

syncTM Weekly highlights from the North Carolina Department of Commerce



Sheetz to create 254 jobs at new Alamance County operation

Governor Bev Perdue announced Sept. 5 that Sheetz Inc., a large chain of convenience stores and gas stations, will establish a distribution and food manufacturing facility in Burlington. The company plans to create 254 jobs in North Carolina by the end of 2018, and invest more than \$32.8 million in its Alamance County facility. The project was made possible in part by state grants from the Job Development Investment Grant and the One North Carolina Fund. The N.C. Department of Commerce's [Margie Bukowski](#) was the developer on this project.

"Companies like Sheetz recognize that North Carolina is a great place to thrive because of our top-notch business climate, well-trained workforce, and a strong logistics network that fits the company's needs," said Perdue. "We're going to keep leveraging North Carolina's tremendous assets as we continue our focus on job expansion."

Sheetz Inc., founded in 1952, is a family-owned convenience store chain based in Altoona, Penn. The company operates more than 425 locations across six states - Pennsylvania, Maryland, Virginia, Ohio, West Virginia, and North Carolina - and employs more than 14,500 employees. [Read more.](#)

[Sheetz chooses Burlington for distribution center, creating 254 jobs](#) (*Business Journal of the Greater Triad*, Sept. 5)

Perdue, Crisco leading state delegation to annual SEUS/Japan conference

Governor Bev Perdue and N.C. Department of Commerce Secretary Keith Crisco have departed for Japan to lead a delegation to the high-profile Southeast U.S./Japan Annual Joint Meeting in Tokyo. While in Japan, Gov. Perdue and officials with the Commerce Department will also be meeting with export clients along with business prospects considering new investments. Sec. Crisco will travel to China following the



Governor Bev Perdue addresses a group of business executives on Sept. 5 at a reception in Charlotte. Also seen here is former Deputy Assistant Secretary for the U. S. Department of Commerce James Leonard, a member of the governor's China Advisory Council.

National spotlight shines on North Carolina

With 35,000 delegates, dignitaries and media representatives as well as the eyes of the world converging on Charlotte for the 2012 Democratic National Convention last week, the N.C. Department of Commerce seized the opportunity to showcase the state's assets as a travel destination and business location.

On the evening of Sept. 5, Governor Bev Perdue hosted a reception for 90 business executives and other officials who were in Charlotte for the convention. The event highlighted the state's many benefits as a business location.

In addition, the Department engaged in multiple initiatives to showcase North Carolina while unprecedented national attention was focused on the state, including distribution of 25,000 copies of the *North Carolina Travel Guide* with a custom cover welcoming delegates and a special section in *US Airways magazine*.



MYMU offers regional forums

SEUS/Japan conference for two days to recruit companies in Shanghai and other cities in Zhejiang Province.

During the visit, the economic development meetings will focus on growing sectors in North Carolina including energy, advanced manufacturing, automotive, life sciences and pharmaceuticals. [Read more.](#)

Leviton to bring 152 jobs to Burke County

Governor Bev Perdue announced Sept. 10 that Leviton Manufacturing Company, Inc., a leading manufacturer of electrical wiring, lighting control, power cables and other electrical products, will expand its manufacturing operations in Morganton. 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 152 jobs over three years and make a capital investment of \$7.3 million in Morganton. The N.C. Department of Commerce's [Bill Payne](#) was the developer on this project.

"The business climate in North Carolina is thriving and Leviton knows this is the right place to expand their operations," Gov. Perdue said. "This is proof that our investments in education and infrastructure are paying off and resulting in good jobs for North Carolinians."

Leviton designs, manufactures and markets electrical and electronic wiring devices, data center connectivity solutions, lighting energy management solutions, metering systems and related items for worldwide sale to the manufacturing, industrial and electronic industries. Founded in 1906, Leviton has become the preferred brand for electricians and homeowners, helping customers create sustainable, intelligent environments. [Read more.](#)



(Left-right) Wireless Research Center of N.C. Chairman Robert White, Wake Forest Mayor Vivian Jones, N.C. Department of Commerce Deputy Secretary and COO Dale Carroll, British Consul General Annabelle Malins, N.C. Department of Commerce Office of Science & Technology Director John Hardin, Wireless Research Center of N.C. Director Dr. Gerard Hayes, and The nTeTe Group CEO Chris Hare

British Consul General of Atlanta visits Wireless Research Center of N.C.

The N.C. Department of Commerce's Division of Tourism, Film and Sports Development is again on the road this month for its Mid-Year Marketing Update, offering several forums to make it easier for industry partners to participate and contribute to the Division's planning efforts. MYMU brings together leaders from all sectors of North Carolina's travel industry to highlight recent performance trends, provide updates on the Division's current marketing programs and co-op initiatives, and gain insight from partners to help fuel the Division's strategic planning for FY 2013-14.

The Division recommends industry partners register for the Mid-Year Marketing Update in their region as each of the forums will contain information specific to the region where they are held. Online registration makes registering easy.

[Register here](#) for one of three meetings, scheduled from 10 a.m.-1 p.m., on Sept. 13 in Asheville at the newly renovated Renaissance Hotel, Sept. 20 in Greenville at the Hilton Greenville and Sept. 28 in Raleigh at the Marriott Crabtree at the conclusion of the N.C. Tourism Leadership Conference. (Note: these separate events involve separate registrations. [Click here](#) to register for and/or view the agenda for the Tourism Leadership Conference, which has recently added new sessions.)

The regional forums will feature Commerce Assistant Secretary for Tourism, Marketing and Global Branding Lynn Minges, Director of Tourism Marketing Wit Tuttell and representatives from the Division's agency partners LGA and DCI. Similar to last year, the meetings will allow for partner input and discussion.



Workforce to host 25th Workforce Development Partnership Conference

The N.C. Department of Commerce's Division of Workforce Solutions will host the 25th Annual N.C. Workforce Development Conference Oct. 31-Nov. 2 at the Koury Convention Center, Sheraton Four Seasons in Greensboro. Presenters slated to speak include nationally-renowned workforce innovator Mike Fazio and motivational speaker Tawan Perry. For more details on the 69 breakout sessions and registration information, visit the [website](#). If you would like to join the conference as an exhibitor, please

On Sept. 7 the Honorable Annabelle Malins, British Consul General of Atlanta, visited the [Wireless Research Center of N.C.](#) in Wake Forest. She was welcomed to Wake Forest by Mayor Vivian Jones and to North Carolina by N.C. Department of Commerce Deputy Secretary and COO Dale Carroll. Malins received a briefing during a tour of the center led by Wireless Research Center of N.C. Director Dr. Gerard Hayes. N.C. Department of Commerce Office of Science & Technology Director Dr. John Hardin shared examples of technology commercialization in North Carolina; Carroll briefed the Consul General on Commerce's recent outreach to tech companies with headquarters in California.



(Left-right) Google Southeast Public Affairs Manager Lilyn Hester and N.C. Department of Commerce Deputy Secretary and COO Dale Carroll at Google Space in Charlotte

Google displays technology during DNC in Charlotte and RNC in Tampa

Google, with its major data center campus in North Carolina, took the opportunity to display its technology during the Republican National Convention in Tampa and the Democratic National Convention in Charlotte. On Sept. 6, N.C. Department of Commerce Deputy Secretary and COO Dale Carroll toured the Google Space in Charlotte and received a briefing from the company's Southeast Public Affairs Manager Lilyn Hester.



(Left-right) MethodSense President Russ King and CEO Rita King, and N.C. Department of Commerce Director of Global Commerce John Loyack

contact Robbin Broome, conference coordinator, at (919) 306-1819 or robbin.broome@nccommerce.com to make arrangements.

Small business rally held in WNC

The 2nd Annual Business and Innovation Resource Rally was held at the main campus of Tri-County Community College in Murphy on Aug. 17. In keeping with the Rally's tagline, "Growing Entrepreneurs in Rural Communities," the agenda included resources for area businesses, a panel of local successful entrepreneurs, and plenty of time for networking.

The Southeast Industrial Development Association in conjunction with Cherokee, Clay and Graham counties offered this opportunity for entrepreneurs and small businesses to learn about business resources. DeFeet International CEO Shane Cooper gave the keynote address, sponsored by AdvantageWest Economic Development Group. Participants also heard from a panel of entrepreneurs who told stories of the genesis of their businesses, their hardships, their successes, and lessons learned.

Organizations exhibiting at the rally included the chambers of commerce and economic development commissions from Cherokee, Clay and Graham counties, AdvantageWest, ASAP Connections, Business Link North Carolina, the N.C. Department of Commerce, the N.C. Rural Economic Development Center, the N.C. Military Business Center, Sequoia Fund Inc., the Small Business and Technology Development Center, Smoky Mountain Development Corporation, TCCC, Handmade in America, and the USDA.

Federal grant to boost manufacturing in Eastern N.C

The N.C. Rural Economic Development Center and partnering organizations will launch an intensive effort this fall to stimulate manufacturing growth in a six-county region of Eastern North Carolina.

The long-term project will focus on strengthening aerospace and automotive manufacturing in Lenoir, Greene, Wayne, Wilson, Edgecombe and Pitt counties.

The Industrial Extension Service of N.C. State University and the N.C. Small Business and Technology Development Center of the University of North Carolina System will partner with the Rural Center to provide technical assistance to new and existing businesses. North Carolina's Eastern Regional Partnership, an economic development group, also is collaborating on the project.

ITD hosts seminar on the medical device approval process in Europe

On Aug. 31, the N.C. Department of Commerce's International Trade Division held a seminar on the medical device approval process in Europe. During the seminar, several North Carolina medical device companies were able to learn about the process for registering medical devices in one of the largest and most diverse medical device markets in the world, Europe. The ITD team, led by Director of Global Commerce John Loyack, also shared information on export assistance programs and resources available to all North Carolina medical device companies.

In the seminar, featured speaker MethodSense CEO Rita King shared information about the overall process including:

- European standards for medical devices
- Registration requirements for medical devices
- Translation and labeling requirements
- Timeline and costs
- Upcoming events including Medica 2012

The event was held on N.C. State University's Centennial Campus at the Golden LEAF Biomanufacturing Training and Education Center in Raleigh.



PRSP/LMI merger creates 'leaders' of economic information

Whether it's the unemployment rate, the economic impact of a new business, an analysis of the occupations needed in the new economy, or industry projections, the Labor & Economic Analysis Division is the N.C. Department of Commerce's hub for collecting, analyzing and disseminating labor and economic data for North Carolina.

LEAD is the culmination of the merger of Commerce's Division of Policy, Research and Strategic Planning and the Employment Security Commission's Division of Labor Market Information.

Along with a staff of more than 60 researchers, economists, statisticians, and policy analysts, Assistant Secretary for Labor and Economic Analysis Stephanie McGarrah is responsible for the overall direction and management of the division including administration, data collection, research, analyses, reporting and dissemination of information on the state's economy, labor force, educational and workforce-related issues. LEAD has six

The effort is made possible by a \$715,000 grant through the federal Rural Jobs and Innovation Accelerator Challenge of the U.S. Commerce and Agriculture departments. Officials in Washington announced the grant earlier this month. [Read more.](#)



In SYNC: Tim Ivey

Originally from Henderson, Economic Developer Tim Ivey works in the N.C. Department of Commerce's Northeastern Regional office in Edenton. A finance major, he is a 1990 graduate of the University of North Carolina at Wilmington. Before joining Commerce in 2006, Ivey owned and operated a furniture manufacturing company with 28 employees.

Ivey points to two projects that he recently worked on with his economic development partners in northeastern North Carolina that exemplify the state's assets. Those are Gunboat and The Marco Company. According to Ivey, both of these companies are perfect fits for northeastern North Carolina due to the skill sets of the region's citizens and the region's proximities to natural assets such as water or infrastructure such as roads.

Gunboat is a catamaran boat builder that was experiencing manufacturing difficulties in China due to a high employee turnover rate, low quality and high energy costs. "Gunboat's intentions of 'reshoring' those jobs to the U.S. gave us an opportunity in North Carolina to display our quality of labor available in the marine industry and an excellent existing building in Dare County at the Wanchese Industrial Park," explained Ivey.

The Marco Company is a shelving, kiosk and display manufacturer based in Texas. Its business plan called for a sister manufacturing plant on the East Coast, with access to good roads and markets in the Mid-Atlantic and Southeastern U.S. A home-grown business of

teams: the federal-state cooperative program with the Bureau of Labor Statistics, Information Delivery, Economic Analysis, Occupational & Policy Analysis, Workforce Research & Evaluation, and Operation and Metrics.

"The new division brings together expertise in data collection, statistical analysis and economic analysis which can be used to enhance North Carolina's competitiveness," said McGarrah. "LEAD's information and analyses will allow for the development of a more complete picture of North Carolina's economy and lead to more informed policy decisions regarding business recruitment and workforce development."



Members of the N.C. Department of Commerce's Business and Industry Development team meet with developers from the Clay County Economic Development Commission Sept. 10 in Raleigh.

B&I team meets with partners from Clay County

Staff from the Clay County Economic Development Commission gave an update on economic development activities in the county during a meeting with the N.C. Department of Commerce's Division of Business and Industry Development. The meeting took place at the Commerce Department's main office in Raleigh on Sept. 10.



N.C. State's Golden LEAF Biomufacturing Training and Education Center

Bioscience manufacturing workforce report

400 employees, The Marco Company prefers to be situated in less populated areas, but with good employee skill sets in the cabinetry and mechanical areas, which is why the company chose Jamesville in Martin County this past June, according to Ivey.

In order for northeastern North Carolina to be competitive among executives and site selection consultants, Ivey believes that developing suitable sites and re-emphasizing the semi-skilled talents of the region's workforce are very crucial.

"I would like to see every county school system require its high school students to receive a 'Career Ready Certificate' before graduating," suggested Ivey. "I also believe that every county needs a 'Certified Industrial Site' that will offer companies a 'shovel-ready' site for the expansion or relocation of a business. Having a qualified site and labor are always attractive to any business or site consultant. The consultants want to close deals; we just have to make it easy for them to achieve that goal."

Ivey lives in a small community called Merry Hill located between Windsor and Edenton. In his spare time he enjoys spending time with his friends, his three sons (Jeb, Ben and Gillam) and his wife of 17 years, Pat. Ivey also coaches soccer and baseball and plays golf.

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 - Sept. 11, 2012

New projects assigned:	289
Projects announced:	84
Jobs announced:	10,504
Capital investment announced:	\$2.41B
Industry visits by existing industry staff:	878
Calls to Business Link N.C.:	13,

N.C. in the News

This Week's Highlights

- [Kernersville site picked for VA center that](#)

released

The N.C. Biotechnology Center has issued the third in its long-running series of reports on employment trends in North Carolina's biomanufacturing sector. [Window on the Workplace 2012](#) provides an assessment of the workforce needs of the state's biomanufacturing and pharmaceutical-manufacturing sector. The report focuses on a group of 54 production and manufacturing companies which share similarities in jobs, process technology, and regulatory oversight, and have been a strategic focus for North Carolina economic development.

The publication is based largely on survey data collected in 2007 and 2011 as well as face-to-face interviews with company representatives. The report addresses job growth, education levels and trends related to recruiting, hiring, and training. Among other findings, the report indicates that North Carolina biomanufacturing employers are able to recruit approximately 90 percent of their hires locally, searching nationally and globally only for some specialized scientists and engineers.



Beaufort named 'Best Yachting Town' by Yachting Magazine

In an online poll by *Yachting Magazine*, Beaufort topped the list of the "[50 Best Yachting Towns 2012](#)." Beaufort was among several N.C. towns initially nominated before the magazine's staff narrowed down the finalists for the online vote. Beaufort had 81 percent of the vote.

[will employ up to 1,000](#) (*Business Journal of the Greater Triad*, Sept. 7)

- [Area's energy cluster gets a new voice with E4](#) (*Charlotte Observer*, Sept. 5)
- [Duke. Progress among best in eco devo](#) (*Triangle Business Journal*, Sept. 4)
- [Triad economic developers visit California, Chicago](#) (*Business Journal of the Greater Triad*, Sept. 4)
- [Main Street grants cut costs for businesses](#) (*Washington Daily News*, Sept. 4)

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