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Weekly highlights from the
North Carolina Department of Commerce



(Left-right) Randy Zwirn, president and CEO of Siemens Energy, Inc. and CEO Siemens Global Energy Service Division; Mark Pringle, director of operations Siemens Energy Charlotte; and Governor Bev Perdue

Siemens holds grand opening in Charlotte

Siemens Energy, a leading global supplier of energy technology products and services, celebrated the opening of its Charlotte gas turbine plant on Nov. 16. The opening marked the expansion of its worldwide network of gas turbine manufacturing facilities.

The opening of the 42,000-square-meter plant will create 700 jobs and represents an investment of more than \$350 million in the community. Governor Bev Purdue attended the event and made remarks on behalf of the state.

The N.C. Department of Commerce's [Uconda Dunn](#) was the original developer on this project and joined N.C. Department of Commerce Secretary Keith Crisco at the event.

"Thanks to the support from the North Carolina state and local governments, which helped us locate in Charlotte, we have been able to establish the facility as an export hub for the worldwide export of power plant technology," said Michael Suess, member of the Siemens AG Managing Board and CEO of the company's Energy Sector, in a press release. "By 2014 we hope to be able to add another 400 jobs there, for a total of 1,800." [Read more.](#)

[Siemens in Charlotte unwraps its \\$350 million bet on natural gas](#) (*The Charlotte Observer*, Nov. 17)



(Left-right) Governor Bev Perdue, N.C. Department of Commerce Deputy Secretary Dale Carroll and Caterpillar Executive Rusty Davis conduct a grand opening tour of the new Caterpillar facility

Caterpillar holds grand opening in Winston-Salem

On Nov. 16, Governor Bev Perdue and Caterpillar executives participated in the grand opening of the company's new 392-job, \$426 million advanced manufacturing facility in Winston-Salem. [Margie Bukowski](#) was the N.C. Commerce recruiter on the project. Chairman Allen Joines of the N.C. Economic Development Board and N.C. Department of Commerce Deputy Secretary Dale Carroll participated in the event. [Read more.](#)

[Bits and pieces from a trip to Caterpillar's new plant](#) (*The Business Journal of the Greater Triad*, Nov. 16)

Sonoco Plastics to bring 35 jobs to Haywood County

Gov. Bev Perdue on Nov. 18 announced that Sonoco Plastics Inc., a global provider of consumer packaging, industrial products, protective packaging and packaging supply chain services, will expand operations at its packaging facility in Waynesville. This expansion, made possible in part by a \$140,000 grant from the One North Carolina Fund, will create 35 jobs and result in an \$11.7 million investment over the next three years. The N.C. Department of Commerce's Cindy Messer was the developer on this project.

Auto parts maker to create 64 jobs in Rockingham County

Governor Bev Perdue on Nov. 17 announced that Henniges Automotive will add new manufacturing jobs at its plant in Reidsville. The expansion will bring 64 new jobs along with a \$2.2 million capital investment. The project was made possible in part by a \$65,000 grant from the One North Carolina Fund. The N.C. Department of Commerce's [Jan Critz](#) was the developer on this project.

"Creating jobs is my top priority, and one of the best ways to do that is to support existing North Carolina businesses and encourage them to grow," Gov. Perdue said. "Henniges Automotive's decision to expand operations in Reidsville is proof that North Carolina continues to have a top-ranked business climate where global manufacturers can thrive."

Henniges Automotive manufactures automotive sealing parts for the global market. The company currently employs 226 people at its Reidsville facility, which produces parts for Ford, Chrysler and BMW. Henniges Automotives also has plants located in Missouri, Oklahoma and Iowa. [Read more.](#)



N.C. Department of Commerce Deputy Secretary Dale Carroll (center left) presents a North Carolina plate to GE Lighting Solutions executive Paul Morse

GE Lighting 'Revolution Tour' comes to WNC

On Nov. 18, the GE Lighting "Revolution Tour" came to the company's Hendersonville plant in Western North Carolina. GE led a plant tour to demonstrate modernization efforts at the facility, including the conversion to production of energy efficient LED outdoor lighting systems by the facility's 435 employees. N.C. Department of Commerce Deputy Secretary Dale Carroll recognized the company for providing steady employment at the Hendersonville facility for more than 50 years.

Lash Group to add 450 jobs

Lash Group, a Charlotte health care consulting organization, started with just seven people in 1993. Now it's expanding in a big way. The company will add 450 jobs in 2012, and most will be in the city.

"My top priority is creating jobs, and a critical part of our strategy is helping existing North Carolina employers expand," Perdue said. "Companies, like Sonoco Plastics, which already have operations in North Carolina, know we have a top-notch business climate, skilled workforce and excellent job training programs." [Read more.](#)

Grants for incumbent workforce development awarded

Governor Bev Perdue on Nov. 21 announced that Baldor Electric Company, a global marketer, designer and manufacturer of industrial electric motors, mechanical transmission products, drives and generators, will expand its facility in McDowell County. Baldor Electric plans to create 41 new jobs and invest \$17.7 million during the next three years in Marion. The project was made possible in part by a \$123,000 grant from the One North Carolina Fund. The N.C. Department of Commerce's [Bill Payne](#) was the developer on this project.

Baldor, headquartered in Arkansas, is a member of the ABB Group. They supply over 10,000 customers in more than 160 industries worldwide. Baldor currently has more than 750 employees at North Carolina facilities in Marion, Weaverville, and Kings Mountain. The company will be expanding its roller bearing manufacturing capacity in its Marion facility to support global growth.

Baldor Electric to expand McDowell County facility

The N.C. Commission on Workforce Development recently announced grant awards totaling \$192,379 through the Incumbent Workforce Development Training Program. The 16 grantees, located across the state, were selected from 30 proposals submitted by 14 local Workforce Development Boards. Of the 16 businesses awarded, 94 percent are small companies with fewer than 300 employees throughout North Carolina. Funding will allow businesses to support educational and occupational skills training for their workers. These businesses are investing \$155,721 of their own resources to supplement the training funds.

The next Incumbent Workforce Development Training Program State deadline for application submissions is Feb. 29, 2012.

[Learn more](#) about the Incumbent Workforce Training Program.

Year-to-date Metrics

Below are year-to-date metrics tracked by the

Peyton Howell, president of AmerisourceBergen Consulting Services, describes it as "an incredible growth story" for a Charlotte business.

[Lash Group to add 450 jobs](#) (*The Charlotte Observer*, Nov. 19)

Tourism initiatives promote winery visitation

Recent legislation reformulated the N.C. Wine & Grape Council, creating muscadine and vinifera advisory committees to help recommend ways to expand visitation to North Carolina wineries, and charging the Division with promoting wine tourism. "We at the Division of Tourism, Film and Sports Development remain committed to supporting and growing wine tourism in North Carolina," said N.C. Department of Commerce Assistant Secretary for Tourism, Marketing and Global Branding Lynn Minges. "We continue to work hard to attract visitors to our great state, and our wineries provide wonderful travel experiences."

Despite a reduction, the Division received a non-recurring appropriation to promote wine tourism and continues to promote visitation to North Carolina's wineries in a variety of ways:

- The successful billboard campaign was renewed with 18 prominent locations strategically placed across the state encouraging residents and travelers to discover North Carolina's wineries. The program continues to drive traffic to the website, [VisitNCWine.com](#), and to wineries. You can download a PDF of the [billboard locations](#).
- Traffic to [VisitNCWine.com](#), has grown 19.6 percent in 2011 with a total of 161,627 site visits through October. Downstream referrals from [VisitNCWine.com](#) to individual wineries have increased 14.2 percent totaling 83,501 referrals through October.
- North Carolina's social media presence has improved and expanded, as the Division works to share winners' stories with prospective visitors. The Division's [Facebook](#) page has been rebranded. There is also a [Twitter](#) page.

More details on the new statute are available [here](#). For more information on the Division's wine marketing programs, contact Justin Furr at (919) 715-3835.

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 - Nov. 22, 2011

New projects assigned:	366
Projects announced:	145
Jobs announced:	13,579
Capital investment announced:	\$2.752B
Industry visits by existing industry staff:	1,322
Calls to Business Link N.C.:	16,001

N.C. in the News

This Week's Highlights

- [Smokies visits decline in October](#) (*The Citizen-Times* - Asheville, Nov. 21)
- [II MEF to lose about 7,000 troops in force "right-sizing"](#) (*Jacksonville Daily News*, Nov. 21)
- [Nypro to add 26 jobs at Asheville plant](#) (*The Citizen-Times* - Asheville, Nov. 21)
- [N.C. marker will honor civil rights advocate](#) (*The News & Observer* - Raleigh, Nov. 20)
- [Lawmakers want control of Cherokee gambling money](#) (*The Citizen-Times* - Asheville, Nov. 19)
- [Need for nuclear plants touted](#) (*The Charlotte Observer*, Nov. 19)
- [Tobacco brings biotech jobs to N.C.](#) (WRAL - Raleigh, Nov. 18)

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