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Weekly highlights from the
North Carolina Department of Commerce



(Left to right) N.C. Representative John Torbett, Nussbaum Plant Manager Steve Green, N.C. Department of Commerce Deputy Secretary and COO Dale Carroll, Nussbaum President Steffen Nussbaum, N.C. Representative Bill Current, and N.C. Representative Kelly Hastings at the Nussbaum announcement in Gastonia. (Photo courtesy Gaston County EDC)

Automotive equipment company to locate in Gaston County

On Oct. 29, state and local officials joined with executives of Otto Nussbaum GmbH & Co. KG to announce the company's plans to open a new facility in Gastonia. The company plans to create 83 jobs and invest \$7.6 million dollars over three years in Gastonia. The project was made possible in part by a \$137,000 grant from the One North Carolina Fund. The N.C. Department of Commerce's [Dallas Hardenbrook](#) was the developer on this project.

Nussbaum Lifts, a wholly-owned subsidiary of Otto Nussbaum GmbH, is one of the largest automotive service equipment manufacturers in the world. Nussbaum Lifts is headquartered in Kehl, Germany, although its products have been sold in the U.S. since 1984. The new facility will produce automotive service lifts and house engineering, sales and service operations for the company.

Salaries will vary by job function, but the average annual wage for the new jobs will be \$51,875. The Gaston County average annual wage is \$34,112. [Read more.](#)

[New manufacturer promises 83 jobs for Gastonia](#) (*The Gaston Gazette*, Oct. 29)



From the "60 Minutes" segment

Asheboro featured on '60 Minutes'

The CBS program "60 Minutes" examined the decline and slow recovery of manufacturing in Randolph County during a segment titled "[The Death and Life of Asheboro, N.C.](#)" Reporter Scott Pelley interviewed business owners, a couple that has survived layoffs, and the proprietor of a pickle company that has begun exporting its products to China. Asheboro business leaders, including N.C. Department of Commerce Secretary Keith Crisco, discussed their thoughts on the episode during a segment on WFMY - Greensboro. "'I'm very, very pleased with what we're doing," said Crisco. "It's hope, but it's also results. Good results."

[Asheboro leaders react to "60 Minutes" episode](#) (WFMY - Greensboro, Oct. 28)

Perdue announces federal funds to spur more than \$152M in lending to small businesses

Governor Bev Perdue announced on Oct. 23 that North Carolina received \$15.2 million in its second round of funding from the U.S. Department of Treasury State Small Business Credit Initiative that makes capital available for small businesses throughout North Carolina.

The SSBCI program, an important component of the Small Business Jobs Act that President Barack Obama signed into law in 2010, funds the N.C. Capital Access Program, the N.C. Loan Participation Program and the N.C. Fund of Funds Program. These programs work primarily through traditional lenders, such as

Wood millwork manufacturer to create 170 jobs in Caldwell County

Governor Bev Perdue on Oct. 24 announced that Woodgrain Millwork Inc., a leading producer of wood millwork, will locate a new facility in Caldwell County. The company plans to create 170 jobs and invest more than \$8 million over the next five years in Lenoir. The project was made possible in part by a \$635,000 grant from the One North Carolina Fund. The N.C. Department of Commerce's [Joe Holbrook](#) was the developer on this project.

"My top priority is creating jobs," said Perdue. "Our investments in education and workforce development programs have created a strong business climate that allows manufacturers to thrive in a global economy."

Woodgrain Millwork is a family-owned company headquartered in Fruitland, Idaho. Woodgrain's millwork product lines include moulding, doors and windows. The company currently employs more than 180 people at its facilities in Richmond and Union counties. [Read more.](#)

[170 jobs coming to Hickory area](#) (*Hickory Daily Record*, Oct. 14)



Governor Bev Perdue (center) with "Revolution" cast members Daniella Alonso (left) and Tracy Spiridakos (right) on the set

Perdue visits set of 'Revolution,' stresses film industry's importance

Governor Bev Perdue got a behind-the-scenes glimpse into the world of NBC's "Revolution" on Oct. 18. Perdue met with local film industry leaders, crews and producers of the series at a set in Wilmington. The new drama, which has been filming in the region since July, announced earlier this month that it will film the final nine episodes of its 22-episode first season, extending the show's Wilmington-based shoots from December to March 2013.

Craft services assistant Valerie Robinson, who has worked on various local film and TV productions the past 15 years, told Perdue what it takes to keep crews going during shoots, which can last up to 14 hours per day. "I feed about 100 people, give or take, every day," Robinson said. "I go [to the grocery store] and buy, on average, 45 cases of soda and water and two to three carts of food every day." Perdue praised the community and local businesses for adapting to the industry's needs.

banks and credit unions, by reducing the risks to lenders and allowing lenders to approve some business loans they otherwise could not. Perdue designated the N.C. Rural Economic Development Center to administer the program in all 100 counties. [Read more.](#)

N.C. receives federal grant to increase small business exports

Gov. Bev Perdue announced Oct. 29 that the N.C. Department of Commerce is the recipient of a \$945,000 grant from the U.S. Small Business Administration that will help increase exporting by small businesses over the next year.

The unique partnership between the federal government and the states has enabled the N.C. Department of Commerce International Trade Division staff to work with more than 380 North Carolina companies to help them increase their exports and succeed in the global market. [Learn More.](#)

Research Triangle Cleantech Cluster board adopts acceleration plan

Founding members of the Research Triangle Cleantech Cluster board of directors in October adopted a work plan they hope will propel the region to global prominence in a key emerging area of technology and business development.

"Our region is home to hundreds of cleantech companies that employ thousands of workers," said Ed White, chairman of Field2Base, who is also chairman of the RTCC advisory board and a founding member of the RTCC board of directors. "We see unlimited potential for growth. Our goal is to accelerate that growth by taking steps necessary for our region to become a global leader in cleantech innovation and a top destination for cleantech companies."

Seeds for the region's cleantech cluster were sown in 1954, when Westinghouse moved its electricity meter division from Newark, N.J. to Raleigh. Today, the 13-county Research Triangle Region of North Carolina boasts more than 500 companies, a critical mass of researchers and a range of support organizations involved in supporting economic and technological growth in cleantech-related industries. [Read more.](#)

Perdue said before the tour that local lawmakers and film industry leaders need to do a "good job" letting newly elected lawmakers know that the industry is an economic model that works. The governor estimated that 50 or 60 percent of the General Assembly's lawmakers will be newcomers and won't be familiar with the industry. She also underscored the importance of the film incentive tax program in luring in new productions to the state. "Don't let them repeal the tax credit," she said before the tour. "Local delegations need to appeal to the new leadership as the decisions are being made."

[Crew offers governor chance to see filming's economic impact up close](#) (*The StarNews* - Wilmington, Oct. 18)



Industry partners met one-on-one with tourism division staff at TRAC in Edenton

Northeast partners, businesses meet with tourism division at TRAC in Edenton

More than 30 local and regional tourism businesses met with N.C. Department of Commerce Division of Tourism, Film and Sports Development staff at TRAC (Tourism Resource Assistance Center) earlier this month at the Chowan Golf & Country Club in Edenton. In partnership with the Edenton-Chowan County TDA and North Carolina's Northeast Commission, 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.

"It was a great way to show how our counties regionally come together to reach out and work closely with our state partners - the connection is extremely valuable," said Nancy Nichols with the Edenton-Chowan County TDA.



(Left - right) Advanced Building Technologies International Sales Manager David White, U.S. Department of Commerce Under Secretary Francisco Sanchez, and N.C. Department of Commerce Technology Business Development Director Kuldip Wasson in Atlantic City

N.C. companies learn about export opportunities

[Discover 2012](#), an international business conference designed to help U.S. companies take advantage of emerging export opportunities, took place Sept. 24 - 26 in Atlantic City, N.J. Nine North Carolina companies and the N.C. Department of Commerce's Technology Business Development Director Kuldip Wasson participated in the three-day event. The companies included ERD Ltd of Kernersville, Stay Online of Raleigh, GreenWave of Cary, Beco Holding Company of Charlotte, Advanced Building Technologies of Troutman, GLC Select of Charlotte, Autec of Statesville, Insite Solutions of Wake Forest, and Greenology Products of Raleigh.

During the conference, the North Carolina companies met one-on-one with visiting foreign buyers and trade experts from U.S. Embassies in Central America, India, Iraq, Turkey, Canada, Mexico, and United Arab Emirates. The event helped participants explore untapped markets and evaluate the potential of their products and services in new markets around the globe. Discover 2012 was organized by the Mid-Atlantic District Export Council in co-operation with U.S. Commercial Service.

Carolina Glove Company featured on Fox Business Network

Manufacturing Marvels, an award-winning production narrated by John Criswell, selected Carolina Glove Company of Conover to be featured in an episode aired on Oct. 29 on the Fox Business Network. Manufacturing Marvels spotlights leading American manufacturers, their products, and their manufacturing and quality processes.

"Being selected by Manufacturing Marvels proves that we are recognized as the industry

To learn more about scheduling a TRAC visit to your community, contact [André Nabors](#) at (919) 733-7502 or [Eleanor Talley](#) at (919) 733-0869.

LEAD releases Oct. Economic Overview

The N.C. Department of Commerce's Labor and Economic Analysis Division has released the October edition of the N.C. Economic Overview.

This month in the overview: North Carolina's unemployment rate fell to 9.6 percent while the economy added 100 jobs in September. Online vacancies rose in September, adding a positive note to future growth expectations. Sales of existing homes and average sale price rose in September, continuing this year's upwards trend. Nationally, the unemployment rate fell slightly, as the U.S. economy continues a modest recovery. Anticipation of a better holiday retail sales season, stemming in part from more positive consumer confidence, may lead to stronger GDP growth later in the year. [Read more.](#)



Ribbon cutting at southbound Randolph County Visitors Center

Ribbons cut on visitor centers in 'Heart of North Carolina'

The Randolph County TDA held a ceremonial ribbon cutting on the two Randolph County Visitor Centers on Oct. 24. The TDA has operated the two visitor centers since July 1.

The centers, opened in January 2010 as a public-private partnership, had been run by the N.C. Department of Transportation since the original partnership agreement was terminated by mutual agreement in February 2011.

The Randolph County Visitor Centers are located on either side of Interstate 73/74 one mile south of N.C. Hwy. 705 in Seagrove. N.C. 705 is also known as Pottery Highway for the abundance of potters who have practiced their craft in Randolph and Moore counties for generations. A visit to the potteries makes for a quick, interesting side trip off the interstate. For those short on time, the visitor centers offer beautifully displayed examples of local pottery that give travelers a taste of the experience to entice them to take a slight detour or encourage another trip to the region.

The visitor centers have a low-maintenance, green-friendly

leader in gloves and textiles," said Carolina Glove Company President Robert Abernethy Sr. "This production highlights our unique and innovative American-made products, as well as our stringent manufacturing and quality testing processes."

"Carolina Glove Company employs around 200 people in western North Carolina," stated Robert Abernethy Jr., the fourth generation of the Abernethy family with involvement in Carolina Glove. "We kept our manufacturing in the United States when other 'local' companies decided to move jobs out of our community to Honduras or Mexico."

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 - Oct. 30, 2012

New projects assigned:	332
Projects announced:	111
Jobs announced:	14,018
Capital investment announced:	\$2.96B
Industry visits by existing industry staff:	1,018
Calls to Business Link N.C.:	16,473

N.C. in the News

This Week's Highlights

- [Hatteras, Ocracoke get worst of Hurricane Sandy in N.C.](#) (WRAL - Raleigh, Oct. 29)
- [Tent maker Rainier Industries expands in North Carolina](#) (*Puget Sound Business Journal*, Oct. 25)
- [Battleship had a very good year](#) (*The StarNews* - Wilmington, Oct. 25)
- [Wilkes Community College offers help to displaced workers](#) (*Jefferson Post* - West Jefferson, Oct. 25)
- [Builder will sell Appalachian State U. solar house in kit form](#) (*The Chronicle for Higher Education*, Oct. 24)
- [Area manufacturing jobs available to people with skills](#) (*Mooreville Tribune*, Oct. 23)
- [Golden Leaf Foundation serves as "the closer" in many economic-development projects](#) (*Winston-Salem Journal*, Oct. 21)

design. Cisterns capture rainwater for irrigation needs. The southbound building has a green roof, complete with plants and a rooftop walkway with panoramic views. It also features a waterfall.

[Actress Amy Sedaris comes home to N.C. for 'Goodbye' film](#) (*Winston-Salem Journal*, Oct. 18)

(919) 733-4151

[Business Services](#) | [Community Services](#)
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Building Location:
301 North Wilmington Street
Raleigh, NC 27601-1058

Mailing Address:
4301 Mail Service Center
Raleigh, NC 27699-4301

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