

syncTM Weekly highlights from the North Carolina Department of Commerce



(Left-right) Governor Bev Perdue, U.S. Rep Mike McIntyre, N.C. Department of Commerce Secretary Keith Crisco and Steven Roberts Original Desserts CEO Steve Fabos at the announcement. (Photo by Bob Shiles courtesy of The Robesonian)

Frozen food producer to bring 342 jobs to Robeson County

Governor Bev Perdue on April 12 announced that Steven Roberts Original Desserts and Ticklebelly Desserts, creators, manufacturers and distributors of frozen desserts, will open a new bakery in Robeson County. The company plans to create 342 jobs and invest \$4 million during the next five years in Pembroke. The project was made possible in part by a \$392,000 grant from the One North Carolina Fund. The N.C. Department of Commerce's Ken Allen was the developer on this project.

"We are working hard every day to bring jobs to the people of North Carolina - in particular, the areas that have been hit hardest by the economic recession," said Perdue, who joined company leaders for the announcement in Pembroke. "Today's announcement is a great step for Pembroke and will help more than 300 hundred families."

Steven Roberts Original Desserts develops and produces a broad line of innovative, premium frozen desserts, selling them directly to restaurants, hotels, theaters and grocery stores. Ticklebelly Desserts leads the industry with innovative, first-to-market gourmet creations for the consumer marketplace including dessert shots, cake pops, dessert minis, cupcakes, molten cakes, cheesecakes and infused cakes. The company plans to purchase and renovate a building in Pembroke to become their third bakery. This new facility will allow expanded



(Left-right) EcoVolt Chairman and CEO Mark E. Leininger and Governor Bev Perdue

Smart battery maker to bring 61 jobs to Yadkin County

As Governor Bev Perdue continues her jobs tour of North Carolina, she announced on April 7 that EcoVolt Power Corporation, a designer and manufacturer of environmentally friendly batteries, will locate a new manufacturing facility in Yadkin County. The company plans to create 61 jobs and invest \$20 million during the next three years in East Bend. The project was made possible in part by a \$200,000 grant from the One North Carolina Fund. The N.C. Department of Commerce's Melissa Smith was the developer on this project.

"This company is another feather in the cap for our rapidly expanding green economy," Perdue said during remarks at the company's new location in East Bend. "I've said it many times before, green can be gold for North Carolina."

EcoVolt utilizes environmentally friendly, German-engineered technologies licensed from iQ Power AG to design and manufacture next generation lead acid batteries for the

production, add manufacturing and shipping redundancy and facilitate scaling dessert production to each client's needs.

[Learn more.](#)

[Industry picks Robeson County](#) (*The Robesonian*, April 12)

Perdue announces 260 jobs with Pittsburgh Glass Works

Gov. Bev Perdue announced today that Pittsburgh Glass Works, LLC, a leading supplier of automotive glass products and aftermarket glass services, plans to open a manufacturing facility in Elkin. The company anticipates the creation of more than 260 jobs over four years and will invest more than \$85 million in the operation. The project was made possible in part by state grants from the Job Development Investment Grant and One North Carolina programs. The N.C. Department of Commerce's Melissa Smith was the developer on this project.

"Pittsburgh Glass Works considered 88 sites throughout the United States before deciding to locate in North Carolina," said Gov. Perdue, who attended the announcement in Elkin. "There is no doubt that our investments continue to pay off. Once again our job-ready workforce, business friendly climate and outstanding infrastructure won the day for our great state."

The company plans to implement state of the art automotive glass manufacturing processes that will enhance their customer delivery, increase global manufacturing capacity and provide additional operational flexibility. The facility in Elkin could also accommodate potential future growth opportunities. Headquartered in Pittsburgh, Pennsylvania, PGW supplies automotive windshields, rear and side windows, sunroofs and assemblies for automotive original equipment manufacturers (OEM) and the automotive aftermarket through the efforts of more than 4,000 employees world-wide. The company currently employs associates in North Carolina at distribution branches in Wake and Mecklenburg counties. [Learn more.](#)



Director Michael Landon Jr. and actress Danielle Panabaker at work on "Beverly Lewis' The Shunning."

N.C. leads country in film production

North Carolina's Film industry is once again leading the country in film production, largely in part to the [25 percent film incentive](#) the N.C. General Assembly passed last session and North Carolina's well respected film professionals.

The first project lured to North Carolina by the incentive was

automotive markets in North America and regenerative energy (solar and wind) storage and appurtenances for the North, Central and South American markets. Within three years, the company is expected to have the capacity to manufacture or process approximately 6 million automotive starter batteries per year. EcoVolt plans to move into the former DAC Products furniture building in East Bend.

[Learn more.](#)



Commerce reaches out to site selectors

Site selection consultants have told us that they want to hear more from our state, and we're listening. On April 7, the North Carolina Department of Commerce launched ThriveNC, a weekly executive overview of topics impacting economic development in North Carolina. ThriveNC includes timely articles on incentive and funding benefits, companies that are building and expanding in North Carolina, and industry sectors that are thriving thanks to our state's skilled workforce.



Governor Bev Perdue, with Klausner Home Furnishings President and CEO Bill Wittenberg, checks out a chair made by the company in High Point

Perdue continues jobs tour in High Point

Governor Bev Perdue continued her jobs tour with a visit April 4 to Klausner Home Furnishings in High Point. The visit was to celebrate North Carolina's Furniture Market, which helps put the state's brand on the global map.

Also, on April 5, N.C. Department of Commerce Secretary Keith Crisco and

"Beverly Lewis' The Shunning." Directed by Michael Landon Jr., the movie will premiere on the Hallmark Channel April 16. The Shunning was shot entirely on location in Guilford, Forsythe, Davie, and Yadkin counties of the Piedmont Triad region, which doubled for Pennsylvania's Amish Country.

Since the passage of the film incentive, 19 feature films, television series, or TV pilots have shot throughout the NNorth Carolina. In the first four months of 2011, the motion picture industry has committed the following to North Carolina: 14,768 jobs, which include crew, talent and background talent; 1,512 production working days; and \$143,375,000 which will be directly spent in North Carolina communities. The 2011 commitments have already surpassed 2010's \$80 million direct spending for the entire year.

Some other notable productions that have shot in North Carolina this year are: "Journey 2: The Mysterious Island," "A Cinderella Story," "One Tree Hill Season eight" and "Homeland," a television pilot that was recently picked up for a full season by Showtime.

The North Carolina Film Office continues to actively promote the entire state and is currently working on more than 500 active projects.

Ziehl-Abegg to add 42 jobs in Guilford County

Governor Bev Perdue on April 8 announced that Ziehl-Abegg, an international manufacturer of industrial fans, will expand its production facility in Guilford County. The company plans to create 42 jobs and invest \$2.47 million during the next three years in Greensboro. The project was made possible in part by a \$60,000 grant from the [One North Carolina Fund](#). The N.C. Department of Commerce's Jan Critz was the developer on this project.

"Most of my time is spent on one mission: creating jobs, not just by attracting new companies to our wonderful state but by helping fuel expansions by the businesses that already call North Carolina home," Perdue said. "Ziehl-Abegg knows firsthand that we have made smart decisions in North Carolina to invest in education and infrastructure, building an educated, skilled workforce and a climate where it's easy to do business."

Ziehl-Abegg is an international manufacturer of elevator drives, motors, industrial fans and control systems. Based in Germany, the company's North American production of industrial fans has been located in Greensboro since 2003. Ziehl-Abegg industrial fans are premium grade and high efficiency, and are used in a variety of applications including wind turbines, solar arrays, refrigeration, heating and air conditioning. The company currently employs 13 workers in Greensboro and will increase the workforce by 42 jobs over three years and potentially 52 jobs within four years. [Learn more](#).

Aircraft maker to bring 34 jobs to Halifax County

Governor Bev Perdue on April 6 announced that LSA America, Inc., a manufacturer of light sport aircraft, will locate a new production facility in Halifax County. The company plans to create 34 jobs and invest \$400,000 during the next three years. The project was made possible in part by a \$136,000

International Trade Division Director Jean Davis spoke at a meeting of the N.C. Furnishings Export Council in High Point. The council also heard reports from Commerce's seven foreign trade representatives.

[Officials try to encourage furniture exports](#) (*High Point Enterprise*, April 6)



(Left-right) Juleigh Sitton, Governor's WNC Office; George Couch, AdvantageWest Board of Directors, Dale Carroll, N.C. Department of Commerce deputy secretary; Gordon Myers, AdvantageWest Board of Directors, Pam Lewis, AdvantageWest senior VP; Carl Bartlett, mayor of Black Mountain; Gary Hamrick, Progress Energy; Mary Leonard White, CEC Committee co-chair; Bob McMurray, Black Mountain Chamber of Commerce; Natalie Murdock, Land of Sky COG

Black Mountain first to earn CEC designation

On April 11, the Town of Black Mountain became the first municipality in the United States to earn the [Certified Entrepreneurial Community designation](#). The award presentation took place during the Black Mountain Town Council Meeting, which was broadcast live. The AdvantageWest Board of directors joined Senior VP for Entrepreneurship Pam Lewis in making the presentation. N.C. Department of Commerce Deputy Secretary Dale Carroll served as guest speaker and presented Governor Bev Perdue's small business and entrepreneurship priorities for the state.



AAA and CAA counselors at Mast General Store

Tourism partners with Va., Tenn. to showcase Parkway

grant from the One North Carolina Fund. The N.C. Department of Commerce's Tim Ivey was the developer on this project.

"As we work every day to put more North Carolinians back to work, we have focused on creating 21st century jobs, and that includes creating an aerospace cluster in our state with companies such as LSA America," Perdue said. "Our efforts to expand this fast-growing industry will continue to create jobs in Halifax County and around the state."

LSA America is the manufacturer of the Allegro® Light Sport Aircraft. The light sport aircraft's performance, quality, low maintenance costs and low operating costs continue to bring new sales and increase market share despite the recession. LSA will target aviation flight schools and General Aviation pilots for sales in the U.S. and around the world. The company will lease the Littleton Industrial Building on NC Highway 158 for 18 months, while a new production hangar is constructed at the Halifax-Northampton Regional Airport. [Learn more.](#)

[Aircraft maker pledges 34 Halifax jobs](#) (*Triangle Business Journal*, April 6)

Energy Division to host Sustainable Energy Conference

The 8th Annual Sustainable Energy Conference, hosted and organized by the Department of Commerce's Energy Office, has confirmed three nationally recognized keynote speakers who will address sessions April 26-27 at the McKimmon Center in Raleigh. Speakers include:

Former U.S. Senator Bob Graham, co-chair of the federal Commission on the BP Deepwater Horizon Oil Spill and Offshore Drilling. Graham also served as governor of Florida before being elected to the U.S. Senate.

Former Colorado Governor Bill Ritter, who left office last January and now directs the National Center for the New Energy Economy based at Colorado State University.

David Shadle, Managing Director for Wind Development-Eastern U.S. for Iberdrola Renewables, one of the nation's largest wind energy developers. Iberdrola is developing a wind farm near Elizabeth City. The farm will be the largest such operation east of the Mississippi. [Learn more.](#)

Defense contractor signs \$15M Army deal

Ultra Machine and Fabrication Inc. of Shelby has signed a deal with the potential to exceed \$15 million in the next year and bring 30 new jobs to Cleveland County.

The new employees will be working at the Shelby and Forest City plants on a temporary basis by this summer, Stewart said. Ultra presently employs about 400 people in the area.

[Shelby defense contractor inks \\$15 million Army deal, expects 30 new jobs](#) (*The Star* - Shelby, April 6)

Potential NFL lockout could cost Charlotte

A canceled NFL season could cost the Charlotte economy \$100 million, tourism officials say. The Charlotte Regional Visitors Authority estimates Panthers home games generate

The N.C. Department of Commerce's Division of Tourism partnered with Virginia, Tennessee and the Blue Ridge Parkway Association last week to host 24 counselors from AAA and CAA to familiarize them with the areas along America's most visited unit in the national park system, the Blue Ridge Parkway. This year, Group Travel Manager Kristi Driver led the group in North Carolina's mountain region during the tour, which started in Virginia and wrapped up in Gatlinburg, Tenn. The AAA/CAA counselors were from Indiana, Maryland, North Carolina, New Jersey, New York, Ohio, Oregon, Pennsylvania, Virginia and Ontario, Canada.

The North Carolina portion of the Parkway tour showcased Cherokee, Great Smoky Mountains National Park, Harrah's Cherokee Casino, the Museum of the American Indian, Qualla Arts and Crafts, Asheville, Biltmore Estate, the Folk Art Center, the Blue Ridge Parkway Visitor Center, Chimney Rock State Park, Old Fort Train Station and Museum, Linville Caverns, Grandfather Mountain, Boone, Blowing Rock, Mast General Store, and Holy Trinity Church.

Thomasville approved for CDBG

The N.C. Department of Commerce has approved the City of Thomasville for a Community Development Block Grant in the amount of \$260,000 to loan to Bartimaeus By Design, Inc. for renovating a vacant industrial building. The company has pledged to create 14 new jobs and invest \$1.5 million dollars over a two-year period.

Year-to-date Metrics

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 - April 12, 2011

New projects assigned:	112
Projects announced:	47
Jobs created:	3,905
Capital invested:	\$776M
Industry visits by existing industry staff:	442
Calls to Business Link N.C.:	6,180

\$8 million per game for the city's tourism industry. Add in another estimated \$2 million in spending by local residents in connection with the games, and the CRVA says the Charlotte economy would lose \$100 million if the Panthers' 10 home games (including two exhibitions) are canceled. That figure does not include lost revenues by stadium employees and other game-day personnel. To find out more, click here.

[NFL lockout would be a home-field disadvantage](#) (*The Charlotte Observer*, April 4)

N.C. in the News

This Week's Highlights

- [Currituck may join Hampton Roads trade zone](#) (*The Virginian-Pilot*, April 10)
- [Workers' compensation is back on the front burner](#) (*The News & Observer - Raleigh*, April 10)
- [Nags Head beach nourishment approved](#) (*The Virginian-Pilot*, April 10)
- [Tolls could take toll on ferry routes](#) (*The Washington Daily News*, April 10)
- [GE scouts sites for thin film solar panel factory](#) (*The Star News - Wilmington*, April 8)
- [Coming plant reused in Hickory](#) (*The Charlotte Business Journal*, April 6)

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