



(Left-right) N.C. Commerce Secretary John Skvarla; Susan Fleetwood, Chief Economic Development Liaison for N.C. Commerce; Frank Rebmann, BSH Home Appliances Commercial Director and Governor McCrory

460 Jobs for Craven County in BSH Expansion

Governor Pat McCrory, North Carolina Commerce Secretary John E. Skvarla, III, and the Economic Development Partnership of North Carolina (EDPNC) announced on December 17 that BSH Home Appliances Corporation plans to create 460 new jobs in Craven County during the next five years and invest nearly \$80.7 million at the current site through the end of 2019.

"The expansion of BSH in Craven County is evidence that our improvements to North Carolina's business climate and workforce development are helping ensure our manufacturing economy is firing on all cylinders," said Governor McCrory. "We salute the continued growth and success of this prestigious name in Eastern North Carolina's business community."

BSH Home Appliances is a wholly owned subsidiary of BSH Hausgeräte GmbH, headquartered in Munich, Germany. The company is the largest manufacturer of home appliances in Europe and one of the leading companies in the sector worldwide. BSH Home Appliances manufactures small and major home appliances that are known across North America for their high-quality and superior innovation. Headquartered in Irvine, California, BSH Home Appliances built its first plant in



CeJae Briscoe, a U.S. Navy veteran who found full-time work through the NCWorks Career Center in Raleigh

NCWorks @ Work: Military Vet Finds Work and Pays It Forward

When CeJae Briscoe helps a homeless veteran find a place to live, she's doing more than her job - she's helping others the way that many people cared for her.

Briscoe joined the U.S. Navy as an intelligence officer in 1998; four years later, she transferred into transportation logistics with the U.S. Air Force. A mother of one at the time, Briscoe left the service when she realized her job didn't provide suitable daycare hours for her children.

Later, a change in her personal circumstances brought hardship. For the first time in her life, Briscoe and her children needed to stay in a homeless shelter. Prior to that experience, she didn't know such shelters existed.

"I had never heard of that before, because growing up, I didn't have to worry about it," she said.

After more than two months at the shelter, Briscoe enrolled in the University of Phoenix through the GI Bill and earned her bachelor's in business administration and her master's in criminal justice and administration. She took classes in real estate and helped to run a daycare program at an apartment complex. Still, she struggled to find a full-time job, but after she asked around at various support

New Bern in 1997 and has since undertaken several expansion projects. BSH facilities in New Bern produce and distribute dishwashers, ovens, ranges and cooktops. Its existing North Carolina workforce totals more than 1,000 employees.

"Companies like BSH are the reason why North Carolina leads the southeastern U.S. in manufacturing employment," said Secretary Skvarla. "The company's expansion is a credit to the workforce in Craven County, but also to the global accessibility, infrastructure, business-savvy leadership and quality of life it has found here."

BSH will expand its central distribution and call center operations in New Bern. New positions will include production personnel, logistics specialists, administrative and other staff. While the salaries of the new positions will vary, salaries will average no less than \$42,188, which is well above Craven County's current average annual wage of \$34,897.

"The investment BSH Home Appliances will make to expand its manufacturing, central distribution and call center operations in New Bern exemplifies our ongoing commitment to the State of North Carolina," said Frank Rebmann, commercial director at BSH Home Appliances. "We would like to thank the State of North Carolina and Craven County for its support of this important expansion."

BSH Home Appliance's expansion in Craven County will be facilitated, in part, by an award to the company from the state's Job Development Investment Grant (JDIG) program that was approved by the state's Economic Investment Committee in December. Under the terms of the company's JDIG, BSH is eligible to receive up to nearly \$4.1 million in total reimbursements over 12 years if they meet required investment and job creation targets.

Several partners joined [N.C. Commerce](#) and the [EDPNC](#) in supporting BSH Home Appliance's expansion. They include the [North Carolina Community College System](#), [Eastern Carolina Workforce Development Board](#), [Craven County](#), and the [Craven 100 Alliance](#).

[Read more.](#)

RURAL FOCUS

North Carolina Rural Infrastructure Authority Approves More Than \$3 Million in Funding

On December 17, the North Carolina Rural Infrastructure Authority (RIA) approved 15 grant requests totaling \$3,039,244. The requests include commitments to create a total of 219 new jobs.

Building Reuse Program grants/loans approved:

- **Town of Nags Head (Dare County):** A \$500,000 grant to support the reuse of a building by Peak Resources - Outer Banks, a family-owned nursing home operator that plans to create 50 new jobs. The grant is part of a total capital investment of \$1,624,829.
- **Town of Lillington (Harnett County):** A \$148,868 grant to support the renovation of a building that will facilitate a 15-job expansion at Saab Barracuda. The company designs and manufactures ultra-light camouflage net systems for the U.S. military. The grant is part of a total capital investment of \$297,736.

services, she learned about NCWorks.

Briscoe set up a meeting with a veteran specialist at her NCWorks Career Center, someone trained to assist vets with barriers to employment, such as homelessness. The Center specialists helped her craft a resume that would grab the attention of employers, and Briscoe was surprised at what she learned during the process.

"They really did everything to help me with that," she said. "It's amazing, the stuff they came up with, because I would never have thought to do it that way."

In addition to helping with her resume, the specialists regularly followed up with Briscoe to make sure her job search was going well and to see how else they could help her find employment.

"My specialist was always asking, 'Hey, anything else I can do to help?'" she said. "He was very supportive. Often times, all people need is that support group."

The support and advice paid off. Briscoe was hired by Passage Home, a non-profit organization devoted to helping people find homes. Tavenia Williams is the company's veterans program director, and she and Briscoe have worked together to help homeless veterans find places to live. Williams describes Briscoe as a kindhearted person who will do what she can to help people in need.

"As far as the support she's given to all programs, including the vets program to help us house our homeless veterans, she's doing an excellent job," Williams said.

Briscoe has already helped one veteran and one family find places to live. And she's prepared to do the same for whomever walks through the door.

"I can pay forward the blessings people have given me and my children," she said. "It always feels good to do that."

***NCWorks @ Work** is a SYNC series highlighting success stories from North Carolina's integrated workforce development system.*



Blue Bloodhound: A 2015 Rural

Town of Valdese (Burke County): A \$30,000 grant to support the reuse of a vacant building for use by Old World Baking Company. The building was constructed in 1929 and has been vacant for two years. The grant is part of a total capital investment of \$341,255.

- **Town of Granite Falls (Caldwell County):** A \$137,500 grant to support the reuse of a vacant building that will facilitate an 11-job expansion by Ccon Metals. The grant is part of a total capital investment of \$290,000.
- **City of Conover (Catawba County):** A \$40,000 grant to support the reuse of a vacant building that will facilitate an eight-job expansion by West Penn Hardwoods. The grant is part of a total capital investment of \$1,050,700.
- **Granville County:** A \$175,500 grant to support the reuse of a vacant building in Creedmoor that will facilitate an 18-job expansion by Builder Services, a comprehensive restoration service company. The grant is part of a total capital investment of \$1,055,657.
- **Halifax County:** A \$450,000 grant to support the reuse of a vacant building in Enfield for use by Enfield Timber. The company, which will produce hardwood crane mats and untreated railroad ties, will create 36 jobs. The grant is part of a total capital investment of \$4,970,722.
- **City of Marion (McDowell County):** A \$40,000 grant to support the reuse of a vacant building that will facilitate a four-job expansion by Auto Tech Collision. The grant is part of a total capital investment of \$83,925.
- **Stanly County:** A \$500,000 grant to support the reuse of a vacant building in Richfield that will facilitate a 40-job expansion by Piedmont Custom Meats. The grant is part of a total capital investment of \$2,475,000.
- **Vance County:** A \$100,000 grant to support the reuse of a vacant building in Henderson that will facilitate a 20-job expansion of Profilform US, Inc. The grant is part of a total capital investment of \$1,810,000.

Community Development Block Grant (CDBG)/loan approved:

- **City of Marion (McDowell County):** A \$500,000 grant to demolish and clear structural components of six industrial buildings constructed in 1918. The project readies the 15-acre site for participation in the Redevelopment Now Brownfield program, which will enable the City to assume ownership upon donation of the property by its previous owner. The property, which is accessible to I-40 and Norfolk-Southern rail, will ultimately be marketed for use by distribution and light industrial operations.

Economic Infrastructure Projects approved:

- **Town of Elizabethtown (Bladen County):** A \$70,000 grant to assist with the 135-foot extension of a six-inch water line that will support a 14-job expansion by Taylor Products, Inc., d/b/a D'Vine Foods. The grant is part of a total capital investment of \$1,873,500.

The Industrial Development Fund Utility Account grants approved include:

- **Alexander County:** A \$152,000 grant adding to a previous award that is assisting with the installation of a one-mile natural gas pipeline that will serve Mitchell Gold + Bob Williams. The company employs 471 workers at the project location and 526 countywide. The additional funds are needed to offset unanticipated costs incurred by the county.
- **City of Claremont (Catawba County):** A grant of

Success Story

This year, a 20th century mill building in Hickory, N.C. will become home to a 21st century business utilizing cutting-edge cloud technology. Thanks to two grants - \$305,600 from the One North Carolina Fund and \$259,400 from the Rural Infrastructure Authority's Building Reuse Program - Blue Bloodhound, LP will make the second floor of a 1929 site in Catawba County into space for 191 new jobs over the next three years.

Blue Bloodhound has developed proprietary cloud-based software that will assist truck drivers with maintaining safety records, remind them of renewal deadlines, and connect drivers to job opportunities.

The state's support will assist with general renovations and upgrades that include flooring, plumbing, HVAC, electrical, and lighting, in return for the company's commitment to invest \$400,000 in the city of Hickory during its initial start-up phase. Blue Bloodhound Chief Operating Officer Todd Warner said, "We look forward to not only helping the transportation industry, but also in assisting the economic and technological growth of the area."

The region welcomes the opportunity to create jobs and support new, innovative avenues for economic development, according to Scott Millar, President of the Catawba County Economic Development Corporation. "What is intriguing about this project is the juxtaposition of the old and the new," said Millar. "The old building housing this new technology, providing new opportunities in a new economy. A software company riding the wave of the technology success in this state, able to go into this space because of these grants, is really a win-win circumstance for Hickory and for North Carolina."

Announcing Blue Bloodhound's grant award in June, Governor McCrory echoed Millar, speaking to the broader impact for North Carolina: "When companies such as Blue Bloodhound make the decision to locate in North Carolina, it furthers our quest to become the technology center of the Southeast."

From last century's mill to a regional technology center - that's quite a success story. N.C. Commerce looks forward to partnering with you to bring economic growth to your community in 2016.

\$120,975 to assist in improvements to a sewer system that will serve the long-term growth needs of Substance, Inc. The project also opens development and job-creation opportunities for the 22-acre industrial site that Substance, Inc., anchors. The company is investing \$4 million in overall improvements to the property.

- **City of Henderson (Vance County):** A \$74,401 grant that adds to an existing award to help extend city water service to a vacant industrial property. Engineering studies revealed challenges that will require additional funding to address. Lack of adequate water service has hampered the city's efforts to attract an industrial tenant to the property.



The RIA was established as part of the Rural Economic Development Division at the N.C. Department of Commerce to assist with the review and approval of grants for rural areas in the state. For more information on how your community can benefit from these funds, visit our website at nccommerce.com/rd.

[Read more.](#)



New Report Focuses on North Carolina Innovation

The North Carolina Board of Science, Technology and Innovation details how vibrant university-based research, robust high-tech business formation and a large manufacturing industry are making North Carolina fertile ground for innovation and entrepreneurship in a new report published December 18.

"North Carolina has a proud tradition of embracing new ideas, new technologies and new markets," said Commerce Secretary John E. Skvarla, III. "This report offers valuable insight about how the state is doing vis-à-vis the rest of the nation when it comes to converting innovation into sustainable economic opportunities in which more of our citizens can participate."

***Tracking Innovation* assesses the state's performance across 39 measures. According to the report, the strongest source of innovation remains North Carolina's universities. The state performs at 143 percent of the national average on academic R&D spending as a portion of gross domestic product (GDP), earning a 5th place ranking among the 50 states. High-tech start-ups form in North Carolina at a rate equal to 300 percent of the national average - the 9th highest. North Carolina manufacturing output as a function of total GDP ranks**

5th in the country, performing at 163 percent of the U.S. average.

The report also identifies areas for improvement. In terms of R&D activities performed by business, for example, the state performed at 74 percent of the national average for a number 21 ranking. Venture capital dispersal per \$1,000 of GDP was 25 percent of the national average, earning North Carolina a number 23 position. While the state ranks number 9 in deployment of broadband Internet capability, it ranks 22nd in actual broadband adoption.

"North Carolina has come a long way since the Board produced its first innovation index in 2000," said Dr. John Hardin, executive director of the North Carolina Office of Science, Technology and Innovation, a unit of N.C. Commerce. "While we're considered a leading destination for 21st century jobs, companies and people, it would be a mistake to rest on our past success and become complacent. This report is designed as a roadmap for elected officials, policymakers, economic development professionals, educators and business leaders to navigate the challenges and opportunities of a highly competitive, innovation-driven global economy."

2015 Tracking Innovation is the Board's fifth report since 2000 on innovation in North Carolina. The full text of the new report can be found online at nccommerce.com/sti.

N.C. in the News

- [North Carolina Leader in Tax Reform](#) (*Forbes* - December 31, 2015)
- [2015 brought change at the helm of key economic development groups](#) (*Triad Business Journal* - December 31, 2015)

N.C. is ninth largest state, passing 10 million mark (*Jones & Blount* - December 23, 2015)

- [Legislative staff recommends end to economic tier program](#) (*Winston-Salem Journal* - December 15, 2015)
- [U.S. 70 now a "future interstate"](#) (*Havelock News* - December 8, 2015)

About Us

SYNC is the North Carolina Department of Commerce's electronic newsletter for local government officials, private-sector allies, state policy makers, and other economic development leaders. We offer unfiltered details about new economic development projects and events, useful news about your peers, and opportunities to synchronize with statewide programs and tools in order to advance economic development in your community. [Send your story ideas to the editor.](#)

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