

syncTM Weekly highlights from the North Carolina Department of Commerce

Governor McCrory Signs Job-Promoting Legislation That Cuts Government Red Tape

Governor Pat McCrory signed on Aug. 23 the Regulatory Reform Act (HB 74), common sense legislation that promotes job creation in North Carolina by cutting burdensome regulations and government red tape.

"For decades, Democrats have stifled small businesses and job creators with undue bureaucratic burden and red tape. We have more than 22,000 rules on the books in state government and this is unacceptable," said McCrory. "This common sense legislation cuts government red tape, axes overly burdensome regulations and puts job creation first here in North Carolina. Signing the Regulatory Reform Act into law today is another step toward making North Carolina more friendly to job creators."

This legislation empowers the McCrory Administration to review, revise and repeal outdated and burdensome regulations.

"I am especially pleased this legislation gives job creators the ability to provide a preference to veterans and spouses of disabled veterans for employment," added McCrory.

[Read more.](#)



Decker Continues Rural Listening Tour in

Stable Trading Company to Create 45 Jobs in Robeson County

Governor Pat McCrory and N.C. Commerce Secretary Sharon Decker announced on Aug. 23 that Due Process Stable Trading Company LLC will locate a new manufacturing facility in Robeson County. The company plans to create 45 new jobs and invest \$1.37 million over the next three years in Lumberton. The N.C. Department of Commerce's [Ken Allen](#) was the developer on this project.

"Manufacturers like Due Process know that my administration is committed to growing the manufacturing industry in North Carolina," said McCrory. "We must continue to support the manufacturing industry through our strategic investments in workforce development, education and infrastructure."

Due Process Stable Trading Company is focused on the luxury arena with a wholesale product line that includes intricate hand-knotted rugs, hand-tufted rugs, needlepoint pillows, art and antique reproduction furniture. In addition to the rarefied area of custom design, the company sells to high-end specialty rug and furniture stores.

"Due Process LLC's decision to locate this facility in Robeson County is a big win for the region and state," said Decker. "Our commitment to spurring economic growth continues to bring good-paying, high-skilled jobs for North Carolina families."

Salaries will vary by job function, but the average annual wage for the new jobs will be \$41,941 plus benefits. The Robeson County average annual wage is \$28,360.

"DPSTC looks forward to moving its main warehouse facility to Lumberton," said David D. Grasse, DPSTC's president. "We will be looking for qualified hard working individuals to form a new team to assist in our future growth."

The project was made possible in part by a performance-based grant from the [One North Carolina Fund](#) of up to \$40,000. The One NC Fund provides financial assistance, through local governments, to attract business projects that will stimulate economic activity and create

Scotland County

On Aug. 21, N.C. Commerce Secretary Sharon Decker spent the day visiting Scotland County, touring the county's Small Business Innovation Center in Laurinburg, Richmond Community College, St. Andrews University's Early College & Equestrian Center and Thomas Walton Manor, plus downtown Laurinburg and its city hall. Decker met with city and county officials, state legislators, local business leaders, members of the public, the board of the Scotland County Economic Development Corporation and its director, Greg Icard.

During a question-and-answer session with about 50 attendees, Decker said that she wants "to get rural North Carolina back into the eye of the storm" with regard to industrial recruitment and job creation.

Prior to delivering her remarks on rural priorities in the economic recovery, Decker was presented with a binder filled with information on "TARGET Scotland County/Laurinburg," a business recruitment initiative formed from recent joint discussions between local business, tourism and economic development officials and residents.

By taking advantage of what she called "an opening window of opportunity," Decker said that the state is set to cash in on its reputation as a historical textile center and benefit from the return of manufacturing jobs to the U.S.

With the convergence of "a lot of energy and resources" to recruit big industry to North Carolina and the increase in both labor and fuel costs overseas, areas like Scotland County with large unemployed labor pools should be in a "sweet spot," she said.

[Decker: Rural N.C. a priority](#) (*The Laurinburg Exchange*, Aug. 22)

LEAD Releases August N.C. Today

The N.C. Department of Commerce's Labor and Economic Analysis Division has released its [August issue of N.C. Today](#):

July economic data indicate little improvement in state labor market conditions. North Carolina's smoothed seasonally adjusted unemployment rate rose to 8.9 percent in July from 8.8 percent in June. This rate is 1.5 percentage points higher than the national 7.4 percent rate and is tied with Rhode Island's as the third highest state unemployment rate. The North Carolina labor force participation rate fell by 0.2 of a percentage point to 62.0 percent, 1.4 percentage points lower than the U.S. rate. North Carolina online job openings fell by 6,300 in July, according to the Conference Board. Total nonfarm employment rose by 8,200 jobs over the month and by 69,200 jobs over the year.

Nationally, real gross domestic product accelerated to an annual rate of 1.7 percent in the second quarter of 2013, up from 1.1 percent in the first quarter according to the "advance" estimate released by the Bureau of Economic Analysis. This increase primarily reflects growing business investment in structures along with a 5.4 percent upturn in goods exports including civilian aircraft and nonautomotive consumer goods. These were partly offset by slowing consumer spending growth and growing imports. The Conference Board Consumer Confidence Index, which had increased in June, fell slightly in July due to weakening in consumers' economic and job expectations. However, confidence remains well above the levels of a year ago.

new jobs in the state. Companies receive no money up front and must meet job creation and investment performance standards to qualify for grant funds. These grants also require and are contingent upon local matches.



(Left-right) The N.C. Department of Commerce's Division of Tourism, Film and Sports Development was represented at ESTO by Director of Operations & Industry Relations Bryan Gupton, Director of Tourism Marketing Wit Tuttell, Public Relations Manager Margo Metzger, International Marketing Manager Heidi Walters, Visitor Services Program Manager Wally Wazan, with LGA partners Brooks Luquire and Scott Gilmore.

Tourism Division's Print Advertising Receives National Award

The N.C. Department of Commerce's Division of Tourism, Film and Sports Development has won a 2013 Mercury Award from the U.S. Travel Association's National Council of State Tourism Directors for its print advertising campaign. The award was presented on Aug. 20 at the annual Educational Seminar for Tourism Organizations conference. The national award recognizes the North Carolina tourism office for its excellence in print advertising.

"In a crowded field, North Carolina's outstanding efforts to market the state through print advertising took this year's high honor among state tourism peers," said U.S. Travel Association President and CEO Roger Dow. "The campaign does a beautiful job inspiring travel and positioning North Carolina as an ideal destination to explore. Congratulations to all who were involved in its development."

The print campaign showcases iconic elements of the state's captivating beauty. The campaign's three advertisements celebrate the legendary "Shadow of the Bear," the state's rich music traditions in a vibrant downtown Raleigh scene, and the wild Banker ponies of the Coast. The campaign features two-page spreads and single pages, and appears in strategically chosen magazines east of the Mississippi including *Better Homes & Gardens*, *Coastal Living*, *Cooking Light*, *Southern Living*, *Garden & Gun*, *O, The*

Using June data, July's edition of the N.C. State University Index of Leading Indicators posted no change for the month, although it is 2.7 percent higher over the year. Positive gains in initial unemployment claims, manufacturing hours and manufacturing earnings were partly offset by a significant drop in residential building permits. This drop may have more to do with that component's volatility than with signs of a slowing of the state economy, according to Dr. Michael Walden, who developed the index.

Isothermal Textile Services Moves to Spindale

Rutherford County Economic Development recently announced that Isothermal Textiles has purchased the former Watts Regulator building located in Spindale to operate a commercial laundry to serve the health care industry. The facility houses the corporate office, production and distribution operations. Customers in the health care industry, including Rutherford Regional Healthcare Systems, will be able to have their service needs met with this new facility. Rutherford County applied for and received a \$256,000 grant from the N.C. Rural Center Building Reuse and Renovation Program to assist Isothermal Textile with renovations to the facility required to accommodate the new operation. The company's initial investment in building improvements, machinery and equipment is \$2.31 million. The operation currently employs 34 persons. The N.C. Department of Commerce's [Cindy Messer](#) was the developer on this project.

Isothermal Textile Services is a division of WTMC Inc., a company started in Gaffney, S.C. After searching the area for a suitable site, the company determined that closing the Gaffney operation and relocating the business to an existing facility in Spindale was their best option.

"This county wants business," said Isothermal Textile Services CEO Lee Rhyne. "My company had been in Gaffney, but needed to expand to a new location due to space limitations. When I approached Rutherford Regional about performing their linen and laundry service, the leadership there said they wanted to work with me - if I would agree to relocate here. They were intent on helping the local economy grow."

Other partners involved in this project include: Isothermal Planning and Development Commission, Broad River Water Authority, PSNC Energy and the Town of Spindale.

Isothermal Textile Services has hired more than 34 employees for the new facility, which began training/production in Nov. 2012. Additional hiring for Isothermal Textile Services will be handled through the [Division of Employment Security's Forest City office](#). Open positions will be posted as they become available.

Export Education Opportunities Come to Raleigh Next Month

Join the N.C. Department of Commerce's International Trade Division, N.C. District Export Council, SBTDC, U.S. Commercial Service, U.S. Export-Import Bank, U.S. Small Business Administration, and other lead export promotion agencies for [Discover 2013](#), a two-day international business conference designed to help U.S. businesses take advantage of established and emerging export opportunities. This event, Sept. 17-18 at the Marriott City Center in Raleigh, will provide

Oprah Magazine, and *Outside*. The ads include [the VisitNC.com URL](#) to drive readers to the website for inquiries and more information.

"Our tourism ads feature striking visuals and poetic storytelling that highlight some of North Carolina's most distinctive places," said N.C. Commerce Secretary Sharon Decker. "This strategy is rooted in research showing travelers are seeking the next level of vacation - and our state's three diverse regions offer that in spades."

The print campaign contributed to 14 percent growth in visitation for VisitNC.com, North Carolina's strongest market share position since 2009, and a record \$19.4 billion in visitor spending in 2012. All of the state's 100 counties saw increased visitor spending in 2012, which generated nearly 200,000 jobs across the state.



TRAC in Fayetteville drew an assortment of tourism partners

Tourism Division's TRAC Headed To Pinehurst Region, Sept. 5

Tourism-related businesses in Pinehurst and the surrounding regional area will have an opportunity to work with staff of the N.C. Department of Commerce's Division of Tourism, Film and Sports Development to learn about the Division's research, development and marketing services, and discuss best practices in reaching travelers, the media and increasing tourism visitation and spending. The Division's Tourism Resource Assistance Center, a community-based training program designed to help small tourism-related businesses, will be held 10 a.m. - 2 p.m. at Pinehurst Resort on Sept. 5.

TRAC brings the Division's program managers to local communities to discuss the nuts and bolts of working with the Division. The program is designed to help tourism-related businesses engage more fully with programs offered by the Division and its partners. There is no charge to attend, no PowerPoint presentations and no reservation is required.

Representatives from [BLNC](#) and the N.C. Green Travel program will also be on hand to

participants with up-to-date market intelligence, helping them develop practical strategies for exporting their goods and services to new markets around the globe.

This conference is open to all individuals involved in international market development - CEOs and presidents, sales, marketing and business development executives, CFOs, and administrative personnel tasked with global logistics and compliance.

The following day, Sept. 19, the SBTDC and N.C. District Export Council will offer a one-day [Certified Global Business Professional Prep Course](#), also at the Marriott City Center. The CGBP confirms knowledge in international trade and assures that employees are able to professionally practice global business in today's competitive environment.

Sunrise USA locates in Ellenboro

Rutherford County Economic Development recently announced that Sunrise USA has purchased a building and will open its new manufacturing and distribution operation in Ellenboro. The company plans to completely renovate the building and to create eight new full-time positions at this location.

Sunrise USA has been importing and distributing pillows, dog beds, fleece sheets and other associated products at another North Carolina location, but that facility no longer met the company's needs nor allowed for the addition of the manufacturing line to cut, sew and fill a variety of pillows domestically. Sunrise USA sells primarily through its own websites and e-commerce venues.

"We are excited about this project and are appreciative of the support we received from Rutherford County," said Sunrise USA President Dave Fraser. "We looked at a number of other buildings in neighboring locations but the combination of real estate costs, project assistance and a great sense of community led us to Rutherford County. This location will allow us to be more competitive and to further expand our product line."

Sunrise USA has completed its first round of hiring including positions such as director of operations, warehouse manager, production line manager and three sewing positions. Additional positions to be created in the future include warehouse personnel, sample clerks and office personnel. These future positions will be posted and filled through the [Division of Employment Security's Forest City office](#). Fraser stated that he has been very impressed with the quality of the applicants that he has interviewed and hired so far.

Rutherford County has agreed to proceed with a N.C. Rural Center grant application for Building Reuse and Restoration in the amount of almost \$40,000 with a required 5 percent local cash match to be provided by the county.

discuss services they can provide businesses, including strategic planning, assisting with identifying funding sources, and serving as liaisons with other local, state and federal agencies. For additional information on this session, to schedule a specific appointment time or to learn more about scheduling a TRAC visit to your community, contact [Andre Nabors](#) at (919) 733-7502 or [Eleanor Talley](#) at (919) 733-0869.

[State Agency to Meet with Tourism Businesses in Pinehurst](#) (*The Pilot* - Southern Pines, Aug. 23)

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 - August 26, 2013

New projects assigned:	254
Projects announced:	86
Jobs announced:	11,875
Capital investment announced:	\$1.2B
Industry visits by existing industry staff:	833
Calls to Business Link N.C.:	13,320

N.C. in the News

This Week's Highlights

- [Funding continued for nanobiotech center in Greensboro](#) (*The Business Journal of the Greater Triad*, Aug. 22)
- [Local company hiring hundreds - focused on new college grads](#) (wbtv.com, Aug. 22)
- [Chemical firm Cheminova expanding at RTP headquarters building](#) (*Triangle Business Journal*, Aug. 21)
- [To assist Ruger, Rockingham college to launch machining program](#) (*The Business Journal of the Greater Triad*, Aug. 20)
- [Yodle expanding Charlotte office, adding jobs](#) (*Charlotte Business Journal*, Aug. 20)
- [Continental to add 40 jobs](#) (*Citizen-Times* - Asheville, Aug. 19)

- [Women create businesses in male-dominant industries](#) (*News & Observer* - Raleigh, Aug. 19)
- [Raleigh gaming studio charts expansion plans](#) (*Triangle Business Journal*, Aug. 19)
- [Surry Community College upgrades machining program](#) (*The Business Journal of the Greater Triad*, Aug. 19)

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