

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



## Non-stop service between RDU-SFO begins tomorrow

United Airlines will begin offering non-stop service between Raleigh-Durham International Airport and San Francisco International Airport tomorrow (Aug. 15). The daily flight will depart at 7 a.m. and arrive at SFO at 9:50 a.m. local time. That time is aligned with outbound Asia flight departures in the 11 o'clock hour. Following are just some of the cities passengers will be able to connect to: Tokyo, Hong Kong, Osaka, Shanghai, Beijing, Seoul and Kahului, Hawaii. Governor Bev Perdue, N.C. Department of Commerce Deputy Secretary Dale Carroll and a delegation of 18 economic development officials from across the state are expected to be on the inaugural flight.

The flight departs San Francisco at 12:50 p.m. and arrives at RDU at 8:50 p.m.

"By strengthening the air service connection between the two coasts and Asia, we are creating more opportunities for N.C. businesses to be more competitive and to create more jobs for North Carolinians," said Perdue during the [April press conference](#) announcing the flight.

The announcement came after growing demand for non-stop service between RDU and San Francisco, a major metropolitan area and home to various industry sectors that are complementary to the Research Triangle Region. It is also a popular leisure destination and gateway to locations in the Pacific Rim.



Public Relations Manager Margo Metzger, UNC-TV North Carolina Weekend host Deborah Holt Noel, Assistant Secretary Lynn Minges and Director of Tourism Marketing Wit Tuttell at today's event

## Tourism event fosters relationships between partners, media

The N.C. Department of Commerce's Division of Tourism, Film & Sports Development is holding a media mission today (Aug. 14) at the Contemporary Art Museum in Raleigh. Tourism representatives from locations across the state are there with unique story ideas to share with more than 35 members of the North Carolina media, including writers for several national publications. The mission is similar to those organized by the Division earlier this year in New York and Washington, D.C. Each of those missions resulted in coverage for North Carolina in several publications, including *Southern Living* and *Conde Nast Traveler*. Participating partners include Asheville, Biltmore, Beech Mountain, Mount Airy, Brunswick Islands, Bald Head Island, Chapel Hill/Orange County, Charlotte, Edenton, Washington, The Crystal Coast, Durham, Fayetteville, Halifax County, Hickory, Hickory Furniture Mart, Johnston County, Kinston, The Outer Banks, Pinehurst/Southern Pines, Pittsboro/Siler City, Raleigh, Lake Lure, Chimney Rock, Swain County, Winston Salem, and Wilmington, the N.C. Film Office, the N.C. Brewers Guild, N.C. Wine and the Contemporary Art Museum.

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## Schletter to create 305 jobs in Cleveland County

Governor Bev Perdue announced Aug. 13 that Schletter Inc., one of the largest designers and manufacturers of solar power mounting systems, will establish a production and distribution facility in Shelby. The company plans to create 305 jobs in North Carolina by the end of 2016, and invest more than \$27 million in its Cleveland County facility. The project was made possible in part by state grants from the Job Development Investment Grant and the One North Carolina Fund.

Schletter is an internationally recognized manufacturer of a diverse product mix including solar mounting systems for small to utility scale applications, waste management solutions, and customized bracket manufacturing. Since 2008, the company has been manufacturing its photovoltaic mounting systems in the U.S. Schletter, with its only U.S. production facility in Arizona, currently supplies 25 percent of all solar mounting systems produced and delivered in the U.S.

"We're excited to offer our customers improved delivery and service options by opening our second U.S. manufacturing facility and new U.S. corporate headquarters in Shelby, North Carolina," stated Martin Hausner, president of Schletter Inc. [Read more.](#)

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## Fabrics manufacturer to create 129 jobs in Guilford County

Governor Bev Perdue on Aug. 9 announced that Culp Inc., a manufacturer of mattress and upholstery fabrics, will expand its operations in Guilford County. The company plans to create 129 jobs and invest \$450,000 over the next four years in Stokesdale. Culp expects the total investment could exceed \$900,000 by the end of the project. The project was made possible in part by an \$82,560 grant from the One North Carolina Fund. The N.C. Department of Commerce's [Bernard Torain](#) was the developer on this project.

Culp, headquartered in High Point, is a leading manufacturer of upholstery fabrics for furniture and mattress fabrics for bedding. The company operates as Culp Home Fashions and Culp Upholstery Fabrics. Culp currently employs more than 410 people at facilities in Guilford and Alamance counties. [Read more.](#)



N.C. Department of Commerce Deputy Secretary and COO Dale



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## North Carolina ranks in top 10 for technology

As part of its America's Top States for Business Survey 2012, *CNBC* has ranked North Carolina No. 9 in the [Top 10 States for Technology](#). According to *CNBC*, North Carolina is one of the top states in receiving medical and science grants. Along with Maryland, it was among the top recipients of National Institutes of Health grant dollars. The state also made the top 10 in terms of connectivity.



(Left-right) Charlotte Regional Visitors Authority CEO Tom Murray, Assistant Secretary for Tourism, Marketing and Global Branding Lynn Minges and Greater Charlotte Hospitality & Tourism Alliance President Mohammad Jenatian

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## Minges speaks to Charlotte hospitality group

N.C. Department of Commerce Assistant Secretary for Tourism, Marketing and Global Branding Lynn Minges spoke to more than 250 members of the Greater Charlotte Hospitality & Tourism Alliance last week as the city gears up to host the Democratic National Convention.



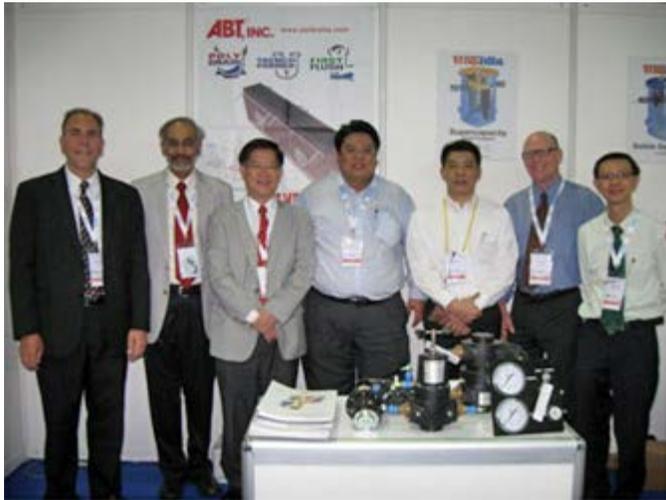
Carroll welcomes CoreNet Global attendees to the state following a pre-recorded video keynote address by Secretary Keith Crisco

## Commerce participates in Carolinas site selection event

On Aug. 8, the CoreNet Global Carolinas Chapter held its annual CoreNet Global Carolinas Mega Event in Charlotte. The theme of this year's event was "Site Selection: Keeping the Carolinas Competitive." N.C. Department of Commerce Secretary Keith Crisco gave a keynote address by video.

"Even in the toughest economy of our lifetimes, North Carolina has garnered national acclaim as leading the way out of the recession and creating a business climate that is the envy of most other states," Crisco remarked.

In addition, participants heard from a panel of influential leaders involved in bringing business to the Carolinas. Commerce Deputy Secretary and COO Dale Carroll was a panelist during a session titled "End-User Experience," which included representatives from Red Hat and Citrix Systems that have chosen North Carolina as home. The panel discussions were moderated by Mike Collins, host of WFAE radio's "Charlotte Talks."



N.C. Department of Commerce Business Development Manager Kuldip Wasson (second from left) and Foreign Trade Representative William Chu (third from left) in Singapore with representatives of Thermaco, Advanced Building Technologies and Fairchild Industrial Products Company

## N.C. companies showcase water technology products in Singapore

Singapore International Water Week 2012 was held last month in Singapore. With more than 750 exhibitors from 104 countries showcasing a wide range of new products and latest technologies, the event brought together hundreds of buyers and sellers to discuss various business opportunities in the field of water technology. A number of new international projects and investments were announced at the show, while business leaders and policy makers discussed challenges and opportunities in water and used water infrastructure plants, networks and mains for major cities. More than 18,500 visitors attended the show which is held every other year.

Three North Carolina companies exhibited at the show and reported strong lead generation and results. These included

## Entrepreneurship summit coming to Asheville

The 2012 N. C. Entrepreneurship Summit will be held Sept. 24-25 in downtown Asheville. The theme of this year's summit is all about "creating a scene." This includes creating a scene in various entrepreneurial sectors (alternative medicine, music, etc.), entrepreneurs creating a scene within their businesses, and creating great scenes for entrepreneurs in communities across the state.

This year's summit features keynote speaker Bootstrap Network Founder Bijoy Goswami, an entrepreneurial philosopher and evangelist known for his ideas on bootstrap entrepreneurship and social modeling in the context of the development of successful organizations.

Members of the N.C. Business Resource Alliance, a virtual organization of business resource providers working to develop a comprehensive network of business services for the state, contribute to the Entrepreneurship Summit. These include the N.C. Rural Center, SBTDC, Small Business Center Network, N.C. Department of Commerce, N.C. Entrepreneurship Center, NC REAL, Good Work and many others. This year Asheville is hosting the summit through the active participation of the City of Asheville and the U.S. Cellular Center.

## Wine & Grape Council completes move to Ag

The N.C. Wine & Grape Council has completed its move to the N.C. Department of Agriculture & Consumer Services, where Justin Furr will continue to market wine tourism. Furr may now be contacted at (919) 715-WINE (9463 - the same phone number as before) or via [justin.furr@ncagr.gov](mailto:justin.furr@ncagr.gov).

[Advanced Building Technologies](#) of Troutman, [Fairchild Industrial Products Company](#) of Winston-Salem and [Thermaco](#) of Asheboro. N.C. Department of Commerce Business Development Manager Kuldip Wasson and Trade Representative William Chu participated in the event to facilitate North Carolina exports and to assist the companies in forming alliances and partnerships with foreign buyers.

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## Spruce Pine manufacturer hits net zero electricity use milestone

Highland Craftsmen Inc., a small poplar bark shingle manufacturer in Spruce Pine, recently achieved the energy efficiency milestone of net zero electricity use with funds provided through the U.S. Energy Department's State Energy Program under the American Recovery and Reinvestment Act. The owners, Marty and Chris McCurry, installed photovoltaic panels at their manufacturing plant to generate electricity, and they upgraded controls, piping and flooring to improve the operation of three natural gas kilns that dry locally purchased wood. The grants were provided by the N.C. Department of Commerce's Green Business Fund using Recovery Act SEP funds and were administered by the N.C. Energy Office.

The energy efficiency upgrades will help the company produce its [Bark House](#) brand siding with net zero electricity use, which means the operation will produce at least as much electricity as it uses in one year. The solar installation will decrease Highland Craftsmen's electric bills by \$6,000 per year, enabling the company to sell the excess power back to the grid. The kiln upgrade, which is expected to improve kiln efficiency by 40 percent, will account for \$5,000 in energy savings.

Depending on the seasonal needs, Highland Craftsmen employs anywhere from 14 to 70 staff members and buys locally sourced materials from more than 700 vendors. Chris McCurry reports that 90 percent of all of the company's raw materials are purchased within a 100-mile radius and 100 percent are purchased within a 500-mile radius of the manufacturing plant. [Read more.](#)

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*N.C. Museum of Natural Sciences' new Nature Research Center in Raleigh*

## Nature Research Center a 'perfect example' of green design

The new Nature Research Center at the N.C. Museum of Natural Sciences, which is on track to have more than 1 million visitors in 2012, has quickly become a hit for those looking to take an educational trip in downtown Raleigh. And while the exhibits are what generate the most excitement, the behind-the-scenes features - all the way down to the materials that were used to build the wing - are what make the building a perfect example of green construction. The rooftop terrace is a prime example, serving as both a nice place to take a break and a hub for many of the Nature Research Center's environmentally friendly design features.

[Nature Research Center a 'perfect example' of green design](#) (*WRAL.com*, Aug. 3)

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## Nanomanufacturing conference coming to Greensboro tomorrow

North Carolina's Joint School of Nanoscience & Nanoengineering, the Center of Innovation for Nanobiotechnology, the NanoBusiness Commercialization Association, and the N.C. Aerospace Alliance have joined forces to bring global technology and business leaders together for the [Nanomanufacturing Conference](#) tomorrow (Aug. 15) in Greensboro.

The Nanomanufacturing Conference is for any



## CLT, light rail prepare for DNC influx; CRVA hosts job fair

Three hundred extra taxis and 1,000 additional rental cars at the airport, beefed-up numbers of bag-check agents, and greeters helping shepherd new riders onto the city's light rail - Charlotte-area officials are preparing for the massive influx that will accompany the Democratic National Convention. Keeping traffic and people moving across the city - and especially at chokepoints such as the airport and light rail - will be crucial as some of the country's most powerful people flood into Charlotte. The official convention runs Sept. 4 to Sept. 6, with a large kick-off event uptown open to the public on Sept. 3.

In addition, the Charlotte Regional Visitors Authority recently held a job fair aimed at filling remaining part-time jobs for the DNC. The job fair allowed interested workers to fill out applications and be interviewed in a range of different part-time jobs during the convention, including food and beverage, concessions and event staffers. Interviews were done on a first come, first serve basis. The convention is expected to bring 35,000 to Charlotte, including 15,000 media members and 6,000 delegates.

[Charlotte Douglas airport, light rail prepare for DNC influx](#) (*Charlotte Observer*, Aug. 3)

## Harrah's Cherokee Casino & Hotel hiring 500 new employees

In an area of North Carolina where there's historically high unemployment, there's good news. Harrah's Cherokee Casino & Hotel is actively recruiting 500 new workers to staff the newly-expanded resort, which expects to be offering live table games no later than Aug. 16.

"We're pleased to announce that we're hiring 25 percent more employees than originally forecast," said Michell Hicks, principal chief of the Eastern Band of Cherokee, which owns and operates the property. "These are high-paying jobs averaging \$60,000 a year in wages and benefits. That equates to a \$30 million infusion into the regional economy in western North Carolina."

Harrah's Cherokee Casino & Hotel will have 100 traditional games available by late November along with a new 18,000-square-foot spa. "The new, expanded complex will be a world-class resort, entertainment and tourist destination," said Harrah's Senior Vice President and General Manager, Brooks Robinson.

[Harrah's Cherokee Casino to hire 500, add live games](#) (*Charlotte Business Journal*, Aug. 9)

company that wants to understand the science and technology that will drive the manufacturing renaissance in America.

"This conference provides cornerstone fundamentals for the future of our economy, and provides a road map for how to bring lost manufacturing jobs back to America," said co-host Griffith Kundahl, executive director of COIN.

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

### Jan. 1 - Aug. 14, 2012

<b>New projects assigned:</b>	257
<b>Projects announced:</b>	79
<b>Jobs announced:</b>	9,787
<b>Capital investment announced:</b>	\$2.28B
<b>Industry visits by existing industry staff:</b>	795
<b>Calls to Business Link N.C.:</b>	12,542

## N.C. in the News

### This Week's Highlights

- [Hub for startups in Raleigh](#) (*Triangle Business Journal*, Aug. 9)
- [Bonded Logistics to hire 20 at new Concord warehouse](#) (*Charlotte Business Journal*, Aug. 9)
- [Sabo USA plans to add 12 jobs](#) (*Lincoln Times-News*, Aug. 8)
- [In spite of tough economy, North Carolina tourism is up statewide](#) (*WHQR*, Aug. 7)
- [N.C. State opens greenhouses in Kannapolis](#) (*Charlotte Business Journal*, Aug. 7)
- [Mocksville's Avgol brings on fourth production line](#) (*Winston-Salem Journal*, Aug. 7)
- [More hiring at Clearwater Paper](#) (*Gaston Gazette*, Aug. 7)
- [US Deputy Secretary of Labor tours CPCC mechatronics lab](#) (*News 14*)

Carolina, Aug. 5)

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