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Weekly highlights from the  
North Carolina Department of Commerce



(Left-right) N.C. Dept. of Commerce Deputy Sec. Dale Carroll and Sec. Keith Crisco, Celgard VP Mitch Pulver, and Polypore CEO Robert Toth

## Celgard breaks ground on Concord plant

On Sept. 2, [Celgard](#) held a groundbreaking ceremony for its new electric drive vehicle battery separator manufacturing facility in Concord. The company and community officials recognized the leadership of Gov. Bev Perdue and her administration, along with the N.C. congressional delegation in competing for the \$100 million project. The company will create 209 jobs in Concord and 80 jobs in Charlotte. The project includes a \$49 million U.S. Dept. of Energy competitive grant award through the American Recovery and Reinvestment Act.

The new plant is the second phase in Celgard's strategy to expand production capacity, while bolstering the development of a strong and viable U.S.-based supply chain for lithium-ion batteries used in EDVs. The first phase, begun earlier this year, included the expansion of the company's existing Charlotte SouthPoint facility. [Read more.](#)

[Celgard breaks ground on new Concord facility](#) (News 14 Carolina, Sept. 2)



N.C. Dept. of Commerce Sec. Keith Crisco, Deborah Friedman, president of Surry Community College and Todd Tucker, president of Surry County Economic Development Partnership

## Crisco talks jobs with Surry officials

After attending the dedication of a new facility in Elkin, N.C. Dept. of Commerce Sec. Keith Crisco participated in a round-table discussion Sept. 2 with Surry County officials, answering their questions and offering advice.

The small group met at Surry Community College in Dobson for a one-hour discussion. Representatives from all Surry County municipalities, county government, the governor's office, the Department of Commerce, the college and the Surry County Economic Development Partnership were present.

[Secretary meets with officials](#) (The Mount Airy News, Sept. 3)

## Site Selection touts Duke Energy

Duke Energy has been named among the 10 utilities in the U.S. for economic development by *Site Selection* magazine. Every year, Site Selection ranks the top utilities in North America based upon their actual economic development performance in the previous calendar year. The most important criteria are jobs and capital investment, but the magazine also takes into account innovative programs and services that meet the needs of industrial



(Left-right) Celgard employee Gerry Rumierz, Celgard employee Bryan Moorehead, Concord Mayor Scott Padgett, N.C. Dept. of Commerce Sec. Keith Crisco, Celgard VP and General Manager Mitch Pulwer, Polypore President and CEO Robert Toth, U.S. Rep. Larry Kissell, U.S. Department of Energy, Supervisor of Hybrid Electric Systems and Materials Technology, Vehicle Technology Programs Edwin Owens, Cabarrus County Commissioner Grace Mynatt, Celgard employee Marcus Childs and Celgard employee Charlie Steenrod



N.C. Dept. of Commerce Division of Tourism, Film and Sports Development Public Relations Manager Margo Metzger (left) is shown being interviewed by The Weather Channel.

## Tourism staff responds to Hurricane Earl

The Division of Tourism, Film and Sports Development played a key role in the state's response to Hurricane Earl. Division staff worked closely with state officials to prepare for the storm by interfacing with the State Emergency Response Team. Staff also coordinated with tourism partners in the affected areas and provided hotel availability to evacuees. The Division team frequently updated travel advisories on [visitnc.com](http://visitnc.com) and provided operators at 1-800-VISIT-NC to answer traveler inquiries.

The Division stationed staff at Kill Devil Hills to work with the Outer Banks VB to directly contact and assist national and state media outlets that were covering the storm. They worked to ensure that media coverage was as accurate and balanced as possible, and were interviewed by the Weather Channel, NBC and numerous other state news outlets. Once the storm passed, the Division quickly communicated with travelers to let them know that it was safe to return to the coast for the busy Labor Day weekend.

customers, creativity and flexibility in working with corporate clients to facilitate project activity, the input of leading site selection consultants, and extensive interviews — over the course of a full year — with company executives who have located real deals. Last year alone, Duke helped bring more than \$2 billion in capital investment and 9,785 jobs.

[Top Utilities of the Year](#) (Site Selection magazine, Sept. 2010)

## European office to participate in three conferences

The N.C. Dept. of Commerce's European office will participate in the Toulouse Aeroindustry Conference in France, Sept. 20-23, and two Invest in USA Seminars in Leeds and Birmingham, UK, Sept. 27-29.

The Toulouse event will feature presentations from aerospace companies such as Boeing, Rolls Royce, Airbus, Bombardier and Embraer.

The UK seminars are sponsored by the [Council of American States in Europe](#), of which North Carolina is a member, and will showcase ways in which European companies can invest in member states.

## Foxx to lead Small Business Task Force

Charlotte Mayor Anthony Foxx has been named chairman of the small-business task force of the U.S. Conference of Mayors. The appointment was made by Elizabeth Kautz, mayor of Burnsville, Minn., and president of the U.S. Conference of Mayors.

In his new role, Foxx will serve as a voice for small business on a national level. In Charlotte, an estimated 90 percent of the work force is employed by small businesses. Nationwide, the figure is 80 percent

[Charlotte Mayor Anthony Foxx to lead small-business group](#) (The Charlotte Observer, Sept. 1)

## Charlotte Business Journal to hold entrepreneur symposium

The Charlotte Business Journal will hold an



(Left-right) N.C. Dept. of Commerce Assistant Sec. Henry McKoy, Kristin Fletcher of Cleveland County, Franky Howard of Jones County, Alan Wood of Stokes County, and 21st Century Communities Director Mark Roberts (Representatives from Pamlico County were not available due to hurricane preparations.)

## Orientation held for newest 21st Century Communities

On Aug. 31 and Sept. 1, the N.C. Dept. of Commerce Division of Community Assistance held an orientation for the newest additions to the [21st Century Communities program](#). Cleveland, Jones, Pamlico and Stokes counties were welcomed into the program, bringing the total to 35 participating communities since 2001. 21st Century Communities Director Mark Roberts led the orientation for Commerce. The orientation was held in Scotland County, a 21st Century Community from the last round in North Carolina.



Svitlana Fialkova, a Ph.D. student at N.C. A&T State University's College of Engineering, shows U.S. Rep. Brad Miller some carbon nanotubes. Carbon nanotubes can transmit electricity without resistance, making them a key ingredient in the next generation of electronics that will dramatically increase the power and shrink the size of computers and other electronic devices.

## Nanotechnology flourishes in N.C.

In an example of how innovation and technological advances can help spur economic recovery, nanotechnology is playing a role in creating jobs and commercializing new green technologies that will help consumers save energy. High Point nanotechnology company QuarTek, a spin-out company of North Carolina's [Joint School of Nanoscience and](#)

entrepreneur symposium from 8 a.m.-noon Sept. 30 at the Ritz-Carlton. Among the topics are "Five Critical Strategy Factors on How to Own a Market Category" and "How to Build a Culture of Fast Growth." [Learn more.](#)



Representatives from Gov. Bev Perdue's office, the N.C. Dept. of Commerce, Surry County and the Town of Elkin are shown at a ribbon-cutting ceremony for the Elkin Center.

## ARRA energy funds help create Elkin Center

N.C. Dept. of Commerce Sec. Keith Crisco and Assistant Sec. for Energy Jennifer Bumgarner were among those celebrating the opening of the Elkin Center at Surry Community College on Sept. 2. The center is housed in a former supermarket that was renovated with help from a \$200,000 Energy Efficiency and Conservation Block Grant, using [American Recovery and Reinvestment Act funding](#). The grant helped pay for energy-saving heating and air conditioning equipment, an energy management system, and to upgrade the roof and insulation.

## Triangle Regional Film Commission launches

The Triangle Regional Film Commission will be up and running in early September. An expansion of the Durham Film Commission, which serves the 13-county region of the Research Triangle Regional Partnership, the Triangle Regional Film Commission will cultivate, promote and support production of motion pictures and television programs throughout the area.

The Durham CVB will provide office space and a variety of services to the commission in the beginning stages. While governed by a board of directors, long-time producer/director Rob Shoaf will serve as executive director. Sandy Freeman, a producer/director with The Freeman Group, and Carolyn Carney, director of visitor services of the Durham CVB and commissioner for the Durham Film Office, will round out the staff. The board of directors will initially include Thom Mount, president of WestMount Media and producer of the movie "Bull Durham"; Bob Chapman,



[Nanoengineering](#), recently received both a One N.C. Small Business Program grant and a Green Business Fund grant. Both programs are administered by the N.C. Dept. of Commerce's Office of Science and Technology.

QuarTek has collaborated with Vesture, another Green Business Fund grantee, to launch a new company called Phase Change Materials. Phase Change Materials produces an innovative, green energy-saving nanomaterial that can be used in the foil lining of pizza delivery bags and fast food wrappers to better insulate food, as well as in homes. As a result of the innovation that was facilitated by the Office of Science and Technology grants, Phase Change materials has created 25 new jobs to date and anticipates a four- to five-fold growth in the next two years.

According to Reyad Sawafta, founder of QuarTek, the opening of the Joint School of Nanoscience and Nanoengineering in Greensboro means that companies like his can now benefit greatly from convenient local access to nanotechnology equipment, resources, and researchers. The school a partnership between N.C. A&T University and UNC-Greensboro, is one of the first institutions in the Southeast that will grant Ph.D. degrees in nanotechnology. The N.C. Office of Science and Technology's 2006 Nanotechnology Roadmap helped pave the way for the creation of the Joint School of Nanoscience and Nanoengineering.

In another sign that nanotechnology is playing a more prominent role in North Carolina's innovation economy, U.S. Rep. Brad Miller recently toured several North Carolina companies and research laboratories involved in nanotechnology, including the Joint School of Nanoscience and Nanoengineering, and One N.C. Small Business Program Grant recipient [Protochips](#).

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## Merck to add 310 more jobs in Durham

Merck will add 310 more jobs to its promised 440 jobs at its Durham plant in the next two years, according to company officials. The company cites increased demand for its vaccine products.

Plant Manager John Wagner says he will need to hire 250 people before the end of 2011 to meet demand for popular vaccine products including the children's chickenpox vaccine Varivax. And Wagner told an audience at Triangle Business Journal's State of Durham symposium on Aug. 26 that he expects the Durham plant to grow to as many as 750 employees and an almost \$900 million investment by the end of 2012.

[Growth comes fast for Merck](#) (Triangle Business Journal, Sept. 3)

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## Belgian mattress maker expanding in Triad

Bekaert Textiles, a Belgian mattress ticking manufacturer, is expanding its U.S. headquarters and production operation in Winston-Salem. The company has already added about 40 jobs over the past several months and plans to add another 20 jobs over the next year. Bekaert has completed the purchase of an 83,000 square foot facility at Union Cross Business Park that will increase the company's production and

president of Traditional Neighborhood Development Partners; Bill Bell, mayor of Durham; and Shelly Green, president & CEO of the Durham CVB. An advisory board will be established with representatives from each of the 13 counties in the region plus Aaron Syrett, director of the N.C. Film Office. [Learn more](#).

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## Metrics from B&I Division

Below are year-to-date metrics tracked by the N.C. Dept. 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 - Sept. 6, 2010

New projects assigned:	295
Projects announced:	87
Jobs created:	11,450
Capital invested:	\$2.27B
Industry visits by existing industry staff:	945
Calls to the Business ServiCenter:	16,171

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## N.C. in the News

This Week's Highlights

- [Energy Star appliance rebate program almost out of money](#) (Triangle Business Journal, Sept. 3)
- [SportsMedia raises money to grow](#) (The News & Observer - Raleigh, Sept. 3)
- [Forsyth to consider incentives to lure Pepsi expansion](#) (The News & Record - Greensboro, Sept. 2)

storage capacity. [Read more.](#)

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