

syncTM Weekly highlights from the North Carolina Department of Commerce



(Left-right) N.C. Secretary of Commerce Keith Crisco and Hospira Vice President for Rocky Mount Operations Marty Nealey at last week's groundbreaking ceremony.

Pharmaceutical manufacturer to create 200 jobs in Nash County

On Aug. 23, Governor Bev Perdue announced that Hospira, a leading provider of injectable medicines and infusion technologies, will modernize and expand the capabilities of its operations in Nash County. The company plans to create 200 additional jobs and make new capital investments for the construction, improvement, upfitting and equipping of existing and new facilities.

The capital investment will be at least \$85 million over the next three years and could grow to be up to \$270 million over the next ten years. The project was made possible in part by a \$645,000 grant from the One North Carolina Fund. The state grant will be based on the company investing \$85 million over the first three years of the project. The N.C. Department of Commerce's [Jason Semple](#) was the developer on this project.

"My first priority is creating jobs," said Perdue. "Hospira knows our highly-skilled workforce and strong business climate have helped the company thrive in North Carolina. It's always great news when existing companies choose to invest new resources in our state. This announcement gives another shot in the arm to the North Carolina economy. "

N.C. economic development community hosts site selection consultants

On Aug. 28, more than 50 site selection consultants gathered at a luncheon at the Waldorf Astoria Hotel in Chicago to hear an update on current business conditions in the state from N.C. Department of Commerce Secretary Keith Crisco and around 20 state economic developers. With 2012 project activity remaining strong, Crisco detailed the many ways North Carolina is meeting the challenging environment and providing companies the competitive advantages they need to thrive in the state. The [Friends of North Carolina](#) sponsored the event.



(Left-right) N.C. Department of Commerce economic developers Dallas Hardenbrook and Bernard Torain hold CiCi Awards for projects they helped bring to fruition.

Two N.C. economic development projects earn 2012 CiCi Awards

For the seventh year, *Trade and Industry Development* magazine has evaluated economic development projects for its CiCi Awards. The awards recognize 30 projects from the past year in two areas: Community Impact and Corporate Investment. Over 700 applications from across the United States were evaluated for the 2012 awards. Governor Bev Perdue and the N.C. Department of Commerce had the honor of announcing two of the winning projects, which

Hospira is the world's largest generic injectable pharmaceutical manufacturer. The company's products are used by hospitals, outpatient clinics and other healthcare sites, such as clinics and home-health facilities. The company currently has about 2,400 employees at its Rocky Mount facility.

Salaries will vary by job function, with new positions including technical, supervisory, production and support roles. The average annual wage for the new jobs will be \$51,780, plus benefits. The Nash County average annual wage is \$34,112. [Read more.](#)

[Hospira expansion great news for area](#) (*Rocky Mount Telegram*, Aug. 23)



N.C. Department of Commerce Deputy Secretary and COO Dale Carroll kicks off the N.C. Aerospace Suppliers Conference (photo courtesy of the N.C. Military Business Center)

N.C. aerospace supplier conference held in High Point

On Aug. 14, the [2012 N.C. Aerospace Suppliers Conference](#) was held in High Point. Keynote speakers included U.S. Senator Richard Burr and Dr. Don A. Kinard, senior technical fellow for Lockheed Martin and deputy for the F-35 fighter production system. N.C. Department of Commerce Deputy Secretary and COO Dale Carroll kicked off the conference with an update on Commerce's activities and introduced Burr.



(Left-right) N.C. Department of Commerce Charlotte Region

were among the many economic development projects announced in North Carolina in 2011.

Semprius, Inc. in Vance County (Commerce developer Bernard Torain) was recognized with a Community Impact Award and Horsehead Corporation (Commerce developer Dallas Hardenbrook) in Rutherford County earned the Corporate Investment Award. Combined, the companies are creating more than 500 jobs and investing about \$440 million. The developers received their certifications on Aug. 27.

The CiCi awards feature the largest corporate investment projects. They also recognize projects that may not involve large investments, but notably impacted communities. For the Community Impact Awards, the influencing factor is how the investment will make a difference in the betterment of the community. [Read more.](#)

Minges shares ways to embrace, expand tourism to Chowan County leaders

N.C. Department of Commerce Assistant Secretary for Tourism, Marketing and Global Branding Lynn Minges spoke with Chowan County leaders about ways to maximize the impact of tourism at a luncheon meeting in Edenton on Aug. 21. She led a discussion about ways to embrace and expand tourism as an economic development strategy, stressing communication, collaboration and cooperation.

Minges demonstrated the Chowan County area's growth in tourism by reviewing local and statewide visitor spending, employment, payroll, and tax revenue over the last decade with the audience. She also reviewed the Division of Tourism, Film and Sports Development's marketing programs and objectives. The Edenton Chowan Partnership sponsored the event at the county's Historic Courthouse in Edenton.



N.C. Department of Commerce Office of Science & Technology Executive Director John Hardin speaking at the ClearSense Properties grand opening in Durham

Developer Ron Leitch, Pate Dawson CEO Mac Sullivan, Pate Dawson President David Stansfield and Statesville Regional Development President Mike Smith

Pate Dawson breaks ground on new distribution facility

Pate Dawson, a Goldsboro-based food distribution company, broke ground on its new Statesville distribution facility on Aug. 20. The 127-year-old, family-owned firm announced in December the purchase of the 63,000-square-foot Statesville speculative building, and will add an additional 42,000 square feet while upfitting the facility. The company will create 49 jobs when it begins operations next spring, distributing frozen foods and other products to commercial and institutional customers in western North Carolina and beyond. The company currently operates in 14 states and is the country's largest privately-owned institution foods distributor. The State of North Carolina is supporting the project with a One North Carolina grant. The N.C. Department of Commerce's [Ron Leitch](#) was the developer on the project.

[Pate Dawson could grow to 76 jobs in Statesville](#) (*Charlotte Business Journal*, Aug. 20)

North Carolina's export industry thriving in 2012

The U.S. Department of Commerce's International Trade Administration announced recently new export data that shows North Carolina merchandise exports increased 5 percent in the first half of 2012 compared to the same period in 2011, growing from \$13.4 billion to \$14 billion.

"This is great news for our state as North Carolina continues to thrive as a global economic leader," said Governor Bev Perdue. "Nearly 350,000 jobs are supported by exports and trade with hundreds of small- and medium-sized companies in the state conducting business internationally. International exports are an important segment of North Carolina's overall economy and this growth will aid in our recovery from the economic recession."

According to the ITA, North Carolina's merchandise export sales for the first half of 2012 outpaced the 2011 figures for the same period in many top destinations, including Saudi Arabia (up 60 percent), Brazil (37 percent), Mexico (20 percent), Canada (15 percent), and Belgium (14 percent). Key merchandise export categories include chemicals, machinery manufactures, transportation equipment, computer and electronic products, and textiles. [Read more.](#)

[N.C. product exports on the rise](#) (*News 14 Carolina*, Aug. 21)

Opportunities remain to join the North Carolina pavilion at AUSA

The Association of the U.S. Army Annual Conference and Expo in Washington, D.C. brings together the nation's top military decision makers and companies supplying the defense sector. Last October, more than 36,000 people attended this signature conference. For the second year in a row, North Carolina will be exhibiting at the show as a way to market the state's assets, companies and resources to this important audience. This year's conference will be held Oct. 22-24 at the Walter E. Washington Convention Center.

Green business fund grantee holds grand opening

On Aug. 17, ClearSense Properties LLC in downtown Durham held its grand opening. ClearSense Properties is a partnership of the owners of three businesses -- Clear-Vue Glass, Studio B Architecture and BuildSense, all located on the site. In July 2011, ClearSense Properties won a \$480,205 grant provided by the N.C. Department of Commerce Office of Science and Technology's Green Business Fund, funded with American Recovery and Reinvestment Act money via the N.C. Energy Office.

The grant greatly helped to off-set a large part of the project's \$788,370 energy retrofit that included energy efficiency and renewable energy measures on a 67-year-old building in downtown Durham. Formerly a Tire King garage, the 12,000-square-foot building is now solar- and wind-powered and is expected to be 50 percent more energy efficient than a similar conventional commercial structure. The building also will generate clean energy to cover 37 percent of its remaining needs. Excess energy will be sent onto the grid in a trade with Duke Energy.

Office of Science & Technology Executive Director John Hardin spoke at the ribbon cutting.

"ClearSense Properties is talking the talk, walking the walk, and building the build when it comes to green," said Hardin during his remarks. [Learn more.](#)



Chapel Hill Creamery's Portia McKnight (left) talks to farm participants about the cheeses the creamery produces in Chapel Hill

Writers experience Piedmont farm-to-table tour

The N.C. Division of Tourism, Film and Sports Development, in concert with Greater Raleigh CVB, Durham CVB and Chapel Hill/Orange County VB, last week hosted a Farm-to-Table press trip for a select group of national and regional journalists. Media attending the trip included writers and editors from publications such as *The Oprah Magazine*, *National Geographic Traveler* and *Travel Girl* magazine. The group explored the deep-

Companies and other organizations interested in reaching this vital audience are invited to join the North Carolina pavilion as a sponsor and co-exhibitor. Pavilion sponsorships are \$5,000 and provide complete access to the conference, a dedicated kiosk within the state exhibit area, signage within the pavilion and a listing in the show directory. Access to a North Carolina reception is also included.

The North Carolina pavilion at AUSA is made possible thanks to a partnership between Wake County Economic Development, Fort Bragg Regional Alliance and the N.C. Department of Commerce. For information on becoming an AUSA sponsor, contact Wayne Watkins at Wake County Economic Development at (919) 664-7043 or at wwatkins@raleighchamber.org.



(Left-right) N.C. Department of Commerce Legislative Affairs Director Rita Harris, Monroe Economic Development Assistant Director Ron Mahle and Director Chris Plate and Commerce European Investment Director Martyn Johnson

B&I team meets with partners from Monroe

Staff from Monroe Economic Development gave an update on economic development activities in their city during a meeting with the N.C. Department of Commerce's Division of Business & Industry Development. The meeting took place at the Commerce Department's main office in Raleigh on Aug. 27.



Chapel Hill, Cary get kudos from *Money*

rooted connections between award-winning restaurants, artisan food producers, craft brewers and others who make North Carolina a leading state for culinary travel.

Throughout the year, the Division hosts domestic and international travel writers on group and individual trips to generate positive editorial coverage of the state. Media visits and other Division efforts contributed to generating nearly 1,000 stories with an advertising value of about \$11 million during the past year. For more information on similar press trips, contact Public Relations Manager [Margo Metzger](mailto:Margo.Metzger@commerce.nc.gov) at (919) 733-7420.

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. 28, 2012

New projects assigned:	274
Projects announced:	79
Jobs announced:	9,787
Capital investment announced:	\$2.28B
Industry visits by existing industry staff:	814
Calls to Business Link N.C.:	13,204

N.C. in the News

This Week's Highlights

- [Charlotte to woo companies in town for DNC](#) (*The Charlotte Observer*, Aug. 28)
- [\\$160 million runway project may ease noise at Charlotte Douglas International](#) (*The Charlotte Observer*, Aug. 28)
- [Auto parts maker plans expansion](#) (*Gaston Gazette*, Aug. 23)
- [MOM Brands to add 50 jobs at Asheboro plant](#) (*Business Journal of the Greater Triad*, Aug. 23)
- [Greensboro, Winston-Salem receive art economic development grants](#) (*Business Journal of the Greater Triad*, Aug. 23)

Two Triangle cities are among the top 100 "Best Places to Live in America" based on a survey of cities with populations between 50,000 and 300,000 by *Money* magazine. Chapel Hill placed 10th and Cary 56th. The annual report is based on "the optimal combination of economic strength, quality health care, low crime, great schools, and lots to do," the magazine says.

The "Best Places" issue went on sale Aug. 24.

[Chapel Hill 10th, Cary 56th on Money's 'Best Places' list](#)
(WRAL, Aug. 20)

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