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Weekly highlights from the
North Carolina Department of Commerce



Gov. Bev Perdue announces that Siemens Energy will add 825 jobs and invest at least \$135 million in Mecklenburg County.

Siemens to add 825 jobs in Charlotte

Gov. Bev Perdue on March 11 announced that Siemens Energy Inc., an international supplier of products and services for the generation, transmission and distribution of power, will expand its gas turbine operations in Mecklenburg County. The company plans to add 825 jobs and invest at least \$135 million over the next five years. The announcement was made possible in part by state grants from the Job Development Investment Grant program and One North Carolina Fund. The N.C. Dept. of Commerce's Uconda Dunn was the developer on this project.

"Creating jobs is my No. 1 priority and this expansion of hundreds of well-paying jobs for North Carolinians is a big win," said Perdue. "Our knowledge-based workforce and our top business climate continue to be attractive to globally-competitive companies looking to expand and locate."

Siemens Energy CEO Dr. Michael Seuss followed Perdue in the ceremony. Seuss thanked the governor for meeting with him last November during a crucial stage in the company's deliberations about where to site the new 825-employee facility. He described her leadership efforts as decisive during this critical meeting.

Siemens Energy, a wholly owned subsidiary of Siemens AG (NYSE: SI), covers the entire conversion chain from fuel production to power distribution. This approach allows the company to focus on future-oriented, innovative, and efficient products and solutions to meet the increasing demand for cleaner, more efficient energy production.

Siemens plans to expand its Westinghouse Boulevard campus

Turbotec Products to bring 73 jobs to Catawba County

Gov. Bev Perdue on March 12 announced that Turbotec Products Inc., an international supplier of heat exchangers and heat transfer products for the heating, refrigeration and geothermal markets, will greatly expand its presence in Catawba County. The company will move the bulk of its manufacturing operations from Connecticut to Hickory, adding 73 jobs and investing \$6.5 million in the next three years. The project was made possible in part by a \$76,500 grant from the One North Carolina Fund. The N.C. Dept. of Commerce's Uconda Dunn was the developer on this project.

"North Carolina continues to build on its manufacturing tradition, bringing new industry and sustainable jobs for our skilled workforce," Perdue said. "Our focus on job creation and worker training is one of the many things that attract quality businesses and investment to our state."

Turbotec Products, headquartered in Connecticut, has clients around the world in the space conditioning, refrigeration, automotive, biomedical, plumbing, water heating and aerospace industries. The company, which currently has facility in Hickory that employs 16 workers, plans to expand in Catawba County by relocating to a larger facility in Hickory.

[Manufacturer adding 73 jobs in Hickory](#) (The News & Record - Greensboro, March 12)

and relocate gas turbine manufacturing operations from a plant in Ontario, Canada. The company also previously announced plans to add additional office space for new engineers in Charlotte as it creates a global production hub for manufacturing and related functions for the supply of its gas and steam turbines and generators to markets around the world. [Read more.](#)

[Siemens expanding Charlotte power unit, adding 825 jobs](#) (WSOC - Charlotte, March 11)

Census estimates 38,000 jobs for N.C.

Gov. Bev Perdue on March 11 announced that the U.S. Census Bureau is now targeting 37,789 positions through September for temporary jobs in North Carolina. After a first wave of hires that began in January, the Census Bureau has begun hiring for a secondary phase. "Census jobs are a great opportunity for thousands of North Carolinians who are looking for work," said Perdue. "At the same time, these workers will help our state achieve a complete count of our population and access the more than \$400 billion in federal funds to be distributed each year based on the census count." [Read more.](#)

Call center to hire 280 in Raleigh

Affiliated Computer Services, a Dallas-based global call center, has announced plans to add 280 jobs in Raleigh. The company added 1,000 jobs in North Carolina last year.

"We've hit a gold mine in that area," ACS spokesman Chris Gilligan told The News & Observer. "We give our clients a variety of options and costs, and they make a decision that best fits their needs."

[ACS to hire 280 more in Raleigh](#) (The News & Observer - Raleigh, March 9)



(Left-right) German public relations representative Sonja Salzinger, Assistant Sec. for Tourism, Marketing and Global Branding Lynn Minges, "Miss Cherokee" Rachel Hicks and Director of International Marketing Heidi Walters at the North Carolina booth at ITB in Berlin, Germany.

Tourism promotes N.C. at ITB Berlin

Assistant Sec. for Tourism, Marketing and Global Branding Lynn Minges and Director of International Marketing Heidi Walters attended ITB Berlin, the world's largest tourism tradeshow, held March 10-14 in Germany. They met with 22 tour operators, media and airline representatives over the duration of the conference. German visitors represent the second largest overseas market to the state. The average stay in the U.S. for German visitors is 16 days, with seven spent in North Carolina. They spend an average of \$1,138 per person - higher than domestic visitors.

The U.S. Travel Association and representatives of 21 U.S. destinations met during ITB Berlin to discuss the recent passage of the Travel Promotion Act, signed into law by President Obama on March 4. U.S. Travel Association President and CEO Roger Dow discussed with Minges and others the details of the act and its goal to welcome more foreign visitors by establishing a global marketing and communications campaign while improving America's image and explaining new security policies to foreign travelers.

"In this growing and very competitive global travel industry, the Travel Promotion Act sends out a clear message that travel is a high priority to our nation and that tangible steps must be taken to increase travel to and within the United States," said Dow. "It will help put us on par with other destinations around the world -- destinations that already have a national tourism office to help attract more international visitors." [Learn more.](#)



(Left – right) N.C. Dept. of Commerce German office representative Carsten Lex, ITD Business Development Manager Kuldip Wasson and Sirchie's Director of International Sales Rick Whittington.

Commerce attends German IT tradeshow

Eight North Carolina companies participated in this year's CeBIT tradeshow held March 2 – 6 in Hannover, Germany. CeBIT is the largest information and communication technology industry tradeshow in the world. More than 400,000 industry visitors attended the show and 4,157 companies from 68 countries exhibited at the event. Three N.C. companies co-exhibited in the N.C. Dept. of Commerce-sponsored booth at the show while five others had booths of their own. The customer traffic was very good and participants reported strong show results.

Energy Office to hold Sustainable Energy Conference

The N.C. Energy Office's Seventh Annual Sustainable Energy Conference, "Sustainability: Moving Beyond the Federal Stimulus," will take place at the McKimmon Center in Raleigh, April 20 - 21. The event will feature keynote presentations by Harry Wingo, Google policy counsel focusing on energy and cybersecurity, Nate Hurst, Walmart's director of sustainability, and Jörg Mayer, director of the German Renewable Energies Agency.

Break-out sessions will focus on emerging technologies, expanding funding opportunities, policy trends and access to practical information and resources. Continuing education units, once again, will be available.

Registration starts at \$59 for the two-day conference. [Visit the conference web page](#) for detailed schedule, online registration, lodging deals, and more. [See the conference brochure](#).

Park Service suggests limits on Hatteras beach use

Vehicles would be allowed year-round access to about 40 percent of an Outer Banks beach popular with outdoor enthusiasts, under a proposal released Feb. 26 by the National Park Service. The new rules are an attempt to settle a dispute between environmental activists who want to protect seashore animals and outdoors groups who want access to the beach for recreational activities. The government will hold public hearings on the matter and has proposed several other



N.C. Nanotech Conference coming up in Greensboro

The Office of Science and Technology's Nanotechnology Commercialization Conference will take place March 31-April 1 at the Koury Convention Center in Greensboro. Joe Raguso, CEO and president of Intrinsic Materials, and Josh Wolfe, co-founder and managing partner of Lux Research, will be the keynote speakers. The program also includes focused workshops on relevant topics such as biomedicine, energy and defense, and options for learning about funding opportunities and business development. [Learn more](#).

Ingersoll Rand to expand in Southern Pines

Manufacturer Ingersoll Rand has announced plans to relocate 60 jobs to its Southern Pines facility by the end of 2010. The company plans to close its Athens, Pa., plant and consolidate all work at its North Carolina plant. The New Jersey-based company manufactures products under a variety of brand names including Club Car golf carts and Trane air conditioning services.

[Ingersoll Rand to hire 60 in Southern Pines](#)
(The Pilot, March 10)

Crisco, Troxler speak at ag summit

N.C. Dept. of Commerce Sec. Keith Crisco and N.C. Dept. of Agriculture Commissioner

alternatives to its preferred plan.

[Park Service suggests limits on Hatteras beach use](#) (The Associated Press, March 5)

USA Today shines a light on Mount Airy

USA Today features Mount Airy in an article lamenting the loss of the textile industry in the area and how it has affected residents and the town itself. However, the article also notes how Mount Airy is finding success via other avenues such as tourism and wine. The town has cashed in on its legacy as the inspiration for TV's "Mayberry." Along Main Street there are real-life versions of Floyd's Barbershop and the Snappy Lunch café. Every year, thousands of tourists arrive for the annual Mayberry Days weekend. North Carolina's entrepreneurs have been planting vineyards to replace tobacco fields and starting wineries to draw tourists.

[When the textile mill goes, so does a way of life](#) (USA Today, March 10)

BusinessNC profiles the Biotech Center

BusinessNC magazine includes an extensive interview with several N.C. Biotechnology Center leaders in its March edition. President and CEO Norris Tolson and others discuss the center's efforts to build what it calls Centers of Innovation, targeting economic sectors that benefit from biotechnology.

[From Lab to Ledgers](#) (BusinessNC, March)

TransPark rail spur contract awarded

The N.C. Dept. of Transportation announced March 12 that Hinkle Contracting Co. of Paris, Ky. has been awarded a \$14.3 million contract to construct a 5.6-mile rail spur into the [Global TransPark](#) (GTP).

The connector will start at the railroad tracks that run almost parallel to U.S. Hwy. 70 through Kinston and head toward the GTP along Hillcrest Road. The new line will cross Hull Road, Dobbs Farm Road, Harvey Parkway and Shackelford Road before entering the GTP and ending at the Spirit AeroSystems site.

DOT officials expect construction to begin in early April and to be complete by November of 2011.

Dell workers covered by trade act

Employees affected by the upcoming closing of the Winston-Salem Dell plant have been approved for federal Trade Adjustment Assistant Act benefits, the U.S. Labor Dept. said March 10. The act provides extended unemployment, health-insurance and training benefits to those whose jobs were eliminated because of foreign competition or the shift in supply or production of services to other countries.

[Trade act covers Dell workers](#) (The Winston-Salem Journal, March 12)

Steve Troxler were the keynote speakers at the Regional Agriculture Symposium Agricultural Support and Farmland Preservation at the Statesville Civic Center. The event was sponsored by the Foothills Conservancy of North Carolina and the Land Trust for Central North Carolina. Both Crisco and Troxler stressed the importance of finding a balance to preserve North Carolina's \$70 billion agricultural industry.

Tourism leads delegation on Birmingham media mission

The N.C. Dept. of Commerce's Division of Tourism, Film and Sports Development led a group of industry partners on a media mission March 9 to Birmingham, Ala. The group met with over 30 media members such as Southern Progress (Southern Living, Coastal Living, Cooking Light) and Hoffman Media (Southern Lady, Taste, Cooking with Paula Deen) as well as regional and local Birmingham media outlets.

In the coming months, participating partners can expect to see editorial placements as a direct result of these one-on-one meetings facilitated by the Division. For more information, contact Wit Tuttell at (919) 733-7420 or wtuttell@nccommerce.com.

Metrics from B&I Division

Below are year-to-date metrics tracked by the N.C. Dept. of Commerce's Division of Business and Industry (B&I) 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 - March 15, 2010

New projects assigned:	100
Projects announced:	17
Jobs created:	3,215
Capital invested:	\$385.4M
Industry visits by existing industry staff:	226
Calls to the Business ServiCenter:	4,925

N.C. in the News

This Week's Highlights

Asheville in top 10 for second home locations

Barron's has named Asheville to its list of top 10 best places to buy a second home. Aspen, Colo., and Pebble Beach, Calif., are also on the list. The magazine says Asheville has "a four-seasons lifestyle with just enough culture and good restaurants to keep urban-withdrawal pangs at bay."

[Asheville among 10 best places to buy a second home](#) (Asheville Citizen Times, March 10)

N.C. wins CiCi Award

North Carolina has won a Trade & Industry Development magazine CiCi Award for the 2009 Talecris Biotherapeutics project near Clayton. The project, which earned the award in the Community Impact category, called for the creation of 259 new jobs over seven years and a \$268.7 million investment. [Learn more.](#)

- [Credit Suisse will manage \\$230 million N.C. Innovation fund](#) (Local Tech Wire, March 15)
- [Skybus' departure continues to have impact](#) (The News & Record - Greensboro, March 15)
- [Textiles finding new niche in the N.C. economy](#) (The News & Observer - Raleigh)
- [Editorial: Focus on small businesses](#) (The News & Record - Greensboro)

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