

syncTM

Weekly highlights from the
North Carolina Department of Commerce



(Left-right) Henderson-Vance County Chamber Executive Director Bill Edwards, GoldenLEAF Foundation CEO Dan Gerlach, Governor Bev Perdue and Semprius CEO Joe Carr

Perdue announces 256 jobs with Semprius

Governor Bev Perdue on July 19 joined leaders of Semprius, Inc., a privately held company that produces high concentration photovoltaic solar modules, in announcing that Semprius will locate a pilot production plant in Henderson. The N.C. Department of Commerce's Bernard Torain was the developer on this project.

The project was made possible in part by state grants from the Job Development Investment Grant and One North Carolina Grant programs. To meet the targets established in these performance-based grants, the company plans to create 256 jobs over five years and make a capital investment of \$89.7 million in Henderson.

Commerce also provided Semprius with early grants through the Green Business Fund and the One N.C. Small Business Fund as it was working to commercialize its innovative process and product. These early-stage grants help companies such as Semprius by providing much-needed seed funding, and often lay the groundwork to acquire follow-on funding and expand to create jobs.

"Semprius chose to launch this cutting edge technology in North Carolina because our investments in education and worker training ensure that they can find the job-ready employees they need," said Perdue. "We welcome them to North Carolina: the smart grid capital of the world."

Semprius builds its HCPV modules using patented technology



Shackleford recognized for leadership

N.C. Department of Commerce Executive Director of Workforce Development Roger Shackleford has been named the 2010 Administrator of the Year by the International Association of Workforce Professionals. The award, the highest honor bestowed by the Association, was announced at the 2011 conference held the week of June 26-30 in St. Louis, Mo.

MVP Group to add 67 jobs in Surry County

Governor Bev Perdue on July 19 announced that MVP Group Int., a leading manufacturer of home fragrance products, will expand in Surry County. The company plans to create 67 jobs and invest \$10.6 million during the next three years in Elkin. The project was made possible in part by an \$86,000 grant from the One North Carolina Fund. The N.C. Department of Commerce's Jan Critz was the developer on this project.

"We are able to help companies like MVP expand after they have established roots in North Carolina because of our top-ranked business climate," Perdue said. "That's a direct result of our investments in education and custom training programs, creating a job-ready workforce that manufacturers can rely on." [Read more.](#)

and low-cost components that can concentrate the sun's energy more than 1,100 times onto the world's smallest solar cells. The company believes its unique manufacturing processes allow Semprius to offer an advantageous cost point and execute rapid, capital-efficient expansion. Semprius will sell modules produced in the Henderson facility to global system integrators and project developers, who in turn sell complete solar systems to end users such as utility companies. Solar systems equipped with Semprius modules offer the conversion efficiency, low cost and high reliability needed to compete with fossil fuel energy generation systems and offer a viable option for achieving grid parity with fossil-based electricity.

While individual wages for the 256 jobs will vary by job function, the overall average for the new jobs will be \$45,565 a year, not including benefits. The Vance County average annual wage is \$30,004. [Read more.](#)

[Semprius to create 256 jobs in Vance County](#) (*The News & Observer* - Raleigh, July 19)

Roofing manufacturer to bring 10 jobs to Granville County

CertainTeed Roofing, a leading North American manufacturer of asphalt roofing products, will build a new rail unloading and storage facility in Granville County. The company plans to create 10 jobs and invest \$20 million during the next three years in Oxford. The project was made possible in part by a \$30,000 grant from the One North Carolina Fund. The N.C. Department of Commerce's Bernard Torain was the developer on this project.

"Companies like CertainTeed Roofing want to set up shop in North Carolina because our path to the future is clear," said Governor Bev Perdue. "We have invested in education, transportation and infrastructure to build a well-trained workforce and an environment where businesses can thrive. That's why North Carolina continues to earn top business rankings, such as CNBC recently moving us from 4th place to the No. 3 top state for doing business."

CertainTeed Roofing is a subsidiary of CertainTeed Corporation, a leading North American manufacturer of interior and exterior building products and is a subsidiary of French-based Saint-Gobain, the world's largest building materials company. CertainTeed currently employs 503 people in North Carolina, including 266 Roofing employees in Granville County. The company will build a new railcar unloading and storage facility in Oxford that will enable the company to get asphalt from other sources while increasing production of residential asphalt roofing shingles. [Read more.](#)

Rocky Mount area named Small Market of the Year

Rocky Mount has been named Small Market of the Year by *Southern Business & Development* magazine. The magazine listed the following notable deals for 2010: Cummins Engine (210 jobs), Jade Apparel (250 jobs) and West Corporation (250 jobs). [Read more.](#)

Lotus Sport to locate in Northampton County

Perdue to host regional military summits

Beginning on July 28, Governor Bev Perdue will host a series of half-day regional military summits around North Carolina, culminating in a day-long capstone summit at Fort Bragg on Sept. 29. The summits will seek to obtain critical information from the state's four major military clusters and their surrounding communities in order to discern a path forward for maintaining and growing North Carolina's robust defense economy. The issues and ideas discussed at the regional summits will form the basis of the capstone summit agenda.

Learn more:

- [Military Regional Summits 2011:](#) Elaborates on the purpose and goal of the Military Summits
 - [Military Regional Summit at Havelock MCAS Cherry Point Draft Agenda:](#) Outlines topics and participants for the first Regional Summit
 - [Military Regional Summit at Havelock:](#) MCAS Cherry Point Registration
-



Fain named GTP head

Former N.C. Department of Commerce Secretary Jim Fain has been named president of the N.C. Global TransPark. Fain assumed the post on June 1. Darlene Waddell, chief financial officer since 1999, will continue in the chief executive officer's post, to which she was promoted in July 2003.

[GTP adds former Commerce head](#) (*The Kinston Free Press*, June 19)

Stratos named Stanly EDC director

Stanly County announced July 8 that Paul Stratos has accepted the county's offer to become the new economic development director. Stratos has more than 14 years of

Lotus Sport USA, the U.S. racing arm of Group Lotus, will locate its North American headquarters at the [N.C. Center for Automotive Research](#) in Northampton County. Lotus Sport USA is a newly formed and factory endorsed team which will focus primarily on the GT2 and LMP2 classes in the International Motor Sport Association. The U.K. group will participate in motorsport activities in selected U.S. racing series, develop new technologies for race cars and establish related educational programs. Testing and developing of the new Lotus Evora GTE will start later in 2011 with a full U.S. race series schedule planned for 2012. [Read more.](#)

Lee Industries to expand in Catawba County

Lee Industries, a higher-priced upholstery manufacturer with headquarters in Catawba County, recently announced it would expand by purchasing and renovating the former Conover Chair facility in Conover. Once the renovations are complete in May 2012, the company will add 75 new production jobs at the facility. The project is being supported in part by a loan through the Community Development Block Grant Building Reuse program which is being applied for by the City of Conover and by a local incentives grant from Catawba County. The company has a capital budget of \$2.5 million for the project. Lee was established in 1969 and currently employs some 490 in the headquarters and three Catawba County manufacturing facilities. The N.C. Department of Commerce's Ron Leitch was the developer on the project.

Delta's *Sky* profiles the Triangle

The July edition of Delta's *Sky* in-flight magazine features a 36-page profile on North Carolina's Triangle region and tells why companies and individuals should move to or visit the area. The story includes 41 interviews with business leaders and residents. It focuses on the diversity and strength of the Triangle's industry sectors, as well as the talent that reinforces the top national rankings the Triangle continuously receives -- including most recently being named No. 1 for Business and Careers by *Forbes*. The Greater Raleigh Chamber of Commerce, Wake County Economic Development and other regional partners worked with the magazine on the story. [Read more.](#)

Tourism leaders participate in U.K. Sales & Media mission

The N.C. Department of Commerce's Division of Tourism, Film and Sports Development continued its international marketing efforts with a recent sales and media mission to London and Dublin led by International Marketing Manager Heidi Walters and Public Relations Manager Margo Metzger. Several industry partners also attended the mission including representatives from Cabarrus County CVB, Visit Charlotte, Asheville CVB, Durham CVB and Grandfather Mountain. The sales group met with 15 tour operators including established tour operator partners, as well as training at Wexas. The group worked with tour operators with existing North Carolina product to expand their offerings, and also met with tour operators who currently do not package North Carolina in an effort to get them to expand their destination offerings. In addition, the group introduced North Carolina to three new tour operators: Grandstand Tours specializing in motorsports tours, British Airway Tours now in partnership promoting the American Airlines RDU flight, and Black Tomato, specializing in

progressive economic and business development experience in both the public and private sectors. He has been serving as the county's interim economic development director since November 2010. Prior to working in this role, he worked as the director of business development for several regional general contractors, including S.C. Hondros & Associates Inc., where he was actively involved in the Chicago Tube and Iron project in Locust.

[Interim economic leader becomes EDC director](#) (*The Stanly News and Press*, July 11)

State launches program to help small businesses with trust taxes

The N.C. Department of Revenue, along with the N.C. Small Business Commissioners Office, is launching a program that aims to help small businesses recover from certain tax liability issues they may have suffered as a result of the current economic downturn.

The Small Business Taxpayer Recovery Program will offer penalty and fee waivers, as well as payment plans to companies that have fallen behind on sales, withholding and other trust taxes.

"The recent recession has caused financial difficulties for many small businesses in North Carolina," said N.C. Department of Revenue Secretary David Hoyle. "One of our agency goals is to be firm and fair, while still being compassionate. This program does that, by offering us a tool to collect taxes due the State, while at the same time helping struggling businesses get back on their feet.

Businesses with 200 or fewer employees qualify for the program and must agree to use the counseling services of the [Small Business and Technology Development Center](#) or the [N.C. Small Business Center Network](#). For more than 25 years, the SBTDC and SBCN have helped thousands of owners improve their businesses. The SBTDC, a business advisory service of the University of North Carolina System, provides personalized management counseling designed to help small and mid-sized businesses with strategy, financing, marketing and performance improvement. The SBCN, operated through the N.C. Community College System, provides potential and current small business owners with free business counseling services, small business start-up and management training, and resource and referral services.

Both organizations will be available to assist participating small business taxpayers with financial planning and other business needs. All services are confidential and protected from public information requests. [Read more.](#)

adventure tours.

The media group met with 31 national and regional media outlets, pitching story ideas and news about new attractions, events and more. In addition, North Carolina had a booth at the Goodwood Festival of Speed introducing U.K. racing fans to North Carolina. More than 800 visitors stopped by for more information over the three-day event. Traditionally, international visitors spend more and stay longer than domestic visitors. In 2010 the U.K. market sent 83,501 visitors to North Carolina, spending \$32.5 million -- an average of \$390 per person.



Summer tourism season off to strong start in WNC

Whether they're whitewater thrill-seekers, campers looking for a leafy getaway or camera-toting visitors looking to learn about the region's history, visitors have arrived to the Asheville area. Anecdotal reports, early economic indicators and other factors, hint that Western North Carolina's tourism industry will do at least as well as last year and may well exceed it. Hotel sales in Buncombe County -- one key barometer -- have been positive for eight of the last nine months, according to the Asheville CVB, which is predicting a 5 percent increase in room tax revenue.

[New state program to help struggling small business owners](#) (*Triangle Business Journal*, July 12)

Year-to-date Metrics

Below are year-to-date metrics tracked by the N.C. Department of Commerce's Division of Business and Industry 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 19, 2011

New projects assigned:	203
Projects announced:	95
Jobs announced:	9,191
Capital investment Announced:	\$1.640B
Industry visits by existing industry staff:	888
Calls to Business Link N.C.:	10,542

N.C. in the News

This Week's Highlights

- [N.C. explores business ties with Russia](#) (WUNC, July 18)
- [Electric car experts gather in Raleigh](#) (*The News & Observer* - Raleigh, July 18)
- [N.C. conservation trust gets \\$2.7M for scenic byways](#) (*The News & Observer* - Raleigh, July 18)
- [N.C. Zoo looks beyond cuts and into future](#) (*The News & Record* - Greensboro, July 18)
- [NRC's recommendations will make impact at GE](#) (*The Star-News* - Wilmington, July 17)

(919) 733-4151

[Business Services](#) | [Community Services](#)
[Tourism Services](#) | [Workforce Services](#) | [Press Room](#)

Building Location:
301 North Wilmington Street
Raleigh, NC 27601-1058

Mailing Address:
4301 Mail Service Center
Raleigh, NC 27699-4301

[Invite a Friend](#) [Unsubscribe](#) [Subscribe](#) feedback@nc-sync.com [SYNC archive](#)

