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Weekly highlights from the
North Carolina Department of Commerce



(Left-right) N.C. Department of Commerce Commissioner for Small Business Scott Daugherty, N.C. Bankers Association Executive Vice President Paul Stock, Central Piedmont Community College Executive Vice President Kathy Drumm, N.C. Department of Commerce Secretary Keith Crisco, Governor Bev Perdue, Wachovia-Wells Fargo Executive Vice President and Regional Business Banking Manager Ron Hankins, U.S. Department of the Treasury Director of the Office of State Small Business Credit Initiative Cliff Kellogg and N.C. Rural Economic Development Center Billy Ray Hall

NC-Cap briefings off to a good start

Nearly 200 banking and other business leaders turned out Feb. 18 in Charlotte and Hickory to learn how the N.C. Capital Access Program will stimulate business lending. Joining Governor Bev Perdue and other state dignitaries in the kick-off session in Charlotte was Cliff Kellogg, director of the U.S. Treasury's Office of State Small Business Credit Initiative. N.C. Department of Commerce Secretary Keith Crisco, Commissioner for Small Business Scott Daugherty and N.C. Rural Economic Development Center President Billy Ray Hall also attended the events.

The Rural Center, which is administering the program in all 100 counties, will hold nine more briefings in the coming weeks. The next briefing will take place Feb. 24 in Raleigh. With \$46.1 million in federal funding, the program is expected to result in \$800 million in business lending over the next two years. Read more about the [briefings](#). Read more on [NC-Cap](#).

QVC to add 200 jobs in Rocky Mount

Governor Bev Perdue on Feb. 16 announced that QVC, Inc., a major multimedia retailer, through its subsidiary QVC Rocky

Perdue vetoes SB 13

Governor Bev Perdue on Feb. 22 vetoed Senate Bill 13, her first veto of the legislative session and only the second of her administration. The governor cited a harmful impact on the state's efforts to attract businesses and grow jobs as the reason for her veto this afternoon.

Here's Gov. Perdue's statement:

"This bill started out as a way to help North Carolina secure \$400 million in additional savings from state government agencies during this difficult budget time," said Perdue. "I suggested that bill to the General Assembly and was ready to sign that legislation. But the bill in its current form forces a one-time cash-grab from funds that are intended to create jobs and spur economic development. That's not the right move for North Carolina, where jobs simply must be our No. 1 priority." [Read more.](#)



N.C. Department of Commerce Deputy Secretary Dale Carroll keynotes an event in Burnsville.

National Entrepreneurship Week celebrated in N.C.

National Entrepreneurship Week (Feb. 19-26) was kicked off in North Carolina with a breakfast event in Burnsville. This mountain community began the next step in the Advantage West Certified Entrepreneurial Community Program at the event on Feb. 21. N.C. Department of Commerce Deputy Secretary Dale Carroll served as the keynote

Mount, Inc., will expand its distribution facility in Edgecombe County. The company plans to create 200 jobs and invest \$71 million during the next five years in Rocky Mount. The project was made possible in part by a \$1 million grant from the One North Carolina Fund. The N.C. Department of Commerce's Steve Brantley was the developer on this project.

"There is no better validation of North Carolina's top-rated business climate than when our business neighbors who are already operating in North Carolina decide to expand their operations, invest further and hire more North Carolinians," said Perdue. "This is especially encouraging news in a county like Edgecombe, where residents are fighting hard to rise out of the recession."

QVC is one of the largest multimedia retailers in the world and broadcasts live in the United States 24 hours a day, 364 days a year from its studio and headquarters in West Chester, Pennsylvania. The company's programming reaches more than 98 million U.S. households and approximately 195 million cable and satellite homes worldwide. As of the end 2010, QVC employed 541 full-time workers and 998 part-time and variable workers at its Rocky Mount facility. This project will expand the distribution center by approximately one million square feet while creating 200 new full-time jobs and over 300 part-time jobs following the scheduled completion in fall 2012. [Read more.](#)

[QVC to add 200 full-time jobs in Rocky Mount](#) (*The News & Record* - Greensboro, Feb. 16)



N.C. Department of Commerce Secretary Keith Crisco announces that Eaton will add 120 jobs at its facility in Roxboro. (Photo by Kenneth Martin/Smith's Photography)

Eaton to add 120 jobs in Roxboro

Governor Bev Perdue announced Feb. 21 that Eaton Corporation will expand its Roxboro facility in Person County to meet the needs of its global automotive customers. The company plans to create 120 jobs over the next four years and will invest \$23.3 million to build leading edge engine valvetrain components that will reduce emissions and help improve a vehicle's overall performance, fuel economy and safety. The N.C. Department of Commerce's Bernard Torain was the developer on this project.

The project was made possible in part by state grants from the Job Development Investment Grant program and One North Carolina Fund.

"Eaton has deep roots in North Carolina and has been a long-

speaker at the event, which included representatives from the U.S. congressional delegation, N.C. legislative delegation and local elected officials. Carroll presented Governor Bev Perdue's small business priorities for North Carolina. Burnsville and Yancey County hope to become the tenth Certified Entrepreneurial Community in Western North Carolina.

N.C. promoted as UNC games air in China

The N.C. Department of Commerce is taking advantage of a unique opportunity to air two promotional television spots during two UNC-Chapel Hill men's basketball games that will air live in China. The games (the Feb. 23 game with N.C. State University and the Feb. 27 game with Maryland) will air in China live on national television. The ads, which are in Mandarin, are designed to generate awareness of North Carolina as a business location and to promote our state's Asian Offices. [See the commercial.](#)

[Tar Heels And Wolfpack basketball game to be televised in China](#) (*Tarheel Blue*, Feb. 18)

WNC is fast becoming a mecca for Data Centers

When you think of the rolling foothills and picturesque mountains of North Carolina, the names Apple, Facebook and Google probably do not immediately come to mind. But thanks to available natural resources and existing industry infrastructure, all three tech giants have located large data centers in the western part of the state. According to an article in *Southeast Real Estate Business*, these companies "are being attracted by cheap land and utility rates as well as a pro-business government eager to create new economic development."

From offering financial incentives to optimizing the fiber-optic infrastructure, the State of North Carolina worked extensively to bring these companies here. Added to that, property in western North Carolina is affordable, and so is commercial electricity. Since data centers are heavy users of electricity, Duke Energy's presence in the region was a major incentive for these three tech firms.

"These were communities that had, not only electrical infrastructure, but also water and sewer infrastructure in place because of the textile, apparel and furniture industries. So, that is a key ingredient," N.C. Department of Commerce Deputy Secretary Dale Carroll said. [Read more.](#)

time employer in Person County. We are delighted they have chosen to create new jobs there," said Perdue. "The company's focus on sustainable transportation and helping to improve the fuel economy of cars and trucks fits comfortably with my focus on bringing green business to North Carolina."

Celebrating its 100th anniversary in 2011, Eaton Corporation is a diversified power management company with 2010 sales of \$13.7 billion. Eaton has more than 70,000 employees in 150 countries, with 3,400 of those employees in 12 locations throughout North Carolina. Eaton has operated the facility in Roxboro since 1965. Over the years the facility has manufactured a variety of components for the automotive industry including tire valves and various engine components. Today, the facility is focused on manufacturing components for the next generation of cylinder deactivation and variable valvetrain systems that can help improve a vehicle's fuel economy and reduce emissions. [Read more.](#)

[Eaton to expand in Roxboro, add 120 jobs](#) (The News & Observer - Raleigh, Feb. 21)

Auto belts maker to add 58 jobs in Ashe County

Governor Bev Perdue on Feb. 22 announced that the Gates Corporation, one of the world's largest manufacturers of automobile belts and hoses, will expand their facility in Ashe County. The company plans to create 58 jobs and invest \$4.6 million during the next three years in Jefferson. The project was made possible in part by a \$100,000 grant from the One North Carolina Fund. The N.C. Department of Commerce's Joe Holbrook was the developer on this project.

"I want to congratulate Gates Corporation on their expansion," Perdue said. "Their growth is terrific news for the workers in Ashe County and emphasizes that the steps we have taken to build a top rated business climate in North Carolina are paying off in jobs and an increasing share of the automotive parts industry." [Read more.](#)

Forbes calls Raleigh one of America's 'Biggest Brain Magnets'

In the past, college graduates from all over the nation tended to migrate to large cities such as New York, Boston or Chicago. But, according to a newly released study by *Forbes* magazine, today's college graduates are headed to smaller, less crowded locations such as Raleigh and Durham. In fact, *Forbes* ranks the Raleigh area as the No. 2 "Biggest Brain Magnet" in the United States.

The *Forbes* study ranked the 50 largest metropolitan areas by in-migration of college graduates over 25 years of age from 2007 to 2009, employing the most current data from the American Community Survey. During the two-year study, less dense urban areas (2,500 per square mile) saw a five percent increase in residents with college degrees. Cities that were twice as dense only saw a 3.5 percent increase. [Read more.](#)

Triangle gaming sector continues to thrive with new release

On the eve of the company's latest release, Epic Games



Juli Cooney from the N.C. Department of Commerce's Division of Tourism, Film & Sports Development (facing front) chats with tourism business partners during the TRAC event in New Bern.

Tourism Division works to help businesses

Staff from the N.C. Department of Commerce's Division of Tourism, Film & Sports Development traveled to New Bern Feb. 17 to help tourism-related businesses engage more fully with programs offered by Commerce and its partners. The Tourism Resources Assistance Center brought the Division of Tourism's program managers to New Bern to discuss the nuts and bolts of working with the Division. And representatives from Commerce were on hand to discuss services they can provide businesses including strategic planning, assistance with identifying funding sources, and as liaisons with other local, state and federal agencies. Representatives from more than 40 businesses attended the event.

Attractions, lodging, dining, retail outlets and events comprise the state's \$15.4 billion tourism industry and sustain jobs for nearly 200,000 North Carolinians.



(Left-right) Commissioner Dan Briggs, Chairman Jon Williams and Commissioner Zaner Guy

Briggs sworn in as ABC Commissioner

Dan Briggs of Lexington was sworn in as a member of the [N.C. ABC Commission](#) on Feb. 16. A native of Davidson County, he is a

President Michael Capps talks to WRAL Techwire about why the Research Triangle Region has become so attractive to the gaming industry.

"We chose North Carolina to house our headquarters because of the environment, the schools, the airport hub, the cost of living and quality of living -- not really even knowing that Red Storm was here right down the street as a premier game developer," he says. "And it's been really cool over the last 10 years watching this area grow, because once you have a certain amount of critical mass, more game developers are attracted. And of course game developers spin off from other game developers and keep growing. So last I heard, we have 18 or 19 game companies here now, and a lot of the best technology in the world is developed right here in the Triangle. So it's just been really gratifying to be able to be part of that and now be really the southeast hub and one of the biggest hubs in the world for game development."

North Carolina is also home to the Interactive Digital Media Tax Credit, which allows 15 percent of compensation and wages for a full-time employee fringe contributions on compensation and wages, and other allowable expenses, and 20 percent of research expenses paid to North Carolina university or participating community colleges. Learn more about the [tax credit](#).

Epic Games' "Bulletstorm" hits shelves Feb. 22.

['Bulletstorm' kicks off big year for Epic. Triangle game sector](#) (WRAL Techwire, Feb. 21)

ABC Family movie to shoot in Wilmington

The fifth major production to film in Wilmington so far this year opened offices on Feb. 14. The ABC Family TV movie "Teen Spirit" opened offices at EUE/Screen Gems studios and will begin principal photography in March. The show, which is being produced by a division of ABC, is expected to employ about 100 local crew members with only a "handful" of others brought in, according to Wilmington Regional Film Commission Director Johnny Griffin. Another production, tentatively titled "Cinderella Story," which has been filming there since Feb. 7, will also be distributed by ABC Family but is being produced by a different company, Warner Premiere.

Fifth major production to film in Wilmington this year opens offices (*The Wilmington Star-News*, Feb. 15)

licensed Funeral Director and Embalmer. Briggs is a former chairman of the Lexington Area Chamber of Commerce and served on its board of directors for nine years.

U.S. Commerce Secretary Locke announces surge in U.S. tourism, spending

At a meeting of the U.S. Department of Commerce's Travel and Tourism Advisory Board, U.S. Commerce Secretary Gary Locke announced a 47 percent surge in the travel and tourism trade surplus in 2010; the surplus now exceeds \$28 billion. The United States welcomed more than 55 million international visitors during the first 11 months of 2010, 11.4 million more visitors than the year before. While international visitation increased 10 percent, international visitor spending increased 11 percent to \$122.7 billion.

[Commerce Secretary Locke reports surge in U.S. tourism, spending](#) (Travel Pulse, Feb. 14)

Metrics from B&I Division

Below are year-to-date metrics tracked by the N.C. Department of Commerce's Division of Business and Industry that illustrate some of the recent activities of the Division. The metrics include the number of new economic development projects assigned to B&I development staff; the number of economic development project announcements; the number of announced jobs created and capital invested; the number of interactions existing industry staff had with businesses throughout the state; and the number of contacts received by the Business Link North Carolina/Business ServiCenter.

Jan. 1 - Feb. 22, 2011

New projects assigned:	42
Projects announced:	19
Jobs created:	2,124
Capital invested:	\$400M
Industry visits by existing industry staff:	192
Calls to Business Link N.C.:	3,025

N.C. in the News

This Week's Highlights

- [Budget focus of retreat](#) (The Richmond County Daily Journal, Feb. 18)
- [Valdese receives \\$450,000 grant](#) (The News Herald - Burke County, Feb. 18)

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Raleigh, NC 27601-1058

Mailing Address:
4301 Mail Service Center
Raleigh, NC 27699-4301

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