

syncTM Weekly highlights from the North Carolina Department of Commerce



Governor McCrory speaking at the Electrolux announcement in Charlotte last month

Electrolux Expanding North American Headquarters in Mecklenburg County

Governor Pat McCrory and N.C. Commerce Secretary Sharon Decker announced on Dec. 20 that [Electrolux](#), a global leader in home and professional appliances, will expand its headquarters in Charlotte. The N.C. Department of Commerce's [David Spratley](#) was the developer on this project.

The company plans to create an additional 810 jobs in Charlotte by the end of 2017 and invest \$85 million in its Mecklenburg County location. The project was made possible in part by an award from the state [Job Development Investment Grant program](#). Receipt of the award is based on proof of job creation and other performance requirements.

"We're proud to partner with Electrolux to help them bring more high-paying STEM jobs to North Carolina," said McCrory. "This announcement helps solidify our position as a state with a skilled workforce and strong business climate, and a place where global companies operate their North American headquarters with much success."

Electrolux located its North American headquarters in Charlotte in 2010 and is planning to expand its presence with the construction of a new facility adjacent to its current building.



Lindenmuth to Lead Economic Development Partnership of North Carolina

Governor Pat McCrory and N.C. Commerce Secretary Sharon Decker announced today that Richard Lindenmuth will become the interim Chief Executive Officer of the Economic Development Partnership of North Carolina.

"North Carolina is starting to see signs of economic recovery, and this new partnership will strengthen our state's recruiting efforts and increase efficiency," said Gov. Pat McCrory. "Richard Lindenmuth's leadership and job expertise in business operations will play a critical role in directing this new organization."

Lindenmuth has more than 30 years of general management experience in domestic and international business operations. His career, which includes serving as CEO for more than ten companies and corporate performance advisor to several others, has often involved organizations operating in high-growth and distressed environments.

The new facility will be home to much of the company's research and development activities as well as marketing, design, engineering, supply chain, finance, IT, and executive management. The company currently employs nearly 1,500 people in North Carolina, including approximately 760 at its headquarters in Charlotte. The others are employed at a manufacturing facility in Kinston and a parts distribution center in Asheville.

"Electrolux is committed to bringing innovative solutions to consumers and advanced manufacturing," said Jack Truong, president and CEO of Electrolux Major Appliances North America. "As a leader in appliance R&D, innovation and beautiful design, we're excited about what this new expansion means for the future of our business and that our continued investment in Charlotte will help bring jobs and drive economic growth."

Compensation will vary by job function, but the average annual compensation for the new positions is expected to be approximately \$100,000 plus benefits. The average annual wage in Mecklenburg County is \$57,144.

Other partners who assisted with this announcement include: Mecklenburg County, City of Charlotte, and the Charlotte Chamber.

Electrolux sells and distributes more than 50 million products to customers in more than 150 countries every year. Products include refrigerators, freezers, washers and dryers, and dishwashers. Products are sold under the Electrolux, Frigidaire, and Eureka brands in North America. [Read more.](#)

[Electrolux to add 810 workers, invest \\$85M in HQ](#) (*The Business Journal of the Greater Triad*, Dec. 20)

Gas Valve Company to Create 37 Jobs in McDowell County

Governor Pat McCrory and N.C. Commerce Secretary Sharon Decker announced on Dec. 30 that [Key Gas Components Inc.](#) will be expanding its manufacturing operation in McDowell County. The company plans to create 37 new jobs and invest more than \$2.2 million during the next three years in Marion. The N.C. Department of Commerce's [Bill Payne](#) was the developer on this project.

"Western North Carolina's talented workforce continues to serve as a strong recruiting tool for existing and prospective companies," said McCrory. "Key Gas Components' expansion in McDowell County is a strong sign of continued economic progress in the West. This is another great example of a company partnering with our strong community college system to benefit the region."

Key Gas Components is a closely held, family-owned and operated manufacturing and engineering services company operating a 35,000-sq.-ft. facility in Marion. It produces gas valves, fittings, and orifices for the gas appliance industry.

"We are very excited to be expanding our business into McDowell County," said Key Gas Components President Jim Kuhn. "Our experience here over the last 10 years has been very positive. The strong manufacturing skills and solid work ethic of the folks that live in this area, coupled with the creation of the Universal Industrial Skill Training Center at McDowell Technical Community College, gives us a high confidence that we will be able to hire the right people to add to our team and that this project will be a success. I would like

Lindenmuth was President of ITT's Business and Consumer Communications Group in Raleigh, where he led 12,000 employees through rapid deregulation to record profitability and successful turnaround.

"Richard's experience makes him an ideal candidate to lead the new partnership," said Secretary Decker. "He is known as a change agent and for successfully helping organizations through transition. Richard will be instrumental in helping us increase customer focus, as well as speed and efficiency in all economic development initiatives."

[Read more.](#)



A jar of Nutkao's chocolate hazelnut spread

Italy-Based Nutkao to Create 56 Jobs in Nash County

Governor Pat McCrory and N.C. Commerce Secretary Sharon Decker announced on Dec. 19 that [Nutkao USA Inc.](#) will be locating its nut butter manufacturing operation in Nash County. The company plans to create 56 new jobs and invest more than \$7.3 million during the next three years in Rocky Mount. The N.C. Department of Commerce's [Vivian Powell](#) was the developer on this project.

Nutkao USA Inc. is an international producer of nut-based spreads, creams, and fillings. It produces hazelnut butter spreads, cocoa and cocoa/nut spreads, and milk and dark chocolate spreads. The hazelnut spread market is a growing sub-category of peanut butter throughout the United States.

The Italian-based company has developed into an international leader in the production of spreads in the private label segment. Nutkao also plays a significant role in the Italian market of semi-finished products for the sweet industry, including liquid chocolate, chocolate drops, and spreads in cisterns and buckets.

to thank Governor McCrory, McDowell Economic Development Association and N.C. Department of Commerce for their leadership and assistance with the project."

The project was made possible in part by a performance-based grant from the [One North Carolina Fund](#) of up to \$110,000.

Other partners that helped with this project include: N.C. Community Colleges, McDowell County, the McDowell Economic Development Association, and McDowell Technical Community College. [Read more.](#)



The two covers of the 2014 N.C. Travel Guide

2014 N.C. Travel Guide Now Available In Print, Online

The *Official 2014 North Carolina Travel Guide* is now available. A photo-centric design and state-of-the-art digital options bring natural, manmade and historic attractions to life in a handbook that's unique among state travel guidebooks. Two covers are available for the guide, which takes in more than 880 attractions, nearly 4,000 accommodations and travel resources in every county. One cover photo commemorates the back-to-back U.S. Open and U.S. Women's Open championships on Pinehurst No. 2 and one features two western lowland gorillas at the N.C. Zoo in Asheboro, which celebrated multiple births of the endangered species in 2012.

The guide inspires travelers with alluring photographs and concise copy blocks in the style of an upscale catalog. Vibrant images of popular festivals, Southern culture, national parks and other attractions draw readers in and deliver essential information. Sections on beer and cult cuisine cater to travelers with an appetite. Exciting military-related sites are highlighted on pages that travel through history from the 1770s to modern times, from museums to air shows to Civil War and Revolutionary War locations.

The Travel Guide is available for visitors at all nine of the Division of Tourism, Film and Sports Development's Welcome Centers, by calling 1-800-VISITNC or by placing an order at [VisitNC.com](#). Users can also access the enhanced digital version, which includes embedded videos plus animated photos and ads. The mobile app is available for [iPhone/iPad](#) plus Android and Kindle Fire via [Google Play](#).

The Division will distribute 550,000 copies of the printed guide. Printed at no cost to the state, the publication represents a \$1 million investment by Division travel partners in print and

Nutkao USA President Davide Braida expressed the company's appreciation. "The USA venture is a key step for Nutkao International development. We are happy to build our new manufacturing operation in Nash County where, thanks to the local authorities' support, we have identified the ideal conditions to run our USA business. We appreciate the efforts of the State of North Carolina and we thank all the partners involved. We are here to build a long and fruitful relationship with the local community."

The project was made possible in part by a performance-based grant from the [One North Carolina Fund](#) of up to \$210,000. The One NC Fund provides financial assistance, through local governments, to attract business projects that will stimulate economic activity and create new jobs in the state. Companies receive no money up front and must meet job creation and investment performance standards to qualify for grant funds. These grants also require and are contingent upon local matches.

Other partners that helped with this project include: N.C. Community Colleges, Nash County, City of Rocky Mount, The Golden LEAF Foundation, and Carolinas Gateway Partnership. [Read more.](#)



Fiberon's facility in New London

Fiberon Composites LLC to Expand in Stanly County

Governor Pat McCrory and N.C. Commerce Secretary Sharon Decker announced on Dec. 23 that Fiber Composites, LLC, doing business as [Fiberon](#), will expand its Stanly County operations. The company plans to create 25 new jobs and invest \$3.8 million during the next three years in New London. The N.C. Department of Commerce's [Martyn Johnson](#) was the developer on this project.

Fiberon is a manufacturer of composite and PVC decking, railing, and fencing products used in homes and light commercial construction across North America. Through extensive product development and leading-edge manufacturing capabilities, Fiberon has created innovative, alternative outdoor living products.

The company, founded in 1997 and privately owned, has operations in North Carolina and

online advertising and cooperative marketing efforts. Destinations, attractions and accommodations are listed for free. [Read more.](#)

[N.C. Zoo makes cover of 2014 travel guide](#) (Time Warner Cable News, Dec. 18)

Apprenticeship Program Joins the N.C. Department of Commerce

The Apprenticeship and Training Bureau, formerly a part of the N.C. Department of Labor, transitioned to the N.C. Department of Commerce on Jan. 1. The program combines on-the-job training with related classroom instruction to develop workers who are fully competent in their respective occupations.

Participants in the Apprenticeship Program strengthen their knowledge and skill set in a particular field and are paid while working in the program. At the end of their successful completion of the training, participants earn a N.C. Journeyman's certificate as well as a U.S. Department of Labor certificate.

"We welcome this job-training program and know it will continue to sharpen the skills of our workforce," said N.C. Commerce Secretary Sharon Decker. "The Apprenticeship Program will become a valuable part of our strategy to strengthen the state economy and close the skills gap that many industries are experiencing."

North Carolina's Apprenticeship and Training Bureau is a registered program of the Office of Apprenticeship Training, Employer and Labor Services of the U.S. Department of Labor Employment and Training Administration. Since 2008, more than 12,000 individuals and 6,400 veterans have completed the job-training program, and 1,825 employers have participated in the program in North Carolina.

The apprenticeship program is now part of the [N.C. Division of Workforce Solutions](#).

SBA Announces New Measures to Help Get Small Business Loans into the Hands of Veterans

The [U.S. Small Business Administration](#) recently announced new measures to help get small business loans into the hands of veterans by setting the borrower upfront fee to zero for all veteran loans authorized under the SBA Express program up to \$350,000. This initiative started on Jan. 1 and will continue through the end of the fiscal year.

"Our nation's veterans are highly-skilled and highly-trained leaders in their communities," said Acting SBA Administrator Jeanne Hult. "This initiative will set fees to zero for SBA Express loans to veterans up to \$350,000, and is part of SBA's broader efforts to make sure that veterans have the tools they need to start and grow a business. As we honor our veterans and thank them for their service and sacrifice, let's continue to identify ways to support them when they come home."

Of all SBA loans that go to veterans, 73 percent are \$350,000 and below. The SBA Express Loan Program, which supports loans under \$350,000, is SBA's most popular loan delivery method, with nearly 60 percent of all 7(a) loans during the past decade being authorized through the program. Since the program's inception, it has also been one of the most popular

Idaho. The New London facility is the North American division headquarters, and the company employs 324 workers in North Carolina.

"The company is appreciative of the dedication and skill of our local workforce in Stanly County and is happy to be able to expand our operations in New London," said President Douglas Mancosh. "We are excited to locate our new recycling operation in New London, which will support our growing composite extrusion business."

The project was made possible in part by a performance-based grant from the [One North Carolina Fund](#) of up to \$48,000.

Other partners in the project include: N.C. Community Colleges, Stanly County Economic Development Commission, Stanly County, Stanly Community College and the Town of New London. [Read more.](#)



Assistant Secretary of the Rural Economic Development Division Dr. Patricia Mitchell, CECD

Mitchell to Speak at Transatlantic Innovation and Sustainability Seminar in Atlanta

The N.C. Department of Commerce's Assistant Secretary of the Rural Economic Development Division Dr. Patricia Mitchell, CECD, will be a featured speaker at the [World Affairs Council of Atlanta's](#) European Union-U.S. Innovation Seminar, entitled Transatlantic Innovation & Sustainability: The Power of Collaboration. The half-day seminar will be forward-looking and contribute new thinking about how governments and the private sector can develop specific strategies and policies to foster and strengthen collaboration

delivery methods for getting capital into the hands of veteran borrowers.

SBA provides veterans access to business counseling and training, capital, and business development opportunities through government contracts. In FY 2013, SBA supported \$1.86 billion in loans for 3,094 veteran-owned small businesses. And since 2009, the dollar amount of SBA lending support to veteran-owned firms has nearly doubled. [Contact your local SBA office for more information.](#)

and help drive lasting economic growth on both sides of the Atlantic. The event will be held on Jan. 21 at the Metro Atlanta Chamber in Atlanta.

The seminar will feature three panels in addition to the luncheon keynote. The first panel discussion will focus on new thinking on collaboration for innovation. The second panel will take an in-depth look at sustainability in practice. The final panel of the seminar will focus on incentivizing innovation and feature the Southeast States Economic Development Panel including Mitchell.

The World Affairs Council of Atlanta is a nonprofit membership and grant supported organization affiliated with Georgia State University, the J. Mack Robinson College of Business, and the World Affairs Councils of America. Its mission is to provide a forum for dialogue, a source of expertise and an engine for research on international affairs and global issues.

N.C. in the News

This Week's Highlights

- [N.C. companies shared in Wall Street's gains](#) (*The News & Observer* - Raleigh, Dec. 31)
- [Former downtown cigarette factory sells for \\$7.5 million](#) (*The Herald-Sun* - Durham, Dec. 31)
- [Fed says Carolinas business outlook is promising](#) (*Charlotte Business Journal*, Dec. 30)
- [County signs off on Swordfish](#) (*Times-News* - Burlington, Dec. 30)
- [Sun Belt hopes for rebirth in manufacturing to boost economy, exports](#) (*Miami Herald*, Dec. 30)
- [Walden Index shows N.C. economy improving in 2014](#) (*The News & Observer* - Raleigh, Dec. 30)
- [American Made Dorm & Home Manufacturing Plant Expands](#) (press release, Dec. 27)
- [People to Watch: Sharon Decker](#) (*Triangle Business Journal*, Dec. 27)
- [People to Watch: Aaron Syrett](#) (*Triangle Business Journal*, Dec. 27)
- [\\$15.5 million to go to railroad upgrades](#) (*Sun Journal* - New Bern, Dec. 26)
- [Asheville breweries big and small made splash in 2013](#) (*Citizen-Times* - Asheville, Dec. 26)
- [City to benefit from North Carolina's Main Street program](#) (*Gaston Gazette*, Dec. 25)
- [Exporting seminar set for Jan. 14 in Greensboro](#) (*The Business Journal of the Greater Triad*, Dec. 23)
- [Commerce Secretary Decker lauds Iredell](#) (*Statesville Record & Landmark*, Dec. 20)

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