



Beverly Eaves Perdue, Governor

J. Keith Crisco, Secretary

North Carolina Department of Commerce

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COMMERCE ANNOUNCES N.C. TEXTILES CONFERENCE NOV. 10 *Greensboro Event to Focus on Textile Markets for Military & Performance-Related Uses*

RALEIGH – Commerce Secretary Keith Crisco today announced that the agency will sponsor a Greensboro conference Nov. 10 focusing on N.C. textile sector opportunities and developments in military and performance-related markets nationally and around the world.

“North Carolina has a long, strong tradition of textile production excellence,” said Crisco, a former textile executive from Asheboro. “There are more than 1,800 textile-related companies in our state, and hundreds of others that are dependent on this industry. We want to do all we can to support these businesses, and the highly skilled, hard-working North Carolinians they employ, to survive and thrive in an evolving global market.”

The one-day conference, *Military/Performance Textiles: A Strong Market for N.C. Companies*, will include speakers from the private sector, academia and the state and federal government offering insights on research, trends, U.S. military purchasing guidelines, foreign military markets, marketing strategy and other topics.

Secretary Crisco will offer keynote remarks. Featured speakers also include: Blan Godfrey, dean of N.C. State University’s College of Textiles; Lt. Col. Kevin Stoddard, deputy director for clothing/textiles at the Defense Supply Center, Philadelphia; and Jennifer Stewart, who specializes in defense procurement at the Canadian Embassy in Washington, D.C. In addition, the office of N.C. Congressman Larry Kissell, D-8th District, will offer details on new U.S. government requirements for military and security purchasing.

The conference is being organized by Jim Leonard and Jorman Fields of International Market Solutions, a textile-related consulting firm in Greensboro. Leonard, a former deputy assistant secretary for the U.S. Department of Commerce, is a specialist in international textiles and apparel trade. The event will highlight N.C.’s textile industry and assist textile companies pursuing market growth. The media is invited to attend.

The event is set for 8:30 a.m.-5:05 p.m. Nov. 10 in the Sheraton Greensboro Hotel at Four Seasons. There will be a registration fee of \$50 per attendee payable at the door by cash or check; no credit cards accepted. A networking reception, sponsored by Duke Energy and Progress Energy, is scheduled for 5:15-6:30 p.m.

Advance registration is required, but space is extremely limited. To check space availability or for further details, call (336) 454-3583 or (336) 668-7060, or e-mail cece454@aol.com or tncfields@aol.com. More information is available online at: <http://internationalmarketsolutions.com/conferences.html>.

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