

THE WHOLE STORY
OF THE DELICIOUS
KRISPY KREME

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UNC vs. DUKE: THE
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PG. 56

HOLLYWOOD EAST:
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THE INAUGURAL ISSUE

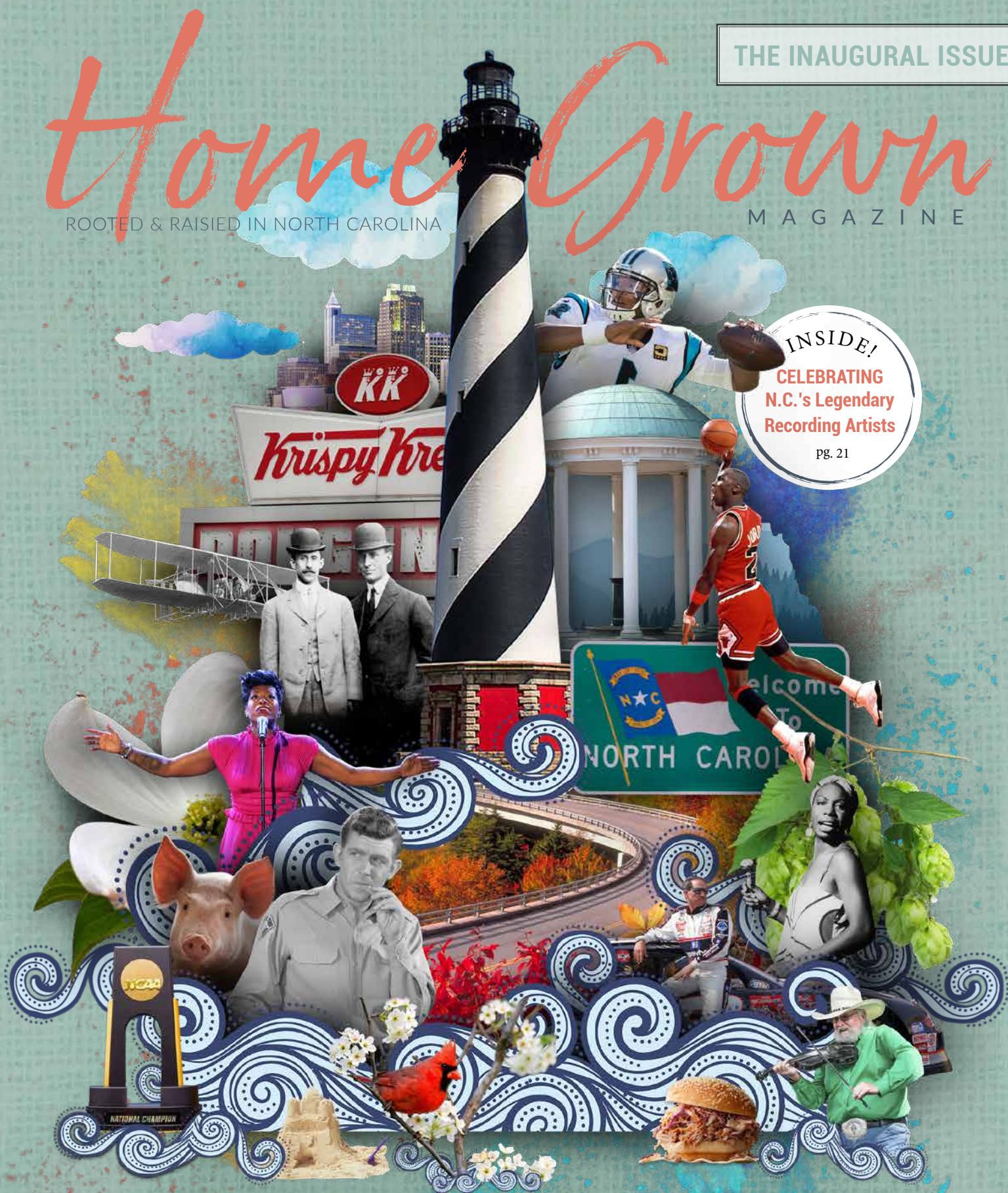
Home Grown

ROOTED & RAISED IN NORTH CAROLINA

M A G A Z I N E

INSIDE!
CELEBRATING
N.C.'s Legendary
Recording Artists

pg. 21



Your Journey Begins Here.

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Welcome to the premier issue of Home Grown magazine. We are very excited to present this new, monthly publication to you and hope that it provides you with compelling content that celebrates all things rooted and raised in North Carolina.

From the mountains to the sea North Carolina's rich landscape is filled with many historic landmarks, attractions, artisans and celebrities. We promise to curate a wide collection of content highlighting the people, places, and things that make North Carolina a true southern gem. Our goal with Home Grown magazine is to illicit excitement every month when you receive your next issue. And, as we continue to evolve the magazine, we will always value ask your feedback so that we can meet and exceed your expectations.

I would like to take a moment to thank our staff for their contributions and hard work to the launch this magazine. As you open your first inaugural issue of Home Grown, it is our sincere hope that you are inspired to explore the great state of North Carolina and its rich history and culture. Sit back, relax and enjoy this piece created just for you. Happy reading!

Jason Armond
- Artistic Director

Home Grown

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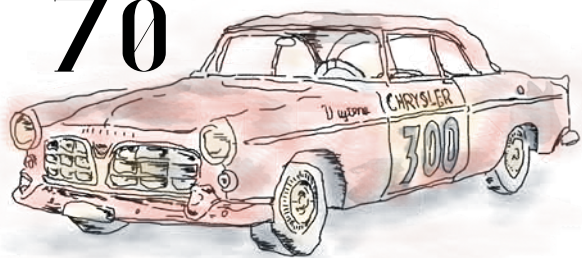
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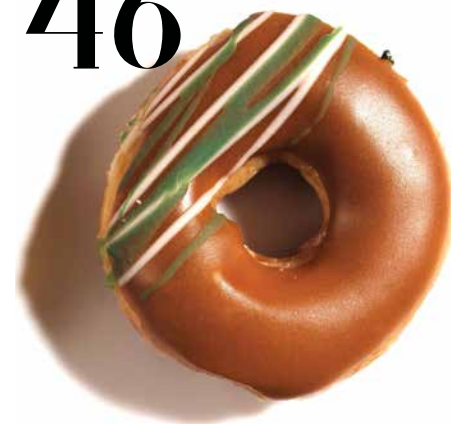


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Flower of Temptation

Redefining the Small Business

WITH A GOAL OF CASTING A WIDE CREATIVE NET, CAT CALL COLLECTIVE WAS FORMED TO BE A PERFECT UMBRELLA FOR A WIDE RANGE OF CREATIVE ENDEAVORS.

Written & Designed by:
Anna Bradsher

Bekah Bohlen is a woman who knows how to stay busy. A North Carolina-native, Bohlen started her first Hillsborough-based company Cat Call Collective in 2015. The Collective sells greeting cards and paper goods designed by Bohlen, as well as other hand crafted wares from other artists. It is both an online and mobile retail shop that travels around the Triangle area.

Bohlen was the recipient of the #Girlboss biannual \$15,000 grant in 2015. The grant awards a handful of women the opportunity to pursue their passion projects and take control of their futures. The passion project Bohlen proposed was making a mobile retail store for Cat Call Collective. Now known as the Cat Call Tiny Shop, it is one of two mobile retailers she has constructed and owns.

Bohlen and her husband Martin opened a second mobile company, Pinola Mobile Bar, this year. The mobile bar is a retrofitted camper and hospitality service for weddings and events. But the list of businesses and adventures doesn't stop there; Bohlen also does freelance graphic design and custom letterpress work.



Cat Call

COLLECTIVE

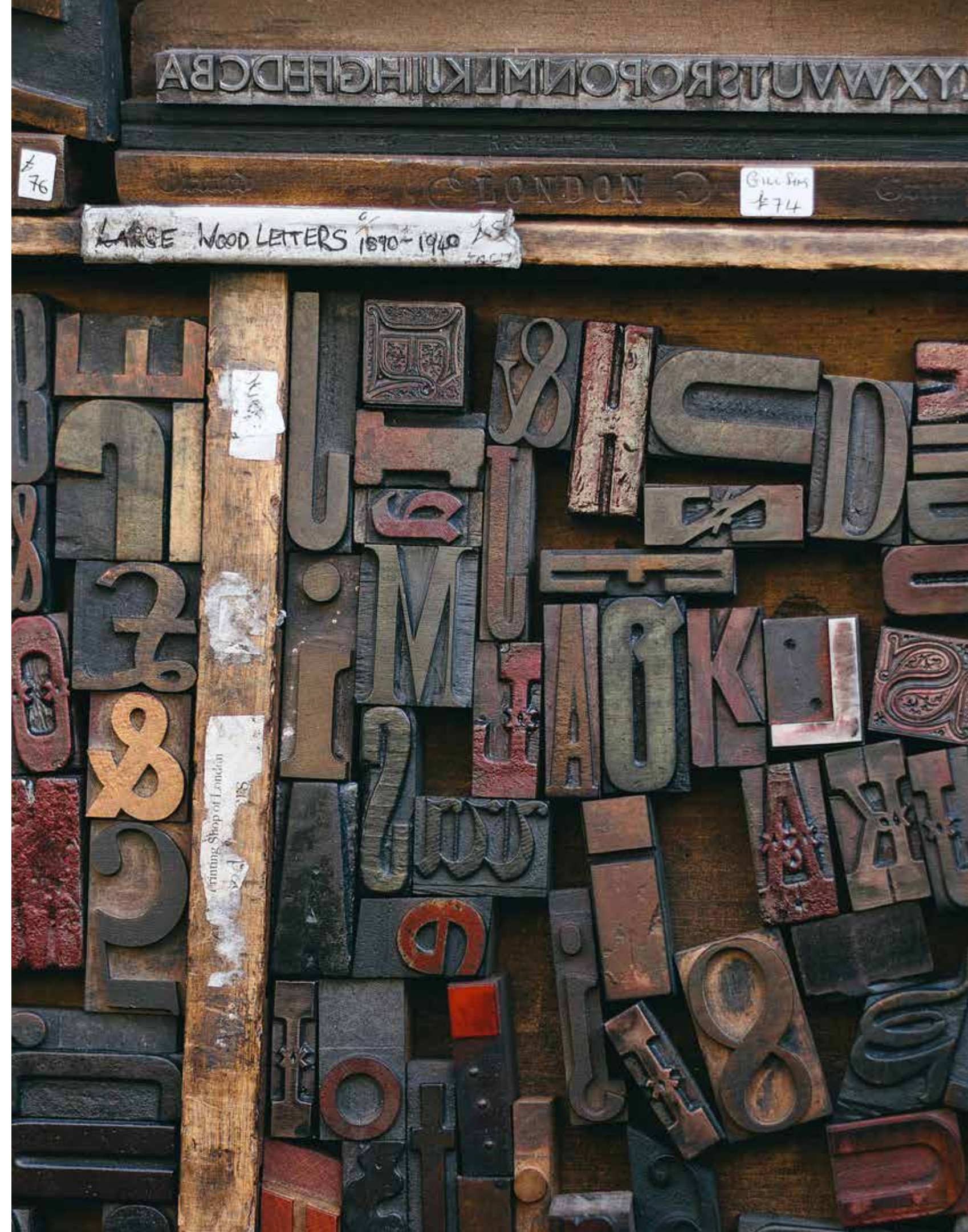


Over the last three years, Bohlen and her husband conceived and built both of their mobile shops. Cat Call Tiny Shop travels to various craft fairs and pop-up events, selling handmade artisan goods from across the country. Its whereabouts can be found on the @CatCallCollective Instagram account.

Cat Call Collective started as Bohlen's personal paper goods line. Since its birth, it has evolved to an online and mobile retailer and now also sells goods from other artists. A lot of Bohlen's work features letterpress printing. Letterpress is a technique of relief printing using a printing press. The technique became

almost obsolete in the 1970s with the advancement of digital printing but has had a revival in recent years. Since then, it has shifted from a male-dominated profession to a female-led one. Letterpress is now very popular for wedding invitations as well as a wide range of paper goods. Bohlen sells letterpress greeting cards, coasters and prints.

The name was inspired by the first two cards Bohlen designed. One card said "Holler back girl," and the other read "Meow." The pair sparked the name Cat Call. Bohlen chose to call it a collective, so as not to limit herself to paper goods.





the Show Must Go On

THE LEGEND OF ANDY GRIFFITH AND THE NOSTALGIC
HAVEN OF MAYBERRY LIVES ON IN MOUNT AIRY, N.C.

Written & Designed by:
Sally Dillon



Mayberry Days, an annual festival celebrating The Andy Griffith Show in Mount Airy, NC.

The 60s were a turbulent time in America with the Cold War leading the decade and the Vietnam War starting toward the end. *The Andy Griffith Show* provided an escape from the turbulent political atmosphere by transporting viewers to a time when the world moved slower. People could slip into a world where the biggest conflict of the day might be whether Aunt Bea wins the pickle contest at the county fair (sadly, she did not, as she lost to her best friend, Clara Edwards).

Fast forward to today, Andy Griffith and *The Andy Griffith Show* has left mark on North Carolina. Treasured by young and old alike the actor and his show harkens back to a simpler time invoking a strong sense of nostalgia in Griffith's fans.

North Carolinians have always been proud of the fact that *The Andy Griffith Show* was filmed in Mount Airy, North Carolina. Many people would say that the friendly on-screen town of Mayberry mirrored the day-to-day life and spirit of Mount

Airy, North Carolina. If you take a trip to Mount Airy, you can still find some of the same fishing holes where Andy and his son Opie fished. You will still find Main Street looking the same as it did back when the show aired with diners that look as if they were plucked out of the TV screen.

The legacy of Andy Griffith and his show placed Mount Airy on the map and cemented this small southern town in the hearts of many loyal viewers. There's no shortage of memorabilia - from the Andy Griffith museum and playhouse to the gift shop downtown that sells Andy Griffith merchandise. A number of businesses in downtown Mount Airy reflect the show, such as Snappy Lunch diner, while others reflect the era, such as Walker's Soda Fountain. Walking downtown, you can even hear the iconic whistling of the theme song playing from storefronts.

A director of the Andy Griffith museum observes that: "People come here looking for 'Mayberry' and end up discovering that Mount Airy is a lot more than Mayberry." A representative

of the Andy Griffith Museum in Mount Airy commented on the economic benefit the show has brought: "We see tourists coming here year-round, and that has been a major support for our local small businesses."

Even for those far from the idyllic Mount Airy feel a connection to not only the show but the North Carolina town. Remie James, a resident of Staten Island, NY, says that her mother loves the show and they would love to attend a Mayberry Days festival. She says the show is a good mix of reality and fiction, as the plot is made up, but many of the places alluded to are real. Even her home of Staten Island was mentioned in the show. "[The show] was serious, to the point, believable, [The characters] had morals and respect, and it was fun and entertaining," James remarks.

Between the small fame it has brought Mount Airy and the the connection it has fostered among viewers, *The Andy Griffith Show* has had an impact that has reached well beyond its eight seasons. In a world that is not as simple as Mayberry, it is important to find things that remind you the beauty of a slower, more intentional life. It is important to find your Mayberry.

“PEOPLE COME
HERE LOOKING
FOR THE REAL
MAYBERRY.”





Boho BOLD

ON THE OTHER SIDE OF THE MOON IS WHERE YOU FIND FASHIONS THAT WILL TRANSFORM YOU INSIDE AND OUT.

Written & Designed by: Mary Carson Wells

If you've never heard of Lowell, North Carolina, you're not alone. This sleepy town, about an hour outside Charlotte, boasts all of your quintessential small town attractions: a diner, two stoplights and a local library. Patti Bean is on a mission to shake that up.

In 2015, with nothing more than an empty storefront and a vision, Bean opened up what would soon become one of Lowell's most popular shops. Back of the Moon is a boho boutique with a catch. Bean's mission is to show women of all ages that they can dress bold and look great while doing it.

"The goal is for every woman who comes in to leave feeling a little more confident and a little happier, whether they buy something or not," Bean said.

Bean has given a new life and energy to what used to be a small, quiet town by showing local women that their clothes can be just as expressive as their personalities.



Forever First in FLIGHT

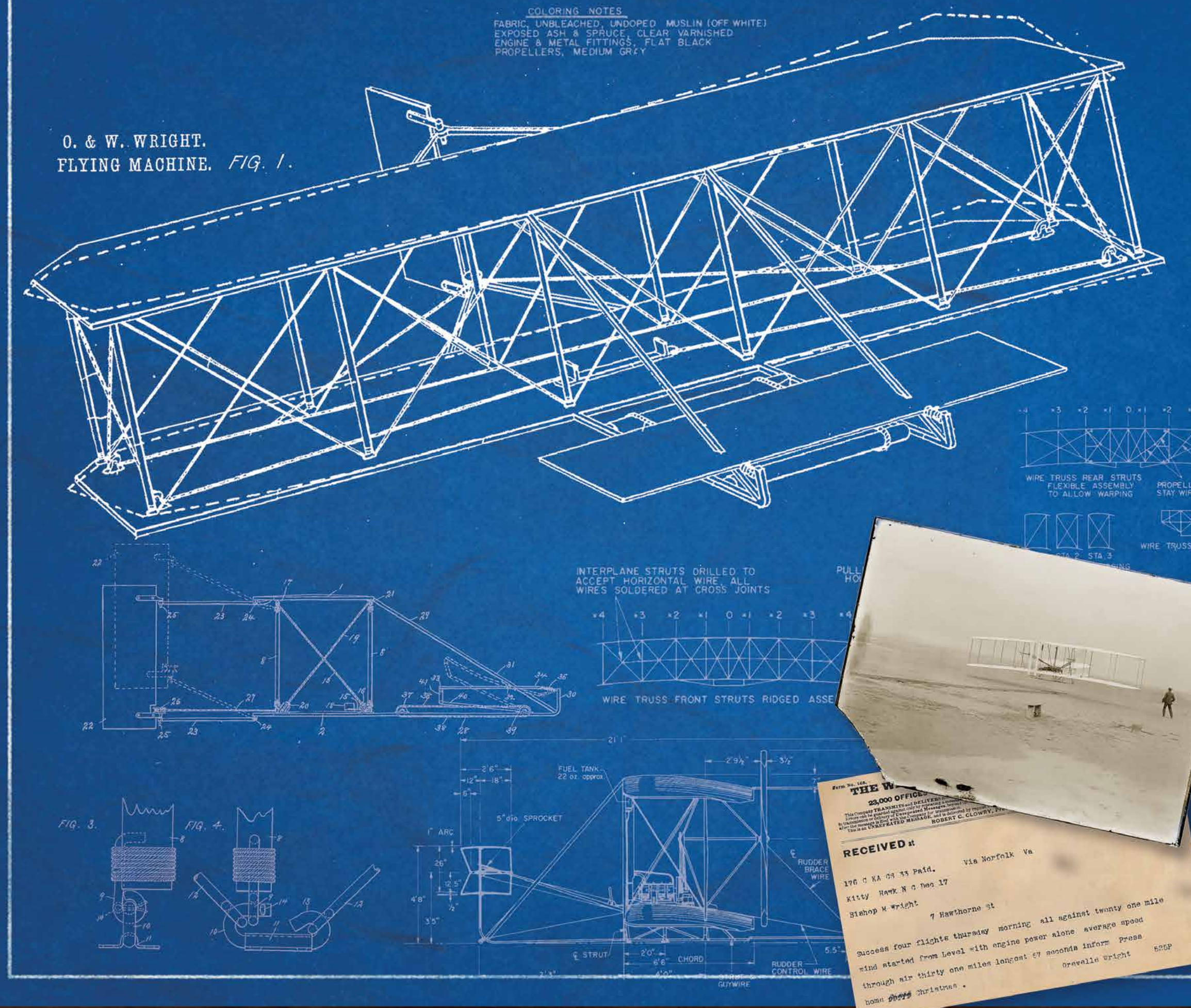
Written & Designed by:
Haley E Hodges

UNTIL 1903, THE AIR WAS ONE OF THE LAST DOMAINS UNCONQUERED BY MANKIND. THEN, ONE WINDY DECEMBER DAY IN KITTY HAWK, NC, THE WRIGHT BROTHERS LAUNCHED THE AGE OF AVIATION INTO THE AIR.

On December 17th, 1903, the Wright Brothers flipped a coin to see who would pilot the Wright Flyer and change the course of history. Orville won, and Wilbur ran the flyer down the track laid out in the Kill Devil Hills of Kitty Hawk, North Carolina. John T. Daniels, a member of the local life-saving crew, clicked the camera as the flyer took off, immortalizing the moment the brothers conquered the air.

While the first powered flight lasted only 12 seconds and covered 120 feet of sand before Orville brought it down to earth, the brothers took to the skies four more times that day. Their longest sustained flight lasted 59 seconds and covered 852 feet.

The legacy of the brothers and their groundbreaking accomplishments gives the Old North State its well known title as the "First in Flight."

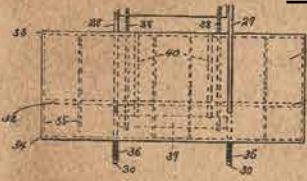


Flight Log

The parts and pieces behind the first flight and its legacy in North Carolina

This is your Captains Speaking

Brothers Wilbur and Orville Wright became interested in aviation after working together in their bicycle construction and repair shop in their hometown of Dayton, Ohio. Though neither brother was college educated, their mechanical knowledge with bikes and lots of research, risks and experimentation, made the brothers the inventors and pilots of the world's first airplane.



"After a while they shook hands, and we couldn't help notice how they held on to each other's hand, sort o'like they hated to let go; like two folks parting who weren't sure they'd ever see each other again."

-John T. Daniels, Kitty Hawk lifesaving crewman, recalling the moments before the first flight

Aluminum, Cotton Spruce and American Ingenuity

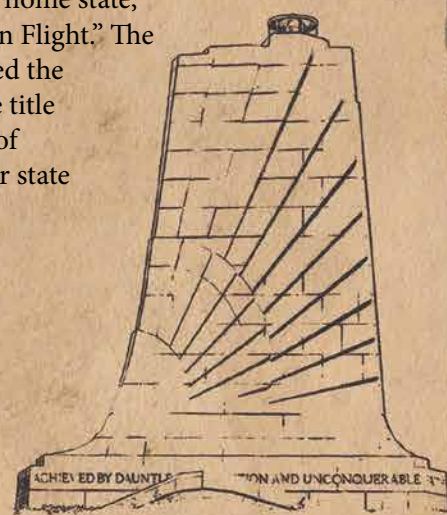
One of the main challenges of early aviation was choice of materials. The Wrights focused on getting the aircraft to weigh as little as possible, constructing the wings and frame of the plane from ash and spruce wood, as well as cotton canvas treated in the same way Kitty Hawk sailors would treat their sails. The necessary metal elements were also crafted to be as light as possible, as the rigging was 15-gauge bicycle spoke wire, and the engine block was forged from an aluminum and copper alloy, with only crucial pieces being formed from heavier elements like steel or cast iron.

Turbulence Crossing State Lines

Due to the extreme success and importance of the Wright's accomplishments, the states of North Carolina, where the first flight took place, and Ohio, the Wright brothers home state, have feuded over who can claim the title "First in Flight." The debate went on until 2003, when Congress settled the matter, and allowed North Carolina to claim the title "First in Flight" and Ohio to be the "Birthplace of Aviation." Both states boast their mottos on their state license plates.

Conquest of the Air

The Wright Brothers National Memorial was established on March 2, 1927, as a way to commemorate the Wright's achievements and the place where the first heavier than air flight occurred. A granite memorial stands atop Kill Devil Hill with wings carved into its faces to resemble a bird taking flight. Visitors today can walk along the 120-foot track below the monument where the first flight took off.



The Wright Brothers National Memorial

STATES PAT
AND WILBUR WRIGHT
FLYING-MACHINE.
of Letters Patents,
89,1003 Serial No. 149,250.

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side to
our



Queen City

Come visit.

charlottenc.gov

Our State,

John Coltrane

J. Cole

Nina Simone

THERE ARE MANY LEGENDARY ARTIST WHO HAVE HAD HUMBLE BEGINNINGS IN THE MOUNTAINS, PIEDMONT AND PLAINS OF NORTH CAROLINA. ALTHOUGH TIME AND FAME MAY HAVE BURRIED THEIR ROOTS IT IS NEVER TOO LATE TO UNEARTH THE GOLDEN TALENT THAT MAKES OUR STATE, OUR SOUND, A HALLMARK.

Written & Designed by:
Joy Lackey

Randy Travis

James Taylor

Roberta Flack

Our Sound

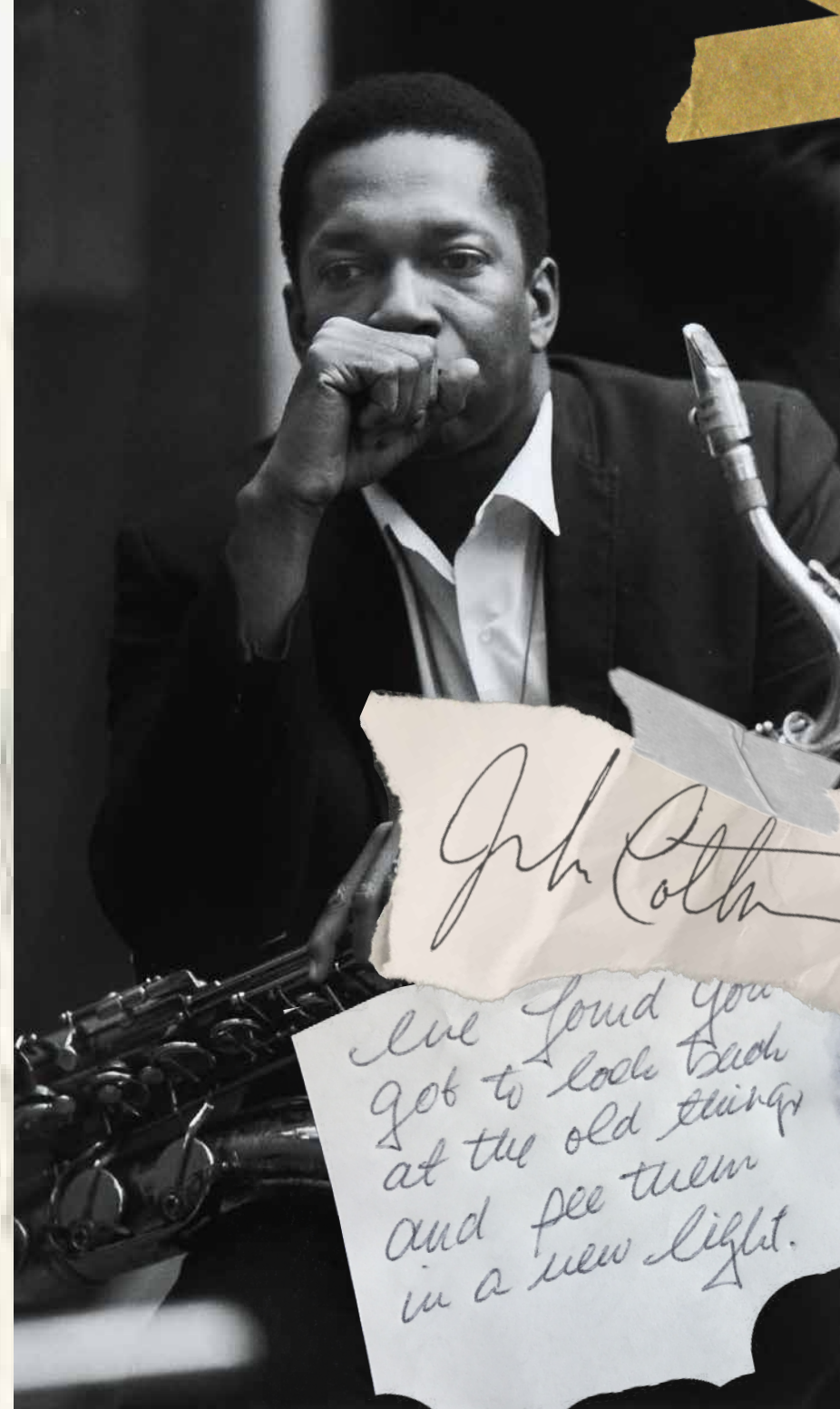
Tina Simone, born Eunice Kathleen Waymon, was delivered in a 660 square foot house in Tryon, NC on Feb. 21, 1933. The sixth child of John Divine Waymon, and Mary Kate Waymon. Simone retained fond memories of the family's small home and her years spent there, despite the number of children packed into its 660 square feet, on top of no running water. Tryon, though segregated, was a town with less pronounced racial divisions. But even so, her consciousness was seared at 11, when her parents, were moved from front row to the back, before her first public recital. Livid, Simone refused to perform until they returned to the front. This disdain followed Simone throughout her career. The anger toward her town persisted and was expressed occasionally in interviews, and in songs like "Mississippi Goddam" — resentment that residents say lingers in Tryon to this day.

TRYON, NC



*No one can take away
Nina Simone
Ain't no La Musique*

*"Greed has driven the world
Crazy. And I think I'm
lucky that I have a
place over here that I
can call home"*



John Coltrane

*We found you
got to look back
at the old things
and see them
in a new light.*



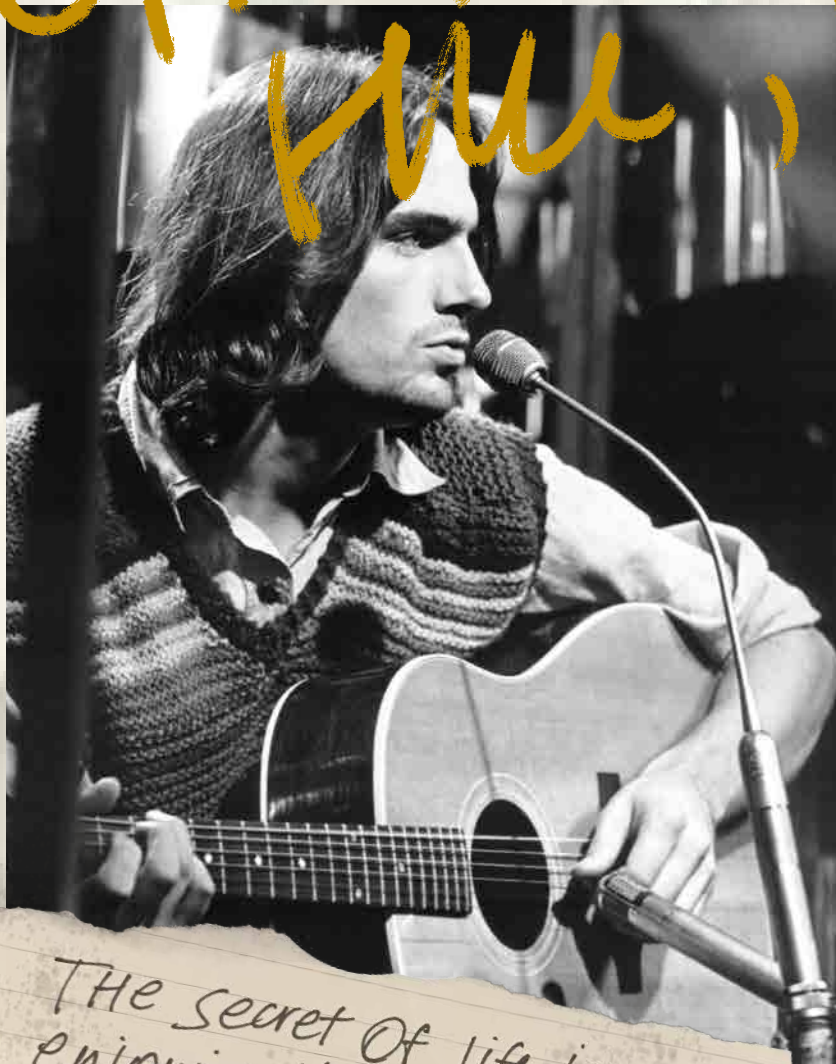
John Coltrane was born in Hamlet, North Carolina, on September 23, 1926. His family moved to High Point when he was only 3 months old. Him and his family lived with his maternal grandparents and sometimes his cousin's family. His grandfather, Rev. W W. Blair, was a presiding elder of the AME Zion church, and his father was a tailor. Coltrane spent the first 17 years of his life in High Point at 118 Underhill Street. While at William Penn High School, he began playing the saxophone. Coltrane's situation changed drastically in the winter of 1938 - 1939 when his grandfather and father died within weeks of each other. During this period without a lot of adult supervision, Coltrane found opportunities to explore the new sounds of jazz.



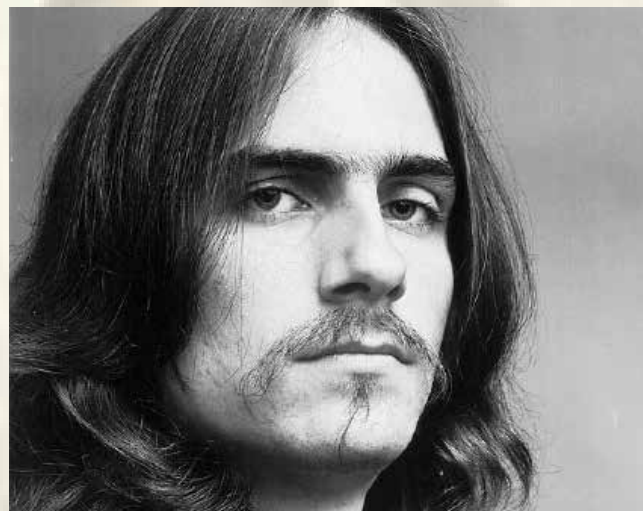
HAMLET, NC

Chapel Hill, NC

James Taylor

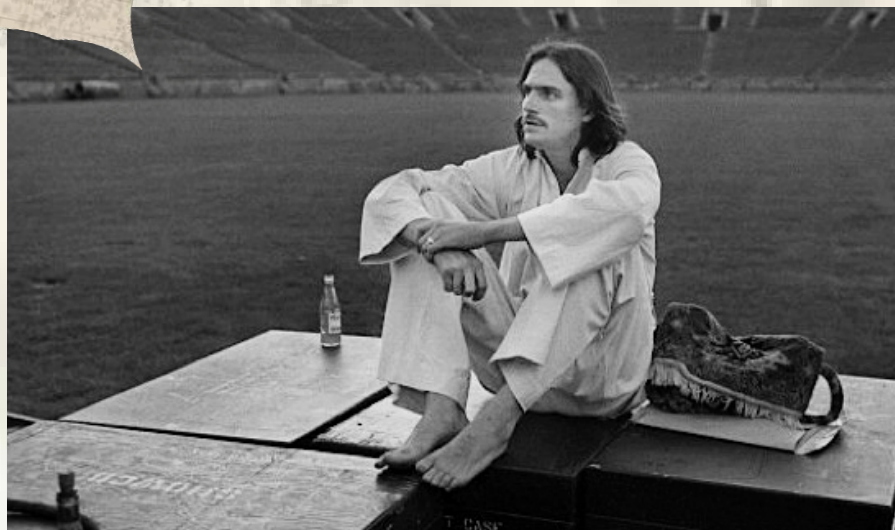


James Taylor was born in Boston, Massachusetts in 1948 to Gertrude and Isaac Taylor. At three years old, Taylor's family moved to Chapel Hill, North Carolina where his father served as the Dean of the University of North Carolina at Chapel Hill medical school from 1964 to 1971. Taylor grew up playing music with his four siblings, Alex, Kate, Livingston, and Hugh. Taylor's childhood home was on Morgan Creek Road in Chapel Hill-Carrboro. Taylor's childhood experiences in this neighborhood heavily impacted many of the lyrics in some of Taylor's most popular songs. "Copperline" tells



The secret of life is enjoying the passage of time.

the story of Taylor's return to his childhood stomping grounds. Taylor said what he remembers most about Chapel Hill is the landscape. "I tell my kids that we were pre-TV and there was a lot of empty time there, slow weekends when you just walked into the woods and found whatever you could to kill time," Taylor said. "There was this long, uninterrupted time to let your imagination grow. I believe that was an important part of whatever creative life I've had."



"As musicians and as people who feel material for people to hear and absorb, it's important that we use that voice wisely."

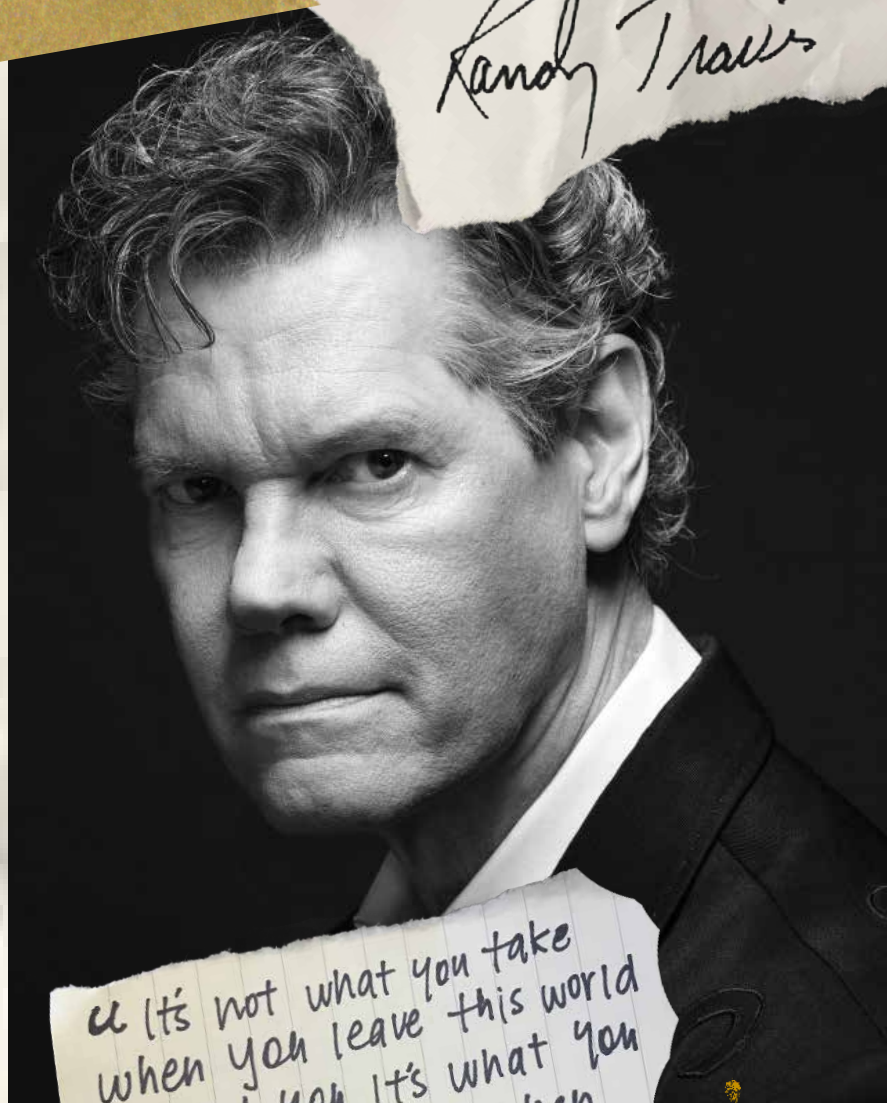
Roberta Flack was born on February 10, 1937 in Asheville, North Carolina. Flack was brought up in a musical household. Her mother, Irene, was a church organist and father, Laron, a jazz musician. When Flack was nine, she started taking an interest in playing the piano, and during her early teens, Flack so excelled at classical piano that Howard University awarded her a full music scholarship. By age 15, she entered Howard University, making her one of the youngest students ever to enroll there. She eventually changed her major from piano to voice, and became an assistant conductor of the university choir.

Her direction of a production of Aida received a standing ovation from the Howard University faculty. She graduated at 19 and intended to enroll in graduate studies but the sudden death of her father caused her to return to North Carolina, where she took a job teaching music and English in Farmville. A year later she found a similar job in Washington, teaching music and English in the District of Columbia's junior high schools. And there she began her award winning career.



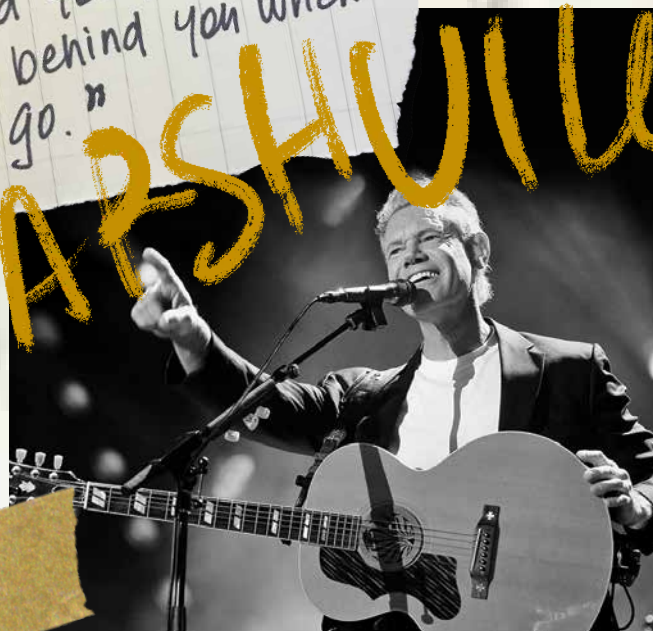
Roberta Flack

Randy Travis

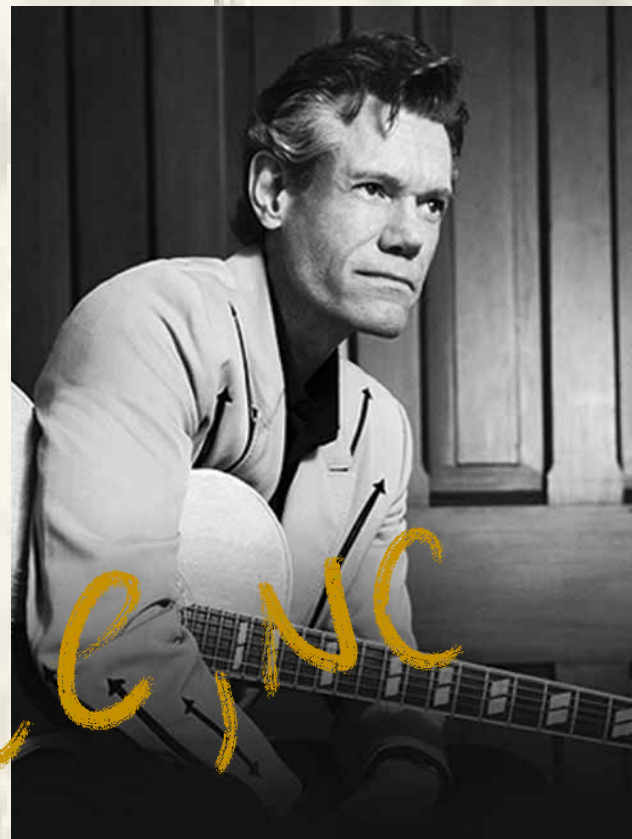


"It's not what you take
when you leave this world
behind you. It's what you
leave behind you when
you go."

MARSHVILLE, NC



Randy Travis, Randy Bruce Traywick, was born on May 4, 1959 in Marshville, North Carolina, the second of six children of Bobbie, a textile factory worker, and Harold Traywick, a horse breeder, turkey farmer, substitute school teacher and construction business owner. At the age of eight, Randy began playing guitar and sang in his Church of Christ choir. Two years later, he and his brother began performing at local clubs and talent contests, calling themselves the Traywick Brothers. In 1975, while his brother



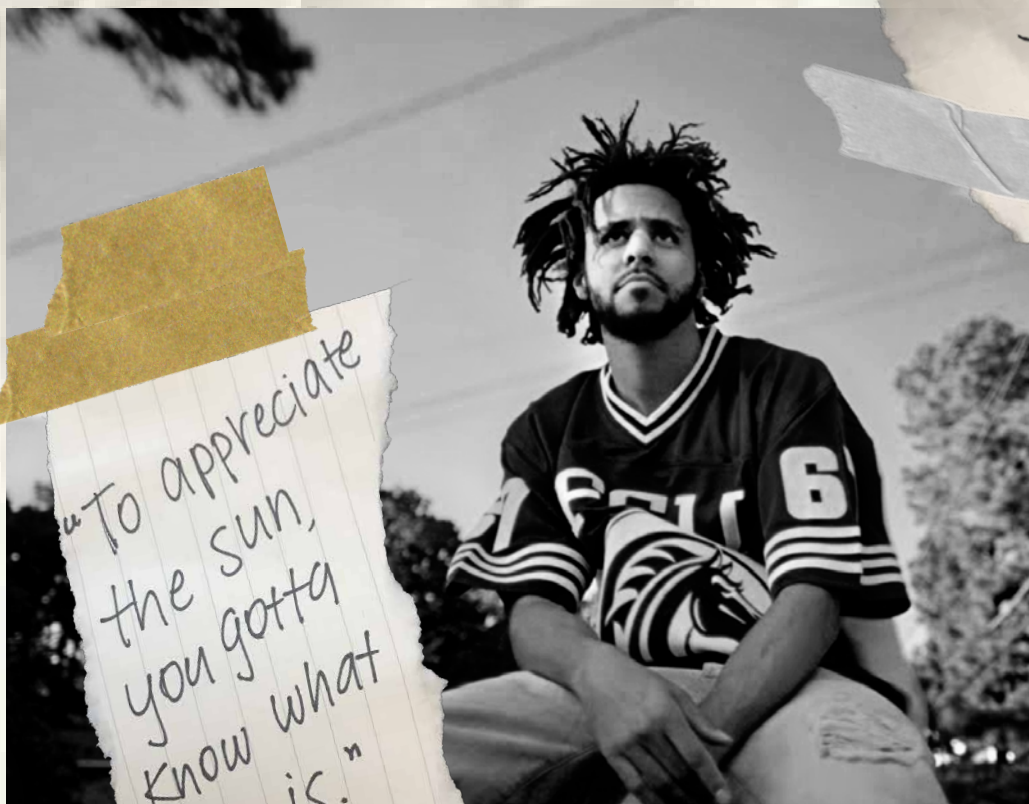
was serving time in jail for a high-speed car chase, Randy won a talent contest at a nightclub, Country City USA, in Charlotte, North Carolina. The club's owner, Elizabeth "Lib" Hatcher, took an interest in the young singer, hired him as a cook, and gave him regular singing jobs at the club. And soon after, in 1978, he was able to record his first self-titled album, Randy Traywick, for Paula Records.

FAYETTEVILLE, NC

J. Cole, Jermaine Lamarr Cole, was born on January 28, 1985, at an American military base in Frankfurt, West Germany. Cole's father, a military veteran, later abandoned the family during his youth, prompting Cole's mother, Kay Cole, to relocate to Fayetteville, North Carolina. Cole grew up in a multi-ethnic environment and during his youth, Cole expressed an affinity for



J. Cole



"To appreciate
the sun,
you gotta
know what
rain is."

basketball and music, and served as a first-chair violinist for the Terry Sanford Orchestra until 2003. Cole began rapping at the age of twelve, and saw it as an ideal profession in 2000, when his mother purchased an ASR-X musical sampler as a Christmas gift. During this period, Cole heightened emphasis on improving his production skills, later beginning initial production under the pseudonym Therapist. Upon graduating high school, Cole decided that his chances of securing a recording contract would be better in New York City. He moved there and accepted a scholarship to St. John's University.



From the Mountains — to the Sea —

THE ADVENTURES AWAITING YOU AT EACH OF
NORTH CAROLINA'S 41 STATE PARKS ARE ONLY A
ROAD TRIP AWAY.

Written and Designed by:
Asia Chou

Very few states can boast about having a natural landscape as diverse and topographically varied as North Carolina's. From the rugged terrain of the Appalachians to the emerald-green woods of the Piedmont region, and further still to the otherworldly sand dunes of the coast. The natural wonders of North Carolina's state parks are a balm for the city and rural dwellers alike. North Carolina's state parks are treasured jewels to those who call the Tarheel state home. North Carolinian's events everyone to get out in and explore the natural beauty of North Carolina.



Visitors can enjoy immersive, picturesque views of the surrounding Appalachian Mountains on the mile-high swinging bridge at Grandfather Mountain State Park.

1. CHIMNEY ROCK STATE PARK

Far from being your average park, Chimney Rock not only has splendid scenery and hiking trails, but also has rock climbing opportunities, an Animal Discovery Den filled with local wildlife and an elevator that ascends through a mountain for views of Lake Lure and Hickory Nut Gorge.

2. MT. MITCHELL STATE PARK

At 6,684 feet, the peak of Mount Mitchell is the highest point of elevation east of Mississippi. The park's observation deck allows for unobstructed, stunning views of the surrounding spruce-fir forests while challenging trails beckon seasoned hikers.

3. GRANDFATHER MTN. STATE PARK

One of NC's most popular natural attractions, this park provides access to the mile-high swinging bridge that offers views of Grandfather Mountain from way above. It also has 2,456 acres of open backcountry trails filled with wooden ladders that help hikers scale steep rock mounds and cliffs.

4. HANGING ROCK STATE PARK

For Piedmont residents, Hanging Rock provides a refreshing mountain escape closer to home. The Sauratown Mountains and even a glimpse of the Blue Ridge Mountains can be seen from various vantage points in the park. There are also 20 miles of hiking trails winding around rushing waterfalls.

5. ENO RIVER STATE PARK

Located in the Triangle, this park includes almost 30 miles of hiking trails that allow plenty of access to the Eno River for a quick dip during a hot summer day. Lesser-known attractions include the swimming holes Turtle Hole and Sennet Hole.

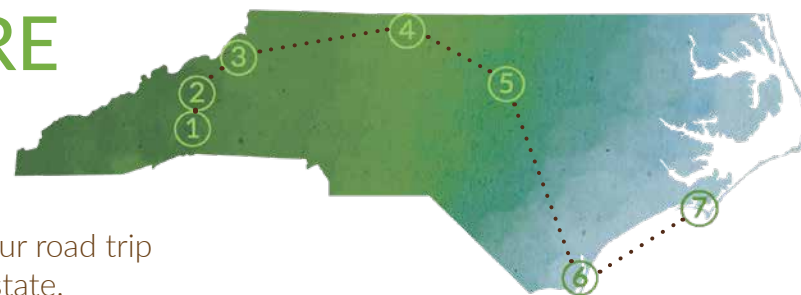
6. CAROLINA BEACH STATE PARK

For boating and fishing adventures in a variety of water habitats, this park is a stellar choice. The freshwater Cape Fear River, the estuarine Myrtle Grove Sound and the Atlantic Ocean itself are all here. However, swimming is prohibited due to dangerous currents.

7. FORT MACON STATE PARK

This park is home to a restored Civil War fort associated with General Robert E. Lee and a coastal education center focused on teaching visitors about the marshes, estuaries and dune fields in the surrounding area. There is also a shoreline for swimming.

ARE WE
THERE
YET?



Map out your road trip across the state.



ground
in NC

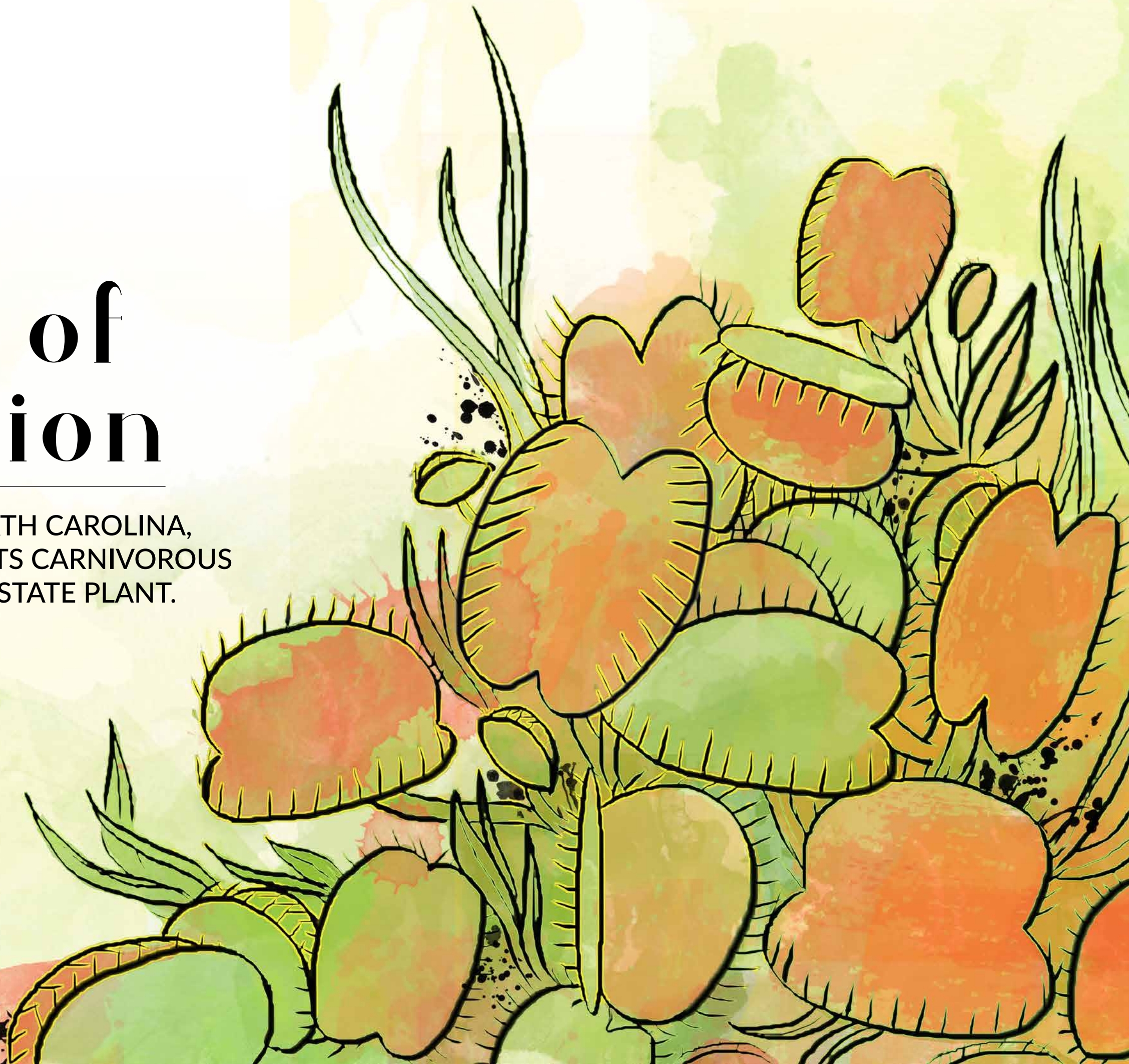
roote
NORTH CAROLINA

Gift boxes of North Carolina specialty foods

flowers of temptation

ORIGINATING FROM EASTERN NORTH CAROLINA,
THE VENUS FLY TRAP - FAMOUS FOR ITS CARNIVOROUS
NATURE - HAILS AS THE OFFICIAL STATE PLANT.

Written & Designed by:
Zita Voros





The Green Swamp Preserve in Brunswick and Columbus Counties of North Carolina is home to many plants and wildlife. The conservation spans over 17,000 acres and was one of the first places where over 14 varieties of the venus flytrap were discovered.

The first written record of the carnivorous plant's existence was from 1759, when the governor of North Carolina wrote of the "Catch fly sensitive" in a letter detailing the new finding. Later on, it was re-named the "Venus flytrap" after the Roman goddess of love. The plant's genus name, *Dionaea muscipula*, was named after the Greek goddess of love and beauty, Aphrodite (also referred to as *Dionaea*, or 'daughter of Dione')

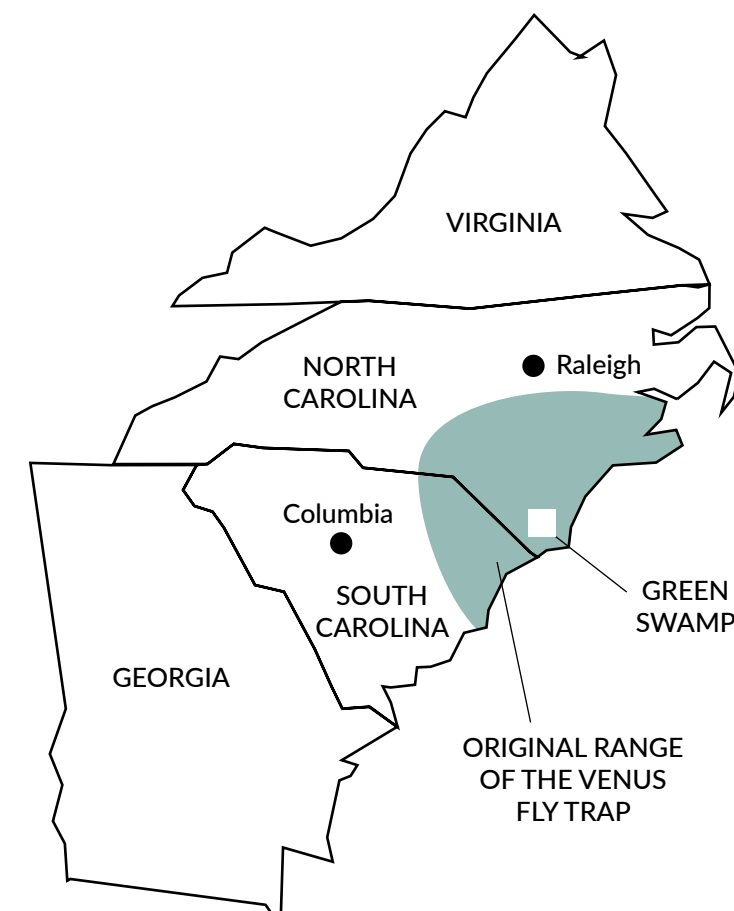
“THE PLANT’S GENUS NAME, DIONAEA MUSCIPULA, WAS NAMED AFTER THE GREEK GODDESS OF LOVE AND BEAUTY, APHRODITE.”

as well as the Latin word for 'mousetrap.' It is suggested that part of this name was given due to the plant's strong resemblance to female genitalia.

The General Assembly of North Carolina named the venus flytrap as the state's official carnivorous plant in 2005, after joking about adopting it as a symbol before South Carolina steals it. Hailed as "the most wonderful plant in the world" by Charles Darwin, the venus flytrap is a plant collected and prized by botanists and plant collectors around the globe. Nowadays, the plant is cultivated throughout the world in greenhouses, though it only continues to naturally grow in the 75-100 mile radius of the Coastal Plains of North and South Carolina. It has been petitioned by numerous sources to



Venus flytraps found in eastern North Carolina in the wild grow in coastal areas.



be put on the endangered species list due to the popularity of collecting wild flytraps. The venus flytrap was once found in the wild in over 125 counties in the Carolinas, as shown on the map, but has since been reduced to just 71 counties due to urban development in marshy areas.

Though each trap of the plant can only snare 3-5 meals before dying and dropping off, the main plant can live up to 20 years, according to scientists. The venus flytrap will continue to grow new traps from its underground stem to feed on nutritious creatures and keep itself alive.

LIGHTING the WAY

FOR 200 YEARS, NORTH CAROLINA'S HISTORIC Lighthouses HAVE GUIDED SAILORS CROSSING THROUGH TREACHOUROUS ATLANTIC WATERWAYS

Written & Designed by:
TYLER TROCINSKI

How can a singular beacon represent so much? North Carolina's lighthouses powerfully reflect our own values of innovation, endurance, and strength. The first of North Carolina's lighthouses, the old Bald Head Light Station, was built in 1797 but stood only 16 years. Ever since, lighthouses, lightships, and elevated river lights have come and gone, made necessary by rough seas and dangerous waters, and felled by the same.

Still, North Carolina boasts numerous historic lighthouses that still stand on the Tar Heel shore. Having survived the ravages of storms, the malignant passing of time, thin maintenance budgets, and the inexorable march of the shorelines themselves, these lighthouses are a symbol of resilience.



Located on the Cape Hatteras National Seashore down N.C. Highway 12, you'll find the Bodie Island Lighthouse. Opened in 1872 the Bodie Island Lighthouse stands 156 feet tall.

NORTH CAROLINA'S GREAT LIGHTHOUSES

Most North Carolina lighthouses fall under the classification of coastal lights, structures built to warn mariners of treacherous shoals lying just offshore. Others are harbor lights, whose presence guides ships to protected bays and moorings. No matter their purpose, our sentinels of the sea include a spate of lighthouse superlatives: the nation's tallest bright lighthouse and its most recognized, the most recently restored, and an unusual octagonal tower nearly 200 years old.

Lighthouses are no longer the primary means of detecting the edge of land and sea, nor discerning the safest routes through shifting waters. Mariners at sea have more modern navigational aids that chart the shorelines in ever-increasing detail. But one of the bright spots of North Carolina's maritime heritage is that is value placed on our lighthouse history. Citizens have taken great pains to care for our remaining lighthouses. All have been restored, and most are supported by both public funds and private groups formed to see that these lighthouses stand for a few more centuries.

And because of those efforts, our great lighthouses still wink and blink, from Currituck Beach and Bodie Island to Cape Hatteras and Ocracoke, Cape Lookout and Oak Island and Bald Head. Climb one of those historic lighthouses today, and you can still imagine the old ways.



Cape Hatteras
est. 1803
World's tallest brick lighthouse

Ocracoke Island
est. 1825
2nd oldest in the U.S.

Cape Lookout
est. 1859
Accessible only through ferry

Currituck
est. 1873
Last major lighthouse built in N.C.

Frying Pan Tower
est. 1954
Built 14 miles offshore, now a hotel



THE CREAM OF THE CROP

FROM THE FIELDS OF COTTON IN NORTH CAROLINA TO THE GOLDEN WAVES OF TOBACCO, AGRICULTURE IN OUR STATE IS BOOMING YEAR-ROUND.

Written & Designed by:
Irene Zhou

Agriculture has been a crucial part of North Carolina's economy since before the American Civil War. Despite the nation-wide agricultural downslide between the Civil War up to 1900, the number of North Carolina farms steadily increased.

By 1900, there were 224,637 farms, and in 1925, there were 283,482 North Carolina farms. By the end of the 1920s, North Carolina led the nation in the harvesting of cotton and tobacco. Today, North Carolina is still one of the top producers in agriculture.

1. TOBACCO

Tobacco was a significant crop from its first discovery in the New World, especially in states like North Carolina. The discovery of methods to properly grow bright leaf tobacco in the late 1830s led to the rise of tobacco production in NC.

Tobacco was mostly a small farmer product and home manufactured. From a high of 33 million pounds of tobacco in 1860, it took until 1890 to surpass that pre-war total. There were numerous small “tobacco factories” in North Carolina prior to the Civil War. These facilities often prepared and packaged chewing tobacco which was preferred at the time, even though cigars were beginning to gain in popularity. With the creation of mechanized cigarette-making and of a tobacco trust, the use



of tobacco experienced a revolution during the 1880s and 1890s. From this, Tobacco manufacturing grew rapidly in Durham and Winston-Salem. Today, North Carolina is home

to many tobacco plants and is still one of three major tobacco-producing states in America.



2. APPLES

Early North Carolinians farmers did not grow apples with the intention of selling them. Instead, they pressed most of the crop for the juice needed to make cider and vinegar and distributed it to their family members.

Over time, apple-farming became commercialized, and North Carolina became a leading apple-growing state. Family-owned apple farms diminished in time, but commercial orchards cover nearly 14,000 acres and produce around 8,000,000 bushels of apples a year. Only a few thousand bushels are sold directly to the public.

3. COTTON

Prior to 1793, cotton was a small-time crop because of its labor-intensive requirement to separate cotton seeds from the cotton.

While widely grown, cotton was a small crop intended for local use in homespun cloth. There were small jenny mills, sometimes on plantations, operated by hand, mules or oxen producing a crude yarn suitable for homespun.

Beginning about 1840, cotton became a leading cash crop for North Carolina farmers. The high demand for cotton allowed more resources to be diverted to cotton processing. The first mill in North Carolina was established around 1815 near Lincolnton. Cotton farming increased until the Civil War and continued to increase steadily



until the 1920s in North Carolina. The Great Depression in the 1930s began a downward trend in growing cotton until by 1980, but insect-resistant cotton crop and a jump in

cotton prices caused an increased cotton demand and a proliferation in cotton-planting in the state in the 1990s.



4. SOYBEANS

Since soybeans work well in rotation with other crops like tobacco, it can be planted in the same field in the same year after the traditional winter crops. As a result, soybean is a very popular crop with farmers. Most soybean acres in North Carolina are in the eastern part of the state near the coastal plain.

Drought, heat, insects and weeds are the biggest pests of soybeans in North Carolina and farmers spend large amounts of resources battling these pests. Recently, scientists have made great steps toward increasing the soybean's native resistance to drought and heat stress.

5. LIVESTOCK

Hog farming has been important to North Carolina agriculture since colonial days. The state had an early start in the livestock business and as a result, pork production has been thriving since the late 1700s. In 1783, one visitor wrote “Nowhere on the whole continent is the breeding of swine so considerable or so profitable as in North Carolina.”

Pig farming has become a major industry since then and brings in the state \$2 billion each year. Despite its current success, the livestock business has faced and is still facing many criticisms.

In the latter years of the twentieth century, hog waste disposal systems pressed a significant environmental problem. Hog lagoons, piles of hog waste to be used as fertilizer, threatened to pollute water supplies and many state countries were concerned. This led to laws like the Clean Water Responsibility Act, which placed a moratorium on the construction of new farms with more than 250 hogs. Despite restrictions on hog



production, by the early 2000s North Carolina ranked second nationally in swine production behind Iowa, but the farm methods have changed. Hogs

now are lean and muscular, and most are raised in confinement.

SO WHAT'S THE NEXT BIG THING?

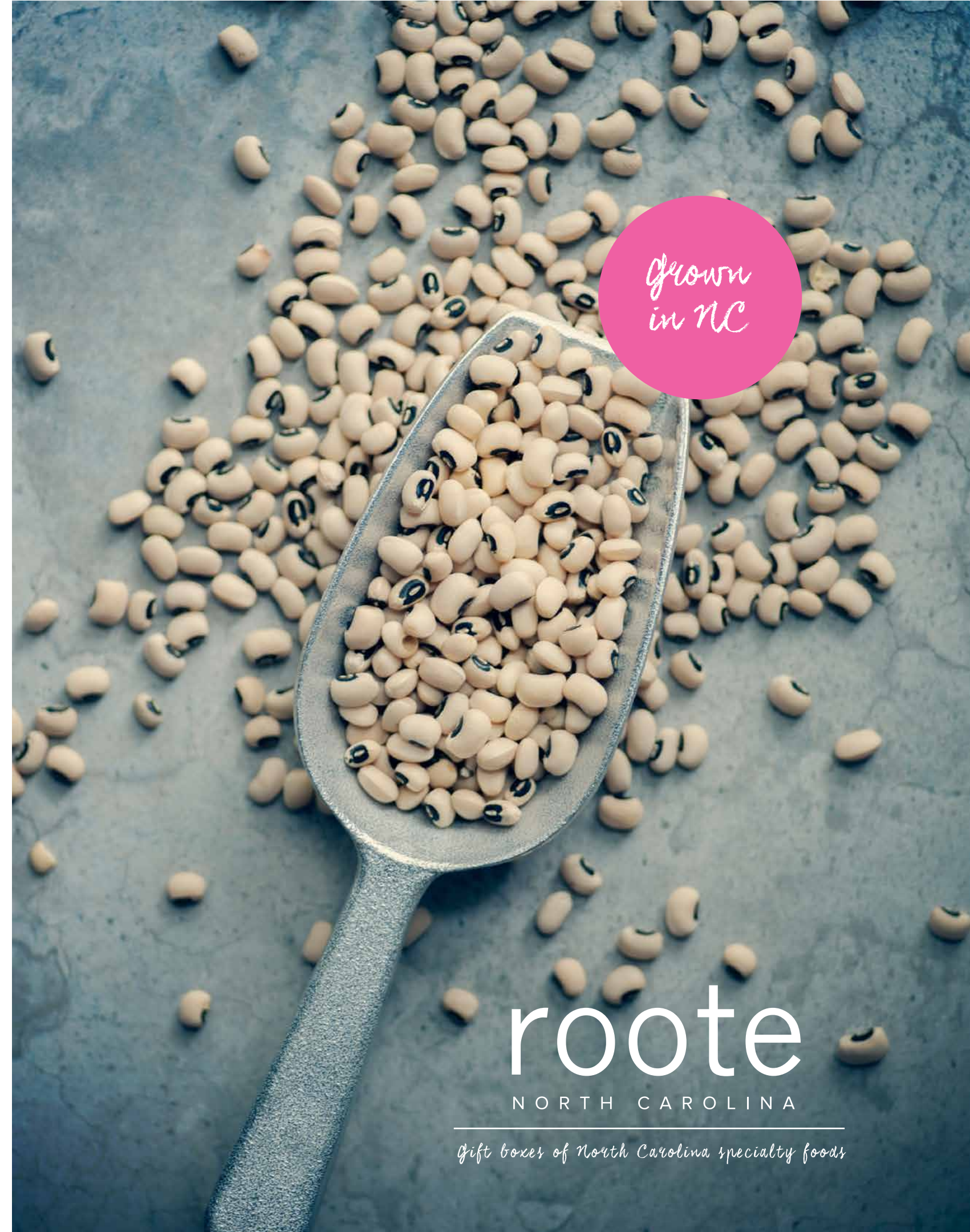
In 2004, the US Congress passed legislation that ended a decades-old tobacco allocation program that had set a minimum guaranteed price and kept many NC small farmers afloat and in business. This was a dramatic change for North Carolina's dominating crop.

In the years since then, the number of tobacco farmers declined significantly, and there has been much speculation

on what will be The Next Big Thing for North Carolina agriculture. Although many tobacco farmers retired or took off-farm jobs, others began to look for an alternative crop that would be equally profitable. Despite the traditional agriculture that has been around for centuries, North Carolina farmers are keeping an ear out for the crop that's going to be “The Next Big Thing,” and are always hearing about something that supposedly has great

potential. Of late, the speculation has centered on things like hops, malting barley, industrial hemp, and even bamboo.

There may not be a Next Big Thing for NC agriculture. Already North Carolina is one of the most agriculturally diverse states in the United States.



roote

NORTH CAROLINA

Gift boxes of North Carolina specialty foods

Home of Krispy Kreme

Written & Designed by:
Thomas Squire Jr.

ORIGINATING IN WINSTON-SALEM, NC, THE MOST POPULAR DONUT AND COFFEE CHAIN HAS SERVED THE PEOPLE FOR OVER 80 YEARS.

Krispy Kreme was first established in 1937 by Vernon Carver Rudolph.

In what is now known as Winston-Salem, North Carolina, the historic location of the first shop was Old Salem. However, Winston-Salem was not the first place that Rudolph pursued the donut business.

In 1933, he bought his first donut shop in Paducah, Kentucky from a French chef who resided in New Orleans. It was from this chef who Rudolph received the secret yeast raised donut recipe. After awhile, Rudolph had plans to find a larger market so the business moved their operations to Nashville, Tennessee where other members of his family joined the donut business.

Inspired to have his own shop, Rudolph decided to head to Winston-Salem, North Carolina with two other men and only \$25 in cash. The money was used to rent out a building for the doughnut business. Rudolph had to result in asking a grocer to let him borrow ingredients in exchange for payment from the first doughnuts sold. He needed a way to deliver his doughnuts and decided to install a delivery rack in the back of his Pontiac.

On July 13, 1937, he made the first doughnuts to make a profit from. The retail service began shortly after because of people walking up and asking to buy directly from the Winston-Salem

shop. This caused him to cut a hole in the wall of his bakery to sell doughnuts hot and fresh to customers. An idea that sparked the “hot light” idea. In the 1950s, it was time to try and mechanize the process of making doughnuts. Things that were done by hand like cutting, frying, and glazing, were all automatic now. In the ‘60s, the production was upgraded once again with doughnuts being extruded by air pressure instead of being cut.

Vernon Rudolph passed away in 1973 with no estate planning in place. His family had to sell Krispy Kreme. Once purchased by a company, they completely changed the recipe and classic logo sign. A lot of franchises were not happy about

the changes that were being made. The company was bought again in 1982, and everything was reverted back to the classic Rudolph’s style of Krispy Kreme.

Today, Krispy Kreme operates over 500 stores in the United States. There are stores located all over North Carolina in places like Durham, Raleigh, Greensboro, and Rocky Mount.

In about two minutes, Krispy Kreme stores can produce enough doughnuts to make a stack the height of the Empire State Building.



THE KRISPY KREME HOT LIGHT INFORMS YOU THAT WARM, GLAZED DOUGHNUTS ARE READY TO BE DEVoured. IT BRINGS DONUT LOVERS FROM NEAR AND AFAR. ITS FLUORESCENT GLOW LIGHTS UP THE NIGHT BRINGING HAPPINESS TO EVERY SWEET TOOTH CRAVING.

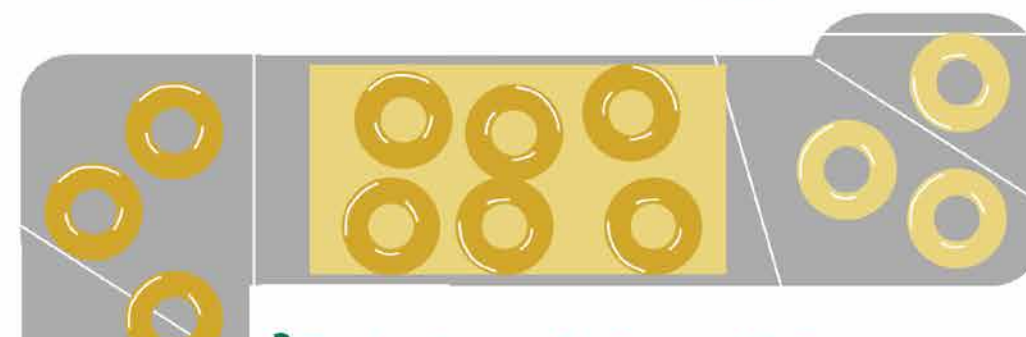
Krispy Kreme

Donut Making Process



1 Krispy Kreme first mixes the yeast donut mix to extrude them into the shape we know of today.

2 Once the yeast is mixed, it is put in a proof box that covers the donuts with heat and humidity. The donuts are on a conveyor belt that moves until the shape is completely created and raised.



3 Then the donuts are fried in vegetable oil. They are fried equally on both sides to ensure the right texture and taste.



4 Last but not least, the donuts are put under a glazed waterfall and is completely coated in awesomeness. This is what gives us the finished product of Krispy Kreme's most best-selling glazed donut.

Hop, Hop, Hooray for N.C. Brews

Written & Designed by:
Lauren Wilkinson

THERE ARE OVER 160 BREWERIES IN NORTH CAROLINA. RECENTLY BREWERIES HAVE BECOME A WIDE-SPREAD PHENOMENON IN OUR STATE AND KNOWING HOW TO NAVIGATE THEM HAS BECOME A FAVORITE PASSTIME.



Tobacco Wood Brewing Company in Oxford, N.C. has a beer fermenter room off of their dining room in their warehouse space.



Breweries in North Carolina are booming. Their popularity has had a surge in recent years. Even rural towns, like Oxford, NC, have gotten in on the brewery scene with Tobacco Wood Brewing Company. With a population around 8,700 people, Tobacco Wood has become a hub for this sleepy town and is the first female veteran-owned and operated brewery in the state. Some of their brews include the Bulletstopper Blonde, a golden ale with a mild and toasty finish, and Benny's Wight, a Belgian witbier with flavors of bitter orange, coriander and chamomile.

Besides Oxford, NC's new brew location, there are many other local favorites beyond Granville County lines. Top of the Hill Restaurant & Brewery, more commonly known as TOPO to Chapel Hillian-natives and the Tar Heel student body, has an in-house brewery. TOPO overlooks Franklin Street and has a cool atmosphere with fermenters featured in their main indoor dining room. TOPO's award-winning Blueridge Blueberry Wheat is a fan favorite golden wheat ale topped with a handful of actual blueberries.

Right down Tobacco Road, in Durham, NC, there is a multitude of brew options for North Carolinians. Durham houses Ponysaurus Brewing Co., Fullsteam Brewery, Bull Durham Beer Co., Bull City Burger and Brewery and others. Being home to a baseball park, Duke

University and hip foodie joints is the perfect recipe for beer enthusiasts in and around Durham.

Greenville, NC, another college town that is home to East Carolina University, houses Uptown Brewing Company. Uptown's Billy Beer is the people pleaser and is "a true beer drinker's beer that is as crushable as they come." Their Coffee Porter is more under the radar of popularity but incorporates locally roasted cold brew in its recipe to spice things up. Uptown also

has an in-house crowler refill option, the only one in Pitt County. Crowlers are a step above the traditional growler beer container because they are sealed more effectively to keep the beer fresher for a longer period of time.

Another state favorite is Wicked Weed Brewing in

Asheville, NC. Wicked Weed houses three brew entities within itself because of its wild popularity in the area. There is an actual brewery to sell and distribute their beer all over the state, the original pub storefront that has a fully functioning restaurant inside and the Funkatorium that is located in the South Slope Brewery District of Asheville. and features the East Coast's first sour and funky beer.

North Carolina is booming with brews like no other, and it is high time you got on the brewery bandwagon, too.

"TOPO'S AWARD-WINNING BLUERIDGE BLUEBERRY WHEAT IS A FAN FAVORITE."



a Taste of Tradition

NORTH CAROLINA'S FAVORITE DISH,
ONCE DIVIDED, NOW COMBINED

Written & Designed by:
Zita Voros

The Tar Heel State is renowned for a spectacular Southern menu of comfort food. Barbeque is just one of the many delicious dishes found all over the state, but its role transcends from simply being a food item to a community staple. Game days, church picnics, family gatherings and pig pickin's are events that shape the South just as much as the drawl does.

CAROLINA BBQ

Ingredients

1 bone-in pork shoulder roast (5 pounds)
1 tablespoon salt
ground black pepper to taste
1.5 cups apple cider vinegar
liquid smoke to taste
2 tablespoons brown sugar
1.5 tablespoons hot pepper sauce

Directions

Place pork shoulder in slow cooker and season with salt and pepper. Pour vinegar to surround it, then cover and cook on "Low" for 10-12 hours, until pork easily comes apart with a fork.

Remove pork shoulder and separate the meat from the bones. Set aside 2 cups of the liquid and drain the rest. Shred the meat with forks and return to slow cooker. Combine liquid smoke, brown sugar, cayenne pepper, red pepper flakes and hot pepper sauce with the remaining liquid. Place the meat back into the slow cooker, mixing the sauce in. Cover and keep on "Low" until serving. Serve on top of soft buns with coleslaw.

There are about as many types of barbeque as it can be spelled: regardless of whether you're getting barbecue, barbeque, barbie, 'cue or BBQ, you're bound to leave the table satisfied. North Carolina barbeque in particular is divided into two styles of cooking: Eastern and Western. As much as the names dictate, these two styles were refined on either side of the state. The difference? While both derived from the same base - the hog - the Western style utilizes only the pork shoulder and adds a ketchup-based sauce to the mix. The Eastern side, on the other hand, uses a whole-hog approach with a vinegar and pepper base: no tomatoes there.

These differences are what make Allen & Son Bar-B-Q a one-of-a-kind place. Founded in 1970 and named after his father, Allen & Son is located in Chapel Hill, NC, and owned by pitmaster Keith Allen. It serves a sandwich with a combination of both North Carolinian styles mixed together, and the result is a delicious medley of flavors that either side of the state would find homage in.

Allen does not take any shortcuts when it comes to preparing the food, either. Outside, hickory logs feed the fires of the pits, and inside is where the meat is chopped and the magic happens.

Southern Legend

CHEERWINE, IT'S A CAROLINA THING. IS IT A SODA OR AN ALCOHOLIC BEVERAGE? MYSTERY STILL SURROUNDS THIS LEGENDARY SOUTHERN DRINK.

Written & Designed by:
Jason Armond

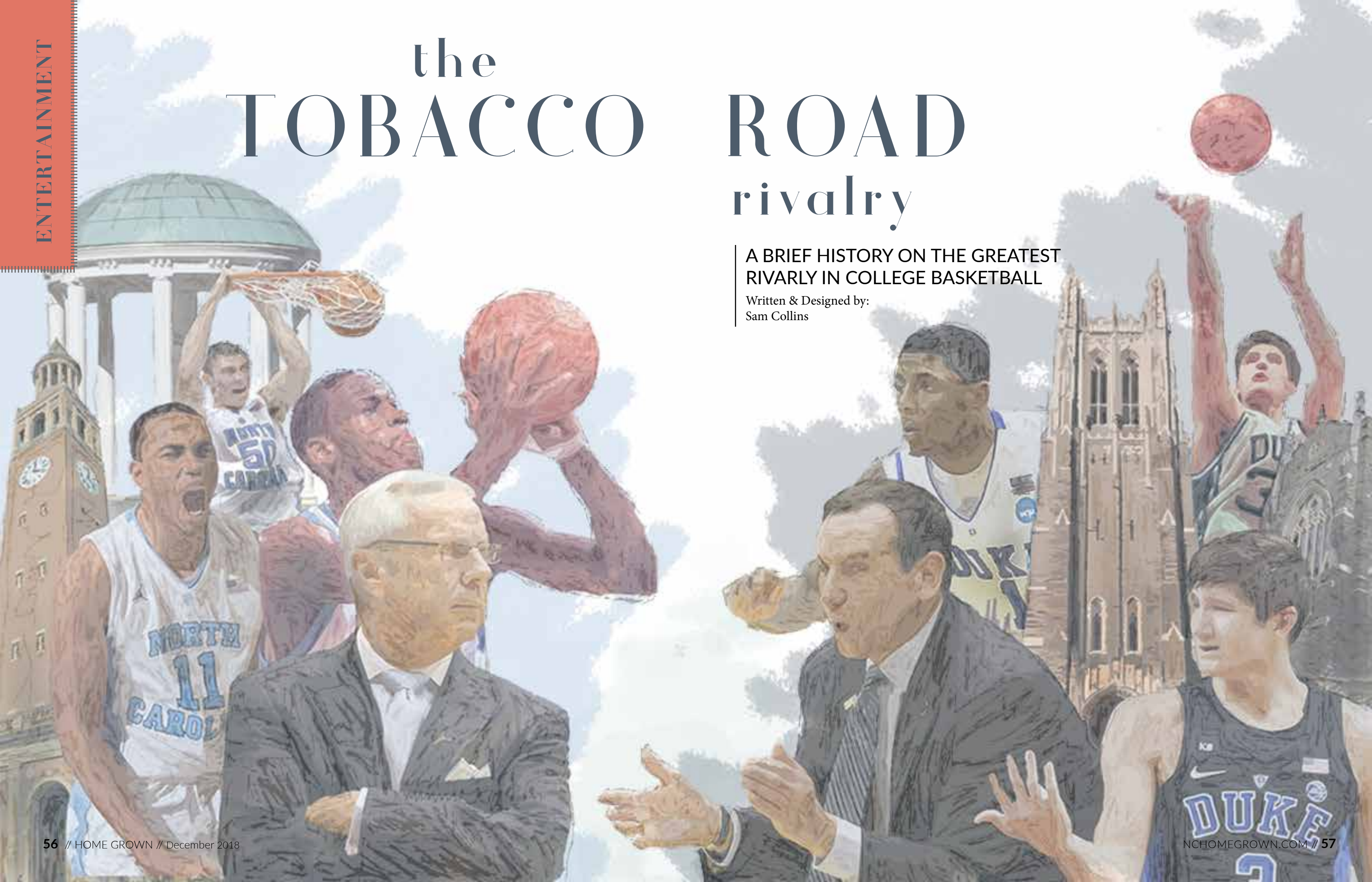
Cheerwine is one of North Carolina's most iconic products. During its infancy Cheerwine's unusual name lead many to believe that this cherry flavored drink contained alcohol. To this day Cheerwine's mystique has made it a true Southern legend. Coca-Cola and Pepsi have always been soda titans, ushering in America's insatiable thirst of the carbonated beverage. Cheerwine, a lesser know soda by some, was created a few years after Coke and Pepsi during World War I by founder L.D. Peeler. Post-Civil War, sugar was in short supply and heavily rationed. So, Peeler created a new soft drink that would use less of it; adding cherry flavoring reduced the amount of sugar needed to make the drink palatable. Over the decades, Cheerwine has grown from a regional Southern beverage to a cherished drink of choice for many of its loyal fans. North Carolina proudly claims Cheerwine as one of its many beloved home grown products.



the TOBACCO ROAD rivalry

A BRIEF HISTORY ON THE GREATEST
RIVALRY IN COLLEGE BASKETBALL

Written & Designed by:
Sam Collins





UNC-CH forward, Joel Berry drives to the basket in one of two annual highly anticipated Tobacco Road Rivalry games against Duke in Chapel Hill, N.C.

The best rivalry in college sports doesn't get that way because of its ability to create an exceptional basketball program every year. Each UNC-Duke matchup, regardless of any overarching skill level or how many five-star recruits Coach Krzyzewski is able to land in a given year, is on the table as far as the winner because of the sheer implication of what beating the other team might mean for the school and fan-base. The reason the iconic UNC-Duke rivalry is so important to fans not only stems from the historical context of the teams, but also the geographical proximity of the two schools. Will Blythe, former UNC

heart of Durham, North Carolina. It is not difficult to see where the differences lie in these two school's student bodies. The two prestigious campuses are connected by a mere ten mile stretch of US Highway 15-501 in the Triangle Area of what used to be North Carolina's main tobacco producing region, thus giving it the title of the Tobacco Road. You can feel the geographical tension as you drive through.

Since the two teams' first meeting on January 24th, 1920, this ferocious rivalry has produced some memorable moments. With consistently nail-biting games year after year, some impressive statistics

any UNC fan during the early '90s, with his aggressive and sometimes unsportsmanlike playing style. During the east regional final in the 1992 NCAA tournament, Laettner buried what is now known famously as "the shot," a ten-foot jump shot against Kentucky to put Duke up 104-103 and secure Duke a position in the final four. With "the shot," Laettner successfully embedded Duke in not only infamy, but greatness. Players like Grayson Allen have reigned the legacy of Laettner, tripping opposing players on court. And when Gerald Henderson sent an elbow to Tyler Hansborough in the Smith Center on March 4th, 2007, drawing blood, every young

It is
A CONFLICT THAT
surpasses sports...

graduate, attributes the passion of the rivalry to the culture of class in the south; "To legions of otherwise reasonable adults, it is a conflict that surpasses sports; it is locals against outsiders, elitists against populists, even good against evil... The rivalry may be a way of aligning oneself with larger philosophic ideals — of choosing teams in life — a tradition of partisanship that reveals the pleasures and even the necessity of hatred." The University of North Carolina, the first public school founded in America, is nestled in the hilly woods of a small college town called Chapel Hill, and Duke University is a gothic and elite private university ironically stationed in the

have been put up regarding the two basketball teams' histories. Duke has 5 national titles and 16 final four appearances, and Carolina has 6 titles and 20 final four appearances. With 248 total meetings, only 7 total points separate them in their last 100 meetings. 7 points.

Feeding into this rivalry is a looming sense of tradition that follows seemingly ancient archetypes. Players like Christian Laettner, star center for Duke during the 1988-1992 season, have rooted what a typical Duke basketball player might look and act like. A tall, attractive, white man soon became the focal point of hatred for

Carolina fan in the stadium had one collective thought that would linger for years to come; "I hate Duke." The boiling tensions of two campuses so close has created a perfect storm of basketball rivalry. This is why UNC students rush Franklin Street after a Duke win, and it is also why Duke students camp out for days in "Krzyzewski-ville" to buy tickets to the UNC-Duke game. Regardless of what you think about players on either Duke or UNC's team, one thing is certain — the passionate Tobacco Road rivalry is one of the greatest in sports.

North Carolina Walk of Fame

TO MOST PEOPLE, HOLLYWOOD IS A PLACE IN CALIFORNIA WHERE ALL THE BIG-NAME MOVIES AND TELEVISION SHOWS ARE CREATED. WHAT THESE PEOPLE PROBABLY DON'T KNOW IS THAT MANY REFER TO NORTH CAROLINA'S FILM INDUSTRY AS THE "HOLLYWOOD OF THE EAST".

Written & Designed by:
Katelyn Mottesheard

HOLLYWOOD



Crew and actors filming a promotional film at Grandfather Mountain, NC in 1946.

North Carolina's involvement in the film industry began in the early 1900s. Production companies set up studios in the mountains during the summer months to take advantage of the beautiful weather and

scenery the state provided. It is believed that around the time of these summer studios, the first studio run by a North Carolinian was established in Winston-Salem, North State Films.

In 1921, the state began to realize motion picture could be used as a powerful educational tool. The superintendent of Dare County schools saw importance in teaching North Carolinians about British efforts in colonization. The state produced and premiered *The Lost Colony* that year.

As time passed, film continued to teach people whether it be educational or

promotional. Filmmaking had been mostly pursued by individuals scattered throughout the state. In 1934, various city officials launched an effort to encourage filmmaking by the state. By the mid-1900s, the state began using motion picture films to promote itself, its people, and its resources.

This trend continued into the 1960s when the North Carolina Film Board

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“Hollywood began making films in North Carolina... because North Carolina had an industry with skilled workers, resources, infrastructure and, yes, Hollywood-worthy locations.”
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Filmmakers at EUE Screen Gems Studios in Wilmington working with a green screen.

was established to create films about the state and to encourage commercial films to be produced in the state. Of the 19 films the North Carolina Film Board produced before the group broke apart in 1965, the majority were of historical or educational value rather than entertainment.

“Hollywood began making films in North Carolina not just because of beautiful locations, friendly faces and barbecue but because North Carolina had an industry with skilled workers, resources, infrastructure and, yes, Hollywood-worthy locations,” said Sallie Hedrick Bowman, a former production executive in the North Carolina Film Office.

Production began to boom after Governor James B. Hunt created the North Carolina Film Office in 1980. The role of this office was to assist filmmakers in North Carolina by providing them a variety of services. This organization was later renamed the North Carolina Film Commission, the group that still works with the state’s film industry today.

Within six years of the North Carolina Film Office’s establishment, North Carolina became one of the top three filmmaking states in the country. Roughly \$5 billion was added to the state’s economy during this six-year span as a result of the increase in film production. In 1998 alone, the film industry generated about \$300 million in the state. Some of the popular films from this time period include *Dirty Dancing*, *The Color Purple* and *The Last of the Mohicans*.

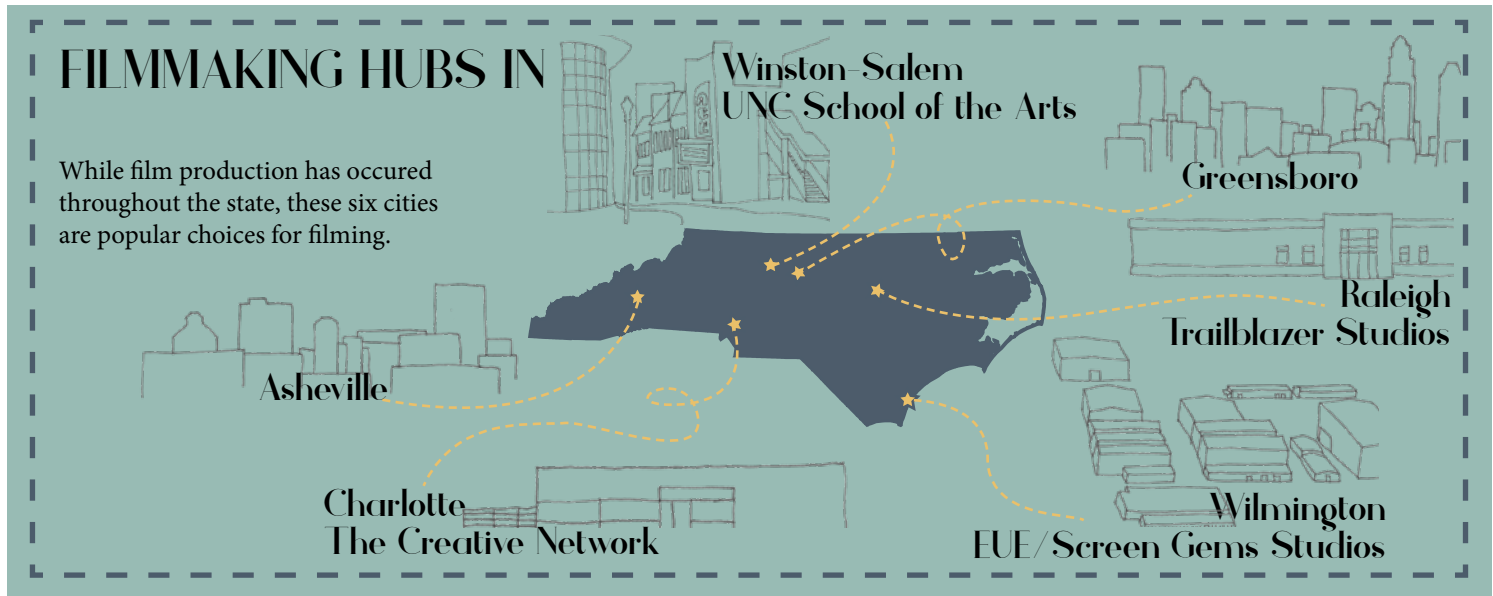
Aside from filmmakers being attracted to North Carolina for its visible appeal, the government has ensured filmmakers would benefit by filming in North Carolina. Beginning in 2005, the state issued film industry incentives in order to attract and retain film industry jobs. North Carolina continued to grow as a prime filming location due to the creation of these bills.

Over the next 13 years, legislation on the state’s film industry increased and changed. The North Carolina Film and Entertainment Grant, established in August of 2014, created funding for the state’s current rebate program. The state offers a 25 percent rebate on qualifying expenses and purchases made by production while in the state.

These incentives come after a dry spell in the film industry’s activity. The state had 34-



Cast and crew in between takes prepare to film a scene with burning cars in Wilmington.



DID YOU KNOW?

More than 1,000 productions have been filmed in NC over the past 40 years.



NC hosts at least 50 film festivals every year.



Since 1980, NC has created \$6 billion in production revenue.



EUE Screen Gems Studios in Wilmington has the third largest sound stage in the United States and the largest special-effects water tank in North America.



Around 75 of NC's 100 counties have been used as filming locations for feature films.



Filmmakers are not charged to film on state-owned property.



People wanting to prepare for jobs in the film industry can attend North Carolina School of the Arts' school of filmmaking in Winston-Salem.



Stunt people filming a aerial scene Iron Man 3 in Wilmington, N.C.

productions in 2013, but only 45 productions total since then. It remains a mystery as to why production in North Carolina slowed down after big hits such as Safe Haven, The Hunger Games and Iron Man 3 were released.

To draw filmmakers back to North Carolina for their productions, the state continued to update legislation. The most current legislation includes dropping the minimum spending requirement for a feature-length film, increasing television series per project cap, and providing refunds and cessation of taxes on accommodation rentals reaching or exceeding 90 days. The state as a whole is not the only entity that benefits from business in the film industry. Many local businesses and individuals also receive positive return from filming in North Carolina. Bill Vassar, Executive Vice President of EUE Screen Gems Studios, said "The money keeps going through the community."

Film productions, no matter where they take place, create these returns on local communities. Many things go into

the production process. Casting agencies look for local residents to hire as stand-ins for the main actors, extras and to provide props, such as cars.

"Those series when they're here are probably employing 90 to 95 percent local individuals on those productions," said Johnny Griffin, who has been director of the Wilmington Regional Film Commission for 19 years.

Not only do individuals receive benefits from filming in North Carolina, but also local businesses. Restaurants and shops draw in additional customers during this time. After filming ends and the crew leaves, local business declines to normal rates. Cities will begin to notice an increase in tourism and business again once the film or television show premieres and it becomes a popular hit.

Even though filming has begun decreasing in North Carolina, the state remains home to the largest number of studio facilities and sound stages of any state except California.

ON LOCATION

Movie: The Hunger Games

The Hunger Games, the first movie in the series, was filmed solely in North Carolina. You can travel across the western part of the state to visit the various sites used to portray the Arena, the Capitol and District 12. Use this list as a guide to find the filming locations used for some of the more memorable scenes from the movie.

Big Ivy Area/Coleman Boundary



Location: Pisgah National Forest

Used for: District 12 and the Arena

Scenes: Katniss and Gale hunting. Exterior of cave where Katniss and Peeta hide.

Charlotte Convention Center

Location: Charlotte

Used for: The Capitol

Scene: Tributes enter the Capitol on their district's chariots.

DuPont State Forest



Location: Triple and Bridal Veil Falls

Used for: The Arena

Scenes: Katniss finds Peeta wounded and camouflaged with the rocks. Katniss escapes the firestorm.

Henry River Mill Village

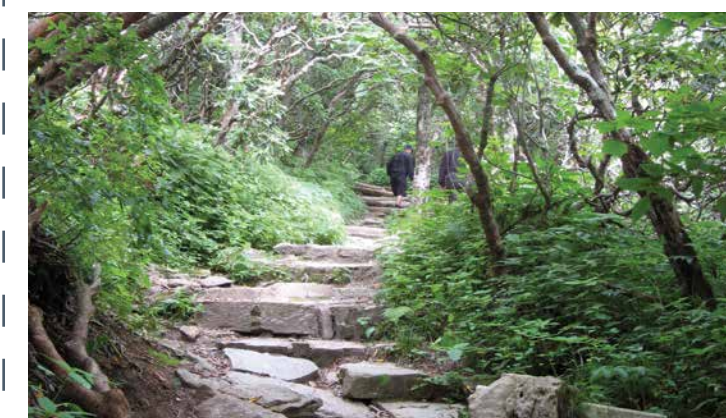


Location: Hildebran

Used for: District 12

Scenes: Katniss' house. The bakery where Peeta works.

North Fork Reservoir



Location: Craggy Pinnacle/Black Mountain

Used for: The Arena

Scene: Cornucopia and other parts of the Arena.

Shelby

Location: Shelby

Used for: District 12

Scene: The Reaping ceremony. The district's barter market (The Hob) and industrial area.

AS TALES FROM A FAIR

Written & Designed by: Samantha Beltran



Nothing could be finer. Since the 1850s, the North Carolina State Fair has been the hallmark celebration of the state's agricultural heritage. The fair is the largest 11-day event in NC, attracting over 800,000 attendees with its multicultural musical acts, food vendors, games and exhibitors.

Despite its thrilling roller coaster rides and circus attractions, the fairs' beginnings are rooted in agriculture. Prior to the Civil War, farmers in North Carolina lacked knowledge of farming practices and were in need of way to share information about more "scientific" methods of farming.

In 1852, the state's leading advocates of agricultural reform came together to form the North Carolina Agricultural Society. To solve the issue of poor farming practices, the group decided to host an annual agricultural State

Fair in Raleigh, NC. The fair, they hoped, would give the society the opportunity to demonstrate their farming methods.

After over 4,000 farmers attended the first State Fair, the state government, local newspapers, and agricultural journalists began to encourage North Carolinians to attend the annual event. Soon, railroads offered discounted rates for cheaper transportation to the fair. The Agricultural Society also held horse races, shooting contests, and band concerts to attract more attendees.

By 1925, the fair had grown into an annual hub for shows and attractions, food concessions, and games of chance. Today the fair has become a traditional fall-time event for North Carolinians. Its purpose is to showcase and promote the state's agriculture, agribusiness, arts, crafts and culture through the annual agricultural fair.



Fair goers play games of chance in hopes of winning prizes at the 2018 N.C. State Fair.



J. S. Dorton in front of Dorton Arena, named for his long time fair management.



Fair goers enjoying hot dogs and a Coke outside the 1954 N.C. State Fair.



A N.C. State Fair season pass from 1923.

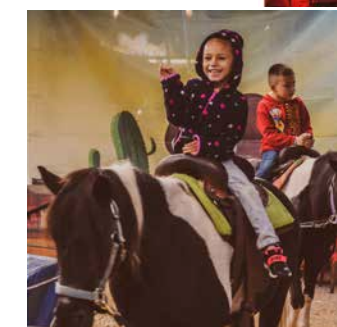
The fair is still hosted NC State Fairgrounds in Raleigh, NC, which consists of 334 acres of land. Each year, fair goers enjoy over 86 rides & attractions, over 100 food vendors, and a Homegrown music festival.

In 2015, more than 3 million people attended fair ground events, and this number is steadily growing. The N.C. State Fair is a beacon for North Carolina agriculture and agribusiness for generations to come.



Steph's Strawberrries deep fried frito pie at the 2010 N.C. State Fair.

Fair attendees ride the spinning Centrifuge attraction at the 2018 N.C. State Fair.



Fair attendees enjoy a horse ride at the 2018 N.C. State Fair animal attraction.



Moonshine Country

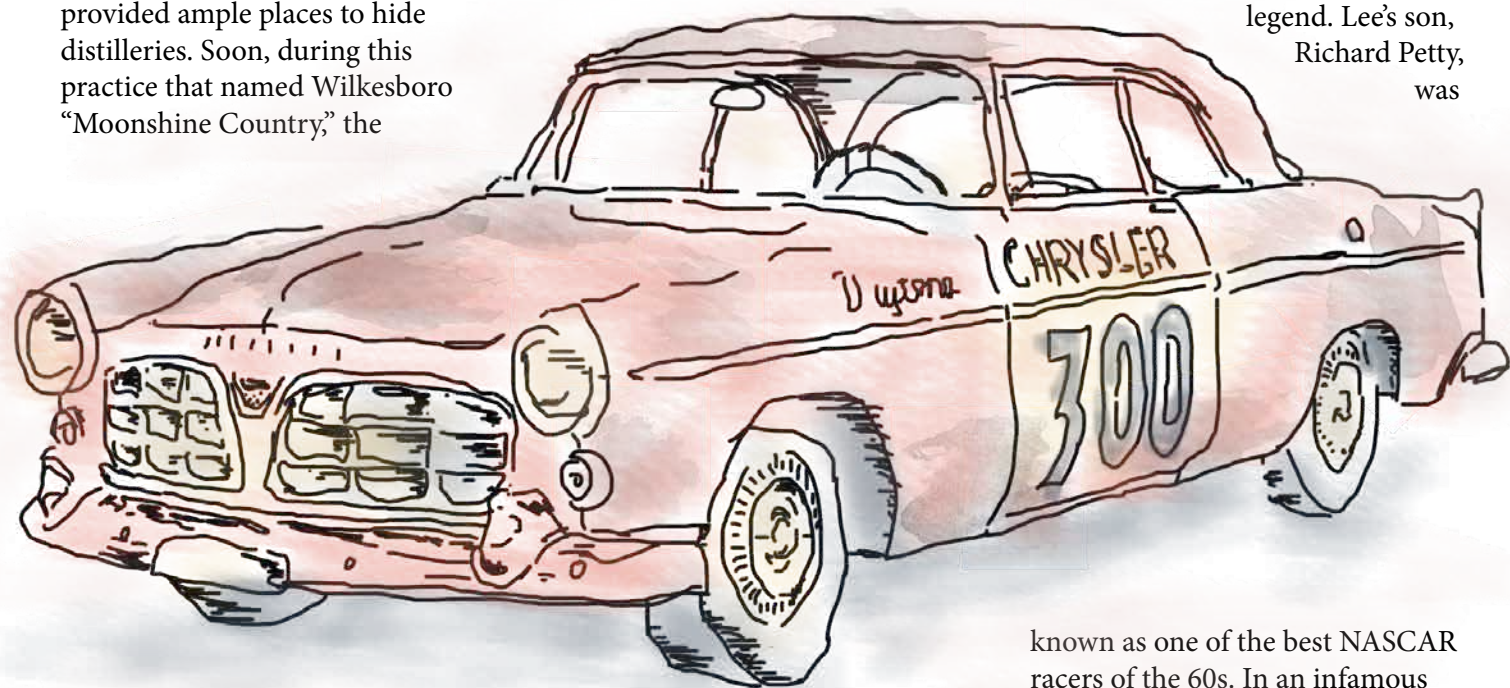
JUNIOR JOHNSON BEGAN RACING BOXCARS ON DIRT ROADS AS A WAY TO AVOID THE LAW. NOW, NASCAR IS A NATIONALLY BROADCASTED INDUSTRY, PRODUCING MILLIONS A YEAR IN REVENUE. LEARN HOW A SMALL TOWN IN NORTH CAROLINA KICKSTARTED AMERICA'S NASCAR CRAZE.

Written and Designed by:
Sam Collins

From humble beginnings, NASCAR has always been about blue-collar Americans getting together to simply have fun and avoid the hassles of everyday working life. For homemade moonshine farmers and distributors in 1940s North Wilkesboro, North Carolina, this also meant avoiding the law. Even during prohibition, lower-class Wilkesboro natives used a form of souped-up boxcar racing as a disguise to secretly brew the illegal corn-based whiskey. Wilkesboro's convenient position at the foot of the Appalachian Mountains provided ample places to hide distilleries. Soon, during this practice that named Wilkesboro "Moonshine Country," the

brewers gained a local following in Wilkesboro and made events out of the races. Notably, NASCAR legend Junior Johnson honed his skills on the back roads of Eastern NC, hauling bootleg liquor with the other moonshine "runners" and eventually challenging other stock car racers in the area. As similar early versions of NASCAR began to sprout up in surrounding areas of North and South Carolina, a Wilkes County-native by the name of Enoch Stanley purchased some farmland in Wilkesboro to build and operate a

in Charlotte, NC. Junior Johnson's first win at a "super speedway" came in his first Daytona 500 in 1960. He discovered that if he was able to stay close behind a car for a short period of time, his own speed would increase due to the front car's "slipstream." As one of the first discoverers and implementers of this technique, Johnson was able to slingshot past other cars and secure a victory in the 1960 Daytona 500. The practice of "slipstreaming" is one that is still used commonly in NASCAR today. Lee Petty, a pioneer of NASCAR, produced his own Wilkesboro legend. Lee's son, Richard Petty, was



natives grew a reputation for breaking the law and driving fast while doing it. Wilkesboro native and NASCAR legend Benny Parsons recalled fondly of the era; "Trust me, there was nothing to do in the mountains of NC back [then]... you either worked at a hosiery mill, a furniture factory, or you made whiskey."

By holding unofficial races between friends and neighbors to determine who had the fastest car, these simple moonshine

racetrack where this form of racing could flourish. In 1975, the North Wilkesboro Speedway was opened to the public, offering dirt tracks in a short, oval shape. Up to 17,000 people would drive out to the stock-car track in Northern Wilkesboro with a Coca Cola sign out front.

By this time, NASCAR was already developed as an organized sport. "Strictly stock" races began to be held at the Fairgrounds Speedway

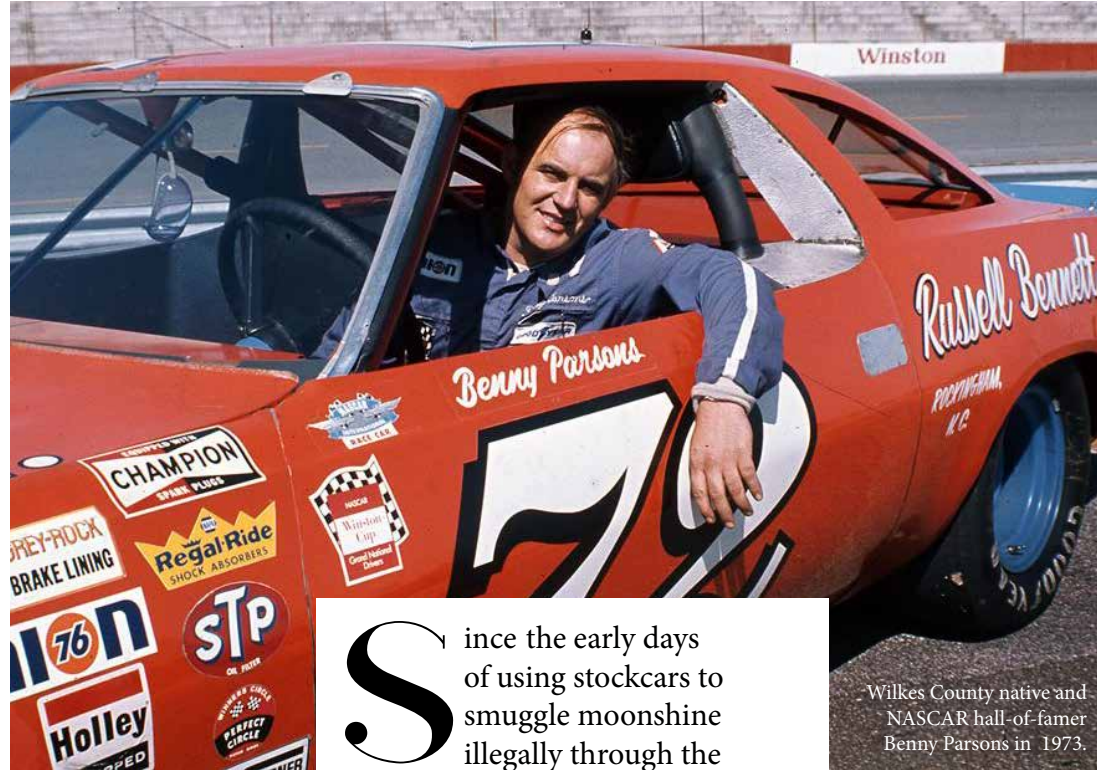
known as one of the best NASCAR racers of the 60s. In an infamous race on the North Wilkesboro Speedway, Petty raced David Pearson. The two crashed just before the finish line, & Pearson won the race from his destroyed car sputtering past the checkered flag. Petty would win the next matchup with Pearson three years later in Daytona. Benny Parsons, another Wilkesboro native and later Daytona 500 champion, spent his childhood racing on the dusty circuit of the Wilkesboro track, putting the sport of stock car racing on the map and keeping it there for decades.

"...THERE WAS NOTHING TO DO IN THE MOUNTAINS OF NORTH CAROLINA BACK THEN. YOU EITHER WORKED AT A HOSEY MILL, A FURNITURE FACTORY, OR YOU MADE WHISKEY."



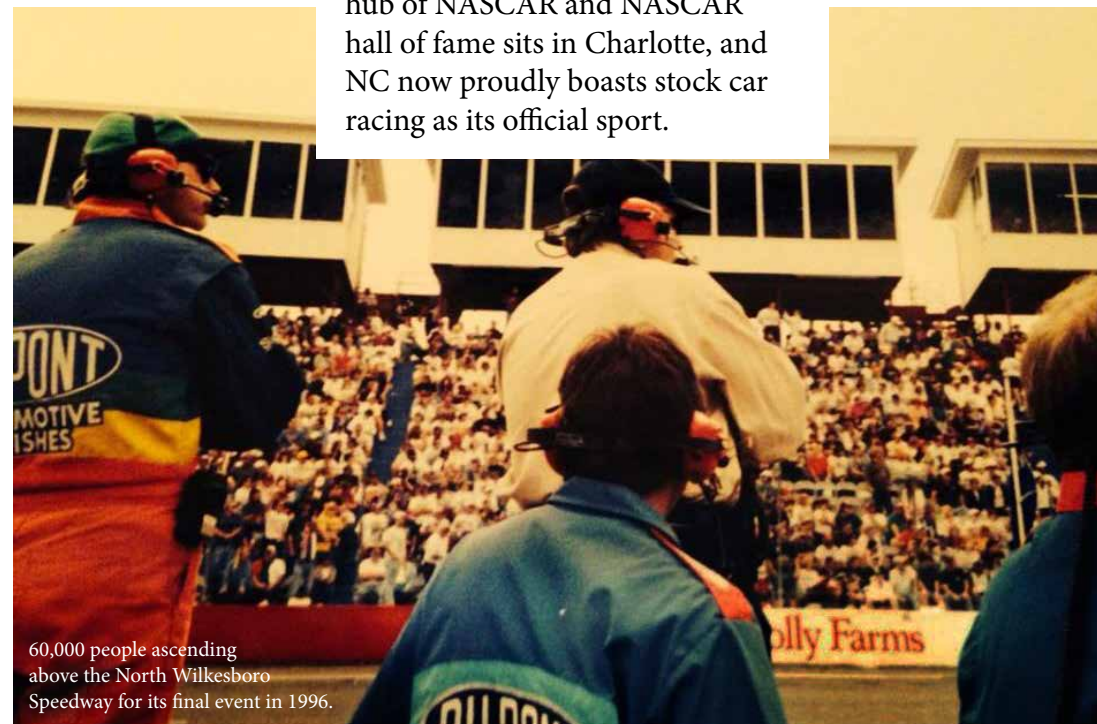
North Carolina native and NASCAR hall-of-famer Richard Petty at the North Wilkesboro Speedway in 1975

"THE SMALL EASTERN-NORTH CAROLINA TOWN OF NORTH WILKESBORO PUT THE SPORT OF STOCKCAR RACING ON THE MAP AND KEPT IT THERE FOR DECADES."



Since the early days of using stockcars to smuggle moonshine illegally through the Appalachian mountains, NC's role in NASCAR has evolved a little bit. Twelve NC men have now entered the North Carolina Sports Hall of Fame for their achievements in motorsports, the hub of NASCAR and NASCAR hall of fame sits in Charlotte, and NC now proudly boasts stock car racing as its official sport.

Wilkes County native and NASCAR hall-of-famer Benny Parsons in 1973.



60,000 people ascending above the North Wilkesboro Speedway for its final event in 1996.

Outside of NC, NASCAR racing has reached heights that pioneers like Junior Johnson and Lee Petty would have never thought imaginable. The most popular form of racing in America, NASCAR events are now broadcasted in over 185 countries and in 21 different languages. In the modern state of the sport, drivers' cars act as moving billboards for sponsors to offer millions of dollars to advertise on. A total of 140 Fortune 500 companies have sponsorship agreements throughout the sport. The number of Fortune 500 companies investing in NASCAR has increased 29% since 2008 - and all of that is because of the great state of North Carolina.

Richard Petty's retirement in 1992 marked a transition from the old-fashioned nature of the sport into a new generation of racers like Dale Earnhardt Jr., Jeff Gordon and Carl Edwards, whose recognizably handsome faces have gone a long way in popularizing the sport created by moonshine smugglers.

While auto-racing has evolved into a monstrous source of revenue, NASCAR is hoping to evolve because it is losing viewers at a steady rate. NASCAR could benefit from increased brand visibility in the technological world of sports media. The sport is beginning to dwindle now that NASCAR is losing star power, like Dale Earnhardt Jr., Tony Stewart, Danica Patrick, and Jeff Gordon - all poster children for NASCAR - all whom have recently retired. Even though Wilkesboro brought the hub of NASCAR and stock car racing to NC, the track that once was lit up with fans now rests in desolate abandonment. Its tracks are lined with weeds and the stands serve as a monument for bypassers to stop and remember the piece of NASCAR history that once existed. From humble beginnings, NASCAR has changed, but the Wilkesboro Speedway remains a reminder.



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