

# sync<sup>TM</sup>

Weekly highlights from the  
North Carolina Department of Commerce



(Left-right) Mike Michalski with MCS Strategies, N.C. Department of Commerce Secretary Keith Crisco, N.C. Community College President Scott Ralls and Sean Fujii with Kajima International Inc. during the May 6 reception at Biltmore Estate

## Site consultants 'Experience N.C.'

The N.C. Department of Commerce hosted 38 national site selection consultants May 6-8, in Asheville for the state's annual Experience N.C. event. The business and networking conference, with a green energy and sustainability theme, provided these influential location specialists an opportunity to visit the state and meet local, regional and state economic development leaders. N.C. Department of Commerce Secretary Keith Crisco, Deputy Secretary Dale Carroll and developers from the Business and Industry Division welcomed the group with a Sunday evening dinner that began with a behind-the-scenes tour of the Biltmore Estate. This dinner also featured keynote presentations from Bill Cecil Jr. and Jack Cecil, who highlighted sustainability initiatives of the Biltmore Estate and Biltmore Farms.

The sustainability theme was emphasized with a panel discussion May 7 featuring Duke Energy North Carolina President Brett Carter, FLS Energy President Dale Freudenberger and ABB Inc. President & CEO, Enrique Santacana. The group also enjoyed an afternoon of white water rafting and kayaking at the Nantahala Outdoor Center, which highlighted remarks from the Center's Sutton Bacon.



Film crew outside a soundstage at EUE/Screen Gems Studios in Wilmington (photo courtesy of Wilmington Regional Film Commission)

## Perdue recommends film industry workforce development

On May 2 at EUE Screen Gem Studios in Wilmington, Governor Bev Perdue announced that her 2012-2013 budget proposal will include \$1 million to launch a community college-based workforce development initiative to continue fostering the skills and talents needed for the growing film sector in North Carolina. The funding will go to community colleges in Wilmington and Winston-Salem to develop and offer 10 new workforce training courses. The five-week program will train as many as 400 people for the private sector jobs that the growing film industry needs.

"Investing in education leads directly to 21st century jobs," said Perdue. "This initiative will leverage the growing film and television industry in our state and train North Carolinians for real jobs in this priority sector." Instructors for the program will be local film industry professionals who can teach skills for set construction, paint and plaster work, set dressing and props, camera work, wardrobe work, hair and makeup, grip work, electrical, and production office support.

Since passage of the expanded credit for the film industry, the sector has exploded in North Carolina, landing blockbuster productions like "The Hunger Games" and "Iron Man 3." Last year was North Carolina's busiest year with more than \$220 million in direct spending by filmmakers, a 185 percent increase over 2010. Most importantly, the resurgence of the



## CEOs: N.C. one of the best states for business

The results of *Chief Executive* magazine's annual survey of CEO opinions of the best and worst states in which to do business were released on May 2. North Carolina was again among the top ten best states for business, ranking third overall.

In a comment released by *Chief Executive*, a CEO stated, "North Carolina appears to have a good balance between taxes/regulation and work environment/resources."

North Carolina was touted by CEOs who completed the survey for its living environment (five out of five stars), workforce quality (four out of five stars) and taxation and regulations (four out of five stars). The survey results reflect some of North Carolina's most prized attributes as having the tangibles that businesses need as well as a lifestyle that helps employees flourish. [Read more.](#)

## Site Selection ranks N.C. Fifth Most Competitive State for Business

North Carolina was once again among Site Selection's Top-Ten Competitive States of 2011. In the May 2012 edition of the magazine, North Carolina is listed as the number five most competitive state in the nation for business.

The annual ranking is based a review of 2011 economic development projects. Included in the list of criteria reviewed are:

- The number of new and expanded facilities;
- Capital investment in new and expanded facilities;
- The number of new jobs created; and
- State unemployment rate (US BEA);

In addition, the following performance indexes are also incorporated into each state's score:

- Rank in the corporate real estate executive portion of the 2011 Site Selection Business Climate Ranking;
- State tax climate as ranked by the Tax Foundation; and
- Performance in the Beacon Hill Institute's State Competitiveness Index. [Read more.](#)

## Forbes ranks Raleigh-Cary No. 7 Best Big City for Jobs

film industry in North Carolina has meant thousands of jobs for crew members, talent positions and extras.

[Governor wants funds to train film industry workers](#) (*The Star-News* – Wilmington, May 2)  
[Film productions add \\$121M, 10,500 jobs to N.C. economy](#) (*The Star-News* – Wilmington, May 1)

## Aviation Week Conference shines spotlight on N.C.

Executives from Airbus, Boeing, Embraer, GE Aviation, Goodrich, Honda Aircraft, Spirit AeroSystems, TIMCO and others gathered this morning (May 8) in Charlotte for a two-day business conference for aviation manufacturers. The first ever Civil Aviation Manufacturing Conference, organized by *Aviation Week*, brings high-profile national attention to North Carolina's growing importance in the aerospace supply chain. Governor Bev Perdue is scheduled to address the executives in a Tuesday afternoon session, and N.C. Department of Commerce Secretary Keith Crisco moderated a morning session titled "Green Field Sites Create New Opportunity."

Anticipated demand growth for new aircraft is sparking optimism in the industry, but also brings challenges to executives who must ramp production capabilities and manufacturing processes to meet the growing demand. Conference speakers and attendees are engaging in extended dialog over these issues, as well as building new relationships with colleagues and allies across the sector.

The State of North Carolina's gold-level sponsorship of the conference is made possible by support from the Charlotte Regional Partnership, North Carolina's Eastern Region, N.C. Global TransPark, Piedmont Triad Partnership and the N.C. Department of Commerce.



## Registration still open for SEUS-CP

The 5th Annual Southeastern U.S.-Canadian Provinces Alliance (SEUS-CP) trade conference will take place in Myrtle Beach May 20-22. In an effort to promote trade and investment opportunities, the conference will

The Raleigh-Cary area is emerging as one of growth. It has been recognized nationally in recent months for top growth in population, jobs and innovation.

Last month, CNN conducted an analysis of U.S. Census data and found that [Raleigh was the second fastest growing city in the country](#) from 2001-2010. During that decade, the city grew over 63 percent. Raleigh was also ranked the number four best city for technology by Forbes last November.

Last week, Forbes released a new [Best Big Cities for Jobs list](#), in which 398 cities were analyzed for recent growth trends, mid-term growth, long-term growth and the region's momentum. The Raleigh-Cary area, which was ranked 14th in 2011, broke the top-ten on this year's list, moving up to number seven. Year-on-year employment growth for the capital area was 2.2 percent. [See the Forbes Best Big Cities for Jobs lists.](#) [Read more.](#)



Local, state and BD officials at the Four Oaks grand opening

## BD opens major distribution center in Four Oaks

BD (Becton, Dickinson and Company), a leading global medical technology company, on May 2 celebrated the grand opening of a new distribution center in Four Oaks that will service the company's East Coast customers. The \$38 million facility currently employs 140 people and is expected to generate nearly 190 new jobs in Four Oaks and the surrounding communities by 2018. The new 720,000-square foot facility sits on 130 acres in the Four Oaks Business Park and is expandable to more than 1.1 million square feet. The N.C. Department of Commerce's [Garrett Wyckoff](#) was the developer on this project.

"With our new distribution center in Four Oaks, BD is able to reduce cycle times and enhance the operational effectiveness of our entire supply chain, improving service to our customers," said Stephen Sichak, senior vice president, Integrated Supply Chain and Business Systems, in a news release. "The area's skilled workforce, transportation infrastructure and supportive government officials were instrumental in BD's decision to open another North Carolina facility."

Designed to minimize its environmental impact, the Four Oaks

connect over 300 Canadian and U.S. business and government leaders at the Marriott Resort and Spa at Grand Dunes.

SEUS-CP aims to form strategic partnerships between states in the southeastern United States and member provinces from Canada. This upcoming program will focus on opportunities for companies in advanced manufacturing, technology, and green economy sectors, as well as highlighting commercial exchanges and increased two-way trade. The business-to-business matchmaking program provided at the conference is a great way to not only expand business in the participating regions, but also an excellent opportunity to meet with key decision makers. To take advantage of the conference's benefits, including matchmaking programs and panel discussions, please register [here](#).



(Left-right) N.C. Department of Commerce Deputy Secretary and COO Dale Carroll, Lenovo North America President David Schmoock and U.S. Representative Howard Coble

## Lenovo holds ribbon-cutting for Whitsett expansion

On May 2 Lenovo held a ribbon-cutting in recognition of the recent expansion at their U.S. Fulfillment Center in Whitsett in Guilford County. Lenovo North America President David Schmoock, U.S. Representative Howard Coble and N.C. Department of Commerce Deputy Secretary and COO Dale Carroll participated in the event.

Lenovo's distribution center expansion was undertaken in response to rapid growth of the company's business in North America, particularly in the consumer PC market. Volume handled through the center has more than doubled since its opening in 2008, while employment has grown over 40 percent.

The expansion project, which began in late 2011, adds nearly 20 percent more space – almost 40,000 square feet – to the distribution center. The facility, which employs approximately 160 full-time workers and shipped its 10 millionth unit last year, is Lenovo's primary distribution hub serving North America. In addition to order fulfillment, it handles critical tasks such as product

site is the company's first distribution center to be awarded LEED Gold Certification, making it BD's eighth LEED-certified facility. Four acres of solar panels cover nearly a quarter of the total roof area and are expected to supply almost 20 percent of the site's electricity. An online tracking system measures electricity generation and associated CO2 savings, along with onsite weather conditions. The roof is also a light-reflecting cool roof, which keeps the building's internal temperatures down and lowers utility costs.

BD currently employs approximately 900 associates in North Carolina, at BD Technologies in Research Triangle Park, BD Biosciences in Durham, and BD Diagnostics in Burlington, Research Triangle Park and Mebane. BD is also developing a BD Medical facility in Wilson.



(Left-right) AptarGroup Inc. CEO Steve Hagge receives a State of North Carolina flag from N.C. Department of Commerce Deputy Secretary and COO Dale Carroll

### **Aptar holds ribbon-cutting in Lincoln County Industrial Park**

On April 30, AptarGroup Inc. held a ribbon-cutting for its new facility in the [Lincoln County Industrial Park](#). Speakers included AptarGroup Inc. CEO Steve Hagge and N.C. Department of Commerce Deputy Commerce Secretary and COO Dale Carroll. In his remarks, Carroll stated that nearly 100 other sites competed for Aptar's facility.

"Aptar said that the biggest deciding factor in choosing North Carolina was our job-ready workforce," Carroll said.

A year ago the plastics manufacturer announced plans to create 150 jobs over the next five years with approximately \$50 million in capital investments in Lincolnton.

[Aptar opens in Lincolnton](#) (*Lincoln Times-News*)



(Left – right): U.S. Export Assistance Center Director Greg

configuration, bundling of PC accessories and returns management.

[Lenovo expands facility, job operations in Triad](#) (*News 14 Carolina*, May 2)  
[Lenovo exec: 'I continue to be bullish' about hiring workers](#) (*Triad Business Journal*, May 2)



### **UNC-TV honors Tourism with Partner Award**

The N.C. Department of Commerce's Division of Tourism, Film and Sports Development on May 1 received UNC-TV's Partner Award during a dinner at the Umstead Hotel and Spa in Cary. It was only the second time that the award has been given. Legendary PBS journalist Jim Lehrer was the featured speaker at the event, which is designed to express UNC-TV's gratitude for the support that allows it to continue providing public television services to all the citizens of North Carolina.

The Partner Award recognizes an organization that has collaborated with UNC-TV to provide North Carolina programming that makes a difference in the life of the state. The recipient was the North Carolina Division of Tourism, Film, and Sports Development. The award was presented for the Division's longtime partnership with UNC-TV on the production of "North Carolina Weekend," UNC-TV's weekly travel series highlighting the state's rich natural, historical, and recreational resources. Assistant Secretary for Tourism Lynn Minges accepted the award on the Division's behalf.

Also during the dinner, SAS received the Corporate Award, which recognizes outstanding corporate supporters who donate both financially and with volunteer assistance to public television in North Carolina. Fred and Jane Dalldorf of Chapel Hill received the Producers Award, which recognizes individuals who have made exceptional contributions to the advancement of UNC-TV's mission providing statewide public television service to all the citizens of North Carolina.

Sizemore, N.C. Department of Commerce Business Development Manager Kuldip Wasson, and Afrique Expansion and Center for Global Entrepreneurship Director Shelvin Longmire

## Commerce participates in Charlotte Africa Business Week

The inaugural Africa Business Week was held April 24 – 28 in Charlotte to connect area companies with business opportunities in Africa. With a population of 1 billion plus, the African continent is viewed as an important market by many North Carolina exporters planning to expand globally. The event included speakers and panel discussions with invited experts who had first-hand knowledge of professional and business opportunities for doing business with the 54-nation African Union. N.C. Department of Commerce International Trade Division Director Jean Davis and Business Development Managers Kuldip Wasson and Glenn Jackman participated in the event, which was hosted by the [Global Business Roundtable](#) and the [Pan African Chamber of Commerce and Industry](#).

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## Another round of Main Street Solutions Grant Funds available

The Urban Development Division within the N.C. Department of Commerce's Division of Community Development has announced another round of the Main Street Solutions Fund. The Division will host a workshop for eligible applicants on May 24 from 1-3 p.m. at its offices located at 100 East Six Forks Road in Raleigh. The workshop is mandatory for anyone who is interested in applying and did not attend one of the two workshops in October 2011, or who has an open MSSF grant. All attendees must RSVP for the workshop to Grant Administrator Ben Murphrey at (919) 571-4900 ext. 282 or [bmurphrey@nccommerce.com](mailto:bmurphrey@nccommerce.com).

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## Oskar Blues building major brewery in Brevard

Oskar Blues brewery, the maker of Dale's Pale Ale, will build a major expansion operation in Brevard, the company has announced.

Oskar Blues has signed a contract on a 30,000 square foot brewery space and a 6,000 square foot restaurant music room in Brevard. Oskar Blues plans to have the operation running by this December.

[Oskar Blues building major brewery in Brevard](#) (*Citizen-Times* – Asheville, May 2)

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## GoldenLeaf Rural Broadband Initiative completes phase 1

MCNC, an independent, non-profit organization that employs advanced networking technologies and systems to help Community Anchor Institutions in North Carolina communicate more effectively, announced on April 27 the completion of the first round of the Golden LEAF Rural Broadband Initiative.



(Left-right) Assistant Small Business Commissioner George Millsaps and Small Business Commissioner Scott Daugherty

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## Daugherty receives U.S. flag flown over Iraq

George Millsaps recently returned to work as assistant commissioner of small business at the N.C. Department of Commerce and as state executive director of the N.C. Community College System's Small Business Center Network following an extended tour of duty as a helicopter pilot in Iraq. His National Guard unit was the last of the combat troops to be withdrawn from Iraq through Kuwait. Upon his return, Millsaps presented a U.S. flag that was flown over Baghdad and Ramadi, Iraq, on Sept. 11, 2011 to Commissioner of Small Business Scott Daugherty.



U.S. Department of Agriculture Secretary Tom Vilsack and Biofuels Center President and CEO Steven Burke (Photo courtesy of The Biofuels Center)

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## Biofuels Center hosts U.S. Agriculture Secretary

"This first phase of the project already is having a positive impact on student learning, patient outcomes in health care, economic outcomes in job creation and community development, and is accelerating innovation and research all across the state," said MCNC President and CEO Joe Freddoso in the MCNC press release. "Our goal is to continue creating infrastructure that meets the advanced needs of research, education, and health care while stabilizing costs to consumers and small businesses in areas where affordable broadband currently isn't available." [Read more.](#)

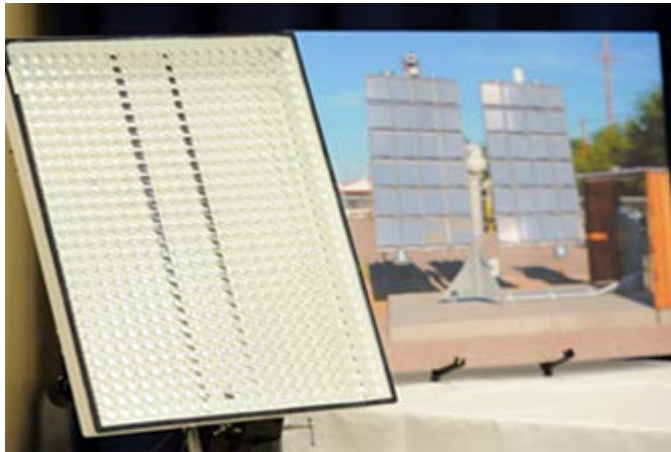
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## New Bern hosts PepsiCo shareowners meeting

Beverage giant PepsiCo held its annual shareholders meeting in the coastal North Carolina city where a local druggist created its namesake soft drink more than a century ago. The corporation's business meeting was May 2 in New Bern, where local druggist Caleb Bradham invented Pepsi-Cola and named it for its ingredients of pepsin and cola nuts. Bradham lost the company in bankruptcy after World War I, and its assets were bought by a Wall Street broker.

Prior to the event, Jennifer Ryan, a spokesperson for PepsiCo, said the company decided to hold the meeting in New Bern "to pay tribute" to its roots.

"This is the first time the meeting will be held in New Bern, Pepsi's birthplace more than 100 years ago, and we believe it is a perfect location to deliver our performance with our shareowners," Ryan said in a news release. "And, at the gracious invitation of Governor Perdue, we're excited to spend time in such an historic landmark for our flagship brand."



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## Solar power visionary Semprius earns spot on MIT's TR10

[Semprius](#), a privately held Durham company that produces high concentration photovoltaic solar modules, continues to push the envelope and carve a reputation of leadership and innovation in the clean energy industry. Its most recent accolade is a place on the list of the top ten emerging technologies for 2012, published by Massachusetts Institute of Technology's independent media company, Technology Review.

According to Technology Review, the list, dubbed TR10, reflects:

- The most important technological milestones reached

On May 3, U.S. Secretary of Agriculture Tom Vilsack visited the Biofuels Center of North Carolina in Oxford. After meeting with state leaders about the agricultural and policy requirements of renewable transportation fuels, Secretary Vilsack addressed the event, "Growing Renewable Biofuels: Smart Resources Support Our Vision."

Last year, Secretary Vilsack affirmed that North Carolina was in the "sweet spot" for biofuels. "There's great potential for North Carolina given its soil and crops, livestock waste, wooded areas, favorable climate, and manufacturing base," he said at the time. This year's visit affirms the state's policy, targeted approach, and growing national presence for biofuels development. [Read more.](#)

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## Commerce launches Performance Metrics Map Viewer

The N.C. Department of Commerce's Labor and Economic Analysis Division launched a [Performance Metrics Map Viewer website](#) that presents Commerce services delivered to North Carolina businesses, communities, and citizens. The interactive map displays county-specific, annualized agency metrics across the department's multi-faceted divisions. The site also links to county data profiles and summarizes statewide service delivery impacts.

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## 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 - May 8, 2012

<b>New projects assigned:</b>	149
<b>Projects announced:</b>	46
<b>Jobs announced:</b>	5,838
<b>Capital investment announced:</b>	\$1.60B
<b>Industry visits by existing industry staff:</b>	487
<b>Calls to Business Link N.C.:</b>	7,479

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## N.C. in the News

**This Week's Highlights**

- in the last 12 months; and
- The technologies that will have the greatest impact on the shape of future innovation.

Semprius was recognized for "Ultra-Efficient Solar." According to Technology Review, the technology is based on tiny solar cells converting a high proportion of sunlight into electricity without requiring cooling, which, under the right circumstances, could produce power more cheaply than fossil fuels. [Read more](#).

- [You're seeing right ... gas prices falling](#) (The Charlotte Observer, May 8)
- [Charlotte job growth shows some muscle. Wells Fargo's economists say](#) (The Charlotte Observer, May 8)
- [Made in America: Truck rack still afloat despite 'Shark Tank' rejection](#) (ABC News, May 3)
- [Grants help create new jobs in Vance County](#) (Triangle Business Journal, May 3)
- [Merck investing \\$15M in Wilson facility](#) (Triangle Business Journal, May 2)

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