

syncTM Weekly highlights from the North Carolina Department of Commerce



Gov. Bev Perdue arrives at Halifax Northampton Regional Airport to make the Reser's announcement. Commerce Dep. Sec. Carroll, far right, walks with her. Photo by Roger Bell, Roanoke Rapids Daily Herald

Reser's to bring 500 jobs to Halifax County

Gov. Bev Perdue on Jan. 19 announced that Reser's Fine Foods, a national producer of prepared foods and salads, will expand its plant to the Halifax Industrial Center in Halifax County. The company plans to create 500 jobs in three phases over the next five years. The announcement was made possible in part by a \$1 million grant from the One North Carolina Fund. Commerce's Tim Ivey was the developer on this project.

"We are working hard to create jobs and North Carolina is proud to host a national-brand business like Reser's Fine Foods, which is building on its success here," Perdue said. "Our state's strategic location, skilled workers and top business climate continue to attract growing companies from around the nation."

Reser's Fine Foods Inc., headquartered in Oregon, makes prepared salads, dips, side dishes, Mexican foods and specialty products under a variety of brand names. The company has facilities nationwide. The company's goal is to expand production of prepared foods at its Halifax plant, starting with a first-phase investment of \$15 million in 2010.

"We are convinced North Carolina is the best strategic



Hardin presents to working group of president's science and technology council

John Hardin, executive director of Commerce's Office of Science and Technology, participated in a panel discussion in Washington, D.C., on Jan. 20 to assist a working group of the [President's Council of Advisors on Science and Technology](#) (PCAST). The panel is part of the council's ongoing review of the [National Nanotechnology Initiative](#) (NNI), which began in 2003 and is the highest-priority funded science and technology effort since the space race.

Nanotechnology is the ability to measure, see and assemble objects on the scale of atoms and molecules. Unlike a stand-alone industry, nanotechnology is an enabling technology creating a wealth of new materials and manufacturing possibilities. Nanotechnology can be used in almost all industries. States such as North Carolina can draw on it to capitalize on the sectors they have already worked hard to build.

Hardin outlined North Carolina's nanotechnology activities for the PCAST panel and participated in discussions on how to strengthen the national effort. His recommendations included enhancing efforts to track where and how NNI dollars are spent, expanding efforts to commercialize nanotechnology-based innovations, appointing state liaisons to the NNI, and

location, and we are excited to expand there. We plan to build a facility that the people of Halifax County and our employees are proud of, and one that will continue to produce great products," said company CEO Al Reser.

"I want to thank Gov. Perdue and her staff for helping us finalize this project. I also want to recognize the Halifax County commissioners and Cathy Scott, executive director of the Halifax Economic Development Commission, and her associates for their assistance in moving this project along." [Read more.](#)

[Governor announces Reser's expansion](#) (The Daily Herald - Roanoke Rapids, Jan. 20)



(Left-right) Commerce Sec. Keith Crisco, Celgard General Manager Mitch Pulwer, Congressman Larry Kissell, Carrie Cook of Sen. Kay Hagan's office and local officials look on as Gov. Bev Perdue announces the Celgard project.

Celgard to add 289 jobs in Concord, Charlotte

Gov. Bev Perdue announced Jan. 20 that Charlotte-based Celgard LLC, a wholly owned subsidiary of Polypore International Inc. will create 289 jobs and invest a total of \$91 million in expanded and new infrastructure in Mecklenburg and Cabarrus counties over the next five years. Commerce's Ron Leitch was the developer on this project.

The company is a global leader in developing and producing specialty membranes used predominantly in the lithium battery industry. The expansion is designed to increase production capacity to supply lithium battery manufacturers focused on the Electric Drive Vehicle industry.

"Celgard is an innovative, forward-thinking North Carolina company that is helping us realize the promise of a greener economy," Perdue said. "These are exactly the types of jobs I envisioned when we started building the number of 'green-collar' jobs in our state."

Celgard plans to expand its Charlotte campus, which currently employs about 390 workers, and add 80 jobs. A second facility will be built in Concord, which will employ 209 workers by the end of 2014, contingent on approval of local incentives. While salaries will vary by job function, the overall average wage for the 289 new jobs will be \$56,960 not including benefits. That is higher than both the Cabarrus annual average of \$32,396 and the Mecklenburg average of \$48,776. [Read more.](#)

increasing the involvement of state liaisons in NNI activities, such as priority setting, strategic planning and task forces.

N.C. recently broke into the [top 10 states for nanotechnology activity](#), and the Raleigh metro area ranks No. 4 for nanotechnology activity. Commerce's Office of Science and Technology has made nanotechnology a priority since 2006, with the release of [A Roadmap for Nanotechnology in North Carolina's 21st Century Economy](#). Recent efforts to increase N.C. nanotechnology visibility and activity have included the [NCnanotechnology.com](#) Web site and the 2009 and 2010 [N.C. Nanotechnology Commercialization Conferences](#).



Commerce Deputy Sec. Dale Carroll (center) with Vance County public education leaders.

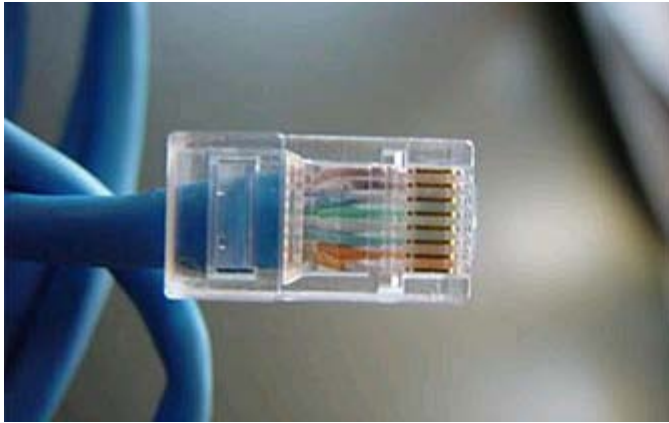
Carroll delivers keynote at Henderson-Vance County Chamber event

On Jan. 21, Commerce Deputy Sec. Dale Carroll presented Gov. Bev Perdue's 2010 Agenda to more than 425 attendees at the Henderson-Vance County Chamber Annual Meeting. During the event, the chamber recognized public education leaders, including the Principal of the Year, Teacher of the Year and four new Nationally Board Certified Teachers.

Emerging Issues Forum to include economic development discussion

The economic power of North Carolina's creative culture will be the theme of the 25th annual [Emerging Issues Forum](#), Feb. 8-9 at the Raleigh Convention Center. One of the questions to be discussed is what will it take to move North Carolina to a state characterized by a culture of creativity? Featured forum speakers will include Michael Linksvayer of Creative Commons and Roger Martin of the Rotman School of Management.

Realizing that new ideas are the cornerstone to North Carolina's comparative advantage, the Institute for Emerging Issues seeks to improve the state's capacity to create by developing the collaborative network of people, places, processes and policies that



N.C. to get \$28.2M in broadband recovery funding

Gov. Bev Perdue on Jan. 20 announced that [MCNC](#) has received \$28.2 million in broadband funding through the American Recovery and Reinvestment Act (ARRA) to build a 480-mile fiber-optic network for the N.C. Research and Education Network (NCREN). The design, construction and operation of the network are estimated to create more than 230 engineering and construction jobs. In addition, the network has the potential to serve more than 1,500 school and community institutions, 180,000 businesses and more than 300,000 underserved families.

"Increased broadband access for underserved areas is a critical infrastructure improvement that will help businesses of all sizes create jobs," said Perdue. "NCREN will also play a vital role as part of my Career and College - Ready, Set, Go! Initiative—which will help ensure those businesses have access to a well-trained workforce."

This funding will allow North Carolina to leverage the existing NCREN to create more robust access for our schools, libraries and public health facilities, while also reaching our underserved citizens.

MCNC will begin immediately to undertake the work of planning and building the new middle-mile fiber. Within the next 60 days, MCNC will issue several requests for proposal (RFP) for the design, construction and operation of the network. Construction is expected to last up to three years.

The new fiber build will traverse 37 counties in North Carolina. Counties in eastern N.C. include Beaufort, Bladen, Carteret, Columbus, Craven, Cumberland, Edgecombe, Greene, Harnett, Johnston, Nash, New Hanover, Onslow, Pender, Pitt, Robeson, Wake, and Wilson. In the west, counties include Alexander, Buncombe, Burke, Caldwell, Catawba, Cleveland, Davidson, Davie, Gaston, Haywood, Henderson, Iredell, Jackson, Lincoln, McDowell, Mecklenburg, Polk, Rutherford, and Transylvania. [Read more.](#)

Perdue speaks in Elizabeth City

Gov. Bev Perdue was in Elizabeth City Jan. 19 to speak to the Chamber of Commerce's 99th annual meeting. While there, she spoke to The Daily Advance newspaper about the possibility of securing federal funding for a regional airport.

"I've told (local officials) today we will see if there's any kind of federal money available to help build jobs around an aviation platform in Elizabeth City connected with the Coast Guard,"

fuel creative thinking.

The forum agenda includes three speakers who will talk about what their states and regions have done to bolster their creative enterprises. Each of the three panelists has agreed to stay after the forum has concluded to have an informal discussion with members of the economic development community. These three panelists include Jason Schupbach, creative economy industry director, Massachusetts Office of Business Development; Connie Martinez, managing director and CEO, 1stACT Silicon Valley; and Kelly Lee, president and CEO, Innovation Philadelphia.

If you are interested in listening to Schupbach, Martinez and Lee during an informal chat at 2:15 p.m. on Feb. 9 at the Raleigh Convention Center (regardless of whether or not you have purchased a forum ticket), please e-mail Diane Cherry at diane_cherry@ncsu. Prior to the event, she will e-mail all of the attendees for this discussion the room number and other details. [View the conference .PDF.](#) [Register for the conference.](#)

Two communities receive grants

Commerce's Finance Center recently announced grants to two communities:

The Town of Maiden will receive nearly \$335,000 in Industrial Development Funds to connect the city sewer system to Apple Inc.'s proposed 500,000-square-foot data center. The upgrade will allow Apple to proceed with the data center project, which includes a \$1 billion company investment and the creation of 50 new jobs over the next two years.

The City of Trinity will receive \$100,000 in Industrial Development Funds to provide public sewer service for the expansion of an existing manufacturing plant. The work will allow Trinity Furniture - which currently has a failing industrial septic system - to increase production and create 10 new jobs.



Ask The Climate Question

Perdue told the newspaper. "It's a great concept."

[Perdue eyes fed funds for airpark](#) (The Daily Advance - Elizabeth City, Jan. 20)

Crisco to speak at biotech event

Commerce Sec. Keith Crisco will be one of the featured speakers at the Feb. 10 Nu Tech 2010 conference at the Sheraton Imperial in Research Triangle Park. Sponsored by Nagoya University in Japan, Nu Tech is a technology conference focusing on life sciences, biotechnology and engineering. Other featured speakers include Ray Wood, VP of Research and Development for Eisai, and Nagoya University president Dr. Michinari Hamaguchi. Other partners include UNC-Chapel Hill and the N.C. Biotechnology Center. The conference is free. [Learn more.](#)



Nelson McDaniel (left), chair of New Bern's 300th Anniversary Committee, receives a commemorative copy of the 2010 North Carolina Travel Guide from Assistant Sec. for Tourism, Marketing and Global Branding Lynn Minges.

Minges speaks to New Bern anniversary committee

Assistant Sec. for Tourism, Marketing and Global Branding Lynn Minges addressed the New Bern 300th Anniversary Committee Jan. 22. She presented the group with a commemorative copy of the 2010 North Carolina Travel Guide, which features New Bern's 300th anniversary celebration on one of its two covers. During her presentation, Minges said the anniversary could give the city an economic boost, helping to set it apart from other towns in the state affected by the recession. Minges also spoke at the New Bern Chamber of Commerce's annual dinner on Jan. 21.

[Tourism, city already getting boost](#) (The Sun Journal - New Bern, Jan. 22) [See video of Minges speaking in New Bern.](#)

Wine & Grape Council to meet

The N.C. Wine & Grape Council will meet on Feb. 5 at the

Climate change workshop scheduled for March

"Ask the Climate Question," a climate change adaptation workshop sponsored by a group of state and national organizations, March 2-3 at the McKimmon Center at N.C. State University. Partners include Commerce, N.C. Dept. of Environment and Natural Resources and the National Oceanic & Atmospheric Administration. The event will be hosted by the [N.C. Interagency Leadership Team.](#)

The workshop is designed to help participants increase their knowledge and awareness of climate change science and the projected impacts to various regions of North Carolina, plan responses to the projected impacts of climate change, and identify ways to support climate change adaptation, such as resources, laws and funding. [Sign up for the workshop.](#)



(Left-right) Indian Ambassador to the U.S. Meera Shankar and Commerce Business Development Manager Kuldip Wasson.

Indian ambassador visits Charlotte

Indian Ambassador to the U.S. Meera Shankar spoke at an event in Charlotte on Jan. 21 and discussed the growing commercial ties between the India and the U.S. During a luncheon hosted by the [World Affairs Council](#), Shankar reflected on cooperation between the two countries, and new opportunities to strengthen bilateral trade and investment.

The Indian market, and its one billion-plus population, presents lucrative and diverse opportunities for N.C. exporters. Exports from North Carolina to India have tripled from 2002 to 2008. With a growth rate averaging between 8 to 9 percent, India is now the second fastest emerging market in the world for U.S. exporters. Best prospects and leading sectors for exports include telecommunications, healthcare, clean energy, education services, information technology and security equipment.

Greensboro Airport Marriott. The council meeting is open to the public and [the meeting agenda is available online](#).

The council meeting also coincides with the N.C. Winegrowers Association Annual Conference being held Feb. 5-7 at the Greensboro Airport Marriott. The three-day conference covers vineyard, winery and marketing topics. [View the conference agenda](#) and register at www.ncwinegrowers.com.

Workshop to focus on agritourism

The N.C. Cooperative Extension and the USDA Risk Management Agency are offering a workshop in Waynesville on Jan. 28 on "The Business Side of Agritourism." The workshop is designed for farm owners who are interested in incorporating agritourism activities into their business. The workshop will include sessions on social networking and rules and regulations, and will include a field trip to Sunburst Trout Farm in Canton. The workshop will take place at Lake Logan Episcopal Center in Waynesville.

Spirit plant on schedule for April deadline

Spirit AeroSystems officials expect the company's Kinston plant to be complete by the April deadline, according to an article in the Kinston Free Press. Rick Davis, the company's North Carolina site operations director, told the newspaper that workers are now pouring the concrete floors in the 500,000 square-foot Global TransPark plant and installing the first pieces of manufacturing equipment. The factory should be complete by April, and an office "mezzanine" above the factory should be finished by June. Once Spirit begins hiring workers, it will then be able to consider applicants who have completed the aerospace manufacturing program at Lenoir Community College.

[Construction at Spirit plant on track for April completion](#) (Kinston Free Press, Jan. 20)

Call center to add 120 jobs in Hickory

Cincinnati-based Convergys, which opened a call center in Hickory in 2008, plans to add 120 jobs in the next few months, according to an article in The Charlotte Observer. The company said that the new positions will provide support for a telecommunications client, and that paid training sessions will begin in March.

[Hickory call center to add 120 jobs](#) (The Charlotte Observer, Jan. 21)

Green Business Fund winner featured

An N.C. Green Business Fund award recipient, Clean Marine Solutions, is featured in the current edition of Marina World, a British publication. The Wilmington company received \$84,602 in 2009 to develop a treatment system that captures wastewater from boat hull pressure washing and removes copper from the water, which can be recycled and reused. Company officials credit the grant with helping increase worldwide recognition for their product, Vanish 300. To see the article, go to the [magazine's Web site](#) and electronically flip to Page 57.



((Left to right) Shinji Toyama, executive director of Kansai Bio Industry Council, Sumio Shibata, foreign trade representative with Commerce's Japan office, and Atsuhiko Shinmyo, executive vice president of Nara Institute of Science and Technology

Commerce represented at Japan Bio industry conference

Commerce Foreign Trade Representative Sumio Shibata participated in the Kansai Bio Industry Council's New Year Conference held Jan. 15 in Osaka, Japan. This event, which promotes the biotechnology and pharmaceutical industries, was attended by about 90 people including representatives from Japan's Ministry of Economy, Trade, and Industries.

Toyota to use DuPont materials in new hybrid

DuPont has announced that fibers made from DuPont Sorona, a renewably sourced polymer, will be used as materials for the ceiling surface skin, sun visor and pillar garnish of Toyota's newest hybrid automobile SAI. The fibers, made in Kinston, also will be used for optional floor mats sold under the Toyota brand. DuPont has received several state incentives to help expand its operations in the state. Commerce's Donna Phillips was the developer on this project.

Carolina Connect coming soon

Plans are well underway for the Spring 2010 edition of the Carolina Connect Conference, sponsored by the Blue Ridge Entrepreneurial Council (BREC). Entrepreneurs and investors from across the Southeast will have the chance to network with and learn from industry leaders at the event, now in its seventh year.

Tentatively scheduled for April, the daylong conference will feature educational and professional development opportunities as well as access to business experts. Watch for more information coming soon, or join the Blue Ridge Entrepreneurial Council [Facebook](#)

Wind power workshop scheduled for March

With the growing demand for wind energy in the U.S., the American Wind Energy Association is bringing its successful supply chain program to North Carolina. This is an opportunity for regional manufacturers interested in wind energy supply chain component markets, as well as economic developers, to discover how increasing domestic manufacturing of wind turbines and their components can grow businesses, staff and profits.

The Wind Power Supply Chain Workshop, March 17 at the Sheraton Greensboro Hotel at Four Seasons in Greensboro, will provide attendees with an opportunity to interact with representatives from a diverse range of industries and hear firsthand the wind energy industry's needs, challenges, and opportunities for growth. Topics include:

- An overview of the wind industry supply chain
- How to enter the wind industry - tips, tools and resources
- Hear from some of the major wind turbine manufacturers in the world

For those new to the wind industry, a pre-conference seminar on March 16 will provide an opportunity to get up to speed, including; an overview and status of the wind industry, anatomy of a turbine, and how the wind energy industry supply chain works. [Learn more.](#)

Main Street Conference in New Bern this week

The N.C. Main Street Conference will take place Jan. 27-29 in New Bern. The conference is sponsored by the N.C. Main Street Center, which works to stimulate economic development within the context of historic preservation using a comprehensive approach to downtown revitalization developed by the National Trust for Historic Preservation and utilized by the Trust's National Main Street Center to assist communities across the country.

The theme of this year's conference is "Downtown: The Key to Recovery." The conference will include sessions on timely topics such as "The Economics of Historic Preservation" and "Green Downtowns." [Click here](#) for more information and to register for the conference.

(919) 733-4151

[Business Services](#) | [Community Services](#)
[Tourism Services](#) | [Workforce Services](#) | [Press Room](#)

[page](#) for updates.

Metrics from B&I Division

Below are year-to-date metrics tracked by the Division of Business and Industry (B&I) that illustrate some of the recent activities of the Division. The metrics include the number of new economic development projects assigned to B&I development staff; the number of economic development project announcements; the number of announced jobs created and capital invested; the number of interactions existing industry staff had with businesses throughout the state; and the number of contacts received by the Business Link North Carolina/Business ServiCenter.

Jan. 1 - Jan. 25, 2010

New projects assigned:	36
Projects announced:	5
Jobs created:	502
Capital invested:	\$99.5M
Industry visits by existing industry staff:	52
Calls to the Business ServiCenter:	1,331

N.C. in the News

This Week's Highlights

- [Triad hiring to increase slowly in '10](#) (The News & Records - Greensboro, Jan. 25)
- [Smart grid, smart meters](#) (The News & Observer - Raleigh, Jan. 25)
- [Wind and sun create puzzle for power grid](#) (The News & Observer - Raleigh, Jan. 25)
- [Chamber counts 15,000 new jobs](#) (The Charlotte Observer, Jan. 22)
- [Movie premiere has Bragg abuzz](#) (The Fayetteville Observer, Jan. 22)
- [Crisco: N.C. faces "economic warfare"](#) (Triad Business Journal, Jan. 21)

Building Location:
301 North Wilmington Street
Raleigh, NC 27601-1058

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

[Invite a Friend](#) [Unsubscribe](#) [Subscribe](#) feedback@nc-sync.com [SYNC archive](#)
