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Weekly highlights from the
North Carolina Department of Commerce



(Left-right) Davie County EDC Executive Director Terry Bralley and Governor Bev Perdue at the Ingersoll Rand announcement

Ingersoll Rand to create 60 jobs in Mocksville

Governor Bev Perdue on June 4 announced that Ingersoll Rand, a global diversified industrial company, will expand its operations in Davie County. The company plans to create 60 jobs and invest nearly \$22 million over the next three years in Mocksville. The project was made possible in part by a \$50,000 grant from the One North Carolina Fund. The N.C. Department of Commerce's [Jan Critz](#) was the developer on this project.

"Our highly skilled workforce is vital to attracting advanced manufacturers like Ingersoll Rand," said Perdue. "Investing in education and customized job training programs will maintain our state's top notch business climate."

Ingersoll Rand is a world leader in creating and sustaining safe, comfortable and efficient environments. Its brands include Ingersoll Rand®, Club Car®, Schlage®, ThermoKing® and Trane®. The project will allow the Mocksville facility to become the primary supplier of certain precision-machined components used by Ingersoll Rand's Industrial Technologies Sector, which makes air compressors, fluid pumps, material handling systems, tools and Club Car vehicles. Ingersoll Rand currently employs more than 2,300 employees in Davie, Moore, Guilford and Mecklenburg counties. [Read more.](#)

[Ingersoll Rand to add 60 jobs](#) (*The Salisbury Post*, June 4)



(Left-right) N.C. Department of Commerce Deputy Secretary and COO Dale Carroll, N.C. Commerce Secretary Keith Crisco, Unigel President Gary Robinson, Unigel General Manager Tim Howard, British Honorary Consul for North Carolina Michael Teden, and Catawba County Economic Development Corporation Existing Industry Coordinator Nathan Huret at the Unigel plant dedication in Hickory

Unigel Inc. dedicates manufacturing facility for the Americas in Hickory

Unigel Inc., a leading manufacturer of advanced materials used in the production of fiber optic cable, dedicated its manufacturing facility for the Americas in Hickory on May 25. Unigel Inc. is a part of Shenzhen UNIGEL Telecommunications Co., Ltd., a joint venture between UNIGEL Ltd. (Hong Kong) and Jialing Communications Equipment Company Ltd. Unitape (USA), a sister company located in Conover, supplies the cable manufacturing industry with narrow width armor and water blocking tape as well as other narrow width metal and fabric tapes.



(Left-right) Gaston County Economic Development Commission Director Donny Hicks, N.C. Department of Commerce International



Water Cooled Trading Desk, manufactured by SBFI North America (image courtesy of SBFI)

Furniture manufacturer to locate in McDowell County

Governor Bev Perdue on June 1 announced that SBFI North America, a manufacturer of trading desks and control room furniture, will locate its operations in McDowell County. The company plans to create 25 jobs and invest more than \$1.4 million over the next three years in Old Fort. The project was made possible in part by a \$75,000 grant from the One North Carolina Fund. The N.C. Department of Commerce's [Bill Payne](#) was the developer on this project.

"My first priority is creating jobs," said Perdue. "Our investments in building a skilled workforce and job training programs have resulted in a top-notch business climate where companies can thrive. North Carolina's support for the furniture industry is recognized worldwide."

SBFI North America is privately-owned and operated in Asheville. SBFI is the world's leading supplier of trading floor and control room furniture. SBFI North America and its related companies currently employ more than 90 employees in North Carolina.

Salaries will vary by job function, but the average annual wage for the new jobs will be \$31,080. The McDowell County average annual wage is \$29,692. [Read more.](#)



International Marketing Manager Heidi Walters (second from right) meets with a group in the United Kingdom.

Project Manager Dallas Hardenbrook, Daimler Trucks NA Process Improvement Supervisor James Giesey, Maria Fischer with the German Embassy in Washington, D.C. Economics Envoy Peter Fischer, Consul General of the German Consulate in Atlanta Lutz Görgens, and N.C. Department of Commerce European Investment Director Martyn Johnson

German officials tour Daimler plant

German Embassy Economics Envoy Peter Fischer, Atlanta Consulate of Germany Consul General Lutz Görgens, and members of the N.C. Department of Commerce's economic development team recently toured the Daimler Trucks North America plant in Mount Holly. Daimler Trucks North America Process Improvement Supervisor James Giesey conducted the tour and presented an overview of Daimler's operations to the group. N.C. Department of Commerce International Project Manager [Dallas Hardenbrook](#) and European Investment Director [Martyn Johnson](#) represented Commerce during the tour.

Daimler Trucks North America is the largest heavy-duty truck manufacturer in North America and a leading producer of medium-duty trucks and specialized commercial vehicles.

The company operates manufacturing facilities in Cleveland, High Point, Gastonia and Mount Holly. The Cleveland facility is the company's largest Freightliner Trucks manufacturing plant, producing Class 8 truck models, including the Cascadia, Century Class S/T, Columbia and the Argosy cab-over-engine models. In January 2012, the company announced it was expanding production at the Cleveland and Gastonia facilities, adding an additional 1,200 jobs this year.

At the time of the expansion announcement, Roger Nielsen, Chief Operating Officer Daimler Trucks North America said, "The skilled local workforce is a great asset to our various operations in the state and we look forward to future opportunities for expansion and growth."



Tourism meets with tour operators in the UK, Ireland

The N.C. Department of Commerce Division of Tourism, Film and Sports Development International Marketing Manager Heidi Walters, along with the Division's UK representation firm, called on tour operators in Glasgow, London and Dublin May 21-25. The purpose of the mission was to present North Carolina's tourism products to tour operators who will then sell to travel agents and direct to consumers. Walters met with nine new tour operator partners, trained 26 agents and met with representatives from US Airways in Dublin. The Division has cooperative marketing agreements with many established tour operators in the United Kingdom. This trip was to introduce the state to a broader audience.

The Charlotte to Dublin flight is doing very well in its second season. In 2011 North Carolina had an increase of 32 percent in Irish visitors over the previous year. The UK sent 81,000 visitors to our state in 2011, an increase of 4.8 percent. With daily, non-stop flights to Charlotte and RDU, the UK/Ireland is the state's No. 1 overseas market.



'Revolution' will film in Wilmington area

NBC's new series "Revolution" will be produced in the Wilmington region beginning this summer. Premiering this fall, the series' production team will employ 125 people full time, hundreds of extras part time, and spend millions of dollars in the regional economy.

"We are excited to have a television series back in Wilmington that will create hundreds of jobs," said Aaron Syrett, director of the N.C. Film Office. "The North Carolina film credit continues to create high-quality, well-paying jobs for North Carolinian professionals who have the skills and capabilities to handle the sophisticated level of production that an epic series like 'Revolution' demands." Produced by Warner Bros. Television and created by J.J. Abrams ("Lost"), the show will tell an apocalyptic tale about a world where all forms of energy mysteriously disappear, leaving everyone in total darkness and separation, according to an NBC news release. [Read more.](#)

Grandfather Mountain becomes first N.C. Green Travel-certified attraction

On May 29 Grandfather Mountain became the first attraction to join and become certified to the [N.C. GreenTravel Initiative](#), a program that recognizes N.C. travel-related businesses that employ healthy environmental practices. The N.C. Division of Environmental Assistance and Outreach - in partnership with the Center for Sustainable Tourism at East Carolina University and the N.C. Department of Commerce's Division of Tourism, Film and Sports Development - launched the N.C. GreenTravel Initiative earlier this year to spotlight the state's commitment to sustainable practices and to recognize businesses that have integrated greener practices into their daily routine.

"Grandfather Mountain, a signature North Carolina landmark, has been a premier wildlife sanctuary and nature preserve for decades," said Mary Penny Thompson, chief deputy secretary for the N.C. Department of Environment and Natural Resources. "We recognize the strong conservation ethic at the natural attraction, endowed by its property owners many years ago, as well as its environmental commitment and leadership, as it becomes our first attraction in the N.C. GreenTravel Initiative."

To date, 23 other entities have been certified through the N.C. GreenTravel Initiative. Categories for businesses are Lodging, Restaurants, parks, Attractions, Museums, Camping, Rafting and Nature Based.



Raleigh-Cary metro area ranked No. 7 for adults with college degrees

Graduation season means thousands of new graduates from North Carolina's 16 public universities and colleges as well as nearly 40 private colleges across the state. The importance of earning a higher-education degree was featured in [a May 30 New York Times article](#), which noted having a population rich in college graduates is an essential ingredient for economic rebound.



eMerging Entrepreneurs Inc. Chairman and Senior Small Business Analyst T.J. Breeden of Durham at the White House on May 24

White House recognizes Durham entrepreneur

On May 24, the White House Office of Public Engagement honored eMerging Entrepreneurs Inc. Chairman and Senior Small Business Analyst T.J. Breeden of Durham as one of 11 individuals within the veterans' community -- those who served in Vietnam as well as those whose organizations support veterans' advancement -- who are [Champions of Change](#). These individuals have shown continued support for efforts to end veterans' homelessness, boost veterans' employment, treat problems with substance abuse, and develop treatment programs for those dealing with PTSD.

eMerging Entrepreneurs Inc. is a North Carolina-based non-profit organization that provides small business training and entrepreneurial developmental services to military and minority communities.

Breeden was nominated in part due to his executive leadership in the 2012 Momentum Expo, a military-focused small business symposium, hiring fair and college recruitment assembly. The 2012 Momentum Expo will be held on June 27 at the Officer's Club on-base at Fort Bragg, home of the 82nd Airborne and the U.S. Special Operations Forces. The event is free for all veterans, military retirees, reservists, transitioning service-members, and their family members.

The national average number of adults with college degrees in metro areas is 32 percent. At 41 percent, the Raleigh-Cary area has the seventh highest concentration of adults with college degrees. The area boasted one of the highest increases in the nation, according to the [Brookings Institution analysis](#) cited in the article, which compared 2010 data to statistics from 1970. [Read more.](#)

'CBS This Morning' to feature moonshine, NASCAR

As a direct result of the N.C. Department of Commerce Division of Tourism, Film and Sports Development's New York Media Mission, "CBS This Morning" is slated to air a segment June 7 about North Carolina's modern craft distilling movement and its NASCAR heritage. The segment features Troy & Sons Distillers in Asheville and the NASCAR Hall of Fame in Charlotte.

At the January event, Division PR Manager Margo Metzger introduced CBS Producer Chase Bodine to distillery owner Troy Ball. When the CBS crew came to film in late April, Metzger served as their guide for several days. The story will focus on Ball's moonshine business, and will also include a visit to the NASCAR Hall of Fame to get the back story on how moonshine is intertwined with the history of the sport. "CBS This Morning" reaches an audience of 4.6 million viewers, and the estimated value of a 3.5-minute segment is close to \$1 million. Provided that the segment runs as scheduled, the clip should be available [here](#) by midday June 7.

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 5, 2012



Asheville earns 2012 Beer City USA bragging rights

Craft beer makers continue to thrive in North Carolina

While U.S. beer consumption was down 1.3 percent in 2011, sales of craft brews saw an increase of 13 percent, according to [a recent article in USA Today](#). This is good news for the Asheville area as well as the rest of North Carolina, which, according to the [N.C. Brewers Guild](#), leads the industry in the Southeast.

Last summer, Asheville was creating a buzz among entrepreneurs and investors, capturing the attention of the [Wall Street Journal](#), which recognized the Western North Carolina region as one of the country's up and coming beer hubs. The city itself claimed the title of "Beer City USA" for the fourth consecutive year on May 14, tying with Grand Rapids, Mich., for first place in the popularity poll.

Asheville is a craft beer leader in the state, where the industry is thriving despite economic stresses. The state's breweries and brew pubs, totaling 60 as of May 11, have earned the most accolades in the South for beer, earning awards from both the World Beer Cup and the Great American Beer Festival.

Asheville and the Western Region lead the pack with nearly a third of the state's craft beer establishments. The hub nurtures a competitive, energetic atmosphere and organizational support from the state guild as well as [Blue Ridge Food Ventures](#), a specialized business incubator. However, nipping at the heels of Asheville is the Piedmont Region, with 17 breweries and brewpubs on the books. [Read more.](#)

[Craft beers brew up booming business across USA](#) (*USA Today*, May 26)

New projects assigned:	180
Projects announced:	53
Jobs announced:	6,041
Capital investment announced:	\$1.70B
Industry visits by existing industry staff:	571
Calls to Business Link N.C.:	8,906

N.C. in the News

This Week's Highlights

- [LabCorp plans to buy Medtox in deal worth \\$241 million](#) (*The Times News* - Burlington, June 5)
- [Ocean fishing pier plans uncertain](#) (*The Daily News* - Jacksonville, June 4)
- [Catawba County landfill fuels eco-energy hub](#) (*The Charlotte Observer*, June 2)
- [Parent company announces sale of The Star to Halifax Media](#) (*The Shelby Star*, June 1)
- [BioNetwork's mobile training unit delivered to Winston-Salem](#) (*Triad Business Journal*, May 31)
- [Triangle site helped with Novozymes launch](#) (*Triangle Business Journal*, May 31)

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