

# sync<sup>TM</sup>

Weekly highlights from the  
North Carolina Department of Commerce



(Left right) N.C. Department of Commerce Secretary Keith Crisco, Governor Bev Perdue, N.C. Representative Larry Womble, Winston-Salem Mayor Allen Joines and Forsyth County Board of Commissioners Chairman Richard Linville

## NS Aviation to bring 308 jobs to Forsyth County

Governor Bev Perdue on Jan. 27 announced that NS Aviation, a start-up provider of aircraft maintenance and repair services, will locate in Forsyth County. The company plans to create 308 jobs and invest \$1.27 million during the next four years in Winston-Salem. The project was made possible in part by a \$300,000 grant from the One North Carolina Fund. The N.C. Department of Commerce's Melissa Smith was the developer on this project.

"NS Aviation is part of North Carolina's transformation to a highly-skilled, knowledge-driven economy, as they join the growing aerospace industry in the Triad," said Perdue. "Not only are our workforce, infrastructure and strong-business climate helping us attract new investments, but we are helping hundreds of North Carolina families get back on their feet."

NS Aviation plans to open a maintenance facility at Smith Reynolds Airport in Winston-Salem. The facility, originally built and operated by Piedmont Airlines, was most recently the home of Pace Airlines, which ceased operations in 2009. NS Aviation plans to revive much of the former repair business of Pace Airlines and expects to hire many of the former Pace employees that are currently unemployed.

Salaries will vary by job function, but the average annual wage for the new jobs will be \$42,072. The Forsyth County average annual wage is \$41,912. [Read more.](#)

*The Winston-Salem Journal*



## Charlotte to host 2012 Democratic Convention

The 2012 Democratic National Convention will be held in Charlotte. First Lady Michelle Obama made the announcement Feb. 1 in an e-mail to members of the Democratic National Committee.

"I am thrilled to make sure you are the first to hear some very exciting news," Obama wrote. "Charlotte, North Carolina will host the 46th Democratic National Convention in 2012.

"Charlotte is a city marked by its southern charm, warm hospitality, and an "up by the bootstraps" mentality that has propelled the city forward as one of the fastest-growing in the South. Vibrant, diverse, and full of opportunity, the Queen City is home to innovative, hardworking folks with big hearts and open minds. And of course, great barbecue."

"Today's decision is fantastic news for North Carolina regardless of your political party," said Governor Bev Perdue in a statement. "A national political convention is a keystone event that will boost North Carolina's economy, while showcasing Charlotte and our state to the nation and the world. What they will see when they get here is what hundreds of businesses already know – Charlotte's smart investments in infrastructure, cultural attractions and amenities have produced a climate perfect for work and play."

[Charlotte wins 2012 Democratic National Convention](#) (The Charlotte Observer, Feb. 1, 2011)

Etheridge to lead recovery efforts



(Left – right) Governor Purdue's Senior Advisor for Business and Economic Affairs Don Hobart, N.C. Department of Commerce Secretary Keith Crisco, Governor Bev Purdue, Deputy Indian Ambassador to the United States Arun K. Singh and Minister of Commerce Vinay Kwatra, Embassy of India, Washington, DC.

## Crisco to lead delegation to India

N.C. Department of Commerce Secretary Keith Crisco will lead a delegation of 20 business and education leaders on a business development trip to India beginning this week. This will be the first N.C. Commerce-led mission to India. The delegation will make business stops and talk with government leaders in New Delhi, Mumbai, and Bengaluru.

Since 2008 a number of Indian companies have announced investment and job creation plans in North Carolina including HCL America, Infocrossing – a Wipro Company, Sona Auto Corporation, and Advinus Therapeutics – Tata Group. The projects represent a commitment of more than 550 jobs.

North Carolina exports to India have tripled from 2002 to 2008. In 2009, North Carolina exported more than \$186 million in goods and services to India.

U.S. Commerce Secretary Gary Locke also announced he is leading a business development mission to India this month. This follows President Obama's trip to India late last year.



Providencia CEO Herminio Freitas (second from left) speaks to Governor Bev Purdue during the announcement that Providencia USA will invest \$60 million and create 28 jobs in Iredell County.

Former U.S. Representative Bob Etheridge will take office Feb. 1 as the director of the n.c. Office of Economic Recovery and Investment. The office will oversee the spending of federal stimulus funds.

"As former congressman, Bob Etheridge knows how important it is to continue to create jobs and provide important services around the state," Governor Bev Purdue said in a statement.

[Etheridge new state stimulus czar](#) (*The News & Observer* - Raleigh, Feb. 1)

## Perdue protects small businesses from \$1.3B in unnecessary costs, regulations

Governor Bev Purdue on Jan. 28 took action to protect small businesses in North Carolina from unnecessary costs associated with recently implemented regulations on greenhouse gas pollutants. Business and environmental advocates praised the move as the right thing to do for North Carolina small businesses while still allowing stronger regulations for improving air quality.

Executive Order No. 81 brings North Carolina in line with a federal tailoring rule that exempts smaller companies – those that emit a proportionally small amount of greenhouse gases – from the stricter requirements. A rule proposed by the U.S. Department of Natural Resources to take that action was recently blocked by letters submitted to the Rules Review Commission.

In only the second time since she took office, Purdue overrode the rules review process by immediately implementing the rule through executive order. She took the unusual step in the interest of economic development, commerce and protecting the state's small business community. On a national scale, the federal tailoring rule excludes more than 2 million small sources from permitting requirements and avoids \$54 billion per year in costs, according to the EPA. The N.C. Department of Environment and Natural Resources estimates that implementing North Carolina's tailoring rule excludes about 50,000 small greenhouse gas sources from permitting and avoids about \$1.3 billion per year in costs.

"Small businesses are the backbone of our economy, and they are fighting to stay alive during this economic downturn. I simply cannot stand by and watch these businesses get hit with ridiculous costs for no good reason," said Purdue. "We must focus our resources and efforts where the largest environmental impact will be felt and the requirements can be met in a cost effective manner -- and that's not our small businesses.

## Nonwoven fabrics maker to bring 28 jobs to Iredell County

Governor Bev Perdue on Jan. 27 announced that Providencia USA Inc., a global manufacturer of nonwoven fabrics, will expand in Iredell County. The company plans to create 28 jobs and invest \$60 million during the next three years in Statesville. The project was made possible in part by a \$42,000 grant from the One North Carolina Fund. The N.C. Department of Commerce's Uconda Dunn was the developer on this project.

"Providencia is an example of how our textiles industry is transforming, and the company's leaders know that North Carolina will provide a highly-skilled workforce and top-rated business climate that will fuel Providencia's innovation and growth," said Perdue. "Companies from all over the world are making the same decision, and these investments will help counties like Iredell for years to come."

Providencia USA Inc. is a subsidiary of Brazilian-based Companhia Providencia Industria e Comercio, the premier source for spunmelt nonwoven fabric in South and Latin America with just over 50 percent of market share. Spunmelt fabrics are used in a number of disposable products such as diapers, feminine pads and surgical gowns. Providencia will install a second state-of-the-art spunmelt machine at its Statesville facility, doubling the company's North American capacity. The company currently employs 53 in Iredell County. [Read more.](#)

[Fabric maker adding 28 jobs in Statesville](#) (*The News & Record* - Greensboro, Jan. 27)

## Raleigh's NHL All-Star festivities praised

Announcers on Canadian sports network TSN had high praise for the people and business leaders of Raleigh during the recent NHL All-Star weekend festivities. Commentator Pierre McGuire in particular said that the 2011 game was the "best All-Star weekend I've ever attended." McGuire praised the Carolina Hurricanes family, the local police and civic leaders, the convention center, and the people of North Carolina. "I never thought of this as a traditional hockey market," added commentator Matthew Barnaby. "They made me a believer." [Watch the clip.](#)

[Economy gets an all-star boost](#) (*The News & Observer* - Raleigh, Feb. 1)

[NHL All-Star game a ratings hit for Versus](#) (*The News & Observer* - Raleigh, Feb. 1)

This is smart for our air quality and best for our business community too." [View the executive order.](#)



*N.C. Department of Commerce Secretary Keith Crisco prepares for a tour of West Pharmaceutical in Kinston.*

## Crisco tours West Pharmaceutical

West Pharmaceutical, a global leader in innovative system and component solutions for injectable drug administration, hosted N.C. Department of Commerce Secretary Keith Crisco at its component manufacturing plant in Kinston Jan. 28.

West's continued financial investment in the Kinston facility fuels ongoing job creation important to the overall welfare and economic growth of the state of North Carolina. Crisco visited the processing plant, met with employees, and learned more about the Company's ongoing commitment to developing the facility, and to the Kinston area.

"West has been a significant presence in Kinston for many years. Visiting the innovative West plant and seeing firsthand the work that is conducted day after day provided me with a clear picture of how important this facility is to our community," said Crisco. "I look forward to seeing West and its Kinston facility remain a prominent fixture of our local and state economy."



*(Left right) Salisbury Mayor Susan Kluttz, Mark Friszolowski incoming chair of the N.C. Wine & Grape Council, Frank Yost, Joyce Yost, Governor Bev Perdue, Anita Yost, winery owner Biff Yost and Alex Yost*



*N.C. Department of Commerce Secretary Keith Crisco (right) meets with a delegation from Northern Ireland, including Minister for Employment and Learning Danny Kennedy (second from left).*

## Crisco meets with Northern Ireland minister for employment and learning

N.C. Department of Commerce Secretary Keith Crisco met with Minister of Employment and Learning for Northern Ireland Danny Kennedy Jan. 31 at the Commerce office in Raleigh. Kennedy is heading the Department of Employment and Learning, which is responsible for higher and vocational education and labor issues in Northern Ireland. He is visiting the United States and spoke to Crisco about the relationship between commerce and the education sector in the state.



*N.C. Department of Commerce Secretary Keith Crisco (sixth from right) was among the participants at the unveiling of the new Perquimans Marine Industrial Park Jan. 27 in Hertford.*

## Marine park has unveiling

N.C. Department of Commerce Secretary Keith Crisco and N.C. Seafood Park Authority Executive Director Bob Peele were among the speakers at the unveiling of the new Perquimans Marine Industrial Park Jan. 27 in Hertford. William Greuling, operations manager of the N.C. Military Business Center, also spoke at the event. Sponsors were ElectriCities of North Carolina, Northeast Regional Partnership, N.C. Seafood Park Authority and the N.C. Military Business Center. Commerce developer Tim Ivey also participated in the event.

## COIN to Debut Nanomedicine

## Perdue announces the state's 100th winery

Governor Bev Perdue announced Jan. 27 that North Carolina is now home to 100 wineries. The 100th winery in North Carolina to raise a glass is Cauble Creek Vineyard in Salisbury.

"Our wine industry is made up of small business owners, entrepreneurs and farmers. Most importantly it creates jobs in our state," said Perdue. "Our wineries and vineyards provide a compelling reason to visit our state and they are a significant economic engine."

North Carolina ranks seventh in wine production and 10th in grape production nationally. Research funded by the North Carolina Wine & Grape Council reports the wine and grape industry in this state accounts for more than 5,700 jobs with total economic impact as much as \$813 million. North Carolina also ranks among the top five states in the country as a destination for culinary tourism according to a 2007 Travel Industry Association (now known as U.S. Travel Association) survey. [Read more.](#)

[State's 100th winery opens outside Salisbury](#)  
(*The Winston-Salem Journal*, Jan. 28)

## Crisco meets with Canadian ambassador

Canadian Ambassador to the U.S. Gary Doer and a delegation from Canada visited Raleigh for the NHL All-Star weekend festivities. During the ambassador's visit he met with Governor Bev Perdue and N.C. Department of Commerce Secretary Keith Crisco to discuss trade opportunities.

In 2010, North Carolina exported more than \$21 billion worth of products and services to other countries. About one-quarter of these exports went to Canada, which is by far our largest trading partner. The state's main exports to Canada are machinery, electrical machinery, plastics and chemicals, and pharmaceutical products. More than 115 Canadian companies call North Carolina home, including RBC Bank, the U.S. banking unit of the Royal Bank of Canada, headquartered in Raleigh.

## Commercialization Workshop

The North Carolina-based Center of Innovation for Nanobiotechnology announced Jan. 24 that it will host the first Nanomedicine Commercialization Workshop on March 29, at the Barnhardt Center, UNC-Charlotte. This workshop is an add-on to the established North Carolina Nanotechnology Commercialization Conference, which is hosted by the N.C. Department of Commerce, in partnership with the Charlotte Research Institute, the Small Business and Technology Development Center, and COIN. The topic of the workshop will be "Actionable Strategies for Company Building & Moving to Market". [Learn more](#).

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## Forsyth Tech biotech student invited to State of the Union address

Forsyth Technical Community College student Kathy Proctor, who is studying biotechnology, was invited to sit near First Lady Michelle Obama during the State of the Union address Jan. 24. She joined three other students from across the nation in the First Lady's Box at the U.S. Capitol.

President Barack Obama met Proctor when he toured a biotech lab at the school in December. There he listened to her story about being laid off from a job in a furniture factory. A 55-year-old single mom, she told localtechwire that she chose biotechnology because she recognized it as an emerging field that will offer the jobs of the future.

[Forsyth Tech Student invited to State of the Union Address](#) (localtechwire, Jan. 25, 2011)

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## N.C. promoted at U.S. Figure Skating Championships

As a sponsor of the U.S. Figure Skating Championships, the N.C. Department of Commerce's Division of Tourism, Film and Sports Development has leveraged several opportunities to market North Carolina as a travel destination to the attendees and television audience for the Jan. 23-30 event in Greensboro.

The Division sent an e-blast newsletter to every ticketholder promoting additional activities throughout the state, has its logo and website listing on all official Championship signage, provided an ad for the rink's videoboard, and had a feature ad in the event program.

The Division also had a booth at the event's Fan Fest which runs throughout the competition. Division staff offered Official North Carolina Travel Guides and conducted a sweepstakes giveaway in conjunction with Beech Mountain Ski Resort.

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## Celebration honors Kenan Institute, Biotech Center collaboration

More than 150 business, academic and civic leaders gathered Jan. 26 at the N.C. Biotechnology Center in Research Triangle Park to celebrate the power of partnering.

The event marked the 15th anniversary of the Collaborative Funding Grant (CFG) program, a partnership of the Biotechnology Center and the William R. Kenan, Jr. Institute for Engineering, Technology and Science at North Carolina

Our state's tourism industry also greatly benefits from Canadian visitors. More than 1 million Canadians visited North Carolina in 2009. The travel was facilitated by eight daily non-stop flights between North Carolina and Canada. Overnight Canadian visitors spent \$123 million in North Carolina during 2009.

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## In SYNC: Garrett Wyckoff

Garrett Wyckoff joined the N.C. Department of Commerce in 2000 as a community planner. In 2003 he joined the Commerce Finance Center staff as an industrial finance specialist and has extensive experience working with the different industrial incentive and tax programs offered through Commerce. In 2008 he became a member of the Business and Industry Division as a statewide economic developer. In his current role, Garrett's main focus is on recruiting companies to North Carolina that are in the life sciences or food/agricultural industry sectors.

Garrett is originally from Princeton, N.J., and received his BA and MPA from Bowling Green State University in Ohio. Currently, Garrett and his wife, Renee, reside in Raleigh and have three children: Garrett III, Stella and Everett. When not working, Garrett enjoys spending time with his family and working out.

Garrett says North Carolina is a great fit for companies in both the bio/life sciences and food/ag industry sectors for different and various reasons. He says bio/life sciences companies are attracted to our long standing state-wide commitment to the industry as whole, availability of a skilled labor force, quality of life, world class community college and university system, and the lower cost of doing business as compared to our main competitors in California and Massachusetts. The food industry is attracted to the state because of our central location on the East Coast, our excellent highway/transportation system, labor availability, and the agricultural knowledge/research coming out of our universities.

Garrett also says the department does a very

State University.

The CFG program leverages money from the Biotechnology Center and the Kenan Institute to put specialists in academic labs to help develop homegrown life science technologies for the commercial marketplace.

Since its inception, the CFG program has:

- Provided \$5 million in 85 awards
- Involved 11 nonprofit and university research partners and 42 companies
- Brought about \$205 million in follow-on funding to the grant recipients
- Resulted in 27 patents, four new companies and 150 scientific publications

Though the program has so far helped boost start-up companies, established life science and agricultural biotechnology companies in the state are also encouraged to apply for the chance to create new products from their research labs. [Read more.](#)

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## Tourism Division hosts NYC media mission

The Division of Tourism, Film and Sports Development's PR team led a successful media mission to New York City Jan. 24-25. The Division teamed with 20 partners from across the state to host 60 members of the media at an evening reception showcasing the best of North Carolina for 2011. In addition, Division staff and tourism partners participated in desk-side visits at select publications. Throughout the mission, staff and partners met with key travel and lifestyle producers, writer and editors, and shared what's new in North Carolina.

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## Saertex USA celebrates 10th anniversary

Advanced manufacturer Saertex USA celebrated its 10-year anniversary in the United States with a reception Jan. 28 at its facility in Huntersville. The company, which was founded in Germany in 1982, produces technical reinforcing materials used in many industries, including aviation, automotive and energy. N.C. Department of Commerce Secretary Keith Crisco and developer Martyn Johnson participated in the celebration.

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## N.C. climbs to No. 13 in new state tech index

North Carolina climbs five spots to No. 13 in the new State Technology and Science Index from the Milken Institute. The State Technology and Science Index provides a nationwide benchmark for states to assess their science and technology capabilities, and whether they have the ecosystems for converting those capabilities into companies and high-paying jobs. The overall index is based on 79 [unique indicators](#) that are categorized into five major components:

- [Human Capital Investment](#)
- [Research and Development Inputs](#)
- [Risk Capital and Entrepreneurial Infrastructure](#)
- [Technology and Science Work Force](#)
- [Technology Concentration and Dynamism](#)

North Carolina scored highest (No. 8) in Risk Capital and

good job of selling our state and praises our great network of partners and allies throughout North Carolina whom we can call on to assist with a company's location needs.

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## Norfolk Southern holds economic development forum

Norfolk Southern's 2011 Economic Development Forum was held Jan. 23-26 at the railroad company's Brosnan Forest facility near Dorchester, S.C. The forum's theme was "Locomotion ... working with our allies to pull out of the Great Recession." N.C. Department of Commerce Secretary Keith Crisco, and developers Rod Forsyth and David Spratley participated in the event.

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## Metrics from B&I Division

Below are year-to-date metrics tracked by the N.C. Department of Commerce's Division of Business and Industry 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 - Feb. 1, 2011

New projects assigned:	24
Projects announced:	11
Jobs created:	1,286
Capital invested:	\$229M
Industry visits by existing industry staff:	91
Calls to the Business ServiCenter:	1,805

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## N.C. in the News

This Week's Highlights

- [Obama turns to Geomagic CEO](#) (*The News & Observer* - Raleigh, Feb. 1)
- [Snap-On garners success, awards with Cherokee County workforce](#) (Thrive, Jan. 31)
- [Granville County students get business experience](#) (WRAL - Raleigh, Jan. 31)
- [First commercial-scale wind farm for North Carolina in the works](#) (*The Charlotte Observer*, Jan. 28)
- [Thomasville company to become U.S. headquarters](#) (*The Dispatch* - Davidson County, Jan. 27)

Entrepreneurial Infrastructure.

[North Carolina climbs to 13th in new state technology index](#)  
(localtechwire, Jan. 26)

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## Fodor's promotes Asheville

Travel guide leader Fodor's has listed Asheville among the "21 Places We're Going in 2011" on its website. The article advises travelers to "get a taste of Asheville while it still feels local and before it goes global." The city's breweries, mountain scenery and nightlife are all listed as reasons to visit. [Learn more.](#)

- [Data center already putting people to work: Facebook facility still under construction helps fuel economy](#) (*The Star* - Shelby, Jan. 25)

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