

# sync<sup>TM</sup>

Weekly highlights from the  
North Carolina Department of Commerce



(Left-right) N.C. Senator Wes Westmoreland, N.C. Department of Commerce Deputy Secretary and COO Dale Carroll, Valley Fine Foods CEO Ryan Tu, and N.C. Representative Mike Hager at the July 13 Valley Fine Foods announcement in Forest City

## Valley Fine Foods to create 305 jobs in Forest City

Governor Bev Perdue announced on July 13 that Valley Fine Foods, a consumer food manufacturer of high quality international foods, will open its new East Coast manufacturing operations in Forest City. The company plans to create at least 305 jobs over the next three years. The project was made possible in part by a state Job Development Investment Grant. The N.C. Department of Commerce's [Garrett Wyckoff](#) was the developer on this project.

"North Carolina continues to be a top choice for companies looking to expand or relocate operations," said Perdue. "North Carolina is a tremendous place to do business and we have a knowledgeable and skilled workforce. Our priorities of investing in education and economic development continue to pay off."

Valley Fine Foods produces gourmet pasta dishes, including fresh ravioli, tortellini and gnocchi, with organic and gluten-free varieties. The family-owned company, with headquarters near Napa Valley, Calif., started making fresh pasta in 1984. [Read more.](#)

[Company to create 300 new jobs with expansion in Forest City](#) (The Charlotte Observer, July 14)



(Left-right) University of Cambridge Institute for Manufacturing CEO Peter Templeton and Head Professor Sir Michael Gregory, Link Alliance President John Lucas, and N.C. Department of Commerce Secretary Keith Crisco

## Commerce tours U.K. manufacturing institute

On July 13, N.C. Department of Commerce Secretary Keith Crisco, European Investment Director Martyn Johnson and State of North Carolina Foreign Investment Director Todd Brennan toured the [University of Cambridge Institute for Manufacturing](#) in Cambridge, England. There they visited robotics labs and discussed advanced manufacturing.

The IfM is the public face of the Manufacturing and Management Division of the university's Department of Engineering. The organization takes a distinctive, cross-disciplinary approach, bringing together expertise in management, technology and policy to address the full spectrum of industrial issues. The IfM's activities take place within an unusual structure that integrates research and education with practical application in industry, via a university-owned company, IfM Education and Consultancy Services Ltd.



Spanish Mustangs from Currituck and Shackleford Banks are #6 on Project 543

## S&P: N.C. among strongest states fiscal stability

The State of North Carolina earned a triple-A credit rating from Standard & Poor's (S&P) for 2012. And while this is good news, for North Carolina it is simply business as usual. North Carolina is one of only four states in the U.S. that has maintained a triple-A credit rating from S&P for at least 46 consecutive years.

*Stateline*, a publication of The Pew Center of the States, recently published an [overview of S&P state credit ratings from 2001 through 2012](#). The ratings benchmark a state's financial health. A triple-A score, the best possible rating, exhibits a state's strong capacity to meet financial commitments. [Read more.](#)

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## Pepsi selects Winston-Salem for advanced production facility

Pepsi Bottling Ventures has chosen to expand its bottling operations in Winston-Salem. The new facility will be located in Union Cross Business Park at 390 Business Park Drive.

Pepsi will invest nearly \$82 million in facility up-fit, machinery and equipment. The new facility will allow Pepsi to retain more than 300 current jobs and consolidate additional jobs within one facility. The new facility will streamline operations and allow for vertical integration of production as well. Pepsi began operating in Winston-Salem in 1910.

The City of Winston-Salem will provide \$1,000,000 and Forsyth County will provide an additional \$737,582 in incentives for this project. [Read more.](#)



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## Applications due soon for Certified Retirement Community program

The N.C. Department of Commerce operates the Certified Retirement Community program, a community development program for communities that are positioning themselves to attract retirees as an economic and community development strategy. To gain certification, a local government must submit an application for consideration. Applications are accepted twice each year, and the next round of applications is due by July 31. Initial evaluation of the community is provided by Commerce's Community Development Division, which also provides technical assistance. Once a community has completed the certification process, the Division of Tourism,

## Project 543 features unique N.C. destinations

[Project 543](#), an all-new blog dedicated to the stories of unique destinations across North Carolina, debuted online the week of July 2. Why 543? Because that's the number of miles from Manteo, on the coast, to Murphy, in the mountains, and is traditionally considered the width of the state. A preview of some upcoming entries is available [here](#).

During the past year, the N.C. Department of Commerce of Division of Tourism, Film and Sports Development has gathered these stories from partner input on the people, places and experiences visitors can only find in North Carolina. Each entry will be paired with a custom image and type illustration that can be shared on Facebook, Twitter, Pinterest and Google+.

Entries will appear in no particular order and will be promoted via [VisitNC.com](#), the Division's social media accounts, e-newsletter program and other efforts.



*(Left-right) N.C. Department of Commerce Deputy Secretary and COO Dale Carroll and Carolinas AGC Executive Dave Simpson*

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## Carroll participates in meeting of Carolinas' general contractors

On July 14, N.C. Department of Commerce Deputy Secretary and COO Dale Carroll spoke at the Carolinas Associated General Contractors Building/Utility/Specialty Contractor/Supplier Divisions' Meeting in Hilton Head Island, S.C. Carroll participated in a panel discussion titled "Economic Outlook" and was joined by Office of the South Carolina Treasurer Chief Economist and Assistant General Counsel Frank Rainwater and University Architect Gordon Rutherford of UNC General Administration.

The Carolinas AGC is the largest construction trade association in the Carolinas and the nation's largest chapter of the Associated General Contractors of America. Its 2,300 member firms perform or support all types of commercial and industrial construction.

Film & Sports Development will help market and promote the community.

To learn more about the program and download an application, visit the N.C. Department of Commerce's [Community Development Division's website](#). For questions or more information, contact [Charlie Thompson](#) at (919) 571-4900 or, for marketing, [André Nabors](#) at (919) 733-7502.



*Governor Bev Perdue tours Facebook data center, October 2011.*

## North Carolina provides the perfect setting for data center facilities

North Carolina's advantages as a location for data centers have earned the attention of an international audience once again. In an article for the influential tech blog GigaOM as part of a four-part series on North Carolina's mega data centers, Katie Fehrenbacher explores the reasons North Carolina has become the popular place to build East Coast data centers. In the shadow of Facebook's data center grand opening, it's prudent to note it was by no means the first one on the block. Facebook joined Apple, AT&T, Disney, EMC, Google, Wipro and others in their selection of the Tar Heel State for data center facilities.

Considering the number of global information and communications technology companies that set up camp in the state, there must be a reason for North Carolina's popularity. Fehrenbacher discusses what she considers the ten biggest reasons her article. [Read more](#).

[The story behind how Apple's iCloud data center got built](#) (GigaOM, July 12)

[10 reasons Apple, Facebook & Google chose North Carolina for their mega data centers](#) (GigaOM, July 10)

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## Trade division presents at exporting seminar

On June 28, N.C. Department of Commerce Business Development Manager John Loyack of the International Trade Division participated on a panel that focused on "Business Innovation through Exporting." Other panelists included representatives from federal, state and local agencies such as the Small Business and Technology Development Center and the U.S. Department of Commerce's Export Assistance Center. The City of Durham Office of Economic and Workforce Development and the N.C. Institute of Minority Economic Development hosted the seminar, which was held at Durham's city hall.

During the seminar, companies learned about the various export assistance programs and grant opportunities available from the International Trade Division, as well as an overview of North Carolina exports, competing and succeeding in the global marketplace, the fundamentals of exporting, technical assistance resources, advantages and disadvantages of exporting, and how agribusinesses should take their products or services to market.

The panel discussion was broadcast live on DTV8 and [can be viewed here](#).



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## DNC vendor applications open for CarolinaFest, exhibition space

A private, for-profit business is leasing the future baseball stadium land from the Charlotte Knights for "The American Presidential Experience," an exhibit of presidential memorabilia. Exhibit owner Jim Warlick said the \$500,000-plus venture, to be located in tents along Mint Street, includes space for up to 75 vendors who would pay \$5,000 for nine days. Vendors are expected to include North Carolina-based businesses and sellers of political memorabilia, Warlick said. He's also expecting other organizations, including health care and public service groups. Other businesses are holding out for opportunities sponsored by the host committee.



(Left-right) N.C. Department of Commerce Secretary Keith Crisco, N.C. Representative Thom Tillis, Governor Bev Perdue and New Belgium CEO Kim Jordan, April 2012

## Site Selection delves into reasons for Asheville's rise as beer hub

With recent expansion announcements from national craft beer companies Sierra Nevada and New Belgium, North Carolina has firmly established itself as a national craft brew hub. The state's breweries and brew pubs have earned the most accolades in the South for beer, earning awards from both the World Beer Cup and the Great American Beer Festival.

Most recently, the state's brew industry was the subject of an online feature for *Site Selection Online*. The article highlighted the attributes of Western North Carolina, in particular, that captured the attention of two national craft beer companies in their search for sites on which to establish East Coast facilities.

Sierra Nevada, for example, narrowed their search to 170 communities in seven states before selecting North Carolina. [Read more.](#)

[Hops City](#) (*Site Selection Online*, July 2012)

## Motorsports association to hold government contracting seminar

The [N.C. Motorsports Association](#) will host part one of a seminar presented by the N.C. Military Business Center on July 25 at Joe Gibbs Racing in Huntersville from 10 a.m. to 1 p.m. The NCMA is hosting a two-part series to educate and inform businesses on government contracting.

A collaborative effort resulting from the signing of a Memorandum of Agreement between the North Carolina motorsports industry and U.S. Special Forces was announced at the opening of the 2012 NASCAR season in Daytona Beach, Fla. The NCMA is working to assist its member companies and other businesses interested in expanding into government contract work by partnering with the N.C. Military Business Center to provide resources and information. There are motorsports companies currently engaged in working with the military through various exchanges from research and development to actual production. This is an opportunity to ask questions and get a "hands-on" understanding of the process and how to get started.

For more information or questions, please contact NCMA

Applications opened last week for vendors -- such as food trucks and souvenir vendors -- interested in selling merchandise at [CarolinaFest](#), the Tryon Street festival planned for Labor Day. Vendors will need [a Mecklenburg County business license](#). Convention organizers have encouraged local businesses to register in the online vendor directory to hear about DNC-related business. Organizers have said the convention could have an estimated \$150 million economic impact.

[DNC organizers seek food, retail vendors](#) (*Charlotte Business Journal*, July 13)

## 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 - July 17, 2012

|                                                    |         |
|----------------------------------------------------|---------|
| <b>New projects assigned:</b>                      | 196     |
| <b>Projects announced:</b>                         | 60      |
| <b>Jobs announced:</b>                             | 7,198   |
| <b>Capital investment announced:</b>               | \$1.88B |
| <b>Industry visits by existing industry staff:</b> | 623     |
| <b>Calls to Business Link N.C.:</b>                | 9,653   |

## N.C. in the News

### This Week's Highlights

- [Locally filmed "Iron Man 3." "Revolution" hit Comic-Con](#) (*The Star News* - Wilmington, July 15)
- [Cabinet business announces expansion](#) (*Stanley News and Press*, July 11)
- [Tax incentives lure 100-plus jobs, \\$9 million investment](#) (*Shelby Star*, July 11)

Director of Governmental Affairs Karen Ray at [kray@motorsportsncc.org](mailto:kray@motorsportsncc.org) or (704) 756-9136.

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## Nanomanufacturing conference coming to Greensboro

North Carolina's Joint School of Nanoscience & Nanoengineering, the Center of Innovation for Nanobiotechnology, the NanoBusiness Commercialization Association, and the N.C. Aerospace Alliance have joined forces to bring global technology and business leaders together for the [Nanomanufacturing Conference](#) on August 15 in Greensboro.

The Nanomanufacturing Conference is for any company that wants to understand the science and technology that will drive the manufacturing renaissance in America. "This conference provides cornerstone fundamentals for the future of our economy, and provides a road map for how to bring lost manufacturing jobs back to America," said co-host Griffith Kundahl, executive director of COIN.

[Sierra Nevada outlines details for Mills River brewery](#) (*Times-News* - Hendersonville, July 10)

- [Griffin touts local film boom](#) (*StarNews* - Wilmington, July 10)
- [GE lands nearly \\$2 billion engine deal](#) (*StarNews* - Wilmington, July 9)
- [Cherokee casino hiring 500 workers](#) (*Citizen-Times* - Asheville, July 8)

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