

# sync<sup>TM</sup> Weekly highlights from the North Carolina Department of Commerce

## 2012 in review from Commerce

Happy Holidays from all of us at the N.C. Department of Commerce! As 2012 draws to a close, this week's SYNC takes a look back at the year's top stories from North Carolina's economic development community, the dedicated men and women who help companies Thrive in North Carolina.

Cooperation and success go hand in hand, and North Carolina's collaborative style of economic development continues to win business. Although final numbers are not yet in, so far this year companies have announced over \$3 billion in new investment in the state. National publications continue to notice North Carolina's many advantages. Just last month Site Selection magazine awarded the state it's top ranking for Best Business Climate and last week Forbes announced its annual state rankings placing North Carolina fourth overall and second in business costs. Outlets such as CNBC, Chief Executive magazine and Area Development magazine also ranked the state highly in the past year.

As we enter a season of change in the coming year, SYNC will continue to bring you the news and information that helps us all stay in sync and pulling together. With the collaborative efforts of every member of the state's economic development community, the outlook for 2013 looks bright indeed.

SYNC will take a short break for the holidays, and will not publish on Dec. 25 or Jan. 1. We'll see you again on Jan. 8. Happy holidays!

## January



### **Baldor Electric announces 166 new jobs in Cleveland County**

*N.C. Department of Commerce Secretary Keith Crisco and Lieutenant Governor Walter Dalton present an official State of North Carolina plate to Baldor Electric VP of Operations Bill Ramsbey.*

Governor Bev Perdue on Jan. 3 announced that Baldor Electric Company, a North American leader in industrial electric motors, will expand their operations in Cleveland County to accommodate growing demand for wind-

powered technology. The project is projected to create 166 jobs, and the company expects to invest \$17 million in the plant. The project was made possible in part by a \$400,000 grant from the One North Carolina Fund. The N.C. Department of Commerce's [Uconda Dunn](#) was the developer on this project.

"North Carolina has a strong commitment to developing and growing the green energy economy," said Perdue. "Our terrific business climate and skilled workforce make North Carolina an excellent location for companies who share our vision of a sustainable energy future. We thank Baldor Electric for their continued commitment to that vision and to our state."

Baldor Electric Company is the North American leader in industrial electric motors and is headquartered in

Fort Smith, Ark. The company began manufacturing electric motors in Kings Mountain in 1983. ABB Ltd. based in Zurich, Switzerland, acquired Baldor in January 2011 as part of their strategy to become a global leader for movement and control in industrial applications. The combining of the two companies allowed ABB to increase its presence in North American markets while facilitating the sale of Baldor's products globally through ABB's worldwide distribution network. The addition of Baldor's 6,800 North American employees brings the number of ABB's employees on this continent to approximately 17,000.

The average annual payroll for the project is estimated to exceed \$7.3 million. Salaries will vary by job function. The overall annual wages will exceed the Cleveland County annual average wage, which is \$32,344. [Read more.](#)



### Spirit fuselage arrives in France

This month Spirit Aero Systems delivered the first Airbus A350 XWB composite center fuselage section (Section 15) to Airbus in St-Nazaire, France. The assembly was made at Spirit's facility in Kinston. [See more photos](#) from Spirit of the delivery.



### Daimler Trucks announces nearly 1,200 jobs in N.C. this year

*N.C. Department of Commerce Secretary Keith Crisco at the Daimler Trucks announcement.*

Governor Bev Perdue on Jan. 12 joined Daimler Trucks North America in announcing plans to add a second shift at its Freightliner Truck Manufacturing Plant in Cleveland. The expansion will create more than 1,100 jobs by the end of 2012. DTNA also plans to hire 100 employees at its nearby Components and Logistics Plant

in Gastonia. The N.C. Department of Commerce's [Martyn Johnson](#) was the developer on this project.

"My top priority is creating jobs, and today's announcement shows that our strategy is working," said Perdue. "Globally competitive companies like Daimler realize the value of North Carolina's highly skilled workforce and our customized training programs. We look forward to continuing our long-standing partnership with Daimler."

A majority of the positions in Cleveland will be filled with recalled workers who were laid off in 2009. The plant exclusively produces Class 8 on-highway truck models, including the Cascadia, Columbia and Argosy product lines. Hiring of new employees is expected to begin in February and the new production shift is slated to be at full capacity by September 2012.

Daimler Trucks North America LLC, headquartered in Portland, Ore., is a leading manufacturer of medium- and heavy-duty trucks. The company currently employs more than 4,800 people at its facilities in Cleveland, Gastonia, High Point and Mount Holly. [Read more.](#)

### Yarn manufacturer announces 90 jobs in Beaufort County

Governor Bev Perdue on Jan. 18 announced that Spinrite Services LLC, a manufacturer of craft yarns, will locate a facility in Beaufort County. The company plans to create 90 jobs and invest \$9.1 million over the next three years in Washington. The project was made possible in part by a \$180,000 grant from the [One North Carolina Fund](#). The N.C. Department of Commerce's [Donna Phillips](#) was the developer on this project.

"Creating jobs is my top priority," Perdue said. "Spinrite's expansion is the result of our top-ranked education and workforce training programs and highlights why we need to fund them. Those programs are an essential ingredient in our nationally acclaimed business climate that attracts companies like Spinrite and enables them to thrive." [Read more.](#)



## Sierra Nevada taps into Western N.C.

*(Left-right) Sierra Nevada CEO Ken Grossman, Governor Bev Perdue and Sierra Nevada co-manager Brian Grossman (Photo by Max Cooper, Mountain Xpress)*

Governor Bev Perdue on Jan. 25 joined executives from Sierra Nevada Brewing Co., an independent, family-owned pioneer in craft brewing, in announcing that it will locate a brewing facility for the East Coast in Mills River as well as an onsite restaurant. The project was made possible in part by a \$1.025 million grant from the

One North Carolina Fund. The N.C. Department of Commerce's [Garrett Wyckoff](#) was the developer on this project.

Perdue was joined by Sierra Nevada CEO Ken Grossman and several local officials for the announcement in Henderson County.

The company plans to create 95 full-time jobs as part of the grant and invest \$107.5 million during the next five years in Henderson County. In addition, the company expects to hire another 80 part-time employees and expects to create about 60 construction and mechanical jobs during its 24-month building phase. These jobs will be created in gradual phases starting in mid to late 2012 and continuing through 2013.

Through use of the One NC Fund, more than 60,000 jobs and \$11 billion in investment have been created since 2001. Other partners that helped with this project include: the N.C. Department of Commerce, N.C. Community Colleges, N. C. Department of Transportation, Henderson County, the Town of Mills River, Henderson County Partnership for Economic Development, and the Golden LEAF Foundation. [Read more from ThriveNC.](#)

[Beer News: Dispatches from Gov. Perdue and Sierra Nevada press conference](#) (Mountain Xpress, Jan. 25)

[Officials: Sierra Nevada will have huge impact on region](#) (BlueRidgeNow.com, Jan. 26)

## Boat manufacturer announces 71 jobs in Dare County

Governor Bev Perdue on Jan. 26 announced that Gunboat Company, a maker of high-end sailboats, will locate a new shipyard in Dare County. The company plans to create 71 jobs and invest more than \$1.8 million over the next three years in Wanchese. The project was made possible in part by a \$213,000 grant from the [One North Carolina Fund](#). The N.C. Department of Commerce's [Tim Ivey](#) was the developer on this project.

Gunboat Company produces world cruising sailing catamaran yachts that utilize advanced technology from round-the-world racing sailboats combined with luxurious interiors. Gunboat is a sister company of Gunboat International, which is headquartered in Rhode Island. The new facility will allow the company to increase production and meet the growing demand for Gunboats. [Read more.](#)



## 2011 Main Street Award winners announced

*N.C. Department of Commerce Secretary Keith Crisco (bottom, second from right) with the 2011 Main Street Award winners*

N.C. Department of Commerce Secretary Keith Crisco presented 21 awards to participants in the [N.C. Main Street](#)

[Program](#). Award winners were recognized for excellence in downtown revitalization efforts in categories

such as promotion, organization, design and economic restructuring.

"Our successful Main Street programs have proven that revitalizing our downtown areas can help grow local small businesses, attract new investments and create jobs," said Crisco. "Congratulations to this year's winners for their efforts to improve communities across North Carolina."

The Main Street program helps small towns preserve their historic fabric and, using local resources, build on their unique characteristics to create vibrant central business districts. This year's award winners were chosen by a panel of independent judges from dozens of applications submitted by Main Street participants throughout the state.

The [Small Town Main Street program](#) is designed to provide downtown revitalization assistance to small towns (under 7,500 populations) that are not likely, due to size or resource limitations, to pursue the regular North Carolina Main Street program. Admittance into the Small Town Main Street program is through an annual, competitive application process. [Read more.](#)

[West Jefferson, Elkin win Main Street awards](#) (*The Winston-Salem Journal*, Jan. 26)



## Tourism's 'Uniquely N.C.' New York event draws top-tier media

(Left-right) N.C. Department of Commerce Director of Tourism Marketing Wit Tuttell, food and travel writer Ted Lee, Assistant Secretary for Tourism, Film and Sports Development Lynn Minges, Fullsteam Brewery owner Sean Wilson and Public Relations Manager Margo Knight Metzger

Teaming with 40 partners from across the state, the N.C. Department of Commerce's Division of Tourism, Film and Sports Development hosted nearly 100 media, including writers from many of the nation's top travel publications, showcasing the best of North Carolina for 2012.

This year's event marked the Division's fifth annual New York City mission and included more journalists and partners than ever before. The event was themed "Uniquely NC" and featured top chefs from all three regions of the state along with N.C. wine, craft beer and spirits. Using the hashtag #uniquelync, partners, guests and N.C. fans contributed tweets throughout the evening on a Twitter wall at the event. Go to [Twitter.com](#) and type in #uniquelyNC to see the conversation.

Division staff and partners met with key travel and lifestyle producers, writers and editors from many high-profile publications including *Bon Appétit*, *Food & Wine*, *Ladies' Home Journal*, *Men's Journal*, *O – the Oprah Magazine*, *Real Simple*, *Saveur*, *Southern Living*, *Travel + Leisure*, and *Golf Digest* plus "CBS This Morning" and more.

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# February

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## Caterpillar again chooses N.C. for expansion

Governor Bev Perdue announced Feb. 1 that Caterpillar Inc., the largest maker of construction and mining equipment, diesel and natural gas engines and industrial gas turbines in the world, will expand its manufacturing facilities in Johnston County. The company plans to create 199 jobs over the next five years and invest \$33 million. The project was made possible in part by state grants from the [Job Development Investment Grant](#) program and [One North Carolina Fund](#). The N.C. Department of Commerce's [Anna Lea](#) was the developer on this project.

In Clayton, Caterpillar will expand its existing operations, which are part of Caterpillar's Building Construction Products Division. Upon completion, the Clayton facility will be the world source for several models of small wheel loaders produced by Caterpillar. In addition, engineering and design work for BCP products will take place at a new engineering and test facility near Caterpillar's Clayton manufacturing facility.

"As we see global demand for our products increase, we continue to make long-term investments like this in our facilities to help meet customer needs," said Mary Bell, Caterpillar vice president with responsibility for the Building Construction Products Division.



## Clinical laboratory service announces expansion in Guilford County

*(left-right) N.C. Department of Commerce Secretary Keith Crisco, Solstas Lab Partners President and CEO David Weavil and N. C. Governor Bev Perdue*

Governor Bev Perdue announced on Feb. 8 that [Solstas Lab Partners](#), a leading medical and diagnostic laboratory, will expand its operations in Guilford County. The company plans to create as many as 500 jobs and invest about \$11.6 million

dollar over five years to gain maximum benefits from performance-based incentives approved by Guilford County and the City of High Point. The project was made possible in part by a \$450,000 grant from the [One North Carolina Fund](#). The state grant will be based on the company creating 300 jobs and investing \$7.5 million over the first three years of the project. The N.C. Department of Commerce's [Jan Critz](#) was the developer on this project.

Solstas Lab Partners, headquartered in Guilford County, has more than 1,750 employees working at numerous labs across the state. The company employs more than 720 full-time workers and 140 part-time positions at its High Point facility. Solstas provides a wide range of clinical, anatomical and esoteric testing services.

Salaries will vary by job function, but the average annual wage for the new jobs during the first three years of the project will be \$49,023, with the average annual wage for all 500 jobs estimated at more than \$45,000. The Guilford County average annual wage is \$39,520. [Read more from ThriveNC.](#)



## Military and motorsports announce historic collaboration

*Governor Bev Perdue, Karen Ray, Chair of the Governor's Motorsports Advisory Council and N.C. Department of Commerce Secretary Keith Crisco with members of special ops.*

The N.C. Motorsports Industry and the U.S. Army Special Operations Command (USASOC) on Feb. 18 announced a strategic partnership to grow North Carolina's defense and homeland security economy and increase soldier safety and capability. The historic collaboration was announced by Governor Bev Perdue; Lt. Gen. John F. Mulholland, Jr., commanding

general, USASOC; N.C. Military Foundation Executive Director Lance DeSpain and NASCAR President Mike Helton during the opening weekend of Daytona Speedweeks in Florida. N.C. Department of Commerce Secretary Keith Crisco was also at the announcement. The initiative was championed by Commerce Director of Motorsports Development Derek Chen.

The formal Memorandum of Agreement -- facilitated by the N.C. Department of Commerce, the N.C. Military Foundation and the N.C. Motorsports Advisory Council and USASOC Mobility -- will allow the nation's most respected motorsports companies and the world's premier special operations force to mutually benefit through shared capabilities, knowledge, requirements, expertise and training specific to vehicle performance.

"The motorsports industry and Special Ops have forged a historic partnership that is unique to North Carolina," said Perdue. "This partnership will have worldwide implications. It improves safety and performance of military vehicles for our troops and creates jobs and investment opportunities in North Carolina." [Read more.](#)

## Reed Elsevier announces 350-job expansion

Governor Bev Perdue announced Feb. 15 that Reed Elsevier Inc., a world leading provider of professional information solutions, will expand its operations in Cary. The company plans to create 350 jobs over the next five years and invest \$1.75 million. The project was made possible in part by state grants from the [Job Development Investment Grant](#). The N.C. Department of Commerce's [Vivian Powell](#) was the developer on this project.

Reed Elsevier was formed in 1993 when Reed International joined Elsevier NV, and the two entities focused on professional information solutions in the science, medical, legal, risk management, and business-to-business sectors. Reed Elsevier currently consists of five major business units including: Elsevier®; LexisNexis® Risk Solutions; LexisNexis® Legal & Professional; Reed Exhibitions®; and Reed Business Information®. As part of this project, Reed Elsevier will concentrate additional marketing, sales, customer support and product development in the Wake County facility. [Read more.](#)

[LexisNexis to add 350 jobs in Cary](#) (*The News & Observer* - Raleigh, Feb. 16)

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## Textile manufacturer announces 110 jobs in Alamance County

Governor Bev Perdue announced Feb. 17 that Burlington Technologies Inc., a manufacturer of specialty textiles, will expand its facility in Alamance County. The company plans to create 110 jobs and invest \$725,000 over the next three years in Burlington. The project was made possible in part by a \$120,000 grant from the [One North Carolina Fund](#). The N.C. Department of Commerce's [Melissa Smith](#) was the developer on this project.

"Our state's workforce and job training programs – especially in the textile industry – are second to none, thanks to our history of investments in education," said Perdue. "Our top-notch business climate makes North Carolina a great place in which companies like Burlington Technologies can thrive."

Burlington Technologies, headquartered in Burlington, is the parent company for three different technology businesses including BMS, Se7en and Verelli. Burlington Technologies also has affiliate companies in VitaFlex and Diagnostic Chips. The company currently employs more than 60 employees at its Burlington facility. Burlington Technologies is looking to secure an existing U.S. government contract to supply equipment for the military. This planned expansion is contingent upon the company receiving the military contract. [Read more.](#)

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## AT&T again invests in N.C.

*N.C. Department of Commerce Secretary Keith Crisco speaking at the AT&T announcement*

Governor Bev Perdue on Feb. 22 joined executives from AT&T Inc., the world's largest communications company, in announcing they will locate an enterprise data center in Kings Mountain, the latest in a long line of investments by the company in North Carolina. The N.C. Department of Commerce's [Margie Bukowski](#) was the developer on this project.

Perdue was joined by, among other company officials, Cynthia Marshall, president of AT&T North Carolina, and other state and local officials for the announcement in Cleveland County.

The company plans to create more than 100 full-time jobs and invest more than \$200 million to construct the facility in Kings Mountain. AT&T also plans to fill more than 1,000 construction-related jobs needed through 2013 to complete the data center. The facility is scheduled to open in 2014 and will help AT&T accommodate the company's ever-growing computing and data storage needs.

"AT&T could have located this data center anywhere, but they chose North Carolina. Their decision is a testament to the excellent economic environment we've created for technology innovation in this state," Perdue said. "With each evolution of AT&T's business, from telephony to Internet service to wireless communication, we've seen the fruits of their investment here. This data center is just another sign of their

commitment to North Carolina." [Read more.](#)

[AT&T to build data center in Kings Mountain](#) (*The Charlotte Observer*, Feb. 22)

## XPO Logistics announces 200 jobs with expansion in N.C.

Gov. Bev Perdue on Feb. 28 joined executives from XPO Logistics, Inc., a leading third-party transportation logistics provider, in announcing the opening of its new North American Operations Center in Charlotte. The company plans to create at least 200 jobs over the next three years. The project was made possible in part by a state Job Development Investment Grant. The N.C. Department of Commerce's Garrett Wyckoff was the developer on this project.

XPO Logistics is a non-asset based, third-party logistics provider of freight transportation services that uses a network of relationships with ground, sea and air carriers to offer expedited services, freight forwarding and freight brokerage to customers in North America. The Michigan-based company recently embarked on an aggressive plan for growth that will be supported by its new North American Operations Center in Charlotte. The facility will incorporate accounting and finance, human resources, IT, brokerage, carrier procurement and operations.

[Michigan freight broker to add 201 jobs in Charlotte](#) (*The News & Observer* - Raleigh, Feb. 28)



## Site Selection ranks N.C. No. 1 in South Atlantic

[Site Selection](#) magazine released its rankings on new and expanded project activity for 2011. North Carolina moved up two spots this year, capturing fourth place nationally and No. 1 in the South Atlantic region. North Carolina logged 310 qualifying projects during 2011, which was a 38 percent increase over 2010.

In addition Statesville-Mooresville once again was selected the No. 1 micropolitan region for new and expanding industry. This marks the sixth time in the past eight years that Statesville-Mooresville has held the top spot. The region finished second in 2010 and is now reclaiming its No. 1 spot in 2011. [Read more from ThriveNC.com.](#)

## March

### Tourism Office launches new marketing campaign

*A sample of the new NC Tourism Campaign*

The N.C. Department of Commerce's Division of Tourism, Film and Sports Development announced on March 1 the



launch of its new marketing campaign to promote leisure travel to North Carolina. The state's 'Deeper Connections' message strategy focuses on finding the next level of vacation, relaxation and realization to make trips more meaningful, enriching and enlightening.

'We're excited about 'Deeper Connections' because it is based on research and represents a natural evolution of our strategic position, which has long been rooted in the state's natural scenic beauty and inviting hospitality,' said Lynn Minges, assistant secretary of tourism, marketing and global branding for the Department of Commerce. 'Current consumer research trends remind us travelers are looking for fulfilling destinations that provide distinctive experiences and lasting memories, and there's no better place for that than

North Carolina.' The consumer insight was complemented by input from more than 500 industry leaders from around the state who participated in online surveys and marketing workshops conducted by the division.

The new messaging strategy and marketing campaign will help differentiate the state by celebrating iconic North Carolina experiences — tracing the footsteps of Blackbeard, observing the wild horses of the Outer Banks, tuning in to the state's rich and varied music heritage, drinking in the scenery on the Blue Ridge Parkway and other routes, pursuing outdoor adventure, cheering for racing legends, golfing across a range of terrains, and savoring the celebrated fare of chefs, winemakers, and craft brewers and distillers that has made North Carolina a top culinary destination. [Read more.](#)

Several local media outlets, including [The News & Observer](#) and [WTVD of Raleigh](#), covered the release.



### North Carolina tourism industry welcomes award recipients into winner's circle

*The 2012 Winner's Circle honorees from left: Jim Hobbs, Charlie Shelton, Ed Shelton, Mary Jaeger-Gale and Richard Childress*

Four distinguished North Carolinians were honored on March 12 during the [North Carolina Governor's Conference on Tourism](#) in Concord for their significant and continuing contributions to the growth and success of North Carolina's tourism industry. The 2012 Winner's Circle Awards were presented to Richard Childress, president and CEO Richard Childress Racing and Childress Vineyards; Charles and Ed Shelton of Shelton Vineyards and The Shelton Companies; Mary Jaeger-Gale, general manager, Chimney Rock at Chimney Rock State Park; and Jim Hobbs, executive director, the Hospitality Alliance of North Carolina.

"We thank these visionary leaders for their hard work and dedication to our state's tourism industry," said N.C. Department of Commerce Secretary Keith Crisco. "Their efforts have significantly improved the state's tourism offerings, enhancing economic development throughout the state."

### Defense spending increases 13 percent in N.C. during fiscal year 2011

Governor Bev Perdue and [The N.C. Military Business Center](#) announced on March 5 that U.S. Department of Defense spending for prime contracts in North Carolina exceeded \$4 billion in federal fiscal year 2011 - an increase of 13 percent and \$471 million over procurement in the state in 2010.

"North Carolina is securing a bigger and bigger share of the global military and defense market," Perdue said. "Our investments and efforts have built a growing cluster of defense industries that is capturing federal revenues and growing jobs right here in North Carolina - the most military friendly state in America."



Perdue helped establish the NCMBC within the North Carolina Community College System and launched [The N.C. Military Foundation](#), a business development organization focused exclusively on building the state's defense and homeland security economy. [Read more.](#)



## N.C. expects economic boost from 'Hunger Games' fans

North Carolina is poised to reap major dividends from tourism with the March 23 opening of "[The Hunger Games](#)," the highest-profile movie ever made in the state. "The movie is already a winner for us," said N.C. Department of Commerce Secretary Keith Crisco. "The filmmakers spent more than \$60 million in North Carolina, and now fans are eager to come see the locations and go to the restaurants, neighborhoods and other places the stars visited. The money they spend here will be a second payoff for taxpayers."

"The Hunger Games" has the promise of both commercial and artistic success. Commerce's Division of Tourism, Film and Sports Development has worked with industry partners to leverage the economic opportunities of "Hunger Games" tourism. Newly developed travel tools, accessed at [VisitNC.com](#), will guide visitors to film sites, star hangouts, and places that connect with the characters and other elements of the novel.

"The Hunger Games' helped the state film industry generate a record \$220 million in spending for 2011, the incentive's first year," [N.C. Film Office](#) Director Aaron Syrett said. "We'll be even happier if it helps tourism reach new heights for 2012

and beyond." Assistant Secretary of Tourism, Marketing & Global Branding Lynn Minges agreed, citing the value of tourism to the North Carolina economy: In 2010, travelers spent more than \$17 billion in North Carolina. That spending supported 40,000 businesses and 183,900 jobs and generated \$1.5 billion in state and local taxes. It also reduced the average family tax bill by about \$400.

[Officials expect 'Hunger Games' to feed NC tourism](#) (WRAL.com, March 14)

## 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. More than 700 applications from all over the U.S. 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 were among the many economic development projects announced in North Carolina in 2011.

[Semprius Inc.](#) in Vance County was recognized with a Community Impact Award (Commerce developer: [Bernard Torain](#)) and [Horsehead Corporation](#) in Rutherford County earned the Corporate Investment Award (Commerce developer: [Dallas Hardenbrook](#)). Combined, the companies are creating over 500 jobs and investing about \$440 million.

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.](#)

[7th Annual CiCi Awards](#) (Trade and Industry Development, March 2012)

## Pharmaceutical manufacturer announces 119 jobs in Rowan County

Governor Bev Perdue announced on March 26 that Ei Inc., a developer and manufacturer of topical pharmaceutical and skin care products, will expand its operations in Rowan County. The company plans to create 119 jobs and invest \$13.2 million during the next three years in Kannapolis. The project was made possible in part by a \$500,000 grant from the [One North Carolina Fund](#). The N.C. Department of Commerce's [Uconda Dunn](#) was the developer on this project.

"North Carolina is known worldwide as a center for cutting-edge pharmaceutical and bioscience companies," Perdue said. "Our state's top-notch workforce and job training programs create a business climate where businesses can thrive in a global marketplace." [Read more.](#)



## Red Hat tops \$1B in revenue

[Red Hat](#), the Linux software company that found a way to make money from free software, has joined the exclusive billion-dollar-revenue club.

The Raleigh business reported after the markets closed on March 28 that revenue for the fiscal year that ended Feb. 29 rose 25 percent to \$1.13 billion. Fourth-quarter revenue rose 21 percent to \$297 million, ahead of analysts' estimates.

A year ago, in a [video interview](#) with N.C. Department of Commerce editorial staff, Jim Whitehurst, president and CEO of Red Hat, explained what a high-growth technology company needs to succeed:

- Extraordinary educational system that produces an educated technology talent pool
- Low cost of living, low taxes and a high quality of life to retain employees
- A solid industry cluster that allows professionals to interact, sparking creativity and innovation that pushes the outer margins of development
- Accessible government entities willing to listen to industry ideas and needs
- Low overall cost of doing business
- Collaborative opportunities with industry, higher education and government

[Read more from ThriveNC.com.](#)

[Red Hat revenue passes \\$1 billion milestone](#) (*The News & Observer* - Raleigh, March 29)

[Red Hat CFO talks headquarters move](#) (*Triangle Business Journal*, March 28)

## April



## New Belgium chooses Asheville for East Coast brewery

*N.C. Department of Commerce Secretary Keith Crisco, N.C. Representative Thom Tillis, Governor Bev Perdue and New Belgium CEO Kim Jordan*

[New Belgium Brewing](#), the third largest craft brewer in the country and the maker of Fat Tire Amber Ale, will build its East Coast brewery in Buncombe County. The company plans to create as many as 154 jobs and invest about \$175 million over seven years. The project was made

possible in part by a \$1,000,000 grant from the [One North Carolina Fund](#). The state grant will be based on the company creating 130 jobs and making a \$115 million investment over the five years of the project. The N.C. Department of Commerce's [Margie Bukowski](#) was the developer on this project.

New Belgium Brewing, headquartered in Fort Collins, Co., sold 712,000 barrels of beer in just 28 states and the District of Columbia in 2011. Over 150,000 people visit the brewery in Fort Collins every year. As part of the project in Asheville, New Belgium will be constructing a new state-of-the-art brewery and tasting facility that will be a destination for visitors of the emerging brewery cluster in Buncombe County and the surrounding western North Carolina region. [Read more.](#)

[A River Arts District renaissance, fueled by beer, is on Asheville's horizon, observers say](#) (*The Citizen-Times* - Asheville, April 7)



## Ashley Furniture announces 550 jobs in Davie County

*(Left-right) Terry Bralley (seated) of the Davie County Economic Development Commission; Ashley Chairman of the Board Ron Wanek; Ashley President and CEO Todd Wanek; N.C. Department of Commerce Deputy Secretary and COO Dale Carroll and Senator Richard Burr (seated)*

Governor Bev Perdue announced on April 20 that Ashley Furniture, a manufacturer and distributor of home furnishings, will locate a new manufacturing and distribution facility in Davie County. Ashley

Furniture expects to create 550 new jobs over the next five years and invest \$80 million in land, buildings, machinery and equipment. The announcement was made possible in part by a state [Job Development Investment Grant](#) and a [One North Carolina Fund](#) award. N.C. Department of Commerce developers [Melissa Smith](#) and [Ken Allen](#) were involved in this project. Other partners include the [Piedmont Triad Partnership](#) and the [N.C. Ports Authority](#).

"North Carolina continues to attract manufacturers that are drawn to our top-ranked business climate and highly-skilled workers," said Perdue. "These companies choose North Carolina because of our past investments in education, economic development and in quality infrastructure."

Todd R. Wanek, Ashley's president and CEO said, "As we see Ashley's global demand for its products increase, Ashley continues to make long-term investments in all of its facilities as well as the continued education of all employees to meet consumer demand. North Carolina's strong furniture manufacturing tradition, along with the cooperation of Governor Bev Perdue, the Department of Commerce and Davie County Economic Development Commission, has made this project possible."

Ashley Furniture has been in business since 1945. It began manufacturing furniture in 1970 in Arcadia, Wis. Today, Ashley, which has been showcasing its products at High Point Market for close to 40 years, is the largest manufacturer of home furnishings in the world. The company currently operates manufacturing facilities in Wisconsin, Mississippi, Pennsylvania and California and has a distribution warehouse facility located in Brandon, Fla. Today Ashley employs 12,000 employees in the United States. All of Ashley's manufacturing operations are equipped with state-of-the-art equipment and technology to maximize efficiencies to better serve its customers' needs. Ashley is a global company doing business in 123 countries. [Read more.](#)



*(Left-right) N.C. Department of Commerce Economic Developer Melissa Smith, Ashley President and CEO Todd Wanek, Jimmy Yokeley of N.C. Ports and Ashley Chairman of the Board Ron Wanek*

[Ashley Furniture to open facility this year in Davie, creating up to 1,100 jobs](#) (*The Business Journal of the Greater Triad*, April 20)

[Ashley Furniture to open plant, create 550 jobs in Davie Co.](#) (WGHP - Greensboro, April 20)



## Inmar announces 212-job expansion

*(Left-right) Governor Bev Perdue, Inmar CEO David Mounts and N.C. Department of Commerce Secretary Keith Crisco*

Governor Bev Perdue announced on April 26 that Inmar Inc., a technology company that operates collaborative commerce networks, will expand its corporate headquarters in Winston-Salem. The company plans to create 212 jobs over the next five years and invest \$24.5 million.

The project was made possible in part by state grants from the [Job Development Investment Grant](#) and the [One North Carolina Fund](#) award. The N.C. Department of Commerce's [Jan Critz](#) was the developer on this project.

"Creating jobs is my top priority," said Perdue, "The fact that Inmar chose to expand with us in North Carolina is a testament to our top-notch business climate and the potential to develop a tremendously skilled workforce."

Supported by a continuous investment in technology, Inmar operates three cost-effective networks: Supply Chain, Promotion and Pharmaceutical Services. With the power of speed, these networks move billions of dollars annually, and significant amounts of information and goods among trading partners.

"Inmar has positioned itself to be competitive in the marketplace and we are honored that the City of Winston-Salem, Forsyth County and the State of North Carolina support our vision for economic growth and expansion," said David Mounts, Inmar CEO. "Inmar is all about collaboration and after working with the Governor, the Commissioner and the Mayor it is clear that they are true professionals at collaboration, which results in job creation for the people of North Carolina." [Read more.](#)

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## May



## Site consultants 'Experience N.C.'

*(Left-right) Mike Michalski with MCS Strategies, N.C. Department of Commerce Secretary Keith Crisco, N.C. Community College President Scott Ralls and Sean Fujii with Kajima International Inc. during the May 6 reception at Biltmore Estate*

The N.C. Department of Commerce hosted 38 national site selection consultants May 6-8, in Asheville for the state's annual Experience N.C. event. The business and networking conference, with a green energy and sustainability theme, provided these influential location specialists an opportunity to visit the state and meet local, regional and state economic development leaders. N.C. Department of Commerce Secretary Keith Crisco, Deputy Secretary Dale Carroll and developers from the Business and Industry Division welcomed the group with a Sunday evening dinner that began with a behind-the-scenes tour of the Biltmore Estate. This dinner also featured keynote presentations from Bill Cecil Jr. and Jack Cecil, who highlighted sustainability initiatives of the Biltmore Estate and Biltmore Farms.

The sustainability theme was emphasized with a panel discussion May 7 featuring Duke Energy North Carolina President Brett Carter, FLS Energy President Dale Freudenberger and ABB Inc. President & CEO, Enrique Santacana. The group also enjoyed an afternoon of white water rafting and kayaking at the Nantahala Outdoor Center, which highlighted remarks from the Center's Sutton Bacon.

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## Tourism Day marks travel industry's record impact on N.C. economy

*N.C. Department of Commerce Secretary Keith Crisco and Assistant Secretary for Tourism, Marketing and Global Branding Lynn Minges hold a check representing the \$1 billion in taxes North Carolina receives from tourism spending, mostly from out-of-state visitors.*

Governor Bev Perdue is proclaiming Wednesday, May 16, 2012, as Tourism Day in North Carolina, celebrating travel and tourism as a major industry that is vital to the economic stability and growth of the state. For the first time, state tax receipts as a result of visitor spending topped \$1 billion in 2011 and have increased more than 50 percent in the last 10 years.

"Tourism means jobs in North Carolina," said Perdue. "Our beautiful beaches, majestic mountains, small towns and vibrant cities made North Carolina a desirable destination for more than 37 million visitors last year. Those domestic travelers to our state spent a record \$18 billion across all 100 counties, and that spending directly supports nearly 200,000 jobs for state residents."

"For every dollar spent by travelers to North Carolina, twenty-five cents in wage and salary income is generated for our residents," said N.C. Commerce Secretary Keith Crisco. "Those are jobs that cannot be exported and that benefit communities in every county in the state."

Visitors spend more than \$50 million per day in North Carolina and contribute more than \$4.3 million per day in state and local tax revenues as a result of that spending. Each North Carolina household saves over \$430 annually in state and local taxes as a result of taxes generated by visitor expenditures. The visitor spending figures are the preliminary results of a study conducted by the U.S. Travel Association.

### Tourism Facts:

- Domestic travelers spent a record \$18.4 billion in 2011, up from 17 billion in 2010, an increase of 8.2 percent.
- In 2011 total visitor volume was \$37.2 billion up 1 percent from 2010. NC is the 6th most visited state in the U.S. for overnight visitors.
- More than 40,000 businesses in North Carolina directly provide products and services to travelers, with travelers directly contributing more than 25 percent to their total products and services.
- State tax receipts as a result of visitor spending topped \$1 billion in 2011, and have increased nearly 52 percent in the last 10 years.
- For every dollar spent by travelers to North Carolina, twenty-five cents in wage and salary income is generated for NC residents.
- On average, every \$98,000 in visitor spending in North Carolina directly supports one job.
- Visitors spend over \$50 million per day in North Carolina and contribute over \$4.3 million per day in state and local tax revenues as a result of that spending (nearly \$3 million in state taxes and over \$1.5 million in local taxes).
- Each North Carolina household saves over \$430 in state and local taxes as a direct result of visitor spending in the state.
- North Carolina enjoys a more than 17 to 1 return on investment of tax dollars invested in paid media advertising through the Division of Tourism.
- For every \$1 invested by the Division of Tourism in paid media advertising in 2010, North Carolina received \$191 in new visitor spending, \$10.31 in new state taxes and \$6.25 in new local taxes.
- For every \$1 invested by the Division of Tourism in paid media advertising in 2010, 0.95 trips were generated to the state.

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## N.C. exports surge to record high

Governor Bev Perdue announced May 14 that exports in 2011 surged to a record high with increased global demand supporting job growth in the state. North Carolina's merchandise exports grew 8% (or \$2.1 billion) to \$27 billion, surpassing the peak of \$25 billion in 2008.

"North Carolina's record level of exports in 2011 is a clear indicator that our efforts to stimulate the economy by seeking out new markets and new opportunities for trade and investment are paying off," said Gov. Perdue. "My top priority of creating jobs is supported by our focus on making North Carolina globally competitive."

North Carolina saw growth in most of its export sectors with manufacturing continuing to dominate. North Carolina's top ten exports accounted for 79% of its total shipments in 2011. [Read more.](#)

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## International bluegrass awards show coming to Raleigh in 2013

Raleigh is drawing the highest-profile event in bluegrass to the state many consider to be the music's ancestral home. The [International Bluegrass Music Association](#) awards show, the genre's equivalent to the Grammy Awards, is coming to town. Mayor Nancy McFarlane announced on May 16 that the city has landed the IBMA awards show and convention for 2013-15. Musicians and fans hailed the move as a positive one both for the association and for the lively-but-lonesome sounds of bluegrass, with its characteristic high-pitched singing and high-level musicianship on fiddle, banjo, mandolin and guitar.

The 2011 convention's events in Nashville drew a reported 16,000 total visitors, more than half from out of town. Raleigh city officials project similar figures for next year's World of Bluegrass, estimating the local economic impact at more than \$9.9 million. Activities range from the concerts and award shows to professional seminars on music-business matters and booths displaying instruments and other bluegrass-related items. [Read more.](#)

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## June

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### State grant helps Citrix expand in Raleigh

*(Left-right) N.C. Department of Commerce Secretary Keith Crisco, Raleigh Mayor Nancy McFarlane and Citrix VP & GM of Data Sharing Jesse Lipson during the announcement that Citrix will expand its presence in Raleigh.*

Governor Bev Perdue announced on June 7 that Citrix, a market leading provider of cloud, collaboration, networking and virtualization technologies that power cloud services and mobile work styles, will expand its presence in Raleigh. The

company plans to create 337 jobs over the next five years and invest \$12.5 million. The project was made possible in part by a state grant from the Job Development Investment Grant. The N.C. Department of Commerce's [Anna Lea](#) and [David Spratley](#) were the developers on this project.

In October 2011, Citrix acquired ShareFile, a Raleigh-based technology company, and through that acquisition, formed the data sharing division of the company. ShareFile is in the fast growing cloud services market, offering businesses a secure way to send, share and manage files via a Web-based infrastructure. Used by small, medium and enterprise companies, ShareFile is known for its focus on providing a quality customer experience from product design and engineering to customer support.

"Raleigh has been home to ShareFile since its inception in 2005. As a hub for prestigious universities and a well-established tech community, we are excited to find new local talent to join our company," said Jesse Lipson, VP & GM, Data Sharing at Citrix. "We look forward to expanding the Citrix team in what has been recognized as one of the fastest growing U.S. cities." [Read more.](#)

[Citrix Systems to create 337 high-paying jobs in downtown Raleigh over next five years](#) (News & Observer - Raleigh, June 7)

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## The Marco Company announces 100 jobs in Martin County

Governor Bev Perdue announced on June 7 that The Marco Company, a leading manufacturer of retail display equipment, will locate a new facility in Martin County. The company plans to create 100 jobs and invest \$190,000 over the next three years in Jamesville. The N.C. Department of Commerce's [Tim Ivey](#) was the developer on this project.

Marco Display Specialists, which operates as The Marco Company, is headquartered in Fort Worth, Texas.

The Marco Company is a family-owned organization originally established to fulfill merchandising needs of the supermarket industry. The company has diversified its product line to service the entire retail industry.

"Due in large part to the diligent efforts of the various N.C. economic development organizations, including Governor Perdue's office and our experience with other operations here in the state, we at The Marco Company are very excited to be expanding operations to the Martin County area," said Darin Dougherty, Operations Manager at The Marco Company. "When we started our search for an expansion location, we decided that we wanted to find a community that would be receptive to industry and had a solid workforce base. With all of the hard work and great communication with the Martin County officials, we feel we have found a great community to call home."

Salaries will vary by job function, but the total payroll for the new jobs will be nearly \$2.5 million. The project was made possible in part by a \$200,000 grant from the One North Carolina Fund. [Read more.](#)



## Ralph Lauren announces major expansion in Guilford County

*(Left-right) Ralph Lauren Vice President George Clopton, N.C. Department of Commerce Secretary Keith Crisco, Governor Bev Perdue*

Governor Bev Perdue announced on June 14 that Ralph Lauren Corporation (NYSE: RL), a leader in the design, marketing and distribution of premium lifestyle products, will expand its presence in High Point. The company plans to create 500 jobs over the next four years and invest \$97 million as

part of the state grant awards. The company indicates that its expansion will drive an additional \$45 million in capital investment by 2017, based on its commitments to performance based incentives from Guilford County and the City of High Point. The N.C. Department of Commerce's [Jan Critz](#) was the developer on this project.

For more than 44 years, Ralph Lauren's reputation and distinctive image have been consistently developed across an expanding number of products, brands and international markets. The Company's brand names, which include Polo by Ralph Lauren, Ralph Lauren Purple Label, Ralph Lauren Collection, Black Label, Blue Label, Lauren by Ralph Lauren, RRL, RLX, Rugby, Ralph Lauren Childrenswear, Denim & Supply Ralph Lauren, Chaps and Club Monaco, constitute one of the world's most widely recognized families of consumer brands.

"We are happy to have found a home in High Point and look forward to expanding our operations in North Carolina and continuing our commitment to the community with the creation of new jobs over the next few years," said Roger Farah, president and chief operating officer, Ralph Lauren Corporation. [Read more.](#)

[Perdue announces 500 new jobs in High Point](#) (WGHP - High Point, June 14)

## Perdue announces 131 new jobs with GKN Driveline

Governor Bev Perdue announced on June 15 that GKN Driveline, a major manufacturer of automotive driveline components, will expand its presence in Person County. The company plans to create 131 jobs over the next five years and invest \$24.1 million. The project was made possible in part by state grants from the Job Development Investment Grant and the One North Carolina Fund Award. The N.C. Department of Commerce's [Bernard Torain](#) was the developer on this project.

GKN Driveline is a world leader in automotive driveline systems and solutions. The company is a wholly-owned subsidiary of GKN plc, which serves the automotive, aerospace, and land systems markets globally.

"This new investment in our North Carolina operations will allow us to better supply our world-leading driveline systems and will allow us to further strengthen our customer base. This expansion is the next stage of our growth in North Carolina," said President of GKN Driveline Americas Max Owen. [Read more.](#)

**MSC Industrial Direct  
announces 400 jobs in  
Mecklenburg County**



*(Left-right) N.C. Department of Commerce Deputy Secretary and COO Dale Carroll, MSC Industrial Direct Co. Inc. Executive Vice President for Global Supply Chain Operations Doug Jones and Mecklenburg County Board of Commissioners Chairman Harold Cogdell*

Governor Bev Perdue announced on June 20 that MSC Industrial Direct Co. Inc. (NYSE: MSM), one of the largest direct marketers and premier distributors of metalworking and maintenance, repair and operations supplies to industrial customers throughout the U.S., will establish co-headquarters in Davidson. The company plans to create 400 jobs in North Carolina by the end of 2017 and invest more than \$31 million into its Mecklenburg County facility. The project was made possible in part by state grants from the Job Development Investment Grant and the One North Carolina Fund Award. The N.C. Department of Commerce's [Margie Bukowski](#) was the developer on this project.

In business since 1941, MSC has set the industry standard for quality, selection and customer service as the leading direct marketer and distributor of more than 600,000 metalworking and industrial products. The company, currently headquartered in Melville, N.Y., operates through a network of customer fulfillment centers and branch offices located throughout the U.S.

"This co-location strategy will support and prepare for MSC's strong future growth trajectory," said David Sandler, CEO of MSC. "After conducting a national search, the Charlotte area provided the most compelling opportunity to strategically and cost-effectively grow our business. We are grateful for the efforts and leadership of Governor Perdue and other North Carolina officials for working with us to make this co-location possible. We look forward to building our presence in the Davidson community and to beginning this exciting new chapter for MSC."

MSC currently employs 64 people in North Carolina at branch offices located in Asheville, Camp Lejeune, Charlotte, Greensboro and Raleigh. The new facility in Davidson will house many corporate functions including, but not limited to, executive management, IT, accounting, human resources, product management, and marketing. [Read more.](#)

[MSC Industrial to bring 400 jobs to Mecklenburg](#) (*Charlotte Business Journal*, June 20)



## Linamar announces 250 jobs in Asheville

*(Left-right) Linamar ICE Group President Nick Adams, EDC Board Chairman Ray Bailey, N.C. Department of Commerce Secretary Keith Crisco, Asheville Vice Mayor Esther Manheimer, and Buncombe County Commission Chairman David Gantt*

Governor Bev Perdue announced on June 21 that Linamar Corporation, a leading supplier of engine, transmission and driveline components, will expand its manufacturing operations in Asheville to supply precision machined components for customers of Linamar's Industrial, Commercial and Energy Group. The project was made possible in part by a Job Development Investment Grant. To meet the targets established in this performance-based grant, the company plans to create 250 jobs over five years and make a capital investment of \$75 million in Asheville. The N.C. Department of Commerce's [Bill Payne](#) was the developer on this project.

"There's no better proof of the strength of North Carolina's business climate than one of our newest companies already expanding," Perdue said. "Our investments in education and infrastructure are paying off with an educated, skilled workforce that is attracting new jobs."

In June 2011, Linamar announced plans to locate a manufacturing facility in Asheville and hire 363 workers. The plant produces items like engine blocks and axle components for the heavy duty industry.



Headquartered in Guelph, Ontario, Canada, Linamar Corporation is a world-class designer and diversified manufacturer of precision metallic components and systems for the automotive, energy and mobile industrial markets. Building on a foundation of over 45 years of successful growth, it is a leading supplier of engine, transmission and driveline, modules and systems and mobile aerial work platforms.

"We have had a great experience in our first year in Asheville," said Nick Adams, president of Linamar's Industrial, Commercial and Energy Group. "The tremendous support provided by the city, Buncombe County and the State of North Carolina has been instrumental in our decision to expand our business here. As we said last June, we wanted to become part of the community and continue to grow here. We're thrilled to be making this happen."

While individual wages for the 250 jobs will vary by job function, the overall average for the new jobs will be \$42,542 a year. The Buncombe County average annual wage is \$33,540. Hiring for the project will begin in 2014. [Read more.](#)

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## July

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### N.C. ranked fourth Best State for Business



Governor Bev Perdue on July 10 announced that North Carolina ranked number four in CNBC's annual survey of America's Top States for Business. According to CNBC's report, North Carolina continued to perform well in the Workforce category, placing third. In addition, the report says that North Carolina ranked high in Technology and Transportation.

North Carolina has finished in the top 10 in all six years of CNBC's business rankings. In its rankings, CNBC scored the states on more than 51 measures of competitiveness based on the cost of doing business, workforce, quality of life, economy, transportation and infrastructure, technology and

innovation, education, business friendliness, access to capital and cost of living. [Read more.](#)



### Valley Fine Foods announces 305 jobs in Forest City

*(Left-right) N.C. Senator Wes Westmoreland, N.C. Department of Commerce Deputy Secretary and COO Dale Carroll, Valley Fine Foods CEO Ryan Tu, and N.C. Representative Mike Hager at the July 13 Valley Fine Foods announcement in Forest City*

Governor Bev Perdue announced on July 13 that Valley Fine Foods, a consumer food manufacturer of high quality international foods, will open its new East Coast manufacturing operations in Forest

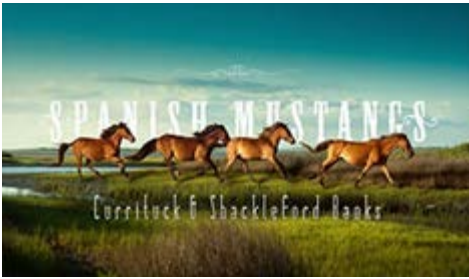
City. The company plans to create at least 305 jobs over the next three years. The project was made possible in part by a state Job Development Investment Grant. The N.C. Department of Commerce's Garrett Wyckoff was the developer on this project.

"North Carolina continues to be a top choice for companies looking to expand or relocate operations," said Perdue. "North Carolina is a tremendous place to do business and we have a knowledgeable and skilled workforce. Our priorities of investing in education and economic development continue to pay off."

Valley Fine Foods produces gourmet pasta dishes, including fresh ravioli, tortellini and gnocchi, with organic and gluten-free varieties. The family-owned company, with headquarters near Napa Valley, Calif., started making fresh pasta in 1984. [Read more.](#)

[Company to create 300 new jobs with expansion in Forest City](#) (*The Charlotte Observer*, July 14)

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## Project 543 features unique N.C. destinations

*Spanish Mustangs from Currituck and Shackleford Banks are #6 on Project 543*

[Project 543](#), an all-new blog dedicated to the stories of unique destinations across North Carolina, debuted online the week of July 2. Why 543? Because that's the number of miles from Manteo, on the coast, to Murphy, in the mountains, and

is traditionally considered the width of the state. A preview of some upcoming entries is available [here](#).

During the past year, the N.C. Department of Commerce of Division of Tourism, Film and Sports Development has gathered these stories from partner input on the people, places and experiences visitors can only find in North Carolina. Each entry will be paired with a custom image and type illustration that can be shared on Facebook, Twitter, Pinterest and Google+.

Entries will appear in no particular order and will be promoted via [VisitNC.com](#), the Division's social media accounts, e-newsletter program and other efforts.



## NetApp announces 460 jobs in Wake County

*(Left-right) Wake County Commission Chair Paul Coble, Net App Senior VP Denise Cox, Governor Bev Perdue, NetApp Senior Director Mark Skiff and RTP Foundation President Bob Geolas*

Governor Bev Perdue announced July 23 that NetApp, one of the largest providers of innovative storage and data management solutions, will expand its Wake County operations. The company plans to create 460 new jobs over four

years and invest more than \$75 million into a new R & D facility in Research Triangle Park. The project was made possible in part by a state grant from the Job Development Investment Grant. The N.C. Department of Commerce's [Vivian Powell](#) was the developer on this project.

"Creating jobs is what motivates me every day," said Perdue. "North Carolina is a tremendous place to do business and our highly-skilled workforce is equipped to support high tech companies like NetApp in their desire to expand here."

Founded in 1992, NetApp provides solutions that deliver outstanding cost efficiency and accelerate business breakthroughs for customers across various industries, including media and entertainment, Internet, healthcare, IT, and financial services. Data ONTAP® software, NetApp's core operating system, is also the world's most widely adopted storage and data management platform.

Headquartered in California, NetApp is a Fortune 500 company that employs over 12,000 individuals in more than 170 offices worldwide, including more than 1,400 employees in its RTP facility. In 2011 NetApp ranked No. 1 on the *Triangle Business Journal's* annual "Best Places to Work" in RTP list. It marked the seventh time that NetApp has appeared on the list and the third time it has been ranked No. 1.

"NetApp has had a long and successful presence in RTP and we are excited to build on our relationship with the state of North Carolina, Wake County, and the surrounding area," said Denise Cox, senior vice president of global support for NetApp. "NetApp takes pride in attracting and retaining the industry's best people and our expansion in RTP will enable us to continue to help our customers achieve business success. Our company culture of living our values and embracing strong principles while treating employees as our greatest asset is at the core of why we are widely considered a best place to work." [Read more](#).

## Commerce leaders participate in jobs summit

N.C. Department of Commerce Secretary Keith Crisco and Assistant Secretary for Workforce Solutions Roger Shackleford participated in the "North Carolina Back to Work Jobs Summit" on July 20 at the N.C. Rural Economic Development Center in Raleigh. Economic and education officials talked about what needs to happen to create more jobs in North Carolina. The summit was organized by U.S. Senator Kay Hagan

and included SEPI Engineering Owner Sepi Asefnia, U.S. Small Business Administration District Director Lynn Douthett, N.C. Rural Economic Development Center President Billy Ray Hall, N.C. STEM Education Center President and CEO Sam Houston, N.C. Community College System President Scott Ralls, and Randolph County Economic Development Corp. President Bonnie Renfro.

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## August

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### Visitor spending rises in all N.C. counties in 2011

Governor Bev Perdue announced Aug. 7 that all of the state's 100 counties saw increases in visitor spending in 2011, including seven counties that had double-digit increases. Data from the North Carolina Department of Commerce's Division of Tourism, Film and Sports Development showed that three counties (Mecklenburg, Wake and Guilford) had more than \$1 billion in visitor spending in 2011 while Dare, Buncombe, Forsyth and Durham all had more than half a billion in spending.

Domestic visitors to and within North Carolina spent a record \$18 billion in 2011, an increase of 8 percent from 2010. For the first time, state tax receipts as a result of visitor spending neared \$1 billion in 2011. Local tax revenues totaled nearly \$561 million. Visitor expenditures directly generated 187,900 jobs and more than \$4 billion in payroll income within North Carolina in 2011.

"Tourism means jobs -- nearly 200,000 of them across North Carolina," said Perdue. "The depth of the state's appeal is reflected in the fact that every corner of North Carolina benefited from tourism. More than 37 million people experienced what makes this state such a desirable destination, from our wondrous coast and breathtaking mountains to our lively cities and fascinating towns." [Read more.](#)

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### Schletter announces 305 jobs in Cleveland County

Governor Bev Perdue announced Aug. 13 that Schletter Inc., one of the largest designers and manufacturers of solar power mounting systems, will establish a production and distribution facility in Shelby. The company plans to create 305 jobs in North Carolina by the end of 2016, and invest more than \$27 million in its Cleveland County facility. The project was made possible in part by state grants from the Job Development Investment Grant and the One North Carolina Fund. The N.C. Department of Commerce's [Martyn Johnson](#) was the developer on this project.

Schletter is an internationally recognized manufacturer of a diverse product mix including solar mounting systems for small to utility scale applications, waste management solutions, and customized bracket manufacturing. Since 2008, the company has been manufacturing its photovoltaic mounting systems in the U.S. Schletter, with its only U.S. production facility in Arizona, currently supplies 25 percent of all solar mounting systems produced and delivered in the U.S.

"We're excited to offer our customers improved delivery and service options by opening our second U.S. manufacturing facility and new U.S. corporate headquarters in Shelby, North Carolina," stated Martin Hausner, president of Schletter Inc. [Read more.](#)

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### Fabrics manufacturer announces 129 jobs in Guilford County

Governor Bev Perdue on Aug. 9 announced that Culp Inc., a manufacturer of mattress and upholstery fabrics, will expand its operations in Guilford County. The company plans to create 129 jobs and invest \$450,000 over the next four years in Stokesdale. Culp expects the total investment could exceed \$900,000 by the end of the project. The project was made possible in part by an \$82,560 grant from the One North Carolina Fund. The N.C. Department of Commerce's [Bernard Torain](#) was the developer on this project.

Culp, headquartered in High Point, is a leading manufacturer of upholstery fabrics for furniture and mattress fabrics for bedding. The company operates as Culp Home Fashions and Culp Upholstery Fabrics. Culp currently employs more than 410 people at facilities in Guilford and Alamance counties. [Read more.](#)

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**United begins RDU-SFO route**



*United Airlines Flight No. 194 passes under a traditional water salute just prior to takeoff at RDU International Airport (Photo courtesy of RDU Airport Authority).*

United Airlines began offering non-stop service between Raleigh-Durham International Airport and San Francisco International Airport on Aug. 15. The daily flight departs at 7 a.m. and arrives at SFO at 9:50 a.m. local time. That time is aligned with outbound Asia flight departures in the 11 o'clock hour. Following are just some of the cities passengers will be able to connect to: Tokyo, Hong Kong, Osaka, Shanghai, Beijing, Seoul and Kahului,

Hawaii.

On Aug. 16, the Friends of North Carolina sponsored an evening reception for more than 100 San Francisco Bay area industry executives at the City Club of San Francisco. The networking event highlighted the new direct United Airlines flight. N.C. Department of Commerce Deputy Secretary and COO Dale Carroll welcomed guests to the reception, and Governor Beverly Perdue gave brief remarks.

Before she boarded the inaugural flight last Wednesday morning, Perdue recalled a West Coast meeting 18 months ago, where venture capital fund managers complained that traveling to RDU was too much trouble.

"They said, 'You know, we've got a better way to spend our week,'" Perdue said. "'And unless you all can adapt to our culture, unless you can figure out a way to get us from here to there in a day, then we're not going to be as interested in North Carolina.'"

[Triangle travelers fill first nonstop flight to San Francisco](#) (News & Observer – Raleigh, Aug. 15)



*(Left-right) Marshall Turner, Governor Bev Perdue, Wilson White with Google and Tony Atti with Phononic Devices at the Friends of North Carolina reception*



### **Harrah's Cherokee adds live gaming in ceremony**

*Governor Bev Perdue attended the opening of live gaming today at Harrah's Cherokee. Joining the governor (Left-right): Harrah's SVP & GM Brooks Robinson, Principal Chief Michell Hicks, Senator Phil Berger, and Vice-Chief Larry Blythe*

Governor Beverly Perdue and Principal Chief Michell Hicks of the Eastern Band of Cherokee Indians, along with other tribal and state officials, on Aug. 21 officially opened live table game offerings at Harrah's Cherokee Casino & Hotel.

A new 30-year gaming compact between the Eastern Band and the state of North Carolina concluded in June, expanded the tribe's gaming enterprise, permits live dealers and has led to the creation of more than 500 new jobs at the casino resort complex.

"This milestone allows the Eastern Band to continue to share resources from the casino with the people of western North Carolina who have been hit hard economically in recent years as well as to help support school systems around the state," said Hicks.

Currently blackjack, craps and roulette are up and running. Additional games will be available in the coming weeks. Harrah's Cherokee anticipates having up to 100 traditional table games available by late November. Traditional slot machines will be added to the mix and credit will be offered by early October.

The \$650 million expansion project at the 56-acre Harrah's Cherokee is one of the largest in the U.S., offering the greatest number of hotel accommodations in the Carolinas.



## Pharmaceutical manufacturer announces 200 jobs in Nash County

*(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.*

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. "

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*)



## Commerce touts N.C. to DNC visitors

With 35,000 delegates, dignitaries and media representatives as well as the eyes of the world converging on Charlotte for the 2012 Democratic National Convention next week, the N.C. Department of Commerce is seizing the opportunity to showcase the state's assets as a travel destination and business location.

"Attention will be fixed on Charlotte and North Carolina," said Assistant Secretary for Tourism, Marketing and Global Branding Lynn Minges. "We want people to see beyond the headlines, appreciate the unique travel experiences the state offers, and

showcase North Carolina as a special setting where visitors, residents and businesses thrive."

The engagement began before attendees arrived in Uptown Charlotte, where the main event will unfold. On [VisitNC.com](http://VisitNC.com), the state's official travel site, a Group Tour [microsite](#) directs delegations to points of interest on routes to and from Charlotte. Working with travel industry partners across the state, the Department has also devised itineraries for day trips, which could double as overnight stops before or after the convention. In addition, the Department is providing personalized, one-stop concierge service to group organizers.

Attendees flying into Charlotte Douglas International Airport experienced images of lighthouses, mountain vistas, history and culture in a narrated welcome video. The video, which starts with a warm welcome by Governor Bev Perdue, will also play in all nine of North Carolina's official interstate Welcome Centers and in the Visitor Info Center in Uptown Charlotte. The message is posted on YouTube with a feature link on [VisitNC.com/DNC](http://VisitNC.com/DNC).

Projections for the immediate economic impact from the convention run as high as \$200 million. Minges also sees long-term value in the Department's efforts to showcase the state by reaching out to the 15,000 media attendees as well as delegates and leaders.

"For more than a year we have been working to use this convention to inspire a wealth of human interest and lifestyle stories, and we've worked to put the North Carolina travel experience in front of these media outlets," Minges said. "We know that the news media will be largely focused on the action at the convention during the DNC, but our proactive media outreach is already broadening awareness and understanding of North Carolina as a place of uncommon scenic beauty and diverse appeal for leisure and group travel."

During the DNC media preview event in June, the Department distributed a customized tourism press kit with story starters, including a feature release on [North Carolina's "Presidential Past"](#) and other ideas for coverage before, during and after the convention. National media outreach has resulted in coverage by The Associated Press, The New York Times and other outlets.

The Department is also:

- Distributing 25,000 copies of the 2012 Official North Carolina Travel Guide with a custom cover featuring the Charlotte skyline to welcome convention delegates.
- Distributing information on business relocation opportunities and meeting with corporate executives during their time in the state.
- Creating a temporary visitor center in partnership with Visit Charlotte. The center creates a physical presence for promoting both travel and business at Visit Charlotte's Uptown Visitor Center and the information desk at the Charlotte airport. The Division has staff present at the Uptown location to assist travelers during the Convention.
- Promoting business and tourism in US Airways Magazine's September special section on North Carolina and the Charlotte region.



## Oskar Blues CEO welcomed to North Carolina

*Oskar Blues CEO Dale Katechis (center) receives a North Carolina state flag from N.C. Representative Trudi Walend (center left) and N.C. Department of Commerce Deputy Secretary and COO Dale Carroll (center right). Local elected officials, Transylvania Partnership leaders, and regional economic developers joined other members of the Oskar Blues' management team for the presentation.*

On Aug. 28, Oskar Blues CEO Dale Katechis returned to Brevard from the company's headquarters in Colorado to serve as keynote speaker at the Transylvania Partnership Annual Meeting. Katechis updated the meeting participants on the company's plans to be in production and distribution with its new East Coast facility in Brevard by mid-December 2012. A large turnout of elected officials and business leaders attended to extend a warm welcome to Katechis and his management team. N.C. Department of Commerce Deputy Secretary and COO Dale Carroll and N.C. Representative Trudi Walend made a special flag presentation on behalf of the state.

[The man who made canned craft beer cool](#) (CNBC, Aug. 29)

## Community Investment honors 26 local governments at CDBG-R capstone event

*N.C. Department of Commerce Deputy Secretary and COO Dale*



*Carroll presents City of Sanford with a certificate. (Left-right) Commerce Director of Community Investment Vickie Miller, Haven Executive Director Kenosha Davenport, State Senator Bob Atwater, Sanford Mayor Cornelia Olive, Brick Capital Executive Director Kate Rumely, Carroll, and Sanford Planning Director Bob Bridwell*

On Aug. 30, the Office of Community Investment within the N.C. Department of Commerce's Division of Community Assistance honored 26 local governments for their achievements in the Community Development Block Grant-Recovery Program funded by the American Recovery and Reinvestment Act of 2009. The capstone event celebrated the essential partnerships and successful outcomes of CDBG-R, which expended nearly \$11.5 million dollars to create and retain jobs by installing 66,660 linear feet of public infrastructure, developing three neighborhood facilities, and providing 240 quality affordable housing units across North Carolina. The event was held at the N.C. Rural Economic Development Center in Raleigh

Commerce Assistant Secretary for Energy and Community Assistance Jon Williams opened the event; Deputy Secretary and COO Dale Carroll and Community Investment Director Vickie Miller presented achievement certificates to the nine local government representatives present. Presentations of success stories were made by the Town of Fairmont, Town of Mount Olive, City of Sanford, and the County of Stanley. CDBG-R was a single cycle program and closes on Sept. 30. Learn more by reviewing the CDBG-R Project Achievements report at [www.nccommerce.com/cd](http://www.nccommerce.com/cd).

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## September

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### Sheetz announces 254 jobs at new Alamance County operation

Governor Bev Perdue announced Sept. 5 that Sheetz Inc., a large chain of convenience stores and gas stations, will establish a distribution and food manufacturing facility in Burlington. The company plans to create 254 jobs in North Carolina by the end of 2018, and invest more than \$32.8 million in its Alamance County facility. The project was made possible in part by state grants from the Job Development Investment Grant and the One North Carolina Fund. The N.C. Department of Commerce's [Margie Bukowski](#) was the developer on this project.

"Companies like Sheetz recognize that North Carolina is a great place to thrive because of our top-notch business climate, well-trained workforce, and a strong logistics network that fits the company's needs," said Perdue. "We're going to keep leveraging North Carolina's tremendous assets as we continue our focus on job expansion."

Sheetz Inc., founded in 1952, is a family-owned convenience store chain based in Altoona, Penn. The company operates more than 425 locations across six states - Pennsylvania, Maryland, Virginia, Ohio, West Virginia, and North Carolina - and employs more than 14,500 employees. [Read more](#).

[Sheetz chooses Burlington for distribution center, creating 254 jobs](#) (*Business Journal of the Greater Triad*, Sept. 5)

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### Leviton announces 152 jobs in Burke County

Governor Bev Perdue announced Sept. 10 that Leviton Manufacturing Company, Inc., a leading manufacturer of electrical wiring, lighting control, power cables and other electrical products, will expand its manufacturing operations in Morganton. The project was made possible in part by a Job Development Investment Grant. To meet the targets established in this performance-based grant, the company plans to create 152 jobs over three years and make a capital investment of \$7.3 million in Morganton. The N.C. Department of Commerce's [Bill Payne](#) was the developer on this project.

"The business climate in North Carolina is thriving and Leviton knows this is the right place to expand their operations," Gov. Perdue said. "This is proof that our investments in education and infrastructure are paying off and resulting in good jobs for North Carolinians."

Leviton designs, manufactures and markets electrical and electronic wiring devices, data center connectivity

solutions, lighting energy management solutions, metering systems and related items for worldwide sale to the manufacturing, industrial and electronic industries. Founded in 1906, Leviton has become the preferred brand for electricians and homeowners, helping customers create sustainable, intelligent environments.

[Read more.](#)



## Perdue, Crisco lead N.C. delegation to SEUS-Japan

*Governor Bev Perdue is joined at last week's SEUS/Japan Annual Joint Meeting by outgoing Association Chairmen Hiromasa Yonekura (left) and Jack Bovender from Tennessee.*

Governor Bev Perdue and N.C. Department of Commerce Secretary Keith Crisco conducted a series of business meetings in Tokyo last week while leading the state's delegation to the [35th Annual Southeast U.S./Japan Annual Joint Meeting](#) at the Imperial Hotel.

Approximately 350 delegates from seven Southeastern states and Japan attended the three-day business and networking conference. In addition to Perdue, Tennessee Governor Bill Haslam, Georgia

Governor Nathan Deal, Mississippi Governor Phil Bryant and South Carolina Governor Nikki Haley were also in attendance. Japanese Chairman Hiromasa Yonekura hosted this year's meeting, which marks the last time he will oversee the annual gathering. At the conference's closing ceremony, Yonekura announced that Atsutoshi Nishida, Chairman of the Board of Toshiba Corporation, would succeed him as the Japanese Association chairman.

North Carolina is home to more than 150 Japanese firms, with capital investments around \$5 billion -- including companies like Toshiba, Hitachi, Honda and Mitsubishi. Over the last 18 months, several Japanese firms have made investment announcements in North Carolina. Last October, HondaJet announced a 419 job expansion with nearly 80 million dollars in capital investment. A number of auto suppliers announced expansions including AW North Carolina, NGK, FCC, and Keihin adding more than 450 jobs collectively. All told, investments by Japanese firms in North Carolina support around 16,000 jobs in the state.

Following the SEUS/Japan Conference, Crisco traveled to China for a series of business recruitment meetings this week with companies located in Shanghai and other cities in Zhejiang Province.



## ABB holds grand opening for Huntersville cable plant

*N.C. Department of Commerce Secretary Keith Crisco speaks during the grand opening of ABB's new facility in Huntersville*

Swiss company ABB officially opened its \$90 million plant Sept. 19 in Huntersville. The cable it will make is designed to be buried underground, suitable for transmitting power from wind and solar farms or upgrading aging transmission lines. The N.C. Department of Commerce's [Martyn Johnson](#) was the original developer on this project.

"It is one very effective and reliable way to connect renewables to the grid, especially when wind farms are distant from population centers," said Enrique Santacana, ABB's Cary-based president and CEO for North America.



ABB's cables are up to 6 inches in diameter and can be used to transmit electricity as alternating current, the form that comes from a household outlet, or the direct current that comes from a wind turbine or photovoltaic cell.

N.C. Department of Commerce Secretary Keith Crisco spoke at the grand opening, and in his remarks credited North Carolina's tremendous workforce and low cost of doing business with attracting the company.

"A tobacco, textiles and furniture economy is now high-tech and knowledge-driven because of the ambition of our forebearers," Crisco said.

[ABB Inc. CEO says Huntersville plant contributes to N.C. energy hub](#) (*Charlotte Business Journal*, Sept. 19)



## Freudenberg opens new RTP data center

Durham Commissioner Brenda Howerton, Durham Board of Commissioners Chairman Michael Page, Freudenberg IT President and CEO Michael Heuberger, and N.C. Department of Commerce Secretary Keith Crisco

Germany-based Freudenberg IT, a global leader of mission-critical managed hosting services, announced on Sept. 20 the opening of its newest data center and office in Durham. N.C. Department of Commerce Secretary Keith Crisco spoke at the grand opening. Commerce

International Projects Manager [Dallas Hardenbrook](#), who has maintained a long-term relationship with Freudenberg, also attended the ceremony.

By investing in new offices and data centers, and hiring talented personnel, FIT is responding to the growing demand for its IT outsourcing, application hosting, and SAP-managed hosting services.

The new office and data center is located in a 30,000-square-foot solid-concrete building on a 13-acre campus in the heart of the Research Triangle Park. The property offers plenty of space for future expansion, utilizing FIT's unique modular data center concept to scale out the facility. Based on business growth, FIT can construct data centers as self-contained, reinforced bunkers within the data center building without the need to retrofit or interrupt existing data center operations and modules. It also allows FIT to implement the latest data center technologies when expanding the data center footprint.

"This multi-million dollar office and data center expansion reflects the significant growth that we have experienced since we opened our doors in the Americas in 2003," explained President and CEO Michael Heuberger.

"We chose to locate our North American headquarters here in Durham due to its mild climate, availability of power and networking infrastructure, and availability of highly qualified IT personnel drawn in by the many high tech companies and world-class universities located in the area. Best of all, North Carolina offers our employees a great quality of life, and we are very proud that we are able to contribute to the economic development of the area."

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## October

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## Lenovo announces computer manufacturing line in N.C.

(Left-right) N.C. Department of Commerce Secretary Keith Crisco, U.S. Representative Renee Ellmers, N.C. Senator Andrew Brock, Lenovo North America President David Schmoock, Lenovo North America Vice President and General Manager Tom Looney, Governor Bev Perdue, U.S. Senator Richard



*Burr and U.S. Representative David Price.*

Governor Bev Perdue and Lenovo, the world's second-largest personal computer vendor, announced today (Oct. 2) the company will build a U.S. personal computer manufacturing line in Whitsett, near Greensboro. The announcement defies a trend that has seen electronics manufacturing jobs migrate overseas for more than two decades. As part of the expansion, Lenovo will create 115 new manufacturing jobs where workers will build both Think-branded notebook and desktop PCs for sale to domestic business, government and education customers, as well as consumers. Senator Richard Burr, U.S. Representatives Renee Ellmers and David Price, Lenovo North America President David Schmoock and Vice President and General Manager Tom Looney, and N.C. Department of Commerce Secretary Keith Crisco were also at the press conference.

The new U.S. PC manufacturing line currently is under construction and will open in early 2013. It will reside within Lenovo's recently expanded, 240,000-square-foot U.S. distribution center in Whitsett. Hiring for the manufacturing and related positions will begin later this year.

The U.S. manufacturing line will be capable of turning out some of Lenovo's newest and most innovative products, such as the recently announced ThinkCentre M92p Tiny Desktop and ThinkPad Tablet 2. Lenovo believes that having a manufacturing component in the U.S. can provide the capability to deliver products to customers more quickly and reliably in many situations, while offering an even broader and more valuable set of PC-related services. [Read more.](#)

[Lenovo expanding in Guilford County](#) (*The News & Observer* - Raleigh, Oct. 1)



## Semprius holds grand opening in Henderson

*(Left-right) Semprius CEO Joe Carr, N.C. Representative Jim Crawford, Governor Bev Perdue, N.C. Department of Commerce Deputy Secretary and COO Dale Carroll and Semprius Vice President David Halter*

Solar power innovator Semprius held a grand opening Sept. 26 for its new pilot production plant in Henderson. The project was made possible in part by state grants from the [Job Development Investment Grant](#) and [One North Carolina Grant](#) programs. To meet the targets established in these performance-based grants, the company plans to create 256 jobs over five years and make a capital investment of \$89.7 million in Henderson. The N.C. Department of Commerce's [Bernard Torain](#) was the original developer on this project.

During the grand opening event, local elected officials and economic development leaders were recognized by Semprius CEO Joe Carr, Governor Bev Perdue and N.C. Representative Jim Crawford. This included retired Henderson-Vance Chamber Executive Bill Edwards and Research Triangle Regional Partnership CEO Charles Hayes. The RTRP's "[Triple Helix](#)" model of economic development supported the Semprius project, including efforts by NCSU's Thomas White. [Read more.](#)

Other partners that assisted with this project included: N.C. Community Colleges, Vance County, the Henderson-Vance Chamber of Commerce, the Vance County Economic Development Commission, Golden LEAF Foundation, the N.C. Rural Economic Development Center, N.C. State University Economic Development Partnership, U.S. Department of Agriculture and Progress Energy.

[Semprius opens solar panel factory in Henderson](#) (*The News & Observer* - Raleigh, Sept. 26)

## Commerce awarded excellence in



## economic development

The N.C. Department of Commerce was awarded a Silver Excellence in Economic Development honor for its [AccessNC](#) Mobile App in the category of New Media for communities with populations of greater than 500,000 from the International Economic Development Council. The award was announced at the IEDC Annual Conference in Houston, Texas, which concluded Oct. 3.

"We're proud to be recognized for the tools we're using in our economic development efforts," said N.C. Department of Commerce Secretary Keith Crisco. "We strive to improve the lives of all North Carolinians by attracting companies to

locate and expand here, and it's important that our economic development tools are innovative and use cutting-edge technologies. That's one way we're able to stay competitive."

North Carolina's [AccessNC](#) Mobile App is a breakthrough tool that allows site selectors direct, easy access to search available business properties in North Carolina while they're on the go, and then manage and store that property data using their smartphone or tablet device. AccessNC is a service offered by the Department, the state's leading economic development agency. [Read more.](#)



## Deere-Hitachi announces 340 jobs in Forsyth County

*(Left-right) Deere-Hitachi Chairman and CEO Al Seeba, Forsyth County Commission Chairman Richard Linville, Kernersville Mayor Dawn Morgan and N.C. Department of Commerce Secretary Keith Crisco look on as Governor Bev Perdue speaks at the Oct. 5 announcement that Deere-Hitachi will expand in Forsyth.*

Governor Bev Perdue announced on Oct. 5 that Deere-Hitachi Construction Machinery Corporation, one of the largest manufacturers and distributors of

excavators in the Americas, will expand its operations in Kernersville. The company plans to create at least 340 jobs by the end of 2016, and invest more than \$97 million in its Forsyth County facility. The project was made possible in part by state grants from the [Job Development Investment Grant](#) and the [One North Carolina Fund](#). The N.C. Department of Commerce's [Jan Critz](#) was the developer on this project.

"Companies like Deere-Hitachi recognize that North Carolina is a great place to thrive because of our top-notch business climate, incredibly well-trained workforce, and central location with access to customers and transportation channels," said Perdue. "When the company was ready to expand, North Carolina was the perfect choice."

Deere-Hitachi is a 50/50 joint venture between John Deere, in Moline, Ill. and Hitachi Construction Machinery Corporation, in Tokyo, Japan. The company was established in 1988 to provide both Hitachi and Deere brand excavators to the Americans. As part of Perdue's most recent visit to Japan, she met with executives at Hitachi to discuss its current presence in North Carolina and opportunities for it to grow.

Other partners who assisted with this announcement include: N.C. Community Colleges, N.C. State Ports Authority, N.C. Department of Transportation, Forsyth County, Town of Kernersville, Winston-Salem Chamber of Commerce, Forsyth Tech Community College, Duke Energy, Golden LEAF Foundation and Norfolk Southern Railroad. [Read more.](#)

[Deere-Hitachi to expand in Kernersville, creating 340 jobs](#) (WGHP - Greensboro, Oct. 5)

## Tourism releases 2011 Annual Report

Collaboration and wisely leveraging resources generated positive results again for North Carolina's tourism economy in 2011. While recovering from the worst recession since the Great Depression, direct domestic visitor spending grew more



than 8 percent to \$18.4 billion, all 100 counties realized increases in visitor spending, and North Carolina ranked as the nation's sixth most-visited state for overnight travel, according to the 2011 Annual Report, just released by the N.C. Department of Commerce Division of Tourism, Film and Sports Development.

Among the highlights:

**Tourism leads the way to more jobs and tax revenues:** The tourism industry has been a key contributor to North Carolina's economic recovery with 2.5 percent employment growth to 188,400 jobs directly supported by tourism, and \$1.52 billion in state and local tax revenues in 2011. [See more](#) on the industry's economic impact milestones.

**Partner investment adds \$6 million in brand exposure:** Strong working relationships with public and private sector organizations in all 100 counties sparked approximately \$6 million in partner investment to help broaden the reach of North Carolina's messaging. With the Division of Tourism's marketing budget ranking 27th nationally and ninth among peer Southern states, cooperative efforts are key to keeping North Carolina competitive. [See how](#).

**Consumer interest in [VisitNC.com](#) reaches new high:** The Division's visitnc.com family of websites attracted a record 3.87 million user sessions in 2011 including 1.14 million downstream referrals from visitnc.com to North Carolina industry partner websites. [See more](#).

**Tax incentive sparks blockbuster year for N.C. Film:** [The N.C. Film Office](#) leveraged the enhanced film tax incentive to welcome 45 productions to the state generating 31,050 jobs and \$241.8 million in direct spending in North Carolina. [See more](#).

[Read the Report](#).



## Denver Global Products announces 450 jobs in Lincoln County

*(Left-right) N.C. Department of Commerce Deputy Secretary and COO Dale Carroll with Denver Global Products Executives: CFO Michael Parkins, CEO Roger Leon, COO David Agee and CAO Jeanne Hendrix, and Lincoln EDA Director Crystal Gettys*

Governor Bev Perdue announced Oct. 15 that Denver Global Products, Inc., a subsidiary of Chongqing RATO Power Company Ltd., will establish its manufacturing, distribution and R & D facilities in Lincoln County. The project was made possible in part by a Job Development Investment Grant. To meet

the targets established in this performance-based grant, the company plans to create 450 jobs over four years and make a capital investment of \$30.2 million in Lincoln County. The N.C. Department of Commerce's [David Spratley](#) was the developer on this project.

"North Carolina continues to be a top choice for companies looking to establish advanced manufacturing as well as research and development facilities," Perdue said. "This proves how important our investment in education and infrastructure is, and that it's resulting in good jobs for North Carolinians."

Denver Global concentrates on innovating solutions for consumer products. The manufacturing facility will produce DGP developed products as well as RATO products. Incorporated in North Carolina in 2010, Denver Global was acquired by Chongqing RATO Power in January. The company currently employs 27 people at its Lincoln County location.

Based in Chongqing, China, RATO manufactures and distributes thermo-power products and general-purpose engines for all-terrain vehicles, motorcycles, water pumps and generators. The new Denver Global campus in Lincoln County will accommodate the company's administrative sales, manufacturing, distribution, and research and development operations.

Other partners that assisted with this project include: the N.C. Department of Commerce, N.C. Community Colleges, Lincoln County, Lincoln Economic Development Association, the N.C. Rural Economic Development Center and the N.C. Ports Authority. [Read more.](#)

[Engine Manufacturer to locate in Lincoln County N.C.](#) (Lincoln County Economic Development Association)



## N.C. advances to No. 5 in Top States for Doing Business survey

On Oct. 18, *Area Development* magazine released its 2012 Top States for Business, a survey based on responses from location

consultants who work with national client bases. Each consultant was asked to list their top five choices in 14 areas of site selection. Overall, North Carolina ranked fifth, rising from seventh in last year's study. In the critical component of overall labor climate, North Carolina ranked second in a tie with neighboring South Carolina.

Among the 14 selection factors for which feedback was solicited, North Carolina ranked in the top five states in 10 factors. In addition to the labor climate factor, North Carolina also ranked second for certified sites and shovel-ready programs, and third in leading the economic recovery. The state also ranked third for availability of skilled labor.

The complete list of top-five site selection factors for North Carolina includes:

- **2nd** Overall labor climate (tied with South Carolina); certified sites or shovel-ready programs
- **3rd** Availability of skilled labor (tied with California); access to capital and funding; leading the economic recovery (tied with Indiana)
- **4th** Leading workforce development programs (tied with Alabama); competitive utility rates (tied with Oregon)
- **5th** Cost of doing business (tied with Indiana and Mississippi); competitive labor costs; overall business environment

[Read more.](#)

## Wood millwork manufacturer announces 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.](#)

# November

## North Carolina named America's 'Top Business Climate'

*In Beaufort County, N.C. Department of Commerce Secretary Keith Crisco shows off*



*the latest article on North Carolina's No. 1 ranking from Site Selection magazine*

Governor Bev Perdue announced on Nov. 1 that North Carolina ranked as the nation's "Top Business Climate," according to *Site Selection* magazine. It is the tenth time in the last 12 years the state has taken the top honor in the annual ranking by *Site Selection*, one of the nation's premier

economic development magazines.

"North Carolina is a great place to do business and a place where companies and their employees can thrive," said Perdue. "We have a long history of making critical investments in education and customized training programs to build the workforce of tomorrow. We have a low cost of doing business, we encourage innovation. [N.C. Department of Commerce] Secretary [Keith] Crisco and I and our regional, county and city partners have been very aggressive on recruiting companies to North Carolina and growing North Carolina's home grown small businesses."

Over the past year, executives from some of the world's most respected corporations that chose to locate or expand in North Carolina identified the state's wealth of talented and skilled labor, the outstanding custom training programs, a solid transportation infrastructure, the low cost of doing business and a high quality of life as competitive advantages found in North Carolina. [Read more.](#)

[Competition is fun](#) (*Site Selection*, Nov. 2012)



## Lucas honored for service to N.C.

*(Left-right) N.C. Department of Commerce Assistant Secretary for Workforce Solutions Roger Shackelford, Deputy Secretary and COO Dale Carroll, Director of Governance and Strategic Planning Beth Lucas, N.C. Commission on Workforce Development Chairman Don McCorquodale, Lucas' sister Jean Sohmer and Lucas family friend Eddie Nix*

Governance & Strategic Planning Director Beth Lucas in the N.C. Department of Commerce's Division of Workforce

Solutions was honored Nov. 7 by the N.C. Commission on Workforce Development during its quarterly meeting in Raleigh. Lucas, who will retire in December, was recognized by the Commission for her outstanding service to the department and the State of North Carolina. Deputy Commerce Secretary and COO Dale Carroll delivered The Order of the Long Leaf Pine certificate from Governor Bev Perdue to Lucas at the conclusion of the meeting. The certificate is presented to outstanding North Carolinians who have a proven record of service to the state.

## S&D Coffee announces expansion, 200 new jobs

*S&D Coffee and Tea Chairman of the Board, President and CEO Ron Hinson (left) receives a State of North Carolina flag from N.C. Department of Commerce Secretary Keith Crisco.*

Governor Bev Perdue announced Nov. 19 that S&D Coffee, a privately-owned



manufacturing and distribution company that produces coffee, tea and other beverages, will expand its presence in Concord. The company plans to create 200 jobs over the next five years and invest

\$47 million. The project was made possible in part by state grants from the Job Development Investment Grant and the One North Carolina Fund award. The N.C. Department of Commerce's [Margie Bukowski](#) was the developer on this project.

Founded in 1927 in Charlotte, S&D Coffee began providing fresh roasted coffee to local and regional grocery stores. The company grew and expanded its product offerings and services to customers. Currently, S&D produces an extensive line of products that include roasted whole bean and ground coffee, specialty coffees, cappuccinos, lattes, hot chocolates, iced tea, hot tea, juices, syrups, toppers and condiments. The company supplies coffee products to restaurants, hotels, vending and offices.

Other partners who assisted with this announcement include: the N.C. Department of Commerce, N.C. Community Colleges, Cabarrus County, City of Concord and Cabarrus Economic Development Corporation. [Read more.](#)

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## N.C. Main Street creates jobs and revitalizes downtown areas across state

Governor Bev Perdue announced on Nov. 15 that the 2011-2012 [N.C. Main Street Program](#) posted impressive statistics for the 58 Main Street communities that participated. The 2011-2012 Main Street communities reported:

- \$96 million in public and private investments made
- 1,029 new jobs created
- 259 new businesses started
- 334 buildings renovated
- 242 facades improved
- 79,683 volunteer hours logged

N.C. Main Street assists selected communities across the state in restoring economic vitality to their historic downtowns. Main Street staff provides technical assistance, guidance and training to participating communities with a population under 50,000.

In addition, the N.C. Small Town Main Street program has been very successful in revitalizing the state's very smallest communities. The 2011-2012 Small Town Main Street Program reported:

- \$20.5 million in public and private investments made
- 278 new jobs created
- 105 new businesses started
- 66 buildings renovated
- 81 facades improved

The Small Town Main Street program addresses the growing number of communities with populations under 7,500 that need downtown development assistance but are not likely, due to size and resource limitations, to pursue the regular Main Street program. [Read more.](#)

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## Trade division meets Chinese delegation

*N.C. Department of Commerce Business Development Manager Rick Hill (center-left) and Foreign Operations Director Derek Chen (center-right) with members of the Chinese*



delegation

N.C. Department of Commerce Foreign Operations Director Derek Chen from the International Trade Division met Nov. 9 with a group of Chinese government officials who are participating in the Duke Center for International Development's State Administration of Foreign Experts Affairs of the People's Republic of China Executive Education Program. Chen spoke about commerce and economic development, and entertained questions. Business Development Manager Rick Hill also assisted in the meeting.

DCID offers short-term executive education programs designed to meet the needs of mid-career public policy professionals in government agencies, international institutions, the non-governmental community, and the private sector. For the past several years, DCID has provided training for the SAFEA of the People's Republic of China. Each year, 30 mid- and senior-level officials from various ministries within China's central government live in Durham for 18 weeks and take courses on topics such as public finance, policy analysis, management, negotiation and conflict resolution, and environmental policy. As part of the program, they attend meetings with local, state and federal agencies, private companies, and non-profit and non-governmental organizations. These meetings are set to complement and supplement lecture content with interactive conversations with practitioners of the various subject matter.



### Commerce issues 2013 economic development tier rankings

N.C. Department of Commerce Secretary Keith Crisco on Nov. 30 announced the county tier designations for 2013. The designations, which are mandated by state law, determine a variety of state funding opportunities to assist in economic development. [Download the county tier designations.](#)

"Our mission is to improve the economic well-being and quality of life for all North Carolinians. We want all of our residents to have good jobs regardless of where they live in the state," Crisco said. "These tier

rankings provide important tools that help attract and retain businesses in all parts of North Carolina."

Using a statutory formula outlined in the 2006 Tax Credits for Growing Businesses (more commonly referred to as Article 3J tax credits), the Department of Commerce assembles required statistics for each of North Carolina's 100 counties, applies the formula and assigns a tier designation ranking from one to three. Tier 1 counties are the most economically distressed and Tier 3 counties are the least. Eligible businesses that locate in lower-tiered counties are eligible for some grant programs and larger tax credits than those that locate in higher-ranked areas. [Read more.](#)

[12 N.C. counties to change their tier designations](#) (*Triangle Business Journal*, Nov. 30)

## December

### Minges honored with Order of the Long Leaf Pine

N.C. Restaurant and Lodging Association President and CEO Lynn





*Minges (right) displays her Order of the Long Leaf Pine, presented by N.C. Department of Commerce Secretary Keith Crisco (left)*

Governor Bev Perdue has bestowed N.C. Restaurant and Lodging Association President and CEO Lynn Minges with the Order of the Long Leaf Pine. N.C. Department of Commerce Secretary Keith Crisco presented the award at the Dec. 4 meeting of the N.C. Travel & Tourism Board in Raleigh.

One of the highest honors the governor can bestow on a North Carolina citizen, the Order of the Longleaf Pine is given in recognition of a proven record of extraordinary service to the state. In addition to receiving a certificate of recognition,

recipients may also propose the North Carolina toast at any time. Minges joins many famous North Carolinians such as Maya Angelou, Andy Griffith, Michael Jordan and Bob Timberlake, as a recipient of this award.



### **Performance-based incentives discussed with N.C. Association of CPAs**

*(Left-right) Carolinas Gateway Partnership Chairman Frank Harrison, Rocky Mount Mayor Pro-Tem Reuben Blackwell, N.C. Department of Commerce Deputy Secretary and COO Dale Carroll, Draka CEO Sterrett Lloyd and Nash County Chairman Fred Belfield*

On Dec. 12, N.C. Department of Commerce Deputy Secretary and COO Dale Carroll participated as a guest speaker at the N.C. Association of Certified

Public Accountants' "State & Local Tax" Conference in Greensboro. Carroll's presentation, titled "The Toolbox: Building on N.C.'s Economic Development Efforts," included details on performance-based incentives, both discretionary grants and statutory tax credits. Approximately 300 certified public accountants from across North Carolina participated in the conference.



### **Wire and cable manufacturer to add 67 jobs in Rocky Mount**

*N.C. Department of Commerce Deputy Secretary and COO Dale Carroll presents at the N.C. Association of CPAs Conference.*

On Dec. 13, state, regional and local leaders joined with Draka executives in Rocky Mount to celebrate a 67-employee, \$3.1 million expansion. Prior to the announcement, N.C. Department of Commerce Deputy Secretary and COO Dale Carroll participated in a plant tour with

Draka CEO Sterrett Lloyd to observe traditional manufacturing of control cables for elevators and new production of telecommunication cables for LTE/4G Towers. The company plans to create 67 jobs and invest more than \$3.1 million over the next three years. The project was made possible in part by a \$100,000 grant from the One North Carolina Fund. The N.C. Department of Commerce's [Jason Semple](#) was the developer on this project.

Draka Elevator Products, headquartered in Rocky Mount, manufactures, sells and services products to the elevator market with a market footprint in North America, Brazil, Europe and China. Draka Elevator is part of a group of companies operating under the Italian-based Prysmian Group. As a part of the expansion, the

Rocky Mount facility will begin producing specialized cables for cellular communication towers. Draka Elevator currently employs more than 130 people in North Carolina.

Salaries will vary by job function, but the average annual wage for the new jobs will be \$44,164, plus benefits. The Nash County average annual wage is \$34,112. [Read more.](#)

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