

syncTM Weekly highlights from the North Carolina Department of Commerce



(Left-right) N.C. Department of Commerce Deputy Secretary and COO Dale Carroll, MSC Industrial Direct Co. Inc. Executive Vice President for Global Supply Chain Operations Doug Jones and Mecklenburg County Board of Commissioners Chairman Harold Cogdell

MSC Industrial Direct to create 400 jobs in Mecklenburg County

Governor Bev Perdue announced on June 20 that MSC Industrial Direct Co. Inc. (NYSE: MSM), one of the largest direct marketers and premier distributors of metalworking and maintenance, repair and operations supplies to industrial customers throughout the U.S., will establish co-headquarters in Davidson. The company plans to create 400 jobs in North Carolina by the end of 2017 and invest more than \$31 million into its Mecklenburg County facility. The project was made possible in part by state grants from the Job Development Investment Grant and the One North Carolina Fund Award. The N.C. Department of Commerce's [Margie Bukowski](#) was the developer on this project.

In business since 1941, MSC has set the industry standard for quality, selection and customer service as the leading direct marketer and distributor of more than 600,000 metalworking and industrial products. The company, currently headquartered in Melville, N.Y., operates through a network of customer fulfillment centers and branch offices located throughout the U.S.

"This co-location strategy will support and prepare for MSC's strong future growth trajectory," said David Sandler, CEO of MSC. "After conducting a national search, the Charlotte area provided the most compelling opportunity to strategically and



(Left-right) N.C. Department of Commerce Secretary Keith Crisco, Governor Bev Perdue, Novartis Site Manager Chris McDonald, and Targacept President & CEO Don deBethizy in Boston

Perdue, Crisco co-host N.C. reception at BIO convention

On June 19 during the BIO International Convention in Boston, Governor Bev Perdue and N.C. Department of Commerce Secretary Keith Crisco co-hosted the annual North Carolina reception. Attended by more than 350 guests at the New England Aquarium, the reception was designed to market North Carolina as a life sciences industry leader by reaching out to industry executives and providing them an opportunity to build and sustain relationships with N.C. Department of Commerce staff and other business development leaders across the state. The event was sponsored by [Friends of North Carolina](#).

[Big North Carolina delegation invades international BIO Convention](#) (WRAL Tech Wire, June 18)



cost-effectively grow our business. We are grateful for the efforts and leadership of Governor Perdue and other North Carolina officials for working with us to make this co-location possible. We look forward to building our presence in the Davidson community and to beginning this exciting new chapter for MSC."

MSC currently employs 64 people in North Carolina at branch offices located in Asheville, Camp Lejeune, Charlotte, Greensboro and Raleigh. The new facility in Davidson will house many corporate functions including, but not limited to, executive management, IT, accounting, human resources, product management, and marketing. [Read more.](#)

[MSC Industrial to bring 400 jobs to Mecklenburg](#) (*Charlotte Business Journal*, June 20)



(Left-right) Linamar ICE Group President Nick Adams, EDC Board Chairman Ray Bailey, N.C. Department of Commerce Secretary Keith Crisco, Asheville Vice Mayor Esther Manheimer, and Buncombe County Commission Chairman David Gantt

Perdue announces 250 jobs with Linamar

Governor Bev Perdue announced on June 21 that Linamar Corporation, a leading supplier of engine, transmission and driveline components, will expand its manufacturing operations in Asheville to supply precision machined components for customers of Linamar's Industrial, Commercial and Energy Group. The project was made possible in part by a Job Development Investment Grant. To meet the targets established in this performance-based grant, the company plans to create 250 jobs over five years and make a capital investment of \$75 million in Asheville. The N.C. Department of Commerce's [Bill Payne](#) was the developer on this project.

"There's no better proof of the strength of North Carolina's business climate than one of our newest companies already expanding," Perdue said. "Our investments in education and infrastructure are paying off with an educated, skilled workforce that is attracting new jobs."

In June 2011, Linamar announced plans to locate a manufacturing facility in Asheville and hire 363 workers. The plant produces items like engine blocks and axle components for the heavy duty industry.

Headquartered in Guelph, Ontario, Canada, Linamar Corporation is a world-class designer and diversified manufacturer of precision metallic components and systems for the automotive, energy and mobile industrial markets. Building on a foundation of over 45 years of successful

Asheboro Mayor David Smith (left) and N.C. Department of Commerce Secretary Keith Crisco (right) at the Certified Retirement Communities announcement in downtown Asheboro

Asheboro named official retirement community

The N.C. Department of Commerce announced on June 21 that Asheboro has been designated an N.C. Certified Retirement Community. The N.C. General Assembly established the program in 2008 to designate communities that offer unprecedented quality of living that is desirable to retirees.

"The leadership in Asheboro understands and appreciates the contribution that retirees can make to the overall enrichment of a community," said N.C. Commerce Secretary Keith Crisco. "This distinction will be a positive economic development tool for the city and all of its residents."

"North Carolina currently enjoys a robust immigration of retirees to the state, and this program seeks to attract retirees and encourage them to make their homes here," said Assistant Commerce Secretary for Tourism, Marketing and Global Branding Lynn Minges. "The program encourages mature market travelers to visit North Carolina and evaluate our state as a desirable place to retire." [Read more.](#)

[N.C. ranks Asheboro's retirement amenities highly](#) (*Triad Business Journal*, June 22)



Members of Jacksonville-Onslow Chamber of Commerce and the N.C. Department of Commerce's economic development team

B&I team meets with partners from Jacksonville-Onslow

Members of the Jacksonville-Onslow Chamber of Commerce gave an update on economic development activities in their area during a meeting with the N.C. Department of Commerce's Division of Business & Industry Development. The meeting took place at the Commerce Department's main office in Raleigh on June 25.

growth, it is a leading supplier of engine, transmission and driveline, modules and systems and mobile aerial work platforms.

"We have had a great experience in our first year in Asheville," said Nick Adams, president of Linamar's Industrial, Commercial and Energy Group. "The tremendous support provided by the city, Buncombe County and the State of North Carolina has been instrumental in our decision to expand our business here. As we said last June, we wanted to become part of the community and continue to grow here. We're thrilled to be making this happen."

While individual wages for the 250 jobs will vary by job function, the overall average for the new jobs will be \$42,542 a year. The Buncombe County average annual wage is \$33,540. Hiring for the project will begin in 2014. [Read more.](#)

[Linamar to add 250 jobs in old Volvo plant in Asheville](#)
(*Citizen-Times* - Asheville, June 21)



N.C. Department of Commerce Secretary Keith Crisco (left) and Randolph County EDC Chairman Wayne Thomas (right)

Crisco receives Randolph County award

The Randolph County Economic Development Corporation honored N.C. Department of Commerce Secretary Keith Crisco with the 2012 Partner in Progress Award on June 21. Crisco was cited as a leader and partner in economic development as a business owner and employer, community leader, former elected official, and statewide leader in bringing jobs and investment to all corners of North Carolina. The award was created to recognize those individuals, organizations and groups that make a significant contribution to economic development in Randolph County.

Crisco founded Asheboro Elastics Corporation, a major employer that employs 180 in Asheboro and has expanded to a global footprint. He is a past chair of the Randolph County EDC and longtime member of the Board of Trustees of Randolph Community College. In presenting the award, EDC President Bonnie Renfro said Crisco works tirelessly and called him "the Energizer Bunny because he keeps going and going in support of economic development."

The 27th annual meeting featured Crisco as speaker, sharing with a hometown crowd the need to create and maintain a competitive position to be successful. He saluted the



(Left-right) Dr. William Anspach, N.C. Department of Commerce Deputy Secretary and COO Dale Carroll, Mayland Community College President Dr. John Boyd at Anspach Advanced Manufacturing School opening

Site for advanced manufacturing school unveiled at Mayland CC's Yancey campus

On June 21, community leaders, elected officials and guests from three counties looked on as Mayland Community College President Dr. John Boyd and Dr. William Anspach unveiled the site of the new Anspach Advanced Manufacturing School at the Yancey Campus in Burnsville.

"At Mayland, we value community, excellence and opportunity," said Boyd. "We strive to meet these values in everything we do. We are also focused on our role in the community in economic development, workforce development and raising the quality of life for our citizens. Today we tie these roles together as we begin the process of building the Anspach Advanced Manufacturing School."

The facility will be named for Dr. Anspach's father, William E. Anspach. The 12,000-square-foot facility will feature new programs in machining, robotics and welding. The building and these programs will address the local service area's critical shortage of skilled workers in the manufacturing industry. This facility will allow the college to increase continuing education training and curriculum classes in employment areas that have been identified as high need.

"Education and economic development go hand in hand," said N.C. Department of Commerce Deputy Secretary and COO Dale Carroll. The Anspach Advanced Manufacturing School will be operational by spring 2014.

collaboration of local governments in support of economic development projects and the focus on building a trained workforce and creating industrial product -- sites and buildings that are ready for development. Despite economic challenges, he said a strong marketing program is key.

[Randolph County EDC honors N.C. commerce secretary](#)
(*Triad Business Journal*, June 21)



New WRAL documentary examines N.C.'s booming wine industry

The growth of our state's wine industry is nothing short of phenomenal. Just a decade ago there were only 25 wineries in North Carolina. Now there are 110. So what's causing the wine boom in our state? That's the focus of the new WRAL documentary *Grape Expectations*. The program premieres June 27 at 7 p.m. and is hosted by WRAL News anchor and reporter Monica Laliberte.

A recent study shows our state's wine industry has an annual economic impact of about \$1.3 billion a year, helps employ about 7,600 North Carolinians and generates about \$51 million in local and state tax revenue. In addition to wine production, the economic impact comes from a growing wine tourism industry and the creation of businesses like suppliers that support wineries.

"*Grape Expectations*" profiles the industry's pioneers, shows how the industry is generating revenue, examines the sustainability of its growth and explores the wide variety of wineries that span our state from the mountains to the coast.

"*Grape Expectations*" will air on Capitol Broadcasting Company stations across North Carolina:

- WRAL-TV, Raleigh, June 27 at 7 p.m.
- WILM-TV, Wilmington, June 27 at 7 p.m.
- WRAZ-TV, Durham, July 22, 6 p.m.
- WJZY-TV, Charlotte, July 14, 5 p.m.
- WMYT-TV, Charlotte, July 8, 10:30 p.m.

To watch a preview of the documentary, go to www.wral.com and search "WRAL doc." The documentary will also be



N.C. Department of Commerce Assistant Secretary for Tourism, Marketing and Global Branding Lynn Minges speaks to a group of about 200 during the annual meeting of the Elizabethtown-White Lake Chamber of Commerce, June 19, at Lu Mil Vineyards in Dublin. (Photo courtesy of [BladenOnline.com](#))

Minges addresses Elizabethtown-White Lake Chamber

N.C. Department of Commerce Assistant Secretary for Tourism, Marketing and Global Branding Lynn Minges was the keynote speaker at the annual meeting of the Elizabethtown-White Lake Chamber of Commerce on June 19 at Lu Mil Vineyards in Dublin. Minges spoke of marketing efforts by the Division of Tourism, Film and Sports Development on behalf of the state and the economic impact of tourism on the area and across the state. "North Carolina visitors come back year after year. They become emotionally attached," she said. Minges also discussed the new attractions across the state plus upcoming events that will bring visitors to the state.

[Minges speaks at chamber meeting](#)
(*BladenOnline.com*)



PNC Bank signs replace RBC, March 2012 (photo

available for on-demand viewing any time after the premiere television broadcast on June 27.



N.C. Department of Commerce Deputy Secretary and COO Dale Carroll at the Schenk Job Corps graduation ceremony

Carroll keynotes job corps commencement

On June 21 the [Schenk Job Corps](#) graduation ceremony was held in Pisgah Forest. In his keynote address, N.C. Department of Commerce Deputy Secretary and COO Dale Carroll urged the graduates to learn from their failures and never give up.

Job Corps is a no-cost education and career technical training program administered by the U.S. Department of Labor that helps young people ages 16 through 24 improve the quality of their lives through career technical and academic training. The Job Corps program is authorized by Title I-C of the Workforce Investment Act of 1998.

Jobs Corps members are at-risk youth who have decided to join the program to better themselves, earn their GED/high school diploma, and learn a career technical trade in order to become employable. Many of its graduates go on to advanced training in auto, welding and culinary programs. Some will be joining AmeriCorps in the fall.



N.C. Film Office promotes state tax

courtesy of PNC Bank)

PNC takes advantage of Charlotte's rich supply of financial professionals

In today's volatile financial environment, banking transitions can create uneasiness among consumers as well as the financial industry workforce, leaving executive leaders in the industry with multiple management challenges. Mergers and takeovers have a tendency to be equated with restructuring and layoffs. So, when PNC Financial Services Group announced its plans to purchase Raleigh-based RBC last year, media stories highlighted concern about the deal's impact on North Carolina jobs. But the state's leaders are experienced with the business rhythms and needs of the financial services sector.

At the time of PNC's announcement, Governor Bev Perdue reassured a reporter for WRAL.com that layoffs should not be an issue, explaining that the Wells Fargo acquisition of Wachovia ultimately resulted in more jobs. "We've seen their numbers have actually grown," she said to WRAL.com about Wells Fargo operations. "They've even surpassed where they were when Wachovia was acquired."

When RBC Bank signage was replaced with that of PNC last spring, PNC officials reiterated plans to expand in North Carolina. Terri Wilson, PNC spokesperson, stated to the *Charlotte Business Journal*, "We wouldn't have bought the bank if we didn't intend to grow it." Wilson also noted that Charlotte fit the bill for an atmosphere in which banking operations like theirs could thrive. [Read more.](#)



In SYNC: Russ Sawchuk

State of North Carolina Canada Office Investment and Trade Representative Russ

incentives and filming in state

State film representatives recently promoted filming in North Carolina to motion picture industry members at several events in Southern California. N.C. Film Office Director Aaron Syrett attended the Producers Guild of America's Produced by Conference June 8-10. This is the fourth year of the event that brought together industry leaders to discuss current and evolving trends in production, distribution, finance, marketing, branding and media strategy.

With a calendar full of meetings following the conference, Syrett was also a featured panelist at the ever-popular Ease Entertainment Incentives Panel. Syrett was joined by representatives from the Wilmington, Charlotte and Piedmont Triad Regional Film Commissions for the AFCI Locations Tradeshow June 15-16 in Los Angeles. The Locations Tradeshow featured more than 200 exhibitors from 40 countries, plus the N.C. film delegation, and drew 2,500 film industry executives, producers and locations scouts eager to find the latest information about where to shoot their projects and what kind of incentives are available. Syrett once again was featured in a panel on incentives at the tradeshow.

N.C. businesses benefit from convention-related souvenirs

A Denver, Colo., entrepreneur who creates an accessory line of creative buttons and T-shirts touting President Obama visited Charlotte last week looking to do business. As a result, several Charlotte outlets say they'll sell the products offered by Julie Rubsam of DenverCrat in upcoming weeks and during the convention. They include Visit Charlotte and Charlotte Marriott City Center, both uptown; Beehive, also located uptown in the Overstreet Mall; and Paper Skyscraper on East Boulevard. DenverCrat has teamed up with [Freeman Screen Printers and Embroidery](#) in Charlotte to produce products. Now in the works are products featuring the Charlotte skyline. "I don't blame you guys for celebrating the city," Rubsam said. "It's great here."

[Buttons, shirts for Dems on the way](#) (*The Charlotte Observer*, June 25)

Fayetteville company to help develop INDYCAR web site

INDYCAR announced on June 19 that Immersion Media, a Fayetteville-based multimedia group specializing in 3D animation, HD video and web and mobile experiences, has been brought on board to develop special features for [INDYCAR's official website](#). The multi-year relationship will allow INDYCAR and Immersion to invest in content and explore new opportunities throughout its term.

In addition to developing INDYCAR's Fantasy Racing program, Immersion Media will enhance INDYCAR's online fan experience with virtual laps of each race track which will be posted on the corresponding Izod INDYCAR Series' event page. The team will also produce INDYCAR 101 videos that will be posted on [INDYCAR's YouTube Channel](#) and on INDYCAR Mobile.

Immersion Media is a multimedia development company with high level expertise in everything from 3D animation to HD video, website development to mobile app programming and more. The company specializes in 3D learning simulations,

Sawchuk was born in western Canada and has lived and worked from coast to coast, primarily in Ontario. He received his BS in Geology from Carleton University in Ottawa. After leaving military service in the Royal Canadian Navy, Sawchuk developed and managed a major theme park in Ontario. He then began a 27-year career with the Ontario Ministry of Industry and Trade, primarily in northern and eastern Ontario, which included a six-year term in the Ontario Southeast U.S. office in Atlanta. In 1998 Sawchuk was appointed to oversee the re-opening of the State of North Carolina Canadian Office in Toronto, where he has been the director for both trade and investment activity. He retires from his position on June 30.

"I have always loved working with the Department of Commerce on trade and investment with Canada. The people in Commerce, the [regional] partnerships, communities, and the companies have all been professional, helpful, very friendly and courteous. I can say that North Carolina is seen as a wonderful place to live, work and play by Canadians," Sawchuk said in some parting comments.

As far as his retirement plans are concerned, Sawchuk explained, "I am going to enjoy the summer at my lake cottage in Quebec. After a lot of canoeing, fishing, golfing and traveling, I will try to decide where I will settle in Canada, with an eye on somewhere warmer for the winter months."

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 - June 26, 2012

New projects assigned:	203
Projects announced:	61
Jobs announced:	7,448
Capital investment announced:	\$1.95B
Industry visits by existing industry staff:	648
Calls to Business Link N.C.:	10,056

N.C. in the News

which are developed in sports, military training and STEM curriculum.

This Week's Highlights

- [State regulators expect to rule on Progress-Duke deal quickly](#) (*The News & Observer* - Raleigh, June 25)
- [Looking at ways to improve Raleigh's economic development](#) (*Triangle Business Journal*, June 21)
- [Maker of battery components to expand in Kings Mountain](#) (*Charlotte Observer*, June 20)
- [States form coalition to boost career training](#) (*News & Observer* - Raleigh, June 19)
- [North Carolina Technology Association opens office in Charlotte](#) (*Charlotte Business Journal*, June 19)
- [German maker of janitorial products opens Charlotte office](#) (*Charlotte Observer*, June 19)

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