

From: South Carolina Department of Commerce <marketing@sccommerce.com>
To: Card, RachelRachelCard@gov.sc.gov
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Subject: Commerce Communications: A New Year in South Carolina

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January 8, 2016

Globally-renowned tennis star Venus Williams once said, "You can never get complacent because a loss is always around the corner." As we start a new year in South Carolina, these are important words to consider. Since 2011, we've enjoyed significant economic success in the Palmetto State, but it's imperative that we continue our winning ways and bring more opportunities to the people of this great state.

It's my belief that everyone who wants a job should have the chance to obtain one. In South Carolina, we've made notable headway in this endeavor over the last five years, recruiting more than 80,000 new jobs to our state. And, as a result, our unemployment rate has fallen to its lowest level since 2001. Thanks to these recruitment efforts, we've seen South Carolina's economy thrive. The Palmetto State has experienced five consecutive record years in export growth, leading the nation in both the export of automobiles and tires. We must continue to push forward, however.

As we all know, business doesn't sit still. It's constantly growing and evolving. Throughout this new year, I look forward to collaborating with all of you as we continue to work to meet the needs of our dynamic industries.

Bobby Hitt, Secretary of Commerce

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Spotlight: readySC™

This week, many students across the Palmetto State embarked on a new semester in pursuit of the tools they'll need to succeed in the workplace. Equipping students and, more importantly, all South Carolinians with these tools is a critical component of Team South Carolina's mission. That's why programs like readySC are so important to the economic prosperity of our state.

Housed within the South Carolina Technical College System's Division of Economic Development, readySC is a globally-recognized initiative that provides customized training for potential future employees. Since its inception in 1961, the program has trained more than 280,000 workers. This past year alone, readySC served more than 90 companies, training approximately 4,700 individuals. For more information on readySC and South Carolina's other workforce development offerings, visit www.readySC.org.

Photo courtesy of the South Carolina Technical College System.

Commerce Capture: South Carolina Restaurant Week

Restaurants throughout the Palmetto State have a rich tradition of providing mouth-watering cuisine to both residents. To celebrate South Carolina's thriving culinary industry and give local, regional and national food lovers the opportunity to enjoy delicious Palmetto State fare, the South Carolina Restaurant and Lodging Association oversees [South Carolina Restaurant Week](#).

place January 7-17, [find participating establishments](#) in your area online, and be sure to make your reservations today.

Photo courtesy of the South Carolina Restaurant & Lodging Association.

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