climate, the investments that have

to do, and they want to be good stewards."

Other leaders profiled on the Web site are [Andrea Harris](#) of the Institute of Minority Economic Development in Durham, [Chuck Stewart](#) of Raleigh's Tumbling Colors, Nobel laureate [Dr. Oliver Smithies](#) of the UNC-Chapel Hill School of Medicine, and [Dr. Anthony Atala](#) of the Wake Forest Institute for Regenerative Medicine.

Time Warner Cable launches philanthropic initiative

Time Warner Cable on Nov. 23 launched a new philanthropic initiative in conjunction with a White House plan to strengthen the country's economic competitiveness by improving education and interest in science, technology, engineering and math. The company's initiative, Connect a Million Minds (CAMP), is a five-year, \$100 million program to connect students with hands-on, after-school opportunities to experience these subjects in non-traditional ways.

Time Warner Cable announced the initiative at a White House event hosted by President Barack Obama and attended by corporate and nonprofit leaders. In North Carolina, kick-off events for Connect A Million Minds were held Nov. 19 in Wilmington and Charlotte.



In SYNC: Bruce Andrews

This month Commerce says farewell to Business & Industry developer Bruce Andrews, who is retiring after 32 years with the department. During his career, Andrews served under 11 Commerce secretaries and worked with such major companies as Weyerhaeuser, Kronospan, Wal-Mart and more. He also had the distinction of working with the two oldest-known modern-day manufacturing companies: Oxford University Press and Stora Kopparberg, both of which date to the 14th century. More recently, forest products and agribusiness have been Bruce's specialties, and he was appointed by former Commerce Sec. Jim Fain to serve on the board of the N.C. Farmland Preservation

been made improving infrastructure and the availability of buildings and sites in choosing these locations. [Read more.](#)



Tier 1 counties are in blue, Tier 2 in green and Tier 3 in yellow.

Commerce announces County Tier rankings

Commerce Sec. Keith Crisco on Nov. 30 announced the county tier designations for 2010. The designations, which are mandated by state law, determine a variety of state funding opportunities to assist in economic development.

"Our goal is to encourage economic development statewide so all of our residents can find sustainable, well-paying jobs regardless of their location," Crisco said. "The tier designations provide strong tools to help make our less prosperous counties more attractive to businesses looking to relocate or expand."

Nine counties will change tier designations for 2010. Cumberland, Onslow, Pender and Wilson each moved up to a higher tier, while Alexander, Craven, Haywood, Lincoln and McDowell each moved down one tier to a lower ranking for the coming year.

The law calls for the 40 most distressed counties to become Tier 1 counties, the middle 40 counties to be designated as Tier 2 and the 20 most prosperous counties to become Tier 3 counties. In the rankings for the coming year, there was a tie for the 80th spot resulting in 41 Tier 2 counties and 19 in Tier 3.

The rankings are based on an assessment of each county's unemployment rate, median household income, population growth and assessed property value per capita. In addition, any county with a population of less than 12,000 or a county with a population of fewer than 50,000 residents with 19 percent or more of those people living below the federal poverty level automatically are designated as among the most distressed counties.

Tier designations determine the available amount of tax credits for job creation and business property investment in a list of eligible industries. They include manufacturing, motorsports, aircraft maintenance and repair, air courier services, warehousing, customer service call centers, research and development, electronic shopping and mail order houses, wholesale trade and information technology.

All eligible companies are required to offer employees health insurance and pay at least 50 percent of the premiums, cannot owe back taxes and cannot have received a significant environmental violation notice from the state Department of Environment and Natural Resources. In Tier 2 and Tier 3 counties, companies also must meet a wage test.

Trust Fund. We wish Bruce the best of luck during his retirement.

Metrics from B&I Division

Below are year-to-date metrics tracked by the 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 - Nov. 30, 2009

New projects assigned:	400
Projects announced:	111
Jobs created:	13,129
Capital invested:	\$2.85B
Industry visits by existing industry staff:	1,338
Calls to the Business ServiCenter:	23,274

N.C. in the News

This Week's Highlights

- [Green jobs study under way](#) (Kinston Free Press, Nov. 30)
- [GMAC's Charlotte expansion on move](#) (Charlotte Business Journal, Nov. 30)
- [Job growth: Recovery tied to unemployment figures](#) (The Daily Reflector - Greenville, Nov. 30)
- [Brunswick researcher studies fuel made with algae](#) (The Star-News - Wilmington, Nov. 30)
- [Deutsche Bank took sweetened deal from North Carolina](#) (Triangle Business Journal, Nov. 30)
- [Piedmont Biofuels wins grant for energy research](#) (The News & Observer - Raleigh, Nov. 25)
- [Federal agency announces low-interest loans available to businesses hurt by I-40 rock slide](#) (The Associated Press, Nov. 24)
- [Novartis opens Holly Springs flu vaccine plant](#) (WRAL - Raleigh, Nov. 25)
- [N.C.'s creative jobs outnumber finance](#) (The Charlotte Observer, Nov. 25)

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