

July 3, 2012



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# sync<sup>TM</sup> Weekly highlights from the North Carolina Department of Commerce



(Left-right) N.C. Economic Developers Association President (2011-2012) Bonnie Renfro, N.C. Department of Commerce Deputy Secretary and COO Dale Carroll, NCEDA President (2012-2013) Linda Weiner at the kickoff of the annual meeting

## NCEDA holds annual meeting in Wrightsville Beach

On June 27-28, the N.C. Economic Developers Association held its Annual Meeting in Wrightsville Beach. N.C. Department of Commerce Secretary Keith Crisco participated in the Annual Conference Networking Dinner; Deputy Secretary and COO Dale Carroll presented the N.C. Commerce Update to the NCEDA Board and Association Membership during the business meeting. Stewart Dickinson, director of the Commerce Finance Center, and Uconda Dunn, Commerce existing industry specialist, served on presentation panels to address the Annual Meeting, themed "Product Development = Competitive Asset." For more information, visit [www.nceda.org](http://www.nceda.org).

**Fan manufacturer to create 62 jobs in**



Tourism partners met with Division staff during TRAC in Jacksonville last month.

## Onslow area tourism businesses, Division exchange ideas at TRAC

More than 50 local and regional tourism businesses met with N.C. Department of Commerce's Division of Tourism, Film & Sports Development staff at TRAC (Tourism Resource Assistance Center) on June 20 in Jacksonville. In partnership with Onslow County Tourism, the goal was to share how these businesses could engage more fully with the Division's programs and to hear directly from them about ways the Division can provide assistance. These businesses included independent artisans, restaurants, accommodations, and retail, as well as outdoor, event, sports and attractions owners and managers. Staff explained the Division's research, development and marketing programs and discussed best practices for reaching visitors and the media to increase visitation and spending.

The next TRAC session is scheduled for the Northeast region, but the date and location are still being determined. For more information about TRAC, contact [Andre Nabors](#) at (919) 733-7502 or [Eleanor Talley](#) at (919) 733-0869.

## N.C. icon Andy Griffith dies at 86

Andy Griffith, who parlayed his youth in rural North Carolina into an award-winning television and film acting career, died today (July 3) in Manteo. He was 86.

## Cleveland County

Governor Bev Perdue on June 28 announced that Greenheck Fan Corporation, a leading manufacturer of air movement and control equipment, will expand its operations in Cleveland County. The company plans to create 62 jobs and invest \$7.8 million over the next three years in Kings Mountain. The project was made possible in part by a \$150,000 grant from the One North Carolina Fund.

Greenheck Fan Corporation is a broad spectrum manufacturer of commercial and industrial air movement and control equipment headquartered in Schofield, Wis. The company is often involved in ventilation projects aimed at increasing energy efficiency. Greenheck brand fans and ventilators, centrifugal and vane axial fans, exhaust systems, indoor air handling units and coils are shipped to customers around the globe. The company will be establishing a new manufacturing operation adjacent to an existing Greenheck facility. Greenheck currently employs more than 50 people in North Carolina.

Salaries will vary by job function, but the average annual wage for the new jobs will be \$31,985, plus benefits. [Read more.](#)

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## Metal manufacturer to create 54 Jobs in Richmond County

Governor Bev Perdue on June 29 announced that FerroFab Inc., a manufacturer of specialized fabricated metal components, will locate a new facility in Richmond County. The company plans to create 54 jobs and invest \$510,000 over the next three years in Hamlet. The project was made possible in part by a \$81,000 grant from the One North Carolina Fund.

FerroFab is a fully owned subsidiary of Corona Machinery Corp. an international producer of specialized fabricated metal components. Corona Machinery Corp. has affiliates in Belgium, Germany, Austria and Italy.

Salaries will vary by job function, but the average annual wage for the new jobs will be \$30,019, plus benefits. The Richmond County average annual wage is \$28,548. [Read more.](#)

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## N.C. Energy Office wins grant for energy efficiency improvement projects

The North Carolina Energy Office has received a \$532,134 U.S. Department of Energy grant to expand its award-winning Utility Savings Initiative to provide energy efficiency assistance to often overlooked or understaffed rural public school systems, community colleges and local governments. The grant will enable the Energy Office to work with eight public school districts, eight community colleges and six local governments to plan, implement and finance energy efficiency improvements to buildings and other public infrastructure.

"Many of our public buildings and other infrastructure can provide many more years of good use at a reasonable cost to taxpayers if we can get control of the costs to operate them," said N.C. Department of Commerce Assistant Secretary for Energy Jon Williams. "With this grant, 22 agencies will be able to extend their life and usefulness while curbing wasteful energy consumption, controlling government costs and freeing up capital improvement dollars for other needs."

Best known as Sheriff Andy Taylor in "The Andy Griffith Show," which ran for eight seasons on CBS in the 1960s, Griffith became an iconic television father figure. Two decades later, he played a crafty Southern lawyer in the NBC and ABC show "Matlock."

The N.C. Department of Commerce's Division of Tourism, Film & Sports Development issued a statement on Griffith's death:

"Andy Griffith was a great North Carolinian, and he made countless contributions to tourism in our state. His hometown of [Mt. Airy, the real-life Mayberry](#), continues to charm nostalgic visitors from all over the world. After playing the role of Sir Walter Raleigh in "[The Lost Colony](#)" in Manteo, Griffith loved the Outer Banks so much that he made his permanent home there. His hit show "Matlock," filmed at [Screen Gems Studios](#) in Wilmington as well as many other locations along the North Carolina coast, gave an early boost to the state's film industry. Griffith's first public performance of "What It Was Was Football" was in a ballroom at the [Carolina Inn](#) in Chapel Hill. Andy Griffith embodied the immense pride that so many North Carolinians feel about our home state, and we will miss him dearly."

[Actor, NC icon Andy Griffith dies](#) (WRAL - Raleigh, July 3)

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## Utilities Commission approves Duke-Progress merger

The N.C. Utilities Commission on June 29 announced its approval of the proposed merger between Duke Energy Corporation and Progress Energy, Inc. The combined company will serve approximately three million customers in North Carolina.

"In light of consolidation now underway in the energy sector, we believe this merger will best serve the interests of the state, its taxpayers and energy consumers by keeping jobs here in North Carolina," said Edward S. Finley, Jr., Chairman of the Utilities Commission. "It seems far preferable for Progress Energy to merge with North Carolina-headquartered Duke Energy than with a company in another state." [Read more.](#)

[Progress CEO is out as Duke, Progress complete merger](#) (WRAL - Raleigh, July 3)

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## Documentary looks at N.C. wine industry

The Civil War and Prohibition virtually wiped out North Carolina's wine industry, but over the last 15 years, an infusion of tobacco settlement money and the efforts of visionary entrepreneurs have resurrected winemaking in

North Carolina is one of 22 states receiving a portion of the \$14 million in the U.S. Energy Department's State Energy Program 2012 Competitive Awards grants. The grants were announced last Wednesday by U.S. Energy Secretary Steven Chu.

"Deploying energy efficiency in our buildings, vehicles and industries creates jobs, grows markets for American-made products, reduces energy bills for families and businesses and makes the American economy more competitive," Chu said.

The goals of the federal program include increasing energy efficiency in public facilities while implementing building retrofit programs or strategies across as broad a segment of the state's public building portfolio; stimulating energy efficiency actions to support investment in cost-effective energy efficiency to achieve statewide energy savings goals; and developing a public facilities energy retrofit program that can be used successfully to retrofit public facilities throughout the state and across many public sectors.



*N.C. Director of the Green Economy Larry Shirley speaks during the opening of the new enzymatic biodiesel plant in Pittsboro.*

## **Piedmont celebrates nation's first enzymatic biodiesel plant**

N.C. Director of the Green Economy Larry Shirley joined U.S. Sen. Kay Hagan, Piedmont Biofuels President Lyle Estill and a host of other government and corporate leaders on June 29 to cut the ribbon on an addition to Piedmont that is the first of its kind in the country.

Piedmont Biofuels opened the doors to the first enzymatic biodiesel plant -- the first facility capable of creating renewable fuel using enzymatic catalysis.

The new technology expands the range of fats, oils and greases -- or feedstocks -- able to be produced into B100-grade biofuel.

Piedmont Biofuel, founded 10 years ago, was the first company in North Carolina to produce biodiesel.

Giving a tour of the new and existing plants on Lorax Lane, Estill said material such as virgin soybean oil, poultry fat, used cooking oil and used oil from makeup companies have been turned into fuel by Piedmont through the years.

North Carolina. WRAL in Raleigh examined the wine industry in North Carolina in a new documentary, "Grape Expectations," which aired on June 27 and can be seen [online here](#). "Grape Expectations" examined this economic success story with a look at the state's wine industry and its tremendous growth. It profiled the pioneers of the industry, showed how the industry is generating revenue, examined the sustainability of the industry's growth and explored the wide variety of wineries and vineyards that span North Carolina from the mountains to the coast.

The N.C. Department of Commerce's Division of Tourism, Film & Sports Development assisted WRAL along the way with the documentary by providing background and historical information, industry statistics and connections to industry partners. WRAL spoke with Commerce Assistant Secretary for Tourism, Marketing & Global Branding Lynn Minges about the incredible growth of the industry and the impact that wine tourism has across the state. The Division's Public Relations Manager Margo Metzger was interviewed on WRAL earlier in the day to help promote and launch the airing of the documentary.

A recent study revealed that the economic impact of the wine and grape industry in our state in 2009 was \$1.3 billion, a 58-percent increase over 2005. It also showed that the industry has helped create about 7,600 jobs.

## **Forbes: Raleigh No. 2 among the best places for business**

Raleigh ranks No. 2, dipping from the top spot, in this year's *Forbes* "Best Places for Business and Careers" list. According to the magazine, Raleigh "continues to be an attractive destination for companies with business costs 18 percent below the national average, according to Moody's Analytics, and a highly educated workforce thanks to nearby schools like North Carolina State, Duke University and University of North Carolina."

Other North Carolina towns on the list include Durham at No. 14, Asheville at No. 17 and Charlotte at No. 18.

[The Best Places For Business And Careers](#) (Forbes, June 27)

## **Business jet company to bring up to 600 jobs to Catawba Valley**

The Catawba Valley is now home to the first single engine business jet in the world, and a new manufacturing opportunity could bring up to 600 jobs to the area.

"People in this community have become very

[Piedmont celebrates nation's first enzymatic biodiesel plant](#)  
(*The Herald Sun* - Durham, June 22)

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## Mooresville named one of the Best Small Towns for Business in America

Mooresville, a North Carolina [Main Street](#) Community, has been named one of the Best Small Towns for Business in America, according to American Express Open Forum. The article highlights smaller towns (populations under 100,000) that may attract and keep business owners who, thanks to changes in technology, can now live wherever they want.

[Best Small Towns for Business in America](#) (American Express Open Forum)

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## Vilsack praises green energy practices at greenhouse

When U.S. Department of Agriculture Secretary Tom Vilsack praised production operations at Metrolina Greenhouses after a tour last week, he wasn't just talking about the 90 million plants grown there annually.

He was complimenting the Huntersville-based business for depending on wood chips, instead of gas, to heat the 162-acre facility in the winter.

[Greenhouses' green energy wins Ag secretary's praise](#) (The Charlotte Observer, June 26)

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## Business North Carolina magazine honored

[Business North Carolina](#) magazine was named the nation's best regional business magazine by the Alliance of Area Business Publications at its summer conference in Milwaukee. It was one of seven prizes - five of them gold - the Charlotte-based magazine won in the AABP's annual Editorial Excellence Awards competition.

The competition drew 657 entries from 51 publications. Headquartered in Los Angeles, the AABP is a nonprofit organization representing independent business magazines and newspapers in the United States, Canada and Australia.

In addition to best magazine, *Business North Carolina* received the gold prize for best body of magazine work by a single writer. This marks the 10th time Senior Contributing Editor Edward Martin has been honored in the category and the sixth time he has taken the top prize, a record no other regional business writer has come close to matching. He also won gold prizes in this year's competition for best magazine feature, best magazine personality profile and best local coverage of a national business/economics story in the open category, which includes both magazines and newspapers.

Since it was founded 31 years ago, *Business North Carolina* has won more than 100 national awards for its writing, reporting and design, but this was the first time it won top honor in the best-magazine category. Runners-up were *D CEO* in Dallas, which received the silver award, and *Twin Cities Business* in Minneapolis, which got the bronze.

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## Food companies aim for DNC business

excited as they're learned about the details of this," said Jim Rice, chairman and CEO of VisionAire Jets.

Rice, who is from North Carolina, chose the Catawba Valley for his business venture. For several years, he's been working on a light-weight, fuel efficient business jet that runs on a single engine. The jet is now on display at the Hickory Airport, where VisionAire has been holding receptions to get the word out about the company.

[Business jet company to bring up to 600 jobs to Catawba Valley](#) (WBTV - Charlotte, June 20)

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## In SYNC: Bernard Torain

N.C. Department of Commerce Senior Economic Developer Bernard Torain grew up in Durham and attended the public schools there. He graduated from N. C. Central University with a BA in History and an MBA. Prior to joining Commerce, Torain spent seven years with the N.C. Department of Administration as building services manager and as recycling services manager for the State Government Complex.

In 1999, Torain began at Commerce as an existing industry specialist in the Piedmont Region, before transferring to the Research Triangle Region in 2005. In 2010, he commenced his current role as a statewide economic developer.

One of Torain's recent, major company announcements was Semprius a year ago. Semprius builds its high concentration photovoltaic modules using patented technology and low-cost components that can concentrate the sun's energy more than 1,100 times onto the world's smallest solar cells. The company located a new pilot production plant in Henderson in Vance County that will create 256 high-quality jobs and invest nearly \$90

Myers Park Country Club is usually one of the most exclusive addresses in Charlotte. But it opened its doors to a group with more widespread appeal last month: Food makers from all over North Carolina who hope to get a little business from the Democratic National Convention.

"Charlotte Goes Local" was sponsored by food broker Southern Foods, which is based in Greensboro but provides food to caterers and chefs across the state. The show was designed to show caterers and event planners what's going to be available for them by that big party week in early September. There were displays of everything from country hams to pork cheeks and samples of foods like Lusty Monk mustards and Spinning Spider cheeses from Asheville.

Based on some of the companies displaying their wares, there already are surprises in store. For instance, curry was scenting the air from Kerala Curry, an Indian foods company from Pittsboro that proudly displays its "Goodness Grows in North Carolina" sign from the N.C. Department of Agriculture.

Not every caterer who wants to use local products may be able to find them, said Sasha Shreders, Southern Foods' cheese specialist. He was presiding over a long table covered with fine cheeses. Of the 30 or so on display, only a half-dozen were from North Carolina. While North Carolina is one of the leaders in Southern cheesemakers, there just isn't enough volume to handle it all, Shreders said. [Read more.](#)

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## 'Banshee' filming delights crowd at Wrightsville Beach

The costumes, lighting and cameras of film crews may be routine to many Wilmington residents, but when film crews popped up at Johnnie Mercers Fishing Pier, which is currently on the cover of the N.C. Travel Guide, on Wrightsville Beach last Wednesday afternoon, visitors to the beach couldn't help but be curious.

Crews with a new Cinemax drama called "Banshee" began unloading equipment at the pier at about 2 p.m. after filming martial arts scenes earlier in the day at the Front Street warehouse used for years by "[One Tree Hill](#)" as the fictional Club Tric.

The series' home base is in Charlotte, where it has been filming for about a month.

"Banshee" is executive produced by Alan Ball ("True Blood," "Six Feet Under") and stars Antony Starr ("Rush") as Lucas Hood, who Cinemax describes as "an ex-con and thief who assumes the identity of the sheriff of Banshee, Pa., where he continues his criminal activities, even as he's hunted by the shadowy gangsters he betrayed years earlier."

['Banshee' filming delights crowd at Wrightsville Beach](#) (*The Star-News* - Wilmington, June 27)

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million. The project was made possible in part by state grants from the Job Development Investment Grant and One North Carolina Grant programs. Semprius has won numerous awards including:

- Being named one of *MIT Technology Review's* 2012 "Top 10 Most Important Emerging Technologies"
- Receiving [the 2011 CiCi Award for Community Impact](#)
- Receiving nearly \$100,000 from the N.C. Green Business Fund in 2009

The company also has numerous patents and is experiencing unprecedented growth as part of the green economy, which is a cluster the state is seeking to attract and grow.

When asked what North Carolina can do to be more competitive, Torain replied, "North Carolina is extremely competitive and will remain that way as long as we continue to invest in our people. Thus far, we have done a great job investing in education, improving healthcare, transportation networks and the overall quality of life for our citizens."

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## DNC moving Charlotte's Labor Day party to uptown

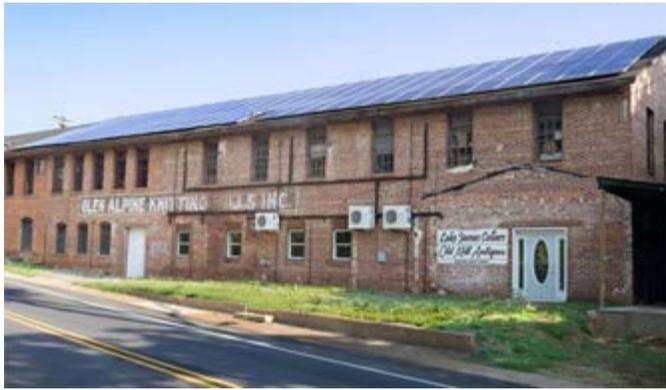
Democratic National Convention schedule organizers announced last week they are moving the much-touted Labor Day festival from Charlotte Motor Speedway in Concord to uptown Charlotte. Host committee officials said moving the Speedway event will provide attendees with a much stronger connection to the convention. The event was touted by organizers as being family-friendly and something that would engage "more Americans in the convention than ever before, and celebrate Labor Day, our democracy, the Carolinas, Virginia and the South."

"It really is about creating an experience that people feel like they have a taste of the convention," said Dan Murrey, DNC host committee executive director. "Uptown Charlotte is tailor made for this type of festival," said DNCC CEO Steve Kerrigan. [Read more.](#)

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## Year-to-date Metrics

Below are year-to-date metrics tracked by the N.C. Department of Commerce's Division of Business and Industry Development 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



Solar panels on top of Lake James Cellars in Glen Alpine (photo courtesy of Lake James Cellars)

## Two N.C. wineries go solar

Two North Carolina vineyards have recently adopted solar technology. In Glen Alpine, Lake James Cellars, which is located in an old textile mill once powered by steam and coal, today is running largely on solar power. Owners Michael and Betty Fowler submitted a grant to the [N.C. Green Business Fund](#), which helps small businesses gain improvements in the biofuels and green building industry.

Sandy Cross Vineyard in Elm City, which provides grapes for Old North State Winery, recently held an [opening ceremony](#) for its 1.5-megawatt, 11-acre solar project.

[Lake James Cellars adds solar power to old mill](#) (*Morganton News Herald*, May 26)

number of contacts received by the Business Link North Carolina/Business ServiCenter.

### Jan. 1 - July 3, 2012

<b>New projects assigned:</b>	202
<b>Projects announced:</b>	63
<b>Jobs announced:</b>	7,910
<b>Capital investment announced:</b>	\$1.99B
<b>Industry visits by existing industry staff:</b>	671
<b>Calls to Business Link N.C.:</b>	10,455

## N.C. in the News

### This Week's Highlights

- [Commissioners OK tax incentive for \\$69 million Corning investment](#) (*The Independent Tribune* - Cabarrus County, July 3)
- [Durham officials look to tighten rules governing food trucks](#) (*The News & Observer* - Raleigh, July 3)
- [Outsourcing firm opens lending, servicing office in Charlotte](#) (*The Charlotte Observer*, July 2)
- [Rockwood Lithium bringing HQ, 100 jobs to Kings Mountain](#) (*Charlotte Business Journal*, June 28)

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