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Weekly highlights from the
North Carolina Department of Commerce



Governor Bev Perdue, Karen Ray, Chair of the Governor's Motorsports Advisory Council and N.C. Department of Commerce Secretary Keith Crisco with members of special ops.

Military and motorsports announce historic collaboration

The N.C. Motorsports Industry and the U.S. Army Special Operations Command (USASOC) on Feb. 18 announced a strategic partnership to grow North Carolina's defense and homeland security economy and increase soldier safety and capability. The historic collaboration was announced by Governor Bev Perdue; Lt. Gen. John F. Mulholland, Jr., commanding general, USASOC; N.C. Military Foundation Executive Director Lance DeSpain and NASCAR President Mike Helton during the opening weekend of Daytona Speedweeks in Florida. N.C. Department of Commerce Secretary Keith Crisco was also at the announcement. The initiative was championed by Commerce Director of Motorsports Development Derek Chen.

The formal Memorandum of Agreement -- facilitated by the N.C. Department of Commerce, the N.C. Military Foundation and the N.C. Motorsports Advisory Council and USASOC Mobility -- will allow the nation's most respected motorsports companies and the world's premier special operations force to mutually benefit through shared capabilities, knowledge, requirements, expertise and training specific to vehicle performance.

"The motorsports industry and Special Ops have forged a



(Left-right) Larry Wang, RATO board member, N.C. Department of Commerce Secretary Keith Crisco, RATO Chairman Zhu Liedong, Governor Bev Perdue and RATO North America President Roger Leon.

RATO Power Company to locate North American HQ in N.C.

Governor Bev Perdue on Feb. 16 joined executives from RATO Power Co Ltd. in announcing that the company will locate its North American headquarters in Lincoln County. RATO manufactures ATVs, motorcycles, water pumps, generators, and general purpose engines used primarily for outdoor power equipment. The company is expected to create as many as 40 jobs with the location of the North American headquarters to Denver. This will be RATO's first facility outside of China. The N.C. Department of Commerce's [David Spratley](#) was the developer on this project.

RATO's global headquarters is located in Chongqing, China, and was founded in 2007. In January of this year, RATO acquired Denver Global Products based in Denver. Roger Leon, the president of Denver Global, will become the president of RATO North America.

RATO currently supplies customers in more than 100 countries. The company produces about 1 million units of general purpose engines and 100,000 units of motorcycles and ATVs annually. [Read more.](#)

[Chinese firm puts U.S. office in Lincoln County](#) (*The Charlotte Observer*, Feb. 16)

historic partnership that is unique to North Carolina," said Perdue. "This partnership will have worldwide implications. It improves safety and performance of military vehicles for our troops and creates jobs and investment opportunities in North Carolina." [Read more.](#)

[Special ops. motorsports strike deal to build military vehicles](#)
(The Associated Press, Feb. 19)

Textile manufacturer to create 110 Jobs in Alamance County

Governor Bev Perdue announced Feb. 17 that Burlington Technologies Inc., a manufacturer of specialty textiles, will expand its facility in Alamance County. The company plans to create 110 jobs and invest \$725,000 over the next three years in Burlington. The project was made possible in part by a \$120,000 grant from the [One North Carolina Fund](#). The N.C. Department of Commerce's [Melissa Smith](#) was the developer on this project.

"Our state's workforce and job training programs – especially in the textile industry – are second to none, thanks to our history of investments in education," said Perdue. "Our top-notch business climate makes North Carolina a great place in which companies like Burlington Technologies can thrive."

Burlington Technologies, headquartered in Burlington, is the parent company for three different technology businesses including BMS, Se7en and Verelli. Burlington Technologies also has affiliate companies in VitaFlex and Diagnostic Chips. The company currently employs more than 60 employees at its Burlington facility. Burlington Technologies is looking to secure an existing U.S. government contract to supply equipment for the military. This planned expansion is contingent upon the company receiving the military contract. [Read more.](#)



(Left-right) Burr Sullivan of the N.C. Economic Investment Committee, N.C. Department of Commerce Deputy Secretary and COO Dale Carroll and Max Walsler of the N.C. Economic Development Board at Lexington Chamber of Commerce Annual Meeting

Carroll speaks on economic progress at Lexington chamber's annual meeting

While the economy is still struggling to recover from the

Perdue announces 350 new jobs with Reed Elsevier expansion

Governor Bev Perdue announced Feb. 15 that Reed Elsevier Inc., a world leading provider of professional information solutions, will expand its operations in Cary. The company plans to create 350 jobs over the next five years and invest \$1.75 million. The project was made possible in part by state grants from the [Job Development Investment Grant](#). The N.C. Department of Commerce's [Vivian Powell](#) was the developer on this project.

Reed Elsevier was formed in 1993 when Reed International joined Elsevier NV, and the two entities focused on professional information solutions in the science, medical, legal, risk management, and business-to-business sectors. Reed Elsevier currently consists of five major business units including: Elsevier®; LexisNexis® Risk Solutions; LexisNexis® Legal & Professional; Reed Exhibitions®; and Reed Business Information®. As part of this project, Reed Elsevier will concentrate additional marketing, sales, customer support and product development in the Wake County facility. [Read more.](#)

[LexisNexis to add 350 jobs in Cary](#) (The News & Observer - Raleigh, Feb. 16)



(Left-right) Deputy Commerce Secretary Dale Carroll, Lubrimetal Executive V.P. Giorgio Corso and Lubrimetal International Business Development Director Aidan Morrissey at the press conference in Granite Falls

Lubrimetal executives from Italy return to N.C. for press conference

On Feb. 14, Lubrimetal Corporation executives from Italy returned to North Carolina for a press conference about plans to open their first manufacturing facility in North America in Granite Falls. [Joe Holbrook](#) was the N.C. Department of Commerce recruiter on the project. Governor Bev Perdue originally announced the project on Jan. 20.

Lubrimetal Corporation, a member of the Lubrimetal family of companies, will locate a new facility in Caldwell County. The company

depths of the Great Recession, N.C. Department of Commerce Deputy Secretary and COO Dale Carroll said on Feb. 15 that the state and Davidson County are making progress.

Carroll made his remarks to several hundred people in attendance at the [Lexington Area Chamber of Commerce's](#) annual meeting at Davidson County Community College's Conference Center.

Carroll -- who served for 12 years as the CEO of [AdvantageWest](#), an economic development partnership that serves 23 counties in the western part of the state and 18 years with what is now Progress Energy in positions ranging from energy services engineer to manager of economic development -- said he has been pleased to come to the county to be part of announcements such as those for Timco Aerosystems, United Furniture, [Vitacost.com](#) and the Save-A-Lot distribution center.

[N.C. Commerce official: Economic progress is being made](#)
(*The Dispatch* – Davidson, Feb. 15)

Advanced Animal Diagnostics opens new HQ in RTP

[Advanced Animal Diagnostics](#), a developer of technologies for the diagnosis of farm animal diseases, hosted an open house at its new offices and laboratories in Research Triangle Park on Feb. 7. The event included a celebration of jobs created, a brief presentation and demonstration of AAD technology by company leaders, as well as a tour of the new facility.

The company has created 37 jobs over the past year, including 17 full-time and five part-time positions locally as well as 15 part-time positions on dairies since the company closed an \$11.3 million Series B round of equity financing in March 2011. The company's new headquarters include more than 4,000 sq. ft. of office and laboratory space.

N.C. Department of Commerce Deputy Secretary and COO Dale Carroll presented a North Carolina state flag to AAD leadership in recognition of the company's job growth. [Read more.](#)



(Left-right) U.S. Housing & Urban Development Southeast Regional Administrator Ed Jennings, HUD Secretary Shaun Donovan and N.C. Department of Commerce Assistant Secretary for Community Development Henry McKoy

plans to create 19 jobs and invest \$1.9 million over the next three years in Granite Falls.

The project was made possible in part by a \$38,000 grant from the [One North Carolina Fund](#).

Lubrimetal, an Italian-owned family company founded in 1959, is a leading producer of lubricants for the wire drawing industry. The company plans to develop a manufacturing facility for the production of wet and dry lubricants for the drawing of steel and non-ferrous wires. The new facility will allow Lubrimetal to meet growing market demand in North America. [Read more.](#)



Staff members of the N.C. Department of Commerce's Division of Tourism, Film and Sports Development engage with representatives from Johnston County-area businesses.

TRAC connects Tourism Division to businesses in Johnston

[The Johnston County Visitors Bureau](#) hosted the Tourism Resource Assistance Center (TRAC) from the N.C. Department of Commerce's Division of Tourism, Film & Sports Development in Smithfield last week. Staff met one-on-one with more than 40 local and regional tourism businesses to help them engage more fully with programs offered by the Division and its partners. These businesses included independent artisans, dining, lodging, retail entrepreneurs, and outdoor, event and attractions owners and managers. Businesses took advantage of the Division's research, development and marketing services and also discussed best practices in reaching travelers, the media and increasing tourism visitation and spending. Other TRAC sessions are scheduled for Apr. 19-20 in Bryson City and Morganton, and June 20 in Jacksonville. For more information about TRAC, please contact Andre Nabors at anabors@nccommerce.com or (919) 733-7502.

N.C. Energy Star Appliance Rebate Program reopens

HUD secretary promotes housing assistance program in Raleigh

On Feb. 2, [U.S. Housing & Urban Development](#) Secretary Shaun Donovan presented President Barack Obama's new plan to assist homeowners to an enthusiastic crowd at [Triangle Family Services](#), a Raleigh housing counseling agency. Donovan noted that, despite low interest rates, numerous homeowners who are "underwater," or have a mortgage that exceeds the worth of their home, are not able to take advantage of the historically low interest rates and refinance their homes. To address this issue, the president is proposing that the [Federal Housing Administration](#) create a program where the federal government would assume the risk of the new mortgages, allowing more homeowners to refinance. This program could impact approximately 200,000 "underwater" homeowners in North Carolina.

Raleigh Mayor Nancy McFarlane and Alice Lutz, CEO of Triangle Family Services, joined Donovan, emphasizing the adverse impact the declining housing market had made on the economic well-being of families in the Triangle. Adriane Punter, a homeowner who had been unemployed since 2009, shared her own story of assistance and guidance that she received from Triangle Family Services in her efforts to find a job and refinance her home at a lower interest rate.

As an additional statement of support for this plan, HUD's Southeast Regional Administrator Ed Jennings, Jr. and N.C. Department of Commerce Assistant Secretary for Community Development Henry McKoy joined Donovan at the event.

[HUD secretary pitches housing assistance program in Triangle](#) (WRAL, Feb. 2)

North Carolina biotechnology industry continues to expand

[The Council for Entrepreneurial Development](#) (CED) wrapped up its two-day Life Science: Fusing Science, Technology & Industry Leadership conference in Raleigh on Feb. 16 sending nearly 1000 participants home buzzing with the latest industry news and developments.

Held in collaboration with the [North Carolina Biotechnology Center](#) and the [N.C. Biosciences Organization](#), the event brought together top industry leaders to present perspectives on funding, strategic innovation and industry outlooks. An Emerging Company Showcase included companies in the biopharma and medtech sectors. The event also included nearly 250 one-on-one partnering meetings between North Carolina companies and large pharmaceutical companies from outside of the state as part of the N.C. Biotech Partnering 2012. [Read more.](#)

Consumers have another chance to save on the purchase of energy efficient major home appliances with the reopening of the N.C. ENERGY STAR® Appliance Replacement and Rebate Program that started Feb. 15. Consumers will not only save money on appliance purchases, but also cut energy costs by replacing older, less-efficient models. Appliances must be purchased Jan. 1, 2012, or after to qualify for rebates which will be based on funding to become available through the federal [American Recovery and Reinvestment Act](#).

Consumers may go online or call a special telephone number to start the application process to receive their rebate. Consumers without Internet access may call 1-855-208-6242. [Learn more.](#)

[Energy Star rebates available](#) (*The Salisbury Post*, Feb. 16)

Conference harnesses wind power

The first conference focusing on the Southeast as a resource for wind energy has been scheduled on March 8-9 at the Charlotte Convention Center in Charlotte. Stakeholders from across the region have organized the event to educate industry leaders and decision makers about the costs, benefits and policy options that will drive wind energy development in the area. [The 2012 Southeastern Coastal Wind Conference](#) gives industry leaders, policy makers and developers a chance to plan the future of wind energy in the Southeast.

The conference will highlight the many advantages of the southeastern United States for wind energy, including:

- The largest offshore wind resource on the East Coast
- Existing, low-cost supply chain infrastructure
- Highly skilled, affordable labor
- Strong electricity demand that continues to grow

Breakout sessions will focus on market and policy issues, regional highlights, and manufacturing and supply chain resources. While the event will cover both land-based and offshore wind energy, the primary focus will be on offshore wind. [Learn more.](#) [See the complete agenda.](#)

[ARC/Oak Ridge National Laboratory Summer Institutes to be held in July](#)



The tourism division's Heidi Walters (center) flanked by April Beauchamp and Charmaine Singh with N.C. Tourism Canada.

Pitch encourages Canadians to 'get off the highway' in North Carolina

International Marketing Manager Heidi Walters of the N.C. Department of Commerce's Division of Tourism, Film & Sports Development embarked on a very successful "road show" mission in Toronto and Montreal in early February, encouraging Canadian travelers to "Get Off the Highway" and see more of North Carolina when they visit. Along with the division's Canadian representatives, April Beauchamp and Charmaine Singh, the group trained 72 agents for the Canadian Automobile Association and tour operator Total Vacations. Events were held in both cities to update tour operators and trade media on "What's New in N.C. for 2012." In 2010, Canadians represented the state's largest international market with 379,600 visitors, spending \$1.2 million in the state. For more information on the Division's international programs, contact [Heidi Walters](#) at (919) 715-6702.

ARC to hold food economy forum in Asheville

Registration is now open for the [Appalachian Regional Commission's](#) April 2012 [Growing the Appalachian Food Economy: A Forum on Local Food Systems and Sustainable Agriculture](#). This multi-state event, to be held April 3-4 at the Renaissance Asheville Hotel in Asheville, will focus on how Appalachian communities can expand the role that food assets and sustainable agriculture play in local economic development to increase employment opportunities, spark entrepreneurial ventures and build local wealth.

The forum will provide an opportunity for community leaders, economic development officials, farmers, public and private funding partners, and food producers, processors, and distributors to share ideas and learn practical ways to expand their local food economy. The registration fee is \$75 and includes optional local food and farm tours immediately following the forum on Apr. 4.

Visit [the forum website](#) to register and to get detailed information on the agenda, lodging, and more.

BASF to invest in RTP facilities

The [Appalachian Regional Commission](#) is pleased to announce that it is collaborating with the U.S. Department of Energy's Oak Ridge National Laboratory and the Oak Ridge Institute for Science and Education in Oak Ridge, Tenn., to provide two residential, hands-on learning institutes focusing on math, science, and technology for high school students and teachers (July 7-20) and for middle school students (July 15-20).

ORNL is one of the largest U.S. Department of Energy research facilities in the United States. It is devoted to multi-purpose research and development and is located approximately 20 miles northwest of Knoxville, Tenn., near the famous Great Smoky Mountains National Park. ORISE is a U.S. Department of Energy facility managed by Oak Ridge Associated Universities. ORISE has a diverse array of complementary science education and other programs.

The ARC/ORNL Institutes are a unique opportunity for participants to work with research scientists on relevant math and scientific topics facing the world in the 21st century. Participants will work in teams of three to six members on research projects. The team approach provides an opportunity to conduct research activities and solve problems in a group setting. [Learn more.](#)

ACDi expands into North Carolina, acquires Fawn Electronics

[ACDi](#), the largest electronics manufacturing services provider in Maryland, announced on Feb. 7 it has acquired the assets of EMS provider Fawn Electronics of Nashville from Fawn Industries. ACDi has entered into a long term lease on the existing facility and expects to retain all employees at the state-of-the-art operation located 40 miles east of Raleigh. The operation will operate as ACDi.

"This is a highly complementary combination of businesses that is good for our customers, employees, and suppliers," said Bill Hornbaker, president of the privately held ACDi in Frederick, Md. "By leveraging the unique strengths and talented teams of our Frederick and Nashville operations, we now offer the most advanced and complete EMS

The German chemical company BASF announced on Feb. 15 plans to invest \$33 million in an expansion in the Research Triangle Park. The additional construction is slated to include about 80,000 sq. ft. of office, laboratory and greenhouse space to support the company's plant biotechnology and insect control research, according to a company news release.

The company has its North American crop protection division headquarters in the park. It announced last month plans to shift its global plant science headquarters to its park facilities as well.

BASF plans to kick off construction related to the expansion in March, and to have the work done in mid-2013. The plans include a climate-controlled greenhouse and laboratory for plant biotechnology research, and a custom environmentally-controlled insect production facility and office space.

[BASF to invest in RTP facilities](#) (*The Herald-Sun* – Durham, Feb. 15)



Alganomics' renewable energy generating facility in Southport (photo courtesy of Cape Fear Solar Systems)

Biofuel facility in Southport installs solar power and hybrid windmills

[Alganomics LLC](#), a Southport-based leader in culturing algae for biomass, installed in cooperation with the region's leading solar company, [Cape Fear Solar Systems LLC](#), a photovoltaic solar system to offset energy used during the process of culturing algae for biofuel. With the aim to add new alternative energy sources to the renowned tubular photo bioreactor processes, a 4.8 kW solar electric system and hybrid windmills were installed at the algae culturing plant located at Oak Island's Wastewater Treatment Facility.

Implementation of this unique project was possible thanks to a 2009 [N.C. Green Business Fund](#) grant award. This funding source was a conversion from State of North Carolina funds to federal [American Recovery & Reinvestment Act](#) stimulus funds for conserving energy, utilizing renewable sources and reducing the carbon footprint.

[Alganomics installs solar electric system, hybrid windmills](#) (*The Star-News* – Wilmington, Feb. 14)

for companies needing electronics design and small to medium volume electronics manufacturing services."

Correction

The article "Pharr Yarns president wins export award" in the Feb. 14 edition of SYNC misidentified the recipient of the award. Though the award was presented to J.M. "Bip" Carstarphen, his son, Bill, accepted the award and was pictured. SYNC regrets the error.

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. 21, 2012

New projects assigned:	61
Projects announced:	16
Jobs announced:	3,349
Capital investment announced:	\$246M
Industry visits by existing industry staff:	165
Calls to Business Link N.C.:	2,937

N.C. in the News

This Week's Highlights

- [Loan program targets energy efficiency projects](#) (*The Charlotte Observer*, Feb. 17)
- [GE's Castle Hayne plant lands more aircraft engine work](#) (*The Star-News* – Wilmington, Feb. 14)
- [Strata building more solar in Charlotte region](#) (*Charlotte Business Journal*, Feb. 14)
- [Solstas, Ralph Lauren offer back-to-back punch](#) (*High Point Enterprise*, Feb. 13)

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