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Weekly highlights from the
North Carolina Department of Commerce



(Left-right) N.C. Department of Commerce Secretary Keith Crisco, Raleigh Mayor Nancy McFarlane and Citrix VP & GM of Data Sharing Jesse Lipson during the announcement that Citrix will expand its presence in Raleigh.

State grant helps Citrix expand in Raleigh

Governor Bev Perdue announced on June 7 that Citrix, a market leading provider of cloud, collaboration, networking and virtualization technologies that power cloud services and mobile work styles, will expand its presence in Raleigh. The company plans to create 337 jobs over the next five years and invest \$12.5 million. The project was made possible in part by a state grant from the Job Development Investment Grant. The N.C. Department of Commerce's [Anna Lea](#) and [David Spratley](#) were the developers on this project.

In October 2011, Citrix acquired ShareFile, a Raleigh-based technology company, and through that acquisition, formed the data sharing division of the company. ShareFile is in the fast growing cloud services market, offering businesses a secure way to send, share and manage files via a Web-based infrastructure. Used by small, medium and enterprise companies, ShareFile is known for its focus on providing a quality customer experience from product design and engineering to customer support.

"Raleigh has been home to ShareFile since its inception in 2005. As a hub for prestigious universities and a well-established tech community, we are excited to find new local talent to join our company," said Jesse Lipson, VP & GM, Data Sharing at Citrix. "We look forward to expanding the Citrix team in what has been recognized as one of the fastest growing U.S. cities." [Read more.](#)



Troy Ball of Troy & Sons Distillers

Moonshine, NASCAR featured on CBS This Morning

Through the efforts of the N.C. Department of Commerce's Division of Tourism, Film & Sports Development, Troy & Sons Distillers and Asheville received coverage in the June 7 episode of CBS This Morning. The segment aired at 8:10 am and is now available for viewing online.

The placement is a direct result of the Division's New York Media Mission in January. At the event, the Division introduced CBS Producer Chase Bodine to distillery owner Troy Ball. When the CBS crew came to film in late April, the Division served as their guide for several days.

The story focuses on Ball's moonshine business, but also includes the back story on how moonshine is intertwined with the history of the NASCAR. The piece also includes an interview with Curate chef-owner Katie Button. Correspondent Lee Woodruff even gave host and native North Carolinian Charlie Rose a bottle of Ball's moonshine on-air. [The clip can be viewed here.](#)

CBS This Morning reaches an audience of 4.6 million viewers, and the estimated value of the 6-minute segment is \$1.8 million.

[Citrix Systems to create 337 high-paying jobs in downtown Raleigh over next five years](#) (*News & Observer* - Raleigh, June 7)

The Marco Company to create 100 jobs in Martin County

Governor Bev Perdue announced on June 7 that The Marco Company, a leading manufacturer of retail display equipment, will locate a new facility in Martin County. The company plans to create 100 jobs and invest \$190,000 over the next three years in Jamesville. The N.C. Department of Commerce's [Tim Ivey](#) was the developer on this project.

"My first priority is creating jobs," said Perdue. "Our skilled workforce and strong business climate continue to be attractive to manufacturers like The Marco Company."

Marco Display Specialists, which operates as The Marco Company, is headquartered in Fort Worth, Texas. The Marco Company is a family-owned organization originally established to fulfill merchandising needs of the supermarket industry. The company has diversified its product line to service the entire retail industry.

"Due in large part to the diligent efforts of the various N.C. economic development organizations, including Governor Perdue's office and our experience with other operations here in the state, we at The Marco Company are very excited to be expanding operations to the Martin County area," said Darin Dougherty, Operations Manager at The Marco Company. "When we started our search for an expansion location, we decided that we wanted to find a community that would be receptive to industry and had a solid workforce base. With all of the hard work and great communication with the Martin County officials, we feel we have found a great community to call home."

Salaries will vary by job function, but the total payroll for the new jobs will be nearly \$2.5 million. The project was made possible in part by a \$200,000 grant from the One North Carolina Fund. [Read more.](#)



Developers from the N.C. Department of Commerce and Research Triangle Regional Partnership in the lobby of the FirstHealth Reid Heart Center in Pinehurst

Commerce developers visit Lee and Moore counties

A team of developers from the N.C. Department of Commerce Business & Industry Development Division participated in a community outreach tour of Lee and Moore counties on June 4. Developers learned about key Lee County infrastructure, public school system and community college initiatives, and participated in a windshield tour of several available buildings. In addition, the team traveled to Moore County to visit an industrial park, learn about the Heart of North Carolina MegaPark, and tour FirstHealth facilities in the community. The B&I team was joined by several community leaders and representatives from the Research Triangle Regional Partnership.

'Iron Man 3' now filming in NC

Filming is now taking place in North Carolina for "Iron Man 3," the latest in the blockbuster Marvel Studio action film franchise starring Robert Downey Jr. and Gwyneth Paltrow. Filming took place in the Triangle area last week, including several days of shooting at Epic Games studios in Cary, before returning to Wilmington.

Paltrow, who is a regular user of Twitter, has been tweeting about her stay in the area, and even asked followers for restaurant recommendations. On June 7, she tweeted about how much she enjoyed her dinner the evening before at Poole's Diner. Paltrow has more than one million followers on Twitter, and her attachment to her devices even [inspired an article](#) in the United Kingdom's *Mail Online*.

['Iron Man 3' filming puts Triangle on star watch](#) (WRAL - Raleigh, June 6)

[Construction on 'Iron Man 3' set hints at possible plot point](#) (NBC-17 - Raleigh, June 6)



(Left- right) N.C. Department of Commerce Commissioner for Small Business Scott Daugherty and Assistant Commissioner for Small Business George Millsaps, Lumberton Downtown Coordinator/Retiree Recruiter Connie Russ, Lumberton Mayor Ray Pennington, Director of the Governor of North Carolina's Eastern Office Tate Johnson, Lumberton City Manager Wayne Horne, Lumberton Visitors Bureau Executive Director Mickey Gregory, and Regional Director of Small Business at Fayetteville State University Johnnie Marshburn

Lumberton wins small business community award

The City of Lumberton was the winner of the 2011 Governor's Innovative Small Business Community Award for its designation as the state's first [Certified Retirement Community](#). The sign recognizing this honor was unveiled at a presentation on June 1.

In 2010, the City of Lumberton was designated as the state's first official Certified Retirement Community based on legislation enacting this initiative per Senate Bill 1627. The CRC goal is to attract persons aged 55 and older to retire in Lumberton based on identified assets which may be of interest to this population including location, climate, affordable housing, cost of living, taxes and access to medical care, to name a few. The city believes that by strategically attracting retirees to Lumberton and other areas of the state, increased economic development activity and social capital can be leveraged in a unique way. The city raised \$10,000 from private and local resources for this effort and plans to further support this initiative by identifying specific projects which support the needs of potential retirees.



A photo of the new Niagara Bottling Company plant in Mooresville

Carroll participates in Niagara Bottling grand opening

On June 8 Niagara Bottling Company of Mooresville celebrated its grand opening with a ribbon-cutting at its new state-of-the-art production and distribution facility. N.C. Department of Commerce Deputy Secretary and COO Dale Carroll spoke at the ceremony on behalf of Governor Bev Perdue.

"When Niagara announced their intentions to become part of the North Carolina family [last June], they agreed to create 66 jobs and invest \$45 million. I am happy to report that as of today, Niagara employs 72 people here and has invested more than \$48 million, and they've already discussed hiring additional folks to handle expanded operations here," stated Carroll in his remarks. He then presented company officials a commemorative china plate with the state seal and a North Carolina flag for the new facility.

[Water flowing at Niagara. to town's delight](#)
(*The Statesville Record & Landmark*, June 11)



Members of the N.C. Department of Commerce's Division of Business & Industry meet with members of Robeson County Economic Development

Robeson County EDC meets with Commerce

On June 11, members of Robeson County Economic Development conducted a visit with the N.C. Department of Commerce Division of Business and Industry's team members in Raleigh. Robeson County Economic Development Director, Greg Cummings, shared a presentation on Robeson County's current economic initiatives and offered data on available buildings and sites. The group also provided information about the Advanced Manufacturing Labs and Alliances and the training and skills generated from these collaborations.



The historic old mill building in Cooleemee

Town of Cooleemee receives EPA grant

The town of Cooleemee recently was awarded an EPA Brownfields Assessment grant, in the amount of \$200,000, to determine the presence and extent of potential contamination from a myriad of toxic substances and chemicals utilized during seven decades of textile production at the historic old mill building. This grant will fund Phase I and Phase II environmental assessments and redevelopment planning efforts.



Fox Liquor Bar in downtown Raleigh

Media mission generates NY Post article

The New York Post's Travel section profiled the Durham-Chapel Hill-Raleigh food scene in the June 5 issue in the article "[Tasting the Triangle.](#)" Writer Jennifer Ceaser attended the N.C. Department of Commerce Division of Tourism, Film and Sports Development's New York Media Mission in January, where she was introduced to Triangle-area tourism reps and Chef Ashley Christensen. The Division's PR team followed-up with the writer and hosted her visit in late April with the help of tourism partners Chapel Hill-Orange County VB, Durham CVB and Greater Raleigh CVB.



(left-right) Bobby Merritt of Lenoir Community College, North Carolina's Eastern Region President John Chaffee, U.S. Assistant Secretary for Vocational and Adult Education, Brenda Dann-Messier and STEM East Executive Director Steve Hill during a roundtable discussion on STEM education

Senior U.S. education official visits Eastern N.C.

North Carolina's Eastern Region hosted U.S. Assistant Secretary for Vocational and Adult Education Brenda Dann-Messier on June 6. Dann-Messier visited STEM Centers in Lenoir and Craven counties and participated in roundtable discussions with students, teachers and public and private partners in both locations.

Cari Hopson, community development planner in the Piedmont Regional Office of the N.C. Department of Commerce Division of Community Development, assisted the town by providing advice on writing a successful grant proposal and performing a thorough edit on the draft proposal.



Port of Wilmington makes top U.S. ports ranking

Logistics Management magazine named the Port of Wilmington No. 18 on its list of U.S. Port Rankings for volume for the first quarter of 2012. The 42-foot channel deep water port realized 28,395 inbound twenty-foot equivalent units for the quarter.

According to [the Top 30 U.S. Ports article](#), U.S. exports are growing by a healthy five to six percent annually. North Carolina's ports are certainly keeping pace. In a March press release, [N.C. State Ports Authority](#) announced increases for 2011 over 2010 figures in both container movements, which were up more than 11 percent, as well as general breakbulk cargo, which was up eight percent. [Read more.](#)



Percent change in real GDP by state, 2011 via U.S. Department of Commerce, Bureau of Economic Analysis

North Carolina 2011 GDP growth outpaces overall U.S. and Southeast region

Anchored by the top two fastest growing cities, Charlotte and Raleigh, North Carolina's economy continued to grow right

When discussing the purpose of her visit, Dann-Messier said, "The answers are not in Washington. The answers are on the ground with those who are doing it every day." But even at the highest levels of government, leaders are recognizing the need to focus on Career and Technical Education. In his budget for 2013 President Obama has proposed \$8 billion for a college to career fund which would in part be used to develop partnerships between community colleges and business. An additional \$1 billion has been proposed to support career academics.

[U.S. Department of Education sends representative to Eastern N.C.](#) (*Kinston Free Press*, June 7)

Correction

An article in the May 22 edition of SYNC regarding the Spring High Point Market stated that the market had a total of 45,169 registered attendees. In fact, that was the number of buyers. The total attendee number for the market was 76,807. SYNC regrets the error.



Meet the developer: Joe Holbrook

Native North Carolinian Joe Holbrook was born and raised in Statesville. He graduated from Wake Forest with a BBA with a marketing concentration. In 1974 Holbrook joined state government as an economic developer at what was then the N.C. Department of Economic and Natural Resources. He left state government in 1977 to work for five years as an industrial real

along with the population according to a June 5 release from the U.S. Department of Commerce, Bureau of Economic Analysis.

The state's economy outpaced 35 other states, growing 1.8 percent in 2011. North Carolina's real gross domestic product increased at twice the rate of the overall growth seen in the Southeast, which was reported at 0.9 percent. North Carolina's growth was also slightly above the national growth rate of 1.5 percent. [Read more.](#)

May Economic Overview released

The N.C. Department of Commerce's Labor and Economic Analysis Division has released its Monthly Overview of North Carolina's Economy for May 2012. Most of the latest data included is from April 2012. The purpose of the overview is to summarize and analyze important economic indicators.

North Carolina experienced another unemployment rate decline this month. The continued decline in unemployed workers combined with a small increase in employment lowered the unemployment rate to 9.4 percent. Tourism activity continues to grow, with recorded hotel occupancy rates 1.4 percent higher than the levels from April of last year. Sales of existing homes and housing authorizations were up compared to March of last year, a good sign for the housing market. Existing home sales will be important to watch as we start the summer home buying season. Foreclosure activity also increased compared to April of last year. Nationally, employment fell slightly along with the number of unemployed workers from March to April. The real GDP "second" estimate for the first quarter of 2012 is 1.9 percent. Non-store retailer sales were up 11.0 percent in April compared to April 2011. [View the entire report.](#)



DeFeet CEO Shane Cooper

Hildebran-based DeFeet wins national export award after overcoming obstacles

As an entrepreneur breaking into an unconventional industry, Shane Cooper has stopped nothing short of putting the pedal to the metal - literally.

In 1992, sparked by an obsession with cycling, Cooper founded and became CEO of DeFeet International Inc., a leading manufacturing company of cycling socks and accessories based in Hildebran.

estate broker. In 1985 Holbrook returned to state government as an economic developer and now has worked for the N.C. Department of Commerce and its predecessor for a total of 31 years. Based in Boone, he is now the department's senior developer in rural northwestern North Carolina.

One example of a company thriving in Holbrook's territory is Lubrimetal Corporation, a member of the Lubrimetal family of companies. Lubrimetal, an Italian-owned family company founded in 1959, is a leading producer of lubricants for the wire drawing industry. In January of this year, the company announced plans to develop a manufacturing facility for the production of wet and dry lubricants for the drawing of steel and non-ferrous wires in Granite Falls in Caldwell County. The new facility will allow Lubrimetal to meet growing market demand in North America. At the time of the announcement, Lubrimetal said that the decision to locate in northwest North Carolina was made due to very strong work ethic at the region's existing industries, the very high degree of service from Holbrook and the Caldwell County EDC, and the available local and state incentives, including the [One North Carolina Fund](#).

When not working, Holbrook says he loves to spend time with his family and especially to spoil his two year-old granddaughter. In addition Holbrook explains, "When I can get time after work, I like to race-walk on an all-weather indoor track. I have been a National Senior Olympic Athlete for the only three national events for which I tried to qualify. One year I finished seventh in the National Senior Olympics for the 1,500 meter race-walk." Holbrook also has been practicing yoga for over 10 years, likes Celtic "contra dancing", hiking, white water canoeing, and watching Wake Forest football and basketball.

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 21, 2012

New projects assigned:	172
Projects announced:	50
Jobs announced:	6,004
Capital investment announced:	\$1.69B

Attributing his success to the bicycle and a bit of fate, Cooper revolutionized the cycling sock with the creation of the first customizable airflow, weave design sock - a feat that has allowed DeFeet to expand products into 34 international countries and catch the attention of famous customers like Lance Armstrong, Greg LeMond and George W. Bush.

These accomplishments contributed to DeFeet's prestigious awards, including the 2011 N.C. Small Business of the Year and the President's 2012 "E" Award. The "E" Award, which honors U.S. businesses responsible for increasing exports, recognized that 25 percent of DeFeet's revenue comes from selling products overseas.

But despite his success, Cooper acknowledges DeFeet suffered speed bumps along the way - including a flood, a \$250,000 theft and a fire that torched the entire business.

"We had tough years, and we had our heads down for a while, but when we finally looked up all these years later, it was amazing to be recognized by this great nation for all of the effort we put into it," Cooper said.

In addition to his determination - a quality Cooper said he has gained throughout his ongoing fight with dyslexia - Cooper credits his success to Catawba Valley Community College, where he graduated in 1989 with an AAS degree in Electronics Engineering Technology.

"Catawba Valley was absolutely important to the foundation of DeFeet," Cooper said. "Without my degree, the process of founding my company would have been slowed because I couldn't have been as hands-on at the top level."

"Catawba Valley gives everyone an equal opportunity to get the education they need," he said. "You can work it into your budget, your calendar and your life - it works for everyone."

Industry visits by existing industry staff:	530
Calls to Business Link N.C.:	8,163

N.C. in the News

This Week's Highlights

- [Tax provision aims to add jobs in Wilmington](#) (*The Star-News* - Wilmington, June 10)
- [High gas prices fuel students' bio-diesel automotive project](#) (*News 14 Carolina*, June 10)
- [TIMCO could add more jobs, hangars](#) (*News & Record* -- Greensboro, June 7)
- [N.C. economy to grow 2.1% this year, says UNC Charlotte economist John Connaughton](#) (*Charlotte Business Journal*, June 5)
- [EDC helps create 289 new jobs](#) (*Wilkes Journal-Patriot*, June 4)
- [Biocair expanding in the Triangle](#) (*Triangle Business Journal*, June 1)
- [GiftTree's Charlotte facility will be its largest](#) (*Charlotte Business Journal*, June 1)
- [Canada closes its Raleigh consulate](#) (*Triangle Business Journal*, June 1)
- [Remotely piloted aircraft testing field planned for Hyde County](#) (*Avionics Intelligence*, June 1)

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