

syncTM Weekly highlights from the North Carolina Department of Commerce



N.C. Secretary of Commerce Sharon Decker, participating in a panel session on manufacturing held at the Raleigh Convention Center on Feb. 12

North Carolina's commitment to manufacturing in sharp focus at statewide conference

The evolving future of manufacturing in North Carolina and the nation was the topic of the 28th Emerging Issues Forum, an annual conference bringing together company executives and state policy leaders to collaborate on important topics. Governor Pat McCrory addressed attendees on Feb. 12 and announced the creation of a new assistant secretary for manufacturing position within the N.C. Department of Commerce.

The new assistant secretary, yet to be named, will work with existing manufacturers in the state and be an advocate for the sector within state government as well as focus on recruitment and workforce development as it pertains to the state's manufacturing sector.

N.C. Commerce Secretary Sharon Decker participated in a panel discussion on Feb. 12 considering variations in manufacturing across the state's seven economic development regions, ways to address skills gaps in the workforce and innovative ideas that are successfully working to grow the manufacturing economy.



(Left-right) Surry Economic Development Partnership President Todd Tucker, Surry County Commissioners Chairman Eddie Reeves, Awesome Products President L.D. Hardas, N.C. Department of Commerce Deputy Secretary and COO Dale Carroll, Mount Airy Mayor Deborah Cochran, State Senator Shirley Randleman, and N.C. Representative Sarah Stevens

Awesome Products to create 90 jobs in Surry County

On Feb. 15, Governor Pat McCrory and N.C. Commerce Secretary Sharon Decker announced that Awesome Products Inc., a laundry detergent and cleaning products manufacturer, will locate a facility in Surry County. The N.C. Department of Commerce's [Melissa Smith](#) was the developer on this project.

The company plans to create 90 jobs and invest \$22 million over the next three years in Mount Airy. The project was made possible in part by a performance-based grant from the [One North Carolina Fund](#) of up to \$300,000. The grant is contingent upon proof of job creation and receipt of a local funding match.

Awesome Products, founded in 1983, manufactures chemical and household cleaning products. The company currently operates manufacturing and distribution centers in Arkansas and California. The new environmentally-friendly facility in Surry County will specialize in producing household chemicals such as bleach, degreasers and cleaners. The plant will also serve as a distribution center for customers in the Northeast and Southeast.

Other partners that helped with this project

[Industry leaders encourage manufacturing renaissance](#) (*The Technician*, Feb. 12)

[Next frontier for N.C. manufacturing: human organs](#) (*The News & Observer* – Raleigh, Feb. 11)

[N.C. officials seek ways to boost shrinking manufacturing sector](#) (*The News & Observer* – Raleigh, Feb. 8)



N.C. Film Office Director Aaron Syrett (right) is joined by Mark Freiburger (left), a Charlotte-raised filmmaker and recent winner of the "Doritos Crash the Super Bowl" commercial contest, and representatives from the state's regional film commissions on stage at the event

N.C. Film Office hosts event, holds meetings and attends world premiere

The N.C. Film Office, along with several partners and sponsors, hosted an "Evening with the North Carolina Film Industry" event last week in Los Angeles. The invitation-only event saw approximately 200 industry professionals and decision makers in attendance and gave state film officials the chance to talk more about filming in North Carolina as well as touting the state's recent successes.

The North Carolina film industry event was sponsored by the NCFO in conjunction with EUE Screen Gems Studios and IATSE 491 as well as the Charlotte Regional Film Commission, Piedmont Triad Film Commission, Triangle Regional Film Commission, Western North Carolina Film Commission and Wilmington Regional Film Commission, Inc. in partnership with Cast & Crew Entertainment Services, Cinelease, EP Financial Services, Illumination Dynamics, The Production Source and the Wilkes County Film Commission.

"This was an important trip for us," said NCFO Director Aaron Syrett. "We were able to be in front of almost 100 production companies in one week. Not only were we able to continue to show them why North Carolina is a great place for filming, we were also able to celebrate one of our recent productions."

In addition to the event, state officials conducted meetings with several studios and production companies to talk about the state's 25 percent refundable tax credit available to productions as well as the large crew base and established infrastructure plus the state's vast array of locations. Officials also attended the world premiere of the N.C.-filmed feature *Safe Haven*, which was released on Feb. 14.

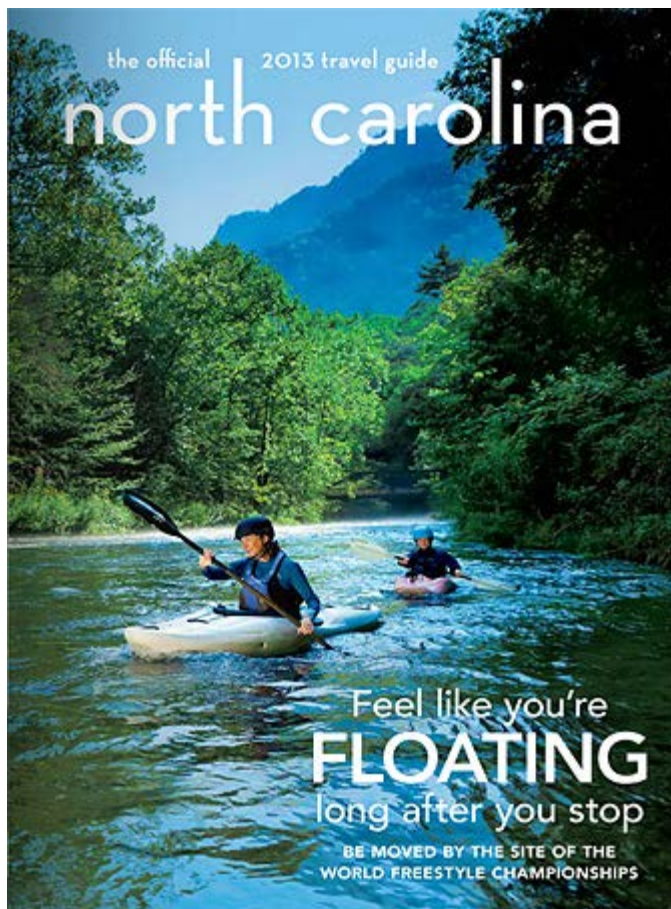
include: N.C. Department of Transportation, N.C. Community Colleges, Surry County, City of Mount Airy, Surry Economic Development Partnership, Duke Energy, and the Yadkin Valley Railroad. [Read more.](#)



N.C. Tourism Day offers partners one-on-one with legislators

The N.C. Department of Commerce's Division of Tourism, Film and Sports Development joined the N.C. Travel & Tourism Coalition, the N.C. Travel Industry Association and other industry partners to emphasize the economic benefits of tourism. Industry partners scheduled meetings with their legislative representatives on Feb. 12 to discuss [tourism-related goals](#) for this session and [the importance of tourism to each of North Carolina's 100 counties](#) throughout the day. NCTIA hosted a private reception that night for its members, industry partners and members of the General Assembly at the N.C. Museum of Natural Sciences for legislators to visit area booths for one-on-one conversations in a relaxed setting.

Additionally, about 45 NCTIA members and industry partners reviewed tourism-related issues and talking points for discussions with legislators at a dinner the previous night. The message to legislators is simple: "With their help, the tourism sector provides the most promising path to a quick economic recovery in North Carolina."



Travel guide app now available

The 2013 *Official North Carolina Travel Guide* app is now available for [iPad and iPhone](#) tablets plus [Android](#) and [Kindle Fire](#) tablets. It is a state-of-the-art app with videos, pop-ups, a photo slide show, and an interactive Blue Ridge Parkway map. The app highlights the unique places across the state with beautiful photography and easy-to-read stories, making it easy to plan your trip to the Old North State.

The Official N.C. Travel Guide is the essential planning tool for visitors headed to or around the state. Discover a wealth of fun things to do from the Mountains to the Coast, as well as information on attractions, dining, accommodations, shopping and recreation. The guide is divided into two sections: The first part is devoted to features about unique and distinct North Carolina experiences; the second section highlights the



In SYNC: Paul Jordan

N.C. Department of Commerce Environmental Consultant Paul Jordan is a native of Roanoke, Va. After graduating from Virginia Tech with a degree in engineering, Jordan came to North Carolina to work for the N.C. Department of Transportation and spent most of his time in highway and bridge construction in Thomasville. He later was transferred to Raleigh to work in bridge design and maintenance. Because of this experience, Jordan was hired by Electricities to represent the N.C. Eastern Power Agency in the construction and operations of coal and nuclear power plants in which they had an ownership interest. Part of these responsibilities was the disposal of coal and nuclear waste. This experience led to Jordan's employment as a staff engineer for the N.C. Low Level Radioactive Waste Management Authority, and then as director of engineering for the Hazardous Waste Management Commission. Jordan's responsibilities included selection of a suitable site, selection of the technology and oversight of the facility design.

"In 1990 when the project ended, the Business/Industry Development Division in the Department of Commerce saw my extensive knowledge of industrial sites and working relationships with all levels of DENR as an asset and asked me to help recruit industries. I've been here ever since," explained Jordan.

As a non-regulatory link to the environmental regulations, Jordan's position is unique. Because of his past experiences, he can help companies, industrial developers, site selection consultants, and real estate brokers with selection of a suitable site, not only considering environmental factors, but also construction related factors and demographic

hundreds of attractions and nearly 4,000 accommodations in the Mountains, Piedmont and Coast. In addition, there are links to more great content on VisitNC.com.



Battelle study shows strong N.C. bioscience growth

North Carolina's 30-year investment in the life sciences is paying off by creating great jobs and revenue for the state, according to a new report from the [Battelle Technology Partnership Practice](#).

The report, "[2012 Evidence and Opportunity: Biotechnology Impacts in North Carolina](#)," is the latest in a series of biennial studies explaining the state's success in driving the growth of its biotechnology base.

The report was presented by Battelle, NCBIO and the N.C. Biotechnology Center to state lawmakers and others on Feb. 13 in Raleigh.

North Carolina is third in the nation, behind only California and Massachusetts, in the size of its life-science sector. More than 58,000 North Carolinians have bioscience jobs now, and they earn an average \$78,000 a year. That's nearly twice the pay earned by other private-sector workers statewide.

Among its key figures, the new Battelle report says the bioscience sector in North Carolina:

- Supports 237,665 direct and indirect jobs; those workers earn a total of \$14.8 billion a year
- Generates \$59 billion in economic activity across the state
- Produces \$1.73 billion in taxes for state and local government
- Grew 23.5 percent from 2001 to 2010 - that's faster than any other major bioscience state
- Grew 3.5 times greater than overall U.S. bioscience growth; that compares to a 2.8 percent decline in N.C.'s private-sector jobs during the same period

Battelle linked North Carolina's success in building its life-science foundation to the 30-year push by the N.C. Biotechnology Center, translating state funding into life-science commerce. [Read more.](#)

issues.

"I also assist companies with environmental permitting questions, concerns and issues, both for companies wishing to locate in North Carolina and those that are already here. In addition, I also assist the Commerce Finance Center with meeting the environmental review requirements of the rules governing our incentive programs. Consequently, I am involved in almost every single project that considers North Carolina, both large and small," said Jordan.

The engineer in Jordan enjoys working with his hands during his free time. "I've always been around construction and built, as well as flipped, houses as a sideline at one time. Consequently, much of my free time is spent remodeling my house. I can honestly say that I have something in common with Thomas Jefferson, because his house was never finished either," explained Jordan.

"However, my compassion is for old cars, and I restore them in my shop, which was also one of my remodeling projects. Finally, when the frustrations of these activities and life in general become too much to bear, you will find me on some country back road on my motorcycle," said Jordan.

Year-to-date Metrics

Below are year-to-date metrics tracked by the N.C. Department of Commerce's Division of Business and Industry Development 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. 18, 2013

New projects assigned:	63
Projects announced:	11
Jobs announced:	842
Capital investment announced:	\$265M
Industry visits by existing industry staff:	111
Calls to Business Link N.C.:	2,840

N.C. in the News

This Week's Highlights

- [P&G picks Greensboro for expansion, 200 jobs](#) (*The Business Journal of the Greater Triad*, Feb. 15)
- [Selma helping out after manufacturing](#)

- [plant burns](#) (*News 14 Carolina*, Feb. 14)
- [Monroe airport adding customs department, international flights](#) (*Charlotte Observer*, Feb. 14)
- [Obama touts community college training](#) (*Citizen-Times – Asheville*, Feb. 13)
- [Hollywood stars visit Gaston for movie shoot](#) (*Gaston Gazette*, Feb. 13)
- [XPO Logistics grows beyond 200-job forecast in Charlotte](#) (*Charlotte Business Journal*, Feb. 12)
- [Chapel Hill's Strata Solar to build 100-MW farm in Duplin County](#) (*Triangle Business Journal*, Feb. 11)
- [Sans Technical Fibers to invest \\$10M in Stoneville plant](#) (*The Business Journal of the Greater Triad*, Feb. 11)
- [Italian solar company puts U.S. operations in Charlotte](#) (*Charlotte Business Journal*, Feb. 11)
- [Hope for the future expressed at EDP meeting](#) (*Mount Airy News*, Feb. 9)
- [Beer keeps N.C. economy chugging along](#) (*Charlotte Business Journal*, Feb. 8)
- [Furniture firm planning new plant in Mount Airy](#) (*Mount Airy News*, Feb. 8)

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