

syncTM Weekly highlights from the North Carolina Department of Commerce

Sharon Decker named N.C. Secretary of Commerce

Sharon Allred Decker was sworn in as the new N.C. Secretary of Commerce on Jan. 5. She brings more than 30 years of experience in business and commerce to the position.

After graduating summa cum laude from the University of North Carolina at Greensboro, Decker spent more than 17 years with Duke Power Company, now Duke Energy. She began with the company in consumer services and moved rapidly through the ranks to become the youngest and first female vice president in Duke Power's history. Her work at Duke Power led to the creation of its 24-hour customer service center, an organization that still serves as a model for the industry. [Read more.](#)

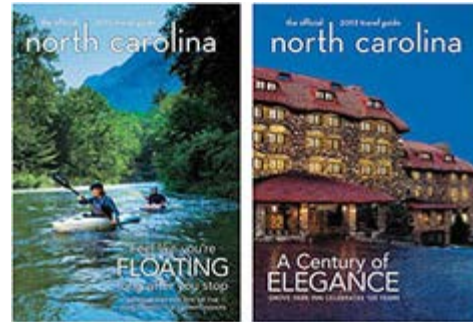
[McCrory names ex-head of Charlotte Chamber to cabinet](#) (*The Charlotte Observer*, Jan. 3)



The parking atrium at RDU

American Airlines launching LAX-RDU flight

American Airlines has announced a new flight between Raleigh-Durham International Airport and LAX, to start April 2. With a year-round, seven-days-a-week schedule, it's a step up from the thrice-weekly nonstop Delta offers to Los Angeles during warm months. RDU says about 400 people make the trip each day between the Triangle and Los Angeles on flights



Redesigned N.C. Travel Guide now available in print, online

The Official 2013 North Carolina Travel Guide is now available. A new 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 800 attractions, nearly 4,000 accommodations and travel resources in every county. One cover photo features mountain kayaking in recognition of the Nantahala Gorge as the site of the 2013 International Canoe Federation's World Freestyle Kayaking Championships, and the other showcases Asheville's grand Grove Park Inn, celebrating its 100th anniversary. The digital edition, available for Android and iOS, will toggle between these two stunning images.

Readers of the guide's print and online editions will find abundant information presented in a design unlike that of any other state travel guide. The Travel Guide features beautiful, large photographs and brief copy blocks on a variety of topics of interest to visitors, including outdoor recreation, food, music, resorts and the Civil War. The pages are modeled after upscale consumer catalogs such as Williams-Sonoma, Pottery Barn and Restoration Hardware to appeal to North Carolina visitors. The print version directs readers to online extras, and the online edition links directly to videos and related content.

The travel guide is available to visitors at all nine Welcome Centers, by calling 1-800-VISITNC or by placing an order at

that can arrive several hours sooner if there are no stops along the way.

[Nonstop flight to Los Angeles gives RDU a boost](#) (*The News and Observer* - Raleigh, Dec. 26)

Herbalife to create 493 jobs in Forsyth County

Herbalife, a NYSE-listed company that manufactures and markets nutrition products, announced Jan. 19 that it will establish a manufacturing facility in Winston-Salem. The company plans to create 493 jobs over the next three years and invest approximately \$130 million in the purchase and complete retro-fitting of an existing facility, to include the machinery and technology to create a world-class manufacturing facility which is in full compliance with U.S. Good Manufacturing Practices for dietary supplements and food products. 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.

Other partners who assisted with this announcement include: N.C. Community Colleges, Forsyth County, City of Winston-Salem, Winston-Salem Business Inc., Winston-Salem Alliance, and Duke Energy. [Read more.](#)

[Herbalife closes on \\$22M purchase of Dell plant](#) (*The Business Journal of the Greater Triad*, Jan. 4)

Electrical components manufacturer to add 29 jobs in Wayne County

Balfour Beatty Rail Inc. announced Jan. 4 that it will expand its operations in Wayne County. The company plans to create 29 jobs and invest more than \$1 million during the next three years in Goldsboro. The project was made possible in part by a \$60,000 grant from the [One North Carolina Fund](#). The N.C. Department of Commerce's [Jason Semple](#) was the developer on this project.

Other partners that helped with this project include: N.C. Community Colleges, Wayne County, Wayne County Development Alliance and the City of Goldsboro. [Read more.](#)

Wood product manufacturer to create 32 jobs in Wilson County

International WoodFuels LLC announced on Jan. 3 that it will construct a 300,000metric ton-per-year wood pellet plant in Wilson County. The company will create 32 full-time jobs and invest more than \$60 million in Sims 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 [David Spratley](#) was the developer on this project.

Other partners that helped with this project include: N.C. State University's School of Forest Sciences, N.C. Community Colleges, N.C. Ports, Wilson County, Town of Sims and the Wilson Economic Development Council. [Read more.](#)

Turbine blade manufacturer to create 55 jobs in Forsyth County

Ellwood Advanced Components LLC, a manufacturer of

[VisitNC.com](#). Bulk orders of the travel guide are available by emailing your request and delivery information to visitnc@nccommerce.com. At [VisitNC.com/eguide](#), users can access the enhanced digital version, which includes embedded videos plus animated photos and ads.

The N.C. Department of Commerce's Division of Tourism, Film and Sports Development will distribute 600,000 copies of the printed guide. Printed at no cost to the state, the publication represents a \$1.1 million investment by Division travel partners in print and online advertising and cooperative marketing efforts. Destinations, attractions and accommodations are listed for free.

Animal feed supplier to add 38 jobs in Wayne County

ACX Pacific Northwest Inc. announced Jan. 4 that it will locate a new facility in Wayne County. The company plans to create 38 jobs and invest \$4.7 million over the next three years in Goldsboro. The project was made possible in part by a \$60,000 grant from the [One North Carolina Fund](#). The N.C. Department of Commerce's [Donna Phillips](#) was the developer on this project.

Other partners that helped with this project include: N.C. Community Colleges, Wayne County, City of Goldsboro, North Carolina's Southeast and the Wayne County Development Alliance. [Read more.](#)

Pharmaceutical manufacturer to create 38 jobs in Caldwell County

Exela Pharma Sciences, a pharmaceutical manufacturer, announced Jan. 3 that it will expand its facility in Caldwell County. The company plans to create 38 jobs and invest \$8.5 million over the next three years in Lenoir. The project was made possible in part by an \$189,000 grant from the [One North Carolina Fund](#). The N.C. Department of Commerce's [Joe Holbrook](#) was the developer on this project.

Other partners that helped with this project include: Caldwell Community College and Technical Institute, Caldwell County, City of Lenoir and the Caldwell County Economic Development Commission. [Read more.](#)

Textile firm to add 26 jobs in Lincoln County

TENOWO Inc., formerly known as HOF Textiles, a manufacturer specializing in functional and decorative nonwovens for automotive, industrial and apparel

turbine blades, announced on Dec. 21 that it will expand its operations in Forsyth County. The company plans to create 55 jobs and invest \$33 million over the next five years in Rural Hall. The project was made possible in part by an \$188,000 grant from the [One North Carolina Fund](#). The N.C. Department of Commerce's [Melissa Smith](#) was the developer on this project.

Other partners that helped with this project include: N.C. Community Colleges, Forsyth County and Winston-Salem Business, Inc. [Read more.](#)

Zentric headquarters locates in Henderson County

Zentric Inc. announced its plans on Dec. 20 to consolidate and relocate operations of the company's headquarters to Henderson County. The company plans to create 116 new jobs and invest \$7 million in real and business personal property over the next few years. The location decision marks Zentric's emergence from a technology development company to an operating entity focused on advanced battery technology development. The N.C. Department of Commerce's [Cindy Messer](#) was the developer on this project.

Zentric was founded in 2008 in Nevada and focuses on the development of battery technologies and fuel cell storage. The new headquarters will allow Zentric to further develop battery and solar technologies through research and design, but will also house assembly and administrative support operations.

The company selected an existing facility in Fletcher for its operations after looking closely at many options. Zentric has plans to expand the existing 31,000-square-foot facility in 2014 to accommodate additional growth.

Austrian timber manufacturer to create 350 jobs in Enfield

Klausner Lumber Two, a privately-owned softwood timber manufacturer, announced on Dec. 19 that it will establish a state-of-the-art sawmill in Halifax County. The company plans to create 350 jobs over the next three years and invest \$110 million. 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 [Dallas Hardenbrook](#) was the developer on this project.

Other partners who assisted with this announcement include: N.C. Community Colleges, Halifax County, Town of Enfield, N.C. Rural Center, Halifax County Economic Development Commission, Halifax County Board of Commissioners, Halifax County Business Horizons Inc. and Halifax Electric Membership Corporation. [Read more.](#)

Ink supplier expanding operations in Burke County

Siegwerk EIC LLC, a leading supplier of printing ink for packaging and publications, announced on Dec. 14 that it will expand its operations in Burke County. The company projects creating 18 jobs and investing \$3 million over the next three years in Morganton. The project was made possible in part by a \$36,000 grant from the [One North Carolina Fund](#). The N.C. Department of Commerce's [Bill Payne](#) was the developer on this project.

applications, announced Jan. 3 that it will expand its operations in Lincoln County. The company plans to create 26 jobs and invest \$7.2 million over the next three years. The project was made possible in part by a \$50,000 grant from the [One North Carolina Fund](#). The N.C. Department of Commerce's [Uconda Dunn](#) was the developer on this project.

Other partners that helped with this project include N.C. Community Colleges and Lincoln Economic Development Association. [Read more.](#)

2012 a record-breaking year for film industry in N.C.

As in 2011, North Carolina witnessed another year of record-breaking film numbers in 2012.

Year-end projections show productions had a direct in-state spend in excess of \$376 million and created more than 4,100 well-paying crew positions for the state's highly skilled workforce. All told, productions created nearly 20,000 job opportunities-including talent and background extra positions-for North Carolinians. These numbers eclipsed 2011's record-breaking \$220 million in spending and 3,300 crew positions.

All told, nearly 50 productions registered with the state film office and filmed in North Carolina in 2012. Those productions amassed more than 4,100 production days with filming taking place in more than 30 of the state's 100 counties.

"It is amazing to see what has taken place the past two years in North Carolina," said N.C. Film Office Director Aaron Syrett. "Not only were we able to exceed our record-breaking numbers from 2011, but we continue to grow throughout the state."

['Iron Man 3,' 'Homeland' boost N.C. film projects](#) (*Triangle Business Journal*, Dec. 20)

Gildan to create 170 jobs in Rowan County

Gildan Activewear Inc., through its yarn-spinning subsidiary, CanAm Yarns LLC, announced Dec. 19 that it plans to open a new ring-spinning facility in Salisbury to support its projected growth. Gildan is a marketer and vertically-integrated manufacturer of quality-branded basic family apparel and is rapidly expanding its presence in the U.S. and international markets. The company plans to create approximately 170 jobs over the next two years and invest over \$50 million. The project was made possible in part by a state [Job Development Investment Grant](#). The N.C. Department of Commerce's [David Spratley](#) was the developer on this

Other partners that helped with this project include: N.C. Community Colleges, Burke County and the City of Morganton. [Read more.](#)

JELD-WEN to create 142 jobs with expansion in N.C.

JELD-WEN, a manufacturer of windows and doors, announced Dec. 13 that it will locate its new North American Headquarters operations in Charlotte. The company plans to create at least 142 jobs over the next two years and invest \$2 million. The project was made possible in part by a state [Job Development Investment Grant](#). The N.C. Department of Commerce's [David Spratley](#) was the developer on this project.

Other partners who assisted with this project include: N.C. Community Colleges, the Charlotte Chamber and Charlotte Center City Partners. [Read more.](#)

Aircraft component maintenance and repair company to locate in Union County

Midway Aircraft Instrument Corporation, a company that performs maintenance and repairs on aircraft systems components, announced Dec. 12 that it will locate a new facility in Union County. The company plans to create 36 jobs and invest \$2.3 million over the next three years in Monroe. The project was made possible in part by a \$12,500 grant from the [One North Carolina Fund](#). The N.C. Department of Commerce's [Martyn Johnson](#) was the developer on this project.

Other partners that helped with this project include: N.C. Community Colleges, Union County and the City of Monroe. [Read more.](#)



VisitNC.com sets new record; 2012 site visits up 14 percent

[VisitNC.com](#), the consumer travel planning website of the N.C. Department of Commerce's Division of Tourism, Film and Sports Development, broke through the four million visit mark

project.

Other partners who assisted with this project include: N.C. Community Colleges, Rowan County, RowanWORKS and Duke Energy. [Read more.](#)

[Gildan to bring 170 jobs to Salisbury with new textile plant](#) (*The Business Journal of the Greater Triad*, Dec. 19)



Simplicity Sofas' products (photo courtesy of Simplicity Sofas)

N.C. firm receives national Small Business Innovator Award

Phonebooth, a major cloud-based business VOIP phone provider, has announced the winner of a national Small Business Innovator Awards Program.

Winning the grand prize of \$20,000 was [Simplicity Sofas](#), a High Point-based furniture manufacturer. Its highly innovative, yet stylish sofas are designed for ease of assembly and multi-functionality. The company's products are made to order and can fit in and through tight spaces.

Finishing third in the national voting out of 25 finalists for this award was another North Carolina-based firm. [Sweeps](#), located in Chapel Hill, has developed an innovative on-line system to match college students with posted jobs across the state. The system is simple to use and has been very highly rated by customers.

Commissioner for Small Business Scott Daugherty served as one of the judges of the national competition. He noted that the firms from across the country included as finalists in the competition all were highly innovative and quite impressive; having two of the top 10 vote-getters is illustrative of the extraordinary entrepreneurial environment found in North Carolina and the quality of its innovative small businesses.

[Simplicity Sofas of High Point wins \\$20K award for innovation](#) (*The Business Journal of the Greater Triad*, Dec. 19)

for the first time in 2012. The site attracted 4,147,962 site visitors, an increase of 14 percent over the prior record year in 2011. Downstream referrals from VisitNC.com to North Carolina travel industry partners' own websites totaled 1,269,951, an increase of almost 11 percent. Overall site traffic to the Division's VisitNC.com family of websites - including mobile, media and wine sites - totaled 4,473,077, an increase of 14 percent over 2011. While the Division's entire marketing program, including an increased emphasis on digital marketing and advertising, helps drive traffic to the site, refreshed navigation and integrated content planning continue to enhance the user experience.



U.S. Travel wrap-up features Coble

U.S. Rep. Howard Coble is featured in [U.S. Travel's year-end recap video](#) reminding viewers that "Travel and tourism is very important. It generates revenue in the state." Coble is seen in the video with former N.C. Department of Commerce Assistant Secretary Lynn Minges and U.S. Travel President and CEO Roger Dow. "As we enjoy this holiday season and approach the end of 2012, the travel community has much to celebrate," Dow said. "From the President's commitment on a national travel and tourism strategy to visa improvements and Administration cooperation on sensible government travel policies, our industry has achieved respect in Washington like never before."

Congressman Coble has represented North Carolina's Sixth Congressional District since 1985. The district is home to the Furniture Capital of the World (High Point), the Golf Capital of the World (Pinehurst), the Chair Capital of the World (Thomasville), the Hosiery Capital of the World (Burlington), the Pottery Capital of the World (Seagrove), and includes a portion of the Barbeque Capital of the World (Lexington). The Sixth District is comprised of all of Moore and Randolph counties and portions of Alamance, Davidson, Guilford, and Rowan counties.

Economist: Triangle could take 40 percent of new N.C. jobs

Economists around the state are offering less-than-rosy projections for 2013, but N.C. State University economist Mike Walden offered the Cary Chamber of Commerce some reasons for confidence.

The professor predicted more jobs and consumer spending,



In SYNC: Ken Allen

N.C. Department of Commerce Southeastern Regional Manager Ken Allen is a native of Old Town, Alexandria, Va., not far from the nation's capital. He later relocated to Columbia, S.C. and graduated from the University of South Carolina with a B.S. in Marketing. The early years of Allen's career were spent in marketing and business development with Virginia Power and Carolina Power & Light.

In 1998, Allen transitioned into state government at the N.C. Department of Agriculture. From there, he moved to Commerce's Energy Division and then to the Business & Industry Development Division as an existing industry specialist. In 2006, Allen was promoted to regional manager of economic development, where he serves the Southeastern Region from the Fayetteville office.

One of the most recent economic development deals in which Allen worked was "Project 500," which involved the recruitment of Sykes Enterprises. Based in Tampa, Fla., Sykes is a global leader in providing customer contact management solutions. Sykes has revenues over \$1.2 billion dollars, 46,000 employees and 75 global centers. Sykes' new call center will bring more than 500 new jobs to Fayetteville. Its clients are companies that provide a variety of services, including credit cards, utilities and health care. Those clients are outsourcing their customer-care services to Sykes.

As an economic developer who recruits industries, Allen believes the state needs to find ways to assist small companies and ways to be more competitive with other states.

In his spare time, Allen enjoys jogging, antiques, and collecting sports memorabilia.

N.C. in the News

especially in the Triangle and Charlotte.

[Economist: Triangle could take 40 percent of new N.C. jobs](#)
(*The News & Observer* - Raleigh, Jan. 8)

LEAD releases Dec. Economic Overview

The N.C. Department of Commerce's Labor and Economic Analysis Division has released the December edition of the N.C. Economic Overview.

This month in the overview: North Carolina's unemployment rate fell to 9.1 percent while the economy added 30,600 jobs in November. Recent data indicate that travel and tourism remain a strong and growing part of the state economy. U.S. third quarter Real GDP was revised upward to 3.1 percent, helped by federal government and consumer spending. [Read more](#).

This Week's Highlights

- [Oman ambassador to speak at trade group event](#) (*Greater Wilmington Business Journal*, Jan. 3)
- [NASCAR digital moving to Charlotte hub](#) (*The Charlotte Observer*, Jan. 2)
- [Blue Giant Equipment opening Greensboro manufacturing facility](#) (*The Business Journal of the Greater Triad*, Jan. 2)
- [Timco: Building a workforce](#) (*The News & Record* - Greensboro, Dec. 31)

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