

syncTM Highlights from the North Carolina Department of Commerce



John Skvarla Named Secretary of Commerce

Governor Pat McCrory announced today (Dec. 2) that John Skvarla, current secretary of the North Carolina Department of Environment and Natural Resources, will become North Carolina's next Commerce secretary.

Secretary Skvarla's appointment at Commerce is effective January 1, 2015.

"John Skvarla has led our environmental department through a very important time. His leadership, ability to work under high pressure and business-friendly approach is exactly what the Department of Commerce needs," said Governor McCrory.

Skvarla joined the McCrory Administration after a long and successful career in business. When Governor McCrory took office, the Department of Environment and Natural Resources was often seen as an obstacle to business. Skvarla immediately addressed the issue to take a more customer-centered approach to promote jobs and economic development while also protecting our environment and valuable natural resources.

"There is one issue that 100 percent of our citizens understand and care about, and that's a job," said Secretary Skvarla. "So it's our obligation in Commerce to assist in the realization of a job for every citizen of this state."

'Rising Star' to Lead Economic Development Partnership of North Carolina

Christopher Chung, an economic development veteran who launched Missouri's award-winning business development corporation, has been named CEO of the Economic Development Partnership of North Carolina (EDPNC), effective Jan. 12. Interim CEO Richard Lindenmuth, who guided the North Carolina Partnership through its start up this fall, will continue to serve as a consultant for special projects.

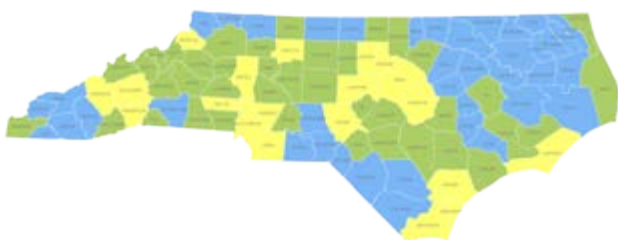
"It is North Carolina's good fortune to have Chris Chung take on leadership of a mission so critical to our future," said Governor Pat McCrory. "He is widely respected in the industry and experienced using the public-private approach, and he has proven he can create jobs and opportunities."

"I am delighted and honored to join North Carolina's campaign for economic growth, particularly at this pivotal time in the state's approach to job creation and development," said Chung, 38, an Ohio native experienced in international economic development. "Competition for new business and corporate investment is fierce, and while North Carolina continues to be a national leader, we have to be innovative and aggressive as we approach every opportunity."

At a press conference announcing Skvarla's appointment, Governor McCrory also spotlighted the many accomplishments of outgoing Commerce Secretary Sharon Decker, who announced her resignation today. "Since my administration entered office in January of 2013, North Carolina has gained more than 150,000 jobs, and that is a testament to our business-friendly environment and transformational changes at the Commerce Department led by Secretary Sharon Decker," said Governor McCrory. "Sharon's business acumen, knowledge of the private sector and results-oriented attitude are what made her one of the best at what she does and she will be greatly missed. She will leave a legacy of jobs and a legacy as being one of the best salesmen North Carolina has ever seen."

Decker will be returning to the private sector in the new year. She has accepted a new role as President of NURAY Media, a media preservation and restoration startup and will be partners with Rick and Dee Ray, the media executives who formed RAYCOM Inc.

"It has been an honor and a privilege to serve the great State of North Carolina, said Secretary Decker in a statement to Commerce staff. "I am grateful to Governor Pat McCrory for offering me the opportunity to lead the State's Commerce Department. I have enjoyed working with you and thank you all for the support you have given me over the last two years."



2015 County Tier Rankings Released

Nine North Carolina counties will change economic development tiers in 2015 according to new rankings released Wednesday (Nov. 26) by the North Carolina Department of Commerce. The designations, which are mandated by state law, determine a variety of funding opportunities to assist in economic development.



Serving as CEO, Chung launched the Missouri Partnership in 2007, which focused exclusively on recruiting new business, and he led the organization to be recognized by corporate executives and location advisors as one of the country's best economic development programs. He was dubbed a "rising star" last year by Development Counsellors International, which named him among the industry's "Top 40 Under 40."

"I'm thrilled that Chris is going to be working for North Carolina," said North Carolina Commerce Secretary Sharon Decker, whose office retains responsibility for decisions on job-creation incentives. "The Partnership is off to a strong start and is working closely with us to bring in new jobs. They have enjoyed strong leadership from day one, and now have in place a CEO and Board of Directors that will help ensure an excellent first year of economic growth in 2015."

Chung holds a degree in economics and Japanese from The Ohio State University, where he also completed significant post-graduate course work in public policy.



N. C. Department of Commerce Office of Science, Technology & Innovation Executive Director John Hardin (at right) receives the Portuguese flag and promotes North Carolina at the 2014 BioMarine Business Convention, Cascais, Portugal. Seated

"No matter where you live in North Carolina our goal is to spark economic development and enhance job opportunities all across the state," said Commerce Secretary Sharon Decker. "The tier rankings help us in various economic development programs to attract businesses to the state."

Using a formula outlined in General Statute §143B-437.08, Commerce gathers required statistics for each of North Carolina's 100 counties, applies the formula and assigns a tier designation ranking from one to three. Tier 1 counties are the most economically distressed and Tier 3 counties are the least economically distressed. Grant programs often use the tier system to determine funding levels, with an aim to attract businesses to more economically distressed locations using more generous funding within Tier 1 and 2 counties.

The counties changing tier designations for 2015 include:

- Ashe, Macon and Nash counties, shifting from a Tier 2 to a Tier 1 ranking
- Guilford County, changing from a Tier 3 to a Tier 2 ranking
- Burke, Caldwell, Hoke and Mitchell counties, moving from Tier 1 to Tier 2
- Haywood County, shifting from Tier 2 to Tier 3

Tier designations determine eligibility for a number of different grant programs that the N.C. Department of Commerce administers including building reuse, water and sewer infrastructure, and the downtown revitalization Main Street program. Tier designations are also a factor in the state's performance-based Job Development Investment Grant (JDIG) program.

[Read more.](#)



(Left-Right) Larry Calloway, David Monteleone, Steven Miller and James McRavion

Governor McCrory Awards Commerce Unit for Service Excellence

The Forsyth County Workforce Center Veteran Services unit is the recipient of the 2014 Award for Outstanding State Government Service. The unit is part of the N.C. Department of Commerce's Workforce Development Division.

Larry Calloway, Steve Miller, Michael Atwood, James McRavion, and David Monteleone were officially recognized during a luncheon at the Governor's mansion November 17 and at an awards ceremony at the N.C. Museum of History on November 18. Calloway is the local employment veteran representative who supervises the unit; the other four team members are all disabled veterans outreach program

to his left (l-r) are Miguel Luz, Vice President, Cascais Municipality; Manuel Pinto de Abreu, Secretary of State for the Sea, Government of Portugal; and Carlos Carreiras, President, Cascais municipality

Portugal Transfers International BioMarine Conference to North Carolina

A North Carolina delegation of economic developers and scientists participated in the [2014 BioMarine International Business Convention](#) in Cascais, Portugal, October 30-31. The global conference, one of the major gatherings for industry leaders each year, will be held in Wilmington next year.

Leading the delegation were Deb Mosca, CEO of the Marine Bio-Technologies Center of Innovation ([MBCOI](#)), Randall Johnson, Executive Director of the [Southeastern Office](#) of the N.C. Biotechnology Center (NCBiotech), and John Hardin, Executive Director of the [Office of Science, Technology & Innovation](#) in the N.C. Department of Commerce.

Other members of the delegation included Roy Carter, Senior Director of Marine Biotechnologies Development, MBCOI; Steve Fontana, Manager and Senior Technology Development Officer at [MARBIONC](#); and Courtney Skunda, Director of Bioscience Industrial Development, [NCBiotech](#). Members of the delegation promoted North Carolina's marine biotechnology efforts, engaged in one-to-one business meetings, and learned about innovative efforts to increase marine biotechnology's impacts on long-term economic growth and societal prosperity.

MBCOI, NCBiotech, and the N.C. Department of Commerce have been working for some time with conference organizers to secure the 2015 Convention for Wilmington, October 12-14 2015. North Carolina's strong business climate, strengths in biotechnology, and emerging leadership in the marine biotechnology sector were winning factors in the decision. The Convention previously was held in Halifax, Nova Scotia; Paris, France; London, England; and Nantes, France.

The 2015 Convention in Wilmington is expected to attract approximately 300 business executives and government leaders from all around the world to discuss the importance of marine bio-resources for growing the economy through diverse sectors such as food processing, aquaculture, pharmaceuticals, cosmetics, and the environment. It will provide opportunities to generate significant deal-making and economic development outcomes for the state.

Additional information about the 2015 BioMarine Business Convention in Wilmington is available at www.biomarine.org/usa-2015.

specialists.

Calloway, who was noted for his presentation of the NCWorks system to employers, said the key to the unit's success has been forging partnerships with local groups and agencies, because it's not just about helping a veteran - it's about identifying everybody who can help that person. "It all works together because it takes all of us to help one person succeed," Calloway said.

The unit's many accomplishments include the "Hire a Vet Week" job fair in November 2013 and the "Good Jobs for Vets" program, begun in early 2014. Since that program's beginning, 42 veterans have registered, 11 job fairs have been held and four participants have begun jobs with others soon to follow.



DSM-Dyneema employees take a break to stretch. This is routine at the manufacturing plant where the team recognizes the importance of exercise and healthy eating habits

DSM-Dyneema: Reaching Everyone from Shift Workers to Executive Staff

DSM-Dyneema in Greenville has achieved the national gold standard for healthy workplaces.

The team at this three-shift manufacturing plant made it a priority to reach everyone with its wellness program, including shift workers with fixed schedules. Over the last few years, DSM has successfully established policies and benefits to create a tobacco-free campus, offer better access to healthy foods, and present more ways for employees to increase their activity. The work helped DSM become the first manufacturing plant in North Carolina to earn the prestigious Excellence Recognition, the highest bar in Prevention Partners' WorkHealthy America product.

Creative solutions from the staff wellness council included extending shift workers' lunch hours so they could fit in a workout at the onsite gym. The council also introduced stretching routines and other exercise breaks developed by exercise physiology interns from neighboring East Carolina University.

"Providing wellness avenues for our employees helps them manage the stress that we see in everyday life," said Randy McGowan, vice president for manufacturing. "At DSM, we believe in creating brighter lives for our customers through our



Study Rates N.C. Ports' Economic Impact on the State

North Carolina's Ports support more than 76,000 jobs statewide, according to a new economic impact study presented to the North Carolina State Ports Authority Board of Directors November 20.

The economic impact study, conducted by the Institute for Transportation Research and Education (ITRE) at N.C. State University, found that goods moving through the Port of Wilmington and the Port of Morehead City combine to generate more than \$14 billion to the state's economy. The findings also show that activities at North Carolina's ports contribute more than \$700 million in state and local taxes.

"North Carolina Ports are a conduit for economic activity in the state," said Chief Executive Officer Paul J. Cozza. "We are proud not only to support our state's economy, but to be a gateway for North Carolina to global commerce."

[Official Report.](#)

Year-to-date Metrics

Below are year-to-date metrics tracked by the N.C. Department of Commerce.

Jan. 1 - November 28, 2014

Projects announced:	96
Jobs announced:	15,350
Capital investment announced:	\$2.3B

N.C. in the News

This Week's Highlights

- [NC Railroad OKs \\$13 million investment](#) (*Sun Journal* - New Bern - November 25)
- [Board approves incentives, grants for economic development](#) (*TheDispatch.com* - Davidson County - November 25)
- [Secretary of Commerce touts plan for](#)

products. But we also believe in creating brighter lives for our employees."

[Video Link](#). Watch Randy McGowan describe how his own transformation into a triathlete infused his leadership of DSM's wellness council.

Healthy Places Change Lives is a partnership between the N.C. Department of Commerce and Prevention Partners, a nonprofit based in Chapel Hill. Prevention Partners guides schools, workplaces, hospitals and clinics to address the leading causes of preventable disease. The non-profit's Healthy Together NC initiative aims to reach at least 10 organizations in all 100 counties of the state by 2025. Learn more at ForPrevention.org/HealthyTogetherNC



(Left-Right) Daniel Winkler, Owner of Winkler Knives II, Assistant Secretary Dr. Patricia Mitchell and ARC Federal Co-Chair Earl Gohl

N.C.'s Western Region Highlighted

North Carolina's western region enjoyed the spotlight recently as Dr. Patricia Mitchell, Assistant Secretary for the N.C. Department of Commerce's Rural Development Division hosted a high-level federal official for a tour of local businesses and organizations.

Appalachian Regional Commission (ARC) Federal Co-Chair [Earl Gohl](#) visited the western part of the state November 12 - 14. The trip highlighted the growing natural product manufacturing sector, craft beverage industry, the local food economy, and the heritage craft industry while showing Gohl the potential for growth in the high tech sector. Every stop on the tour showcased a different aspect of these emerging opportunities while highlighting the role workforce development plays in providing for sustained job creation and retention.

Stop locations included [Gaia Herbs](#) in Brevard, [Sierra Nevada](#) in Fort Mills, [Mars Hill University](#), [Appalachian State University](#) and [Winkler Knives II](#) in Boone.

A highlight of the visits was the unveiling of the Bon Appetite Appalachian food mapguide. Approximately 175,000 copies of the mapguide were provided as a free insert in the Summer 2014 issue of Food Traveler Magazine. The mapguide is also prominently featured on www.visitappalachia.com and includes detailed information and searchable maps to locate food businesses, attractions and events throughout the 13-state region. The hard copy of the mapguide lists 283 venues, 21 of which are in North Carolina. Roughly 300 more sites can be found on the website.

[economic growth](#) (*Macon County News* - November 20)

- [Next Glass, Wilmington Company, Launches App for Wine](#) (*Forbes.com* - November 20)
- [Silicon Valley of the South Part 1 - An In-Depth Look At North Carolina Tech](#) (*Time Warner Cable News*- December 2)

ARC is a unique federal-state partnership providing social and economic support for a 13-state region stretching along the Appalachian Mountains from southern New York to northern Mississippi. In North Carolina, ARC supports economic development activities in 29 counties.

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