

Illuminations of Innovation and Job Creation



An NCTA Briefing For Statewide Candidates



Dear Colleague:

NCTA is the primary voice of the technology industry in North Carolina. The NCTA Public Affairs program operates on three guiding principles: build relationships; educate on issues; and craft and advocate forward-thinking policies.

For more than a decade, NCTA has been at the forefront of shaping policy that impacts technology companies of all sizes and has been a champion for legislation that provides a favorable tax and regulatory environment, encourages new ventures, and grows knowledge jobs and a knowledge workforce in North Carolina. In recent years, our efforts have achieved tax credits for research and development for emerging technology companies; increases in government funding for educational technology; and funding for defense and security technology initiatives throughout North Carolina.

NCTA does not endorse specific candidates, but works to educate and encourage thought leadership on policy issues that continuously improve the innovation environment and help define the landscape for the growth of knowledge jobs in North Carolina.

As we move into next year's election cycle and face economic development challenges together, it is essential that North Carolina remain on the forefront of innovation. It is essential that North Carolina communities have economic opportunity. It is essential that North Carolina has the right leadership and policy to remain competitive locally and globally.

Please take into consideration the thought leadership and overall mission of our membership. These are not just technology topics, but issues that correspond with the general wellness of this state - business, education, environmental concerns, tax policy, e-Citizenry and much more. Clearly, our issues need to be enterprise issues that are relevant across the realm of technology companies and the knowledge environment we represent.

Thank you for your consideration.

Sincerely,

Bob Hawkins
Chairman, NCTA Board of Directors
Vice President of N.C. Operations, EMC Corporation
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Education

NCTA Supports:

- **Policies reinforcing a world-class (pre) K-20 education that emphasize lifelong learning and a knowledge workforce;**
- **Principles that create a 21st Century learning environment;**
- **Statewide deployment of technology in schools and increasing technology investments in education, including the consideration of funding through a statewide bond issue;**
- **Efforts to increase technology in classrooms and curriculums that teach Science, Technology, Engineering and Math (STEM);**
- **Incentives for teachers to teach STEM while providing the proper encouragement to students to get excited about these disciplines;**
- **Teachers and parents who believe technology is mission-critical to the learning process;**
- **Taking the zip code out of school connectivity. E-learning platforms should not be encumbered by economic or geographical restraints;**
- **Alternative education paths, e.g., “Learn and Earn” and virtual classrooms;**
- **Seamless curriculums that develop leadership skills, critical thinking, team building, creativity and communication skills;**
- **The integration of technology into the architectural design of both new and existing educational facilities.**

Jobs

NCTA Supports:

- Growth of knowledge-based jobs in North Carolina;
- Policies that boost public and private investments leading to statewide job creation for new and existing companies;
- State policies that encourage companies to start and stay in N.C.;
- Investments and policies that encourage “life-long learning” for all North Carolinians;
- Connections between industry and education noting that education is a driver to economic growth and prosperity;
- Policies that encourage “in-sourcing” of jobs in North Carolina;
- Increased research and economic development partnerships with North Carolina businesses and universities;
- Statewide deployment of high-speed broadband Internet access and policies that encourage work from home and telecommuting;
- The “cycle of innovation” and strengthening technology transfer so ideas developed in our university labs are commercialized in N.C.

Tax Policy

NCTA Supports:

- Tax policy that encourages job creation;
- Uninterrupted improvement of the R&D tax credit to make N.C. a national leader in research and development;
- Modernization of the State's tax code;
- No state tax on Internet access service;
- Acceptable energy guidelines and environmentally-friendly tax credits for recycling or reuse of technology;
- Improvements in the capital gains tax and the founders stock tax provisions to encourage entrepreneurs to start companies and keep companies in North Carolina.

e-Citizenry

NCTA Supports:

- The ability of all N.C. citizens to have access to modern technologies that support and improve quality of life;
- Statewide access to high-speed Internet broadband service;
- Incentives to encourage investment in the deployment of broadband Internet access throughout North Carolina;
- A safe and secure online experience;
- Ethical Internet use and responsible cyber citizens;
- Innovation and closing the “digital divide” to create a more e-inclusive community attuned to all aspects of technology;
- Application of technology to make government services more accessible and government more transparent;
- Making government more resourceful through efficient and effective deployment of technology;
- The ability of all North Carolinians to think great thoughts and do great things;
- Policies that encourage telecommuting in State government.

Green Economy

NCTA Supports:

- North Carolina becoming a national leader in the creation of "green" companies and a "green" workforce;
- The idea that "green economy" is more than just recycling;
- Incentives for research, development and best practices on "green" technologies;
- Reasonable energy rates in North Carolina and incentives for energy efficiency and improvements;
- The pursuit of alternative energy resources;
- Policies and incentives to technology companies for the reuse and recycling of technology products.

e-Health Care

NCTA Supports:

- Incorporating new technologies into the medical workplace that are beneficial to both healthcare workers and patients;
- The use of technology to improve health care efficiency and accountability;
- A medical "electronic superhighway" to give doctors faster access to patients' medical history and information;
- The rights of patients to have online medical records protected and secure.

Federal

NCTA Supports:

- Making the R&D tax credit permanent;
- Maintaining the moratorium on federal taxation of Internet access;
- Leveraging federal funding, such as e-rate and other funds, to benefit schools and expand high-speed broadband Internet service into underprivileged parts of North Carolina;
- Continued development of the defense and security cluster in North Carolina;
- Protection of intellectual property and patent reform;
- Working to make North Carolina a net recipient of federal transportation funds, instead of a donor state;
- Working with the State's Washington, D.C. office on public policy matters important to North Carolina companies.

About NCTA

The North Carolina Technology Association (NCTA) is a not-for-profit, membership-driven trade association and the primary voice of the technology industry in North Carolina. NCTA is the intersection of leadership and technology, fueling the growth of North Carolina through Executive Engagement, Public Affairs, and a Knowledge Workforce.

NCTA is the ambassador of the technology industry in this state. Its membership consists of top tier leadership and decision makers among hundreds of technology companies, professional service firms, community organizations, educational institutions and government agencies. NCTA helps its members grow regionally and compete globally by actively connecting business leaders, educating government officials on issues relevant to the knowledge industry and providing invaluable educational and executive engagement opportunities.

NCTA Education Foundation

NCTA and its member companies formed the NCTA Education Foundation, a 501(c) 3, in September 1998 to support and encourage the use of technology as a tool in education from preschool through lifelong learning. Since then, the Foundation has continued to focus attention on helping to address the technology needs of North Carolina's schools, to better prepare students for the 21st Century workforce, and to encourage other schools and public policy leaders to see the advantages of using technology as a tool in education.

References & Links

General References and Links

www.nc-tech.org
www.ita.org
www.crita.org
www.state.nc.us
www.rtp.org
www.ncgov.com
www.mcnc.org
www.ptp.org/ptcr
www.centennial.ncsu.edu
www.ncbiotech.org

Education Resources

www.ncpublicschools.org
www.cfnc.org
www.ncae.org
www.ncreportcards.org
www.goenc.com
www.nsf.gov
www.ncchild.org
www.ncforum.org
www.nea.org

Jobs Resources

statelibrary.dcr.state.nc.us/iss/pubpolicy.htm
www.ncesc.com

Tax Policy Resources

www.ncjustice.org
www.iog.unc.edu
www.nccppr.org

References & Links

e-Citizenry Resources

www.worldcitizens.net
www.centerforsocialmedia.org
www.ebusinessworld.com
www.ecitizen.gov.sg
www.e-citizen.gov.uk
www.globalcomputing.com

Green Economy Resources

www.greeneconomics.net
www.en.wikipedia.org/wiki/green_economics
www.worldchanging.com

Heath Care Resources

www.ehealthinitiative.org
www.ehealthinnovation.org
www.ehealthinternational.net
www.health2.info
www.jmir.org

Federal Resources

www.usa.gov
www.ecinfragard.com
www.dstanc.org
www.cbpp.org
www.ready.gov
www.aei.org
www.cnponline.org
www.stateline.org

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