

syncTM Weekly highlights from the North Carolina Department of Commerce



Absorbent Hygiene Products Manufacturer to Locate North American Operations Center in Pitt County

Governor Pat McCrory and N.C. Commerce Secretary Sharon Decker announced on Sept. 13 that Domtar Corporation, a pulp, paper and absorbent hygiene products manufacturer, marketer and distributor, will expand its facility in Pitt County. The company plans to create 35 new jobs and invest \$100,000 over the next three years in Greenville. This expansion is in addition to the approximately \$20 million of capital already invested in the region by Domtar during the past two years. The N.C. Department of Commerce's Jason Semple was the developer on this project.

"Domtar has found a perfect fit for its Personal Care division's North American Operations Center right here in Greenville," said McCrory. "Their expanded presence will strengthen eastern North Carolina's reputation for having a talented workforce. Domtar can be an example to others of the strong talent pool and attractive quality of life that characterizes Greenville, Pitt County and all of eastern North Carolina."

Domtar, and its wholly owned subsidiary, Attends Healthcare Products of Greenville, decided to locate their North American operations center in Pitt County. The move will create 35 finance and accounting positions.

"Companies like Domtar know North Carolina's skilled workforce gives them a competitive edge," said Decker. "Our state must continue to support growing our existing



Governor McCrory speaking at the Pro Refrigeration grand opening in Mocksville

Governor McCrory Celebrates Grand Opening of Pro Refrigeration

On Sept. 10, Governor Pat McCrory attended the grand opening of Pro Refrigeration, a manufacturer of refrigeration systems that has opened its East Coast production facility in Davie County. The N.C. Department of Commerce's [Bernard Torain](#), who attended the event, was the original developer on this project.

"I'm proud to be here on this exciting day as Pro Refrigeration begins their operations in North Carolina," said McCrory. "It is great to see North Carolina competing to bring jobs here from other states. It is also encouraging because when you look at the five-year plan for Pro Refrigeration, you can see a company that will continue to expand and grow."

Pro Refrigeration is a privately-held company that designs, manufactures and distributes state-of-the-art refrigeration systems for the dairy, winery, food processing, medical and craft brewing industries. The company currently has more than 50 employees operating from its headquarters in Washington and Georgia sales office.

Pro Refrigeration plans to create 85 jobs over five years and invest \$4.9 million in Mocksville.

The project, which was originally announced Feb. 20, was made possible in part by a performance-based grant from the [One North](#)

businesses through investments in education, job training programs and critical infrastructure."

Salaries will vary by job function, but the average annual wage for the new jobs will be \$52,000 plus benefits. The Pitt County average annual wage is \$33,769.

"As a wood fiber innovation company with a global sales footprint in pulp, paper and absorbent hygiene products, North Carolina is a big part of our growth story," said Domtar President and CEO John D. Williams. "With a fluff pulp mill and bio-chemical plant in Plymouth, a personal care manufacturing facility in Greenville, as well as our global personal care headquarters in Raleigh, this state is a symbol of Domtar's past and future working together for long-term prosperity."

The project was made possible, in part, by a performance-based grant from the [One North Carolina Fund](#) of up to \$70,000. The One NC Fund provides financial assistance, through local governments, to attract business projects that will stimulate economic activity and create 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.

Other partners that assisted with this project include: N.C. Community Colleges, Pitt County Development Commission, Pitt County and the Pitt County Committee of 100. [Read more.](#)



(Left-right) AdvantageWest President & CEO Scott Hamilton, Mitchell County Chamber of Commerce Executive Director and AdvantageWest Board of Directors Treasurer Shirley Hise, N.C. Commerce Secretary Sharon Decker, Transylvania County Planning & Economic Development Director and Member of the AdvantageWest Board of Directors Mark Burrows, and N.C. Department of Environment and Natural Resources Assistant Secretary for Natural Resources Brad Ives

Decker Speaks to WNC Economic Developers

On Sept. 12 at the offices of [AdvantageWest Economic Development Group](#) in Fletcher, N.C. Commerce Secretary Sharon Decker spoke to a group of about 40 economic development professionals and allies from around the 23-county region at the quarterly meeting of the group's Economic Developers Advisory Council. N.C. Department of Environment and Natural Resources Assistant Secretary for Natural

[Carolina Fund](#) of up to \$75,000. The state grant will be based on the company creating 58 jobs and investing \$3.6 million over the first three years of the project.

Read the original announcement [here](#).

[Pro Refrigeration Inc. officially open for business in Mocksville](#) (WGHP-TV, Sept. 10)

N.C. Commerce Crosses the State on Listening Tours this Fall

Throughout the months of September through November, N.C. Commerce Secretary Sharon Decker and Tony Almeida, Governor McCrory's senior advisor on jobs and the economy, will be traveling across North Carolina to hear first-hand from business owners, economic development professionals, elected officials and other stakeholders.

Invitations and details will be issued two weeks prior to each Listening Tour event. Due to venue limitations, invitations will be sent directly to individuals whose presence is requested. Though the Listening Tour team is unable to extend an open invitation, the team values your input and would like to hear from you.

The team is eager for your thoughts and ideas on priorities for North Carolina's 10-year Economic Development Plan. The team is interested in the barriers and threats to progress and the opportunities you see for economic growth. The group wants to know which tools you feel are needed in order to help grow our economy in the most effective way. [Please complete the form on our website to submit your feedback.](#)



Assistant Secretary for Rural Economic Development Pat Mitchell

Mitchell To Lead Rural

Resources Brad Ives also spoke to the council.

Decker presented an overview of plans for the new Economic Development Partnership of North Carolina and also spent time answering questions from attendees. She reiterated her commitment to Western North Carolina, reminding the group that she herself is from the region.

[Economic activity rises in western N.C.](#) (*News & Record* — Greensboro, Sept. 7)

94,000 Users Visit NCWorks Online during First Month

One month after its launch, [NCWorks Online](#) is already connecting talented citizens with North Carolina's employers.

NCWorks, operated by the [N.C. Division of Workforce Solutions](#), received more than 80 million hits during the month of August. It has registered more than 8,000 new job seekers and more than 1,000 new employers. During its first month, NCWorks had 94,000 new and returning individual users, compared to the 25,000 users in July on N.C. JobConnector, which was replaced by the new website. User accounts that were previously registered with the N.C. JobConnector were automatically transferred to the NCWorks site.

"NCWorks is an exciting and essential tool that will help put our citizens back to work and strengthen the businesses that are so vital to our economic health," said N.C. Commerce Secretary Sharon Decker. "I'm confident this system will continue to make a lasting, positive impact on North Carolina."

Developed by the Florida-based company Geographic Solutions, NCWorks offers job seekers advanced job-matching tools that will match their current skills with what is required by employers and allow users to study the labor market trends, including projections for wages and future employment prospects, for the positions they seek. Job seekers can search through job posts pulled from thousands of websites and receive alerts through e-mail and text message.

NCWorks users can learn how citizens in various occupations advanced their careers from their previous job and discover other occupations that are similar to their current industry. Assistance for writing resumes and preparing for job interviews is also available. Employers can analyze real-time information on the labor market and post job openings at no cost.

"The popularity of NCWorks demonstrates there is a real need in this state for a technologically advanced and efficient system that connects employers with talented job seekers," said Assistant Secretary of Workforce Solutions Roger Shackelford. "We're proud to offer this service to North Carolina."

Economic Development Division

N.C. Commerce Secretary Sharon Decker announced on Sept. 13 that Dr. Patricia Mitchell will become the Assistant Secretary for Rural Economic Development at the N.C. Department of Commerce.

Mitchell will oversee the newly created Rural Economic Development Division, which includes three programs being transferred from the N.C. Rural Economic Development Center. These programs will provide assistance for building reuse and restoration, water and sewer infrastructure, and economic innovation in rural communities. The Division of Community Assistance, NC Broadband, Main Street and the Appalachian Regional Commission will also be consolidated into the new rural division.

"We're excited that Pat Mitchell will lead our efforts to promote economic growth in rural counties across North Carolina," said Decker. "Governor McCrory and I are committed to supporting our rural communities through targeted investments that create jobs and improve key infrastructure."

Mitchell is an adjunct faculty member at Appalachian State University, Nova Southeastern University and N.C. State University. She was also an assistant professor at East Carolina University. Mitchell has taught undergraduate and graduate level courses in public administration, grant management and economic development policy. She served as the county manager and director of economic development for Ashe County. In addition, Mitchell is an instructor at the N.C. Rural Center Rural Economic Development Institute and the UNC School of Government.

"Pat has the ideal combination of professional experience, policy expertise and passion for rural North Carolina that we need to lead this new division," said Decker. "As a former county school board member, university professor and instructor, she also understands the important connection between education and economic development."

Mitchell served on the N.C. Rural Economic Development Center Board of Directors from 2007 to 2013. She was also a member of the five-person committee that worked to transition three N.C. Rural Center grant programs to the N.C. Department of Commerce, as outlined in the state budget. She currently serves in leadership roles on the N.C. Economic Developers Association Board of Directors and Local Developers Advisory Council for the AdvantageWest Regional Economic Development Group.

Mitchell received her doctorate and master's degrees in Public Administration from the University of Georgia. She has a bachelor's



(Left-right) N.C. Department of Commerce Foreign Operations Director Derek Chen with Cane Creek Cycling Components' Holly Colson, Malcolm Hadley, John Otis, Scott Sonnone, and Chris Strout

International Trade Division Participates in Eurobike Show in Germany

The world's largest cycling-specific trade show was held in Friedrichshafen, Germany last month. The Eurobike show had more than 1,250 exhibitors from 111 countries with more than 1,800 members of the media. Recognizing the enormous global reach and impact of the cycling industry, German Chancellor Angela Merkel opened the show on Aug. 28.

For the first time ever, the N.C. Department of Commerce's International Trade Division participated in Eurobike. Foreign Operations Director Derek Chen was pleased to showcase a number of outstanding North Carolina companies including: Industry Nine of Asheville, Cane Creek Cycling Components of Fletcher, Glide Bikes of Wilmington and DeFeet of Hildebran. The show provided each of these companies an opportunity to better understand the ever-changing industry market forces throughout Europe, as well as the chance to interview new potential distributors, retailers and joint venture partners throughout Europe while solidifying relationships with existing partners.

Special recognition is due to the Small Business Administration, which contributed to exhibitor costs through its State Trade and Export Promotion Grant Program.



Eden Named Official Retirement Community

The N.C. Department of Commerce announced on Sept. 11 that Eden has been designated as a [N.C. Certified Retirement Community](#). The N.C. General Assembly established the program in 2008 to designate communities that offer unprecedented quality of living that is desirable to retirees.

degree in English and Language Arts from Berry College. Mitchell also holds a Certified Economic Developer distinction through the International Economic Development Council.



(Left-right) Charlotte Chamber Senior Vice President of Economic Development Jeff Edge, Mecklenburg County Economic Developer John Allen, N.C. Department of Commerce Existing Industry Specialist Uconda Dunn, Cedar Fair COO Richard Zimmer, and City of Charlotte Development and Investment Manager Peter Zeiler

Cedar Fair Announces Significant Expansion of Carowinds

Cedar Fair Entertainment Company, a leader in regional amusement parks, water parks and active entertainment, announced on Aug. 26 at the Charlotte Chamber's Board of Advisors meeting a multiyear expansion project for its Carowinds amusement park located in Charlotte. The N.C. Department of Commerce's [Uconda Dunn](#) was the developer on this project.

The company plans to make a multiyear investment of more than \$50 million and will create 15 new full-time jobs and an additional 270 seasonal jobs over the next few years. Cedar Fair recently opened a regional corporate office in Charlotte.

"The continued growth in the Charlotte market presents a unique opportunity for our Carowinds amusement park, which we believe is ready for record-breaking attractions," said Cedar Fair Chief Operating Officer Richard Zimmerman. "Over the next few years, we intend to make several significant investments in both the amusement and water park areas, including new rides and attractions, new and upgraded food locations, and general infrastructure improvements. We plan to expand the capacity of Carowinds in all areas to appropriately serve its market and provide

"This designation will be a valuable economic development tool for the City of Eden and its residents," said N.C. Commerce Secretary Sharon Decker. "The people of Eden recognize the valuable contributions that retirees can make to the overall enhancement of their community."

"North Carolina is experiencing a healthy in-migration of retirees to the state, and this program aims to attract retirees and persuade them to put down roots here," said Director of Tourism Marketing Wit Tuttell.

To gain certification, a local government must submit an application that includes a comprehensive community survey and assessment tool that spans numerous dimensions reflective of the city's readiness for retiree attraction. Ratings criteria include:

- Demographics
- Housing/Technology
- Healthcare
- Local Economy
- Leisure/Cultural Opportunities
- Services for Retirees
- Community/Education/Military

"Eden's rivers, small town friendliness and proximity to the mountains and beaches make it an attractive community for retirees," said Eden Mayor Pro-Tem Wayne Tuggle. "There are places in this country that will simply not be affordable for retirees, and we want to show them an alternative place to spend their golden years."

The N.C. Department of Commerce accepts applications for the Certified Retirement Community Program in January and July of each calendar year. Eden, which submitted its application last July, was noted for its many local amenities that are attractive to retirees. Communities with this official designation receive marketing and promotion assistance from the department's Division of Tourism, Film, and Sports Development.

North Carolina previously named the following cities as Certified Retirement Communities: Lumberton, Asheboro, Marion, Sanford, Mount Airy, and Pittsboro. [Read more.](#)



USGA Hopes to 'Elevate' U.S. Women's Open in 2014 at Pinehurst No. 2

The U.S. Golf Association hopes to "elevate" the 2014 U.S. Women's Open by conducting it at Pinehurst No. 2 the week after the U.S. Open concludes at the same venue. The

our guests with a 'Best Day of Summer' experience each and every time they visit our park."

"We are pleased that Cedar Fair has chosen Carowinds for this expansion," said Charlotte Chamber President Bob Morgan. "These added attractions will solidify Carowinds' position as the top regional amusement park in the southeastern United States, enhancing the customer experience and strengthening the tourism sector of the Charlotte economy."

Other partners in this project include: the City of Charlotte, Mecklenburg County and the N. C. Department of Transportation. [Read more.](#)

[Mega-slides coming as a part of \\$50M additions to Carowinds](#) (*Charlotte Business Journal*, Sept. 9)



(Left - right) ERD Ltd Vice President Tom Robinson and President Glenn Flaherty, Foreign Trade Representative William Chu, Kyma Technologies Sales Engineer Tamara Stephenson, and N.C. Commerce Director of Technology Business Development Kuldip Wasson in Shenzhen, China

ITD Promotes N.C. Companies at China Expo

The [N.C. World Trade Association. Cape Fear chapter](#) is pleased to present a business luncheon with guest speaker N.C. Commerce Secretary Sharon Decker on Sept. 17, noon - 1:30 p.m. at the Cape Fear Country Club in Wilmington. Decker will discuss the importance of international trade in North Carolina and the opportunities available to exporters. [For more information and to purchase tickets, click here.](#)

The NCWTA promotes growth of trade between North Carolina and the world by providing education and networking opportunities and advocacy for North Carolinians engaged in exporting, importing and supporting global trade activities.

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

championships will be played in back-to-back weeks next June for the first time. Pinehurst No. 2 hosted the U.S. Open in 1999 and 2005, but has never been the site for the U.S. Women's Open. James Hyler, a former member of the USGA Executive Committee and USGA past president, estimated that about 400,000 people would attend the championships. Hyler was the keynote speaker on Sept. 4 at the Tourism25 Conference hosted by the Pinehurst-Southern Pines-Aberdeen Area CVB in Pinehurst.

Hyler noted that the championships are expected to have a statewide economic impact of between \$140 million and \$170 million and be seen on television by 80 million people worldwide.

"The exposure for Pinehurst and North Carolina is hard to calculate and put a dollar value on," Hyler said. "It's a huge, huge event. The success of 1999 really set the stage for the U.S. Open to come back in 2005 and next year. We knocked it out of the park in 1999 beyond anyone's wildest dream, in terms of merchandise sales, corporate hospitality sales and attendance. In 2005, we set the one-day and weeklong attendance records that still stand. The prior two Opens here have been very successful financially, and we certainly expect that to be the case next year."

Hyler also said he is confident that Pinehurst No. 2 will "be back on the schedule somewhere down the road" as a future U.S. Open site. "The golf course is a worthy test of the world's best players, this is probably the best place we go to in terms of all the room we have here logistically, and we get tremendous support from local and state government," he said. "There are not many places that can check all three boxes."

Questions regarding the N.C. Department of Commerce's developing plans for both U.S. Open events can be directed to David Rhoades in Commerce's Marketing Division at (919) 715-6556 or via email at drhoades@nccommerce.com.

[Hyler: USGA Hopes to 'Elevate' U.S. Women's Open in 2014 at Pinehurst No. 2](#) (*The Pilot* — Southern Pines, Sept. 4)

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 - Sept. 16, 2013

| | |
|--|--------|
| New projects assigned: | 270 |
| Projects announced: | 97 |
| Jobs announced: | 13,097 |
| Capital investment announced: | \$1.3B |
| Industry visits by existing industry staff: | 866 |
| Calls to Business Link N.C.: | 14,460 |

N.C. in the News

This Week's Highlights

- [Brunswick rail park tapped as 'select site' by CSX](#) (*StarNews* — Wilmington, Sept. 12)
- [DeBotech in Mooresville helps Olympic sleds go faster](#) (*Charlotte Business Journal*, Sept. 11)
- [Durham venture fund expanding ops at American Tobacco campus](#) (*Triangle Business Journal*, Sept. 11)
- [Newell Rubbermaid adding 75 jobs in High Point](#) (*The Business Journal of the Greater Triad*, Sept. 11)
- [N.C. economy on the upswing, says UNCC's Connaughton](#) (*Charlotte Business Journal*, Sept. 10)
- [Indian company's call center expanding in RTP](#) (*Triangle Business Journal*, Sept. 10)
- [Krispy Kreme to open first shop in Moscow](#) (*The Business Journal of the Greater Triad*, Sept. 10)
- [Mayodan OKs incentives for Ruger](#) (*News & Record* — Greensboro, Sept. 9)
- [Initiative aims to serve local small businesses](#) (*Lincoln Times-News*, Sept. 9)
- [Extra features on 'Iron Man 3' digital release highlight Port City](#) (*StarNews* — Wilmington, Sept. 8)
- [Great hopes for better hops in N.C.](#) (*News & Observer* — Raleigh, Sept. 8)
- [Major aircraft deals a boon for GE Aviation plant](#) (*StarNews* — Wilmington, Sept. 7)
- [Prayer breakfast speaker: Be still, pray, love yourself and others](#) (*The Dispatch* — Lexington, Sept. 6)

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