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Weekly highlights from the
North Carolina Department of Commerce

XPO Logistics

XPO Logistics to Expand in Mecklenburg County

Governor Pat McCrory and North Carolina Commerce Secretary Sharon Decker announced today (March 26) that XPO Logistics, a company that provides freight management, expedited transportation and freight forwarding services, will expand its national operations center in Mecklenburg County. The company plans to create 287 new jobs in North Carolina by the end of 2014 and invest \$688,000 into its Ballantyne Corporate Park location in Charlotte.

[Uconda Dunn](#) served as the project developer for the N.C. Department of Commerce.

"XPO Logistics is a great example of the growth and success that many companies are experiencing in North Carolina," said Governor McCrory. "Their expansion is proof of the strong presence of qualified talent and attractive quality of life that characterizes our state."

"We're pleased to expand our workforce in a state that shares our focus on job creation and economic growth," said Chief Operating Officer Sean Fernandez of XPO Logistics. "Our decision to base our national operations center in North Carolina was the right move for our company. The services we're building in Charlotte are supporting the rapid growth of our customer base across North America."

The project was made possible in part by an award to XPO Logistics from the state Job Development Investment Grant (JDIG) program, as voted by the state Economic Investment Committee. Receipt of the award is based on proof of job creation and other performance requirements. [Read more.](#)

Lumber producer to create 40 jobs in Halifax



Assistant Secretary for Communications and External Affairs Josh Ellis

Commerce Secretary Decker names three senior staff to leadership team

On March 21, N.C. Secretary of Commerce Sharon Decker announced the selection of three members of her leadership team.

Josh Ellis was named the Assistant Secretary for Communications and External Affairs after serving as the department's public information officer. Timothy D. Mayes was named Human Resources Director and Ashley Jones was named the Director of Legislative Affairs.

Ellis will direct the department's public affairs team and be responsible for managing communications in the state's leading economic development agency, including project announcements and media inquiries. Ellis has been with Commerce since 2011 in the role of public information officer.

Previously, he served as capitol reporter with Curtis Media Group in Raleigh. Ellis is an honors graduate of UNC-Chapel Hill with a bachelor's degree in journalism and mass communications.

Mayes will develop and implement department

County

On March 20, Governor Pat McCrory and N.C. Commerce Secretary Sharon Decker announced that Meherrin River Forest Products, a lumber processor, will locate its operations in Halifax County. The company plans to create 40 jobs and invest more than \$1.8 million over the next three years in Weldon.

The N.C. Department of Commerce's [Tim Ivey](#) was the developer on this project.

Meherrin River Forest Products is a producer of hardwood lumber. The company currently operates a production facility in Alberta, Va., about 50 miles from Weldon. Meherrin River plans to acquire and repair the sawmill facility that was once the headquarters for Coastal Lumber.

The project was made possible in part by a performance-based grant from the [One North Carolina Fund](#) of up to \$80,000. The grant is contingent upon proof of job creation and receipt of a local funding match. The One NC Fund provides financial assistance, through local governments, to attract business projects that will stimulate economic activity and create new jobs in the state. Companies receive no money up front and must meet job creation and investment performance standards to qualify for grant funds.

Other partners that helped with this project include: N.C. Community Colleges, Halifax County, Town of Weldon, and the Halifax County Economic Development Commission. [Read more.](#)



VisitNC.com sets record pace

Consumer interest and use of the travel planning website [VisitNC.com](#), managed by the N.C. Department of Commerce's Division of Tourism, Film and Sports Development, continue to grow at a record pace. Through

policy on all issues relating to human resources. A 37-year veteran of the City of Charlotte, he served as Human Resources Analyst and Deputy Director prior to being promoted to the city's Human Resources Director in 2002. As HR Director, Mayes provided strategic executive leadership for 13 departments and 6,500 public employees, and managed a staff of 35 HR professionals and a \$4 million budget. Mayes received two degrees from the University of North Carolina at Charlotte - a bachelor's degree in political science and a master's degree in urban administration. He has been active in numerous HR professional organizations.

Jones will direct the department's legislative affairs work and advocate for the Department's initiatives to members of the General Assembly. Jones has extensive government relations experience and was most recently Director of Government and External Affairs for the Biofuels Center of North Carolina. She was also federal liaison for the N.C. Department of Agriculture. Jones is a graduate of Meredith College with a bachelor's degree in history.

State promotes travel to N.C. in Germany

International Marketing Manager Heidi Walters of the N.C. Department of Commerce's Division of Tourism, Film and Sports Development met with 12 key European tour operators in one-to-one meetings to promote North Carolina fly/drive tours, hotels and attractions at the world's largest tourism show, [ITB Berlin](#), in Germany March 6-9. The majority of German, Swiss and Austrian travelers still use tour operators and travel agents for their long haul travel plans.

All tour operators reported that not only are bookings up over last year, North Carolina bookings are exceeding the national average. In addition, Walters met with seven travel trade journalists pitching new stories for the upcoming peak travel season. In 2011 North Carolina welcomed 75,480 visitors from German-speaking Europe, spending more than \$31 million in the state. For more information on the Division's international marketing, contact [Heidi Walters](#) at (919) 715-6702.

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

March 14, visitation to the site is 21 percent ahead of the 2012 pace that resulted in more than four million visits across the Division's VisitNC.com family of consumer websites. The Division's integrated marketing effort, including increased emphasis in online advertising, strong media relations performance, site optimizations, and social media initiatives, is contributing to the site's success.



(Left-right) N.C. Biotechnology Center President & CEO Norris Tolson, KBI Biopharma Business Development Director Bernardo Estupiñán-Gaisbauer, N.C. Department of Commerce Director of Global Commerce John Loyack, and N.C. Biotechnology Center Vice President of Bioscience Industrial Development Bill Bullock at Bio-Europe Spring in Barcelona

International Trade Division promotes N.C. biotech companies at BIO-Europe Spring

The N.C. Department of Commerce's International Trade Division sponsored a booth at [BIO-Europe Spring 2013](#) in Barcelona, Spain, March 11-13. Fourteen North Carolina companies attended this annual partnering event, which attracts a wide range of business leaders, including senior executives of leading biotech companies, business development teams from large and midsize pharmaceutical companies, investors and other industry experts. This year, more than 2,000 attendees from more than 1,200 companies participated in almost 11,000 one-to-one meetings, 545 company presentations and 56 international exhibitions on products and technologies. North Carolina companies at the trade exhibition included Catalent, Cempra Pharmaceuticals, Fujifilm Diosynth, KBI Biopharma, Medicago, MxBiodevices, Patheon, PPD and others.

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 26, 2013

New projects assigned:	100
Projects announced:	31
Jobs announced:	5,103
Capital investment announced:	\$493M
Industry visits by existing industry staff:	283
Calls to Business Link N.C.:	5,199

N.C. in the News

This Week's Highlights

- [Stanly again has Raleigh link](#) (*The Stanly News & Press*, March 22)
- [Salisbury cast as 'Sleepy Hollow' for TV filming](#) (*Charlotte Business Journal*, March 21)
- [Carroll to leave N.C. Commerce Department](#) (*The Business Journal of the Greater Triad*, March 21)
- [Outer Banks 2013 economic forecast predicts continued growth](#) (*North Beach Sun – Kill Devil Hills*, March 19)
- [Sierra Nevada brewing taking shape](#) (*Citizen-Times – Asheville*, March 19)
- [RF Micro moving work back to Greensboro from U.K.](#) (*The Business Journal of the Greater Triad*, March 19)
- [Kuebler Inc. opens U.S. office in Charlotte](#) (*Charlotte Business Journal*, March 19)
- [Sequenom expects to have RTP facility operational this year](#) (*The Herald-Sun – Durham*, March 18)
- [Concord edges Wilmington in 'Main Street' vote](#) (*Independent Tribune -- Concord*, March 17)

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