

# sync<sup>TM</sup>

Weekly highlights from the  
North Carolina Department of Commerce



## Honda Aircraft to create 419 new jobs in Guilford County

Governor Bev Perdue on Oct. 10 announced that Honda Aircraft Company, a subsidiary of American Honda Motors Inc. and the manufacturer of the new HondaJet, will expand its facilities and land usage at Piedmont Triad International Airport by constructing a Maintenance Repair and Overhaul center on its campus. The N.C. Department of Commerce's Rod Forsythe was the developer on this project.

The company's new \$20 million MRO facility is part of a broader plan to create 419 new jobs and invest a total of \$78.7 million during the next five years in Guilford County. The project was made possible in part by a \$1 million grant from the One North Carolina Fund.

"My top priority is creating jobs and it's clear that we've got momentum when global companies like Honda Aircraft Company decide to expand operations in North Carolina," said Perdue. "We are attracting companies because of our skilled workforce and excellent business climate. This will enhance our aerospace cluster in the Triad."

Salaries will vary by job function, but the average wage for the new jobs will be \$53,418, plus benefits. The Guilford County average annual wage is \$39,520. New job creation will come from ramp-up of HondaJet production at Honda Aircraft and from the new MRO service operation. [Read more.](#)

[Honda announces \\$80 million expansion, 419 more jobs, at PTI](#) (*The Business Journal of the Greater Triad*, Oct. 10)



Facebook Director of Site Operations Tom Furlong (left) explains the server system to Governor Bev Perdue, Lieutenant Governor Walter Dalton and others.

## Facebook expands in Western N.C.'s thriving data center corridor

Governor Bev Perdue announced Oct. 4 that Facebook will immediately begin construction of a second building at the company's data center property near Forest City. The second building will mirror Building 1, which broke ground in November 2010. The N.C. Department of Commerce's Margie Bukowski was the original developer on this project.

More than 1,500 people have worked on the site at the project so far. This announcement helps to ensure that same kind of activity for at least another full year. Currently there are more than 30 full-time employees at the data center. Facebook expects an increase of approximately 10 jobs at the Rutherford campus as part of the expansion, in addition to the many construction jobs it creates.

According to the 14th annual Cyberstates report from TechAmerica Foundation, North Carolina remained the 16th largest cyberstate. And while the technology industry saw a dip in jobs in 2010, the decline was half that of the year before, representing trending growth in the industry.

Overall, high-tech industry jobs in North Carolina decreased by 3,100 in 2010. However, the state's high-tech workforce is still strong with nearly 146,000 and a total payroll of nearly \$12 billion. Jobs in computer systems design and related services rose by 1,800 in 2010. Although the state saw a



*N.C. Department of Commerce Secretary Keith Crisco and Governor Bev Perdue (center) at the grand opening of the new Caterpillar facility in Sanford*

## Caterpillar holds grand opening in Sanford

A classic picture-perfect North Carolina autumn day was the backdrop for the crowd that gathered to celebrate the grand opening of Caterpillar Inc.'s newly expanded Sanford plant on Oct. 7.

"Today's a glorious day, 325 new jobs, new families, will have a way to support their families," said Governor Bev Perdue during the ribbon-cutting event.

In a Caterpillar press release, Perdue noted, "North Carolina's valuable partnership with Caterpillar has meant jobs for our people and investment in our communities that need it."

About 14 months ago, Caterpillar announced the expansion project in Sanford as well as construction of a facility in Winston-Salam. Combined, Caterpillar's expansions in North Carolina will translate into more than 700 jobs across the state over the next five years. [Read more.](#)

[Caterpillar expands in Sanford, hopes to add 325 workers](#) (WRAL, Oct. 7)

## Producer of non-woven materials to create 25 jobs in Granville County

Governor Bev Perdue on Oct. 7 announced that Shalag US, Inc., a producer of non-woven fabrics used in hygienic wipes, will expand in Oxford. The project is expected to create 25 jobs, and the company expects to invest \$15.5 million in the plant by the end of 2012. 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 Dallas Hardenbrook was the developer on this project.

"Creating jobs for our citizens is my top priority, and Shalag is a dynamic company working to continually develop unique products and technologies," said Perdue. "Our top-rated business climate and skilled workforce make North Carolina an excellent location for this kind of forward-thinking company."

Shalag Industries Ltd. is an Israel-based company engaged in the production and marketing of non-woven materials, with a focus on the hygienic and wipes markets. The proposed

decrease of 1800 jobs in computers and peripheral equipment manufacturing, North Carolina still ranked fourth nationwide in this area with a workforce of 11,100. [Read more.](#)

[N.C. 'likes' Facebook in a big way](#) (*The Charlotte Observer*, Oct. 5)

## Manufacturer to create 29 jobs in Wilkes County

Governor Bev Perdue on Oct. 5 announced that CertainTeed Corporation, a leading North American manufacturer of building materials, will expand its North Wilkesboro fiber cement siding plant. The project is expected to create 29 jobs, and the company expects to invest \$2.7 million in the facility by the end of 2013. The project was made possible in part by a \$98,000 grant from the One North Carolina Fund. The N.C. Department of Commerce's Joe Holbrook was the developer on this project.

"Creating jobs is my top priority, and North Carolina's workforce has the knowledge and skills that companies like CertainTeed demand," Perdue said. "Our history of investments in education and job training is essential to bringing well-paying jobs to communities like North Wilkesboro."

At the North Wilkesboro facility, the company will use the funds to purchase and install equipment for a new paint line, a process that previously had been done by third party vendors. The initiative is expected to improve efficiencies and provide better service to the company's customers.

Salaries will vary by job function, but the average annual wage for the new jobs will be \$42,741, not including benefits. The Wilkes County average annual wage is \$29,172. [Read more.](#)



*(Left-right) Nash County Economic Developer and Rotary officer Krista Ikirt, N.C. Department of Commerce Existing Industry Specialist-East Region Jason Semple, and Senior Economic Developer-East Region Donna Phillips*

expansion of the facility in Oxford would add a second thermo-bonding production line. The company employs a skilled staff with close to 20 years of extensive experience in the field of nonwovens. They strategically focus on the development of products that are outside the mainstream, and have the diversity and adaptive ability to supply its global customers with a wide range of products in both large and small quantities. [Read more.](#)

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## ASU solar homestead wins People's Choice Award

Appalachian State University won the U.S. Department of Energy Solar Decathlon 2011 People's Choice Award for its Solar Homestead Oct. 1. This award gives the public the opportunity to vote for its favorite house. This year, 92,538 votes were cast. The award was announced at a Victory Reception in the solar Village in West Potomac Park—the last official event of Solar Decathlon 2011.

"The team's passion and enthusiasm were contagious," said Terri Jones, Solar Decathlon Communications Contest official. "The People's Choice Award is a popular vote, and I believe the Solar Homestead house and team appealed to people on many levels."

The Solar Homestead is a self-sustaining net zero-energy house inspired by the pioneer spirit of the early settlers to the Blue Ridge Mountains. The isolation of early settlers to the Appalachian region fostered a pioneer spirit in those who established self-sustaining living/working compounds on the frontier. The Solar Homestead fuses these values into a highly energy-efficient home, which remains true to these underlying principles by integrating renewable resources and innovative technology into a prototype that is adaptable, self-sufficient, rugged, affordable, and attractive. [Read more.](#)



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## Leaf color, economic forecasts bright for WNC

Businesses of all types in Western North Carolina are preparing for what they hope will be a strong fall leaf-look season, which, by one estimate, equals a \$1 billion economic impact to the region. From now through mid-November, the color show will march down the mountains, drawing in millions of visitors who will ring up hotel and restaurant bills. Using studies and estimates from similar established destinations such as New England, Howard Neufeld, a professor of plant physiology at Appalachian State University, reached his own conclusion: The fall season adds up to a \$1 billion economic

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## Developers speak at Nash Rotary Club

N.C. Department of Commerce developers Donna Phillips and Jason Semple spoke to the Rotary Club of Nash County on Oct. 3. Phillips is the senior economic developer for the east region and Semple is the existing industry specialist for the east region. Both are based in Commerce's Eastern Regional Office in Greenville.

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## N.C.'s Eastern Region to host aerospace summit

N.C.'s Eastern Region, along with U.S. Senator Kay Hagan, has announced plans to host an Aerospace Summit in Havelock later this month. The summit, which will be held at Havelock's Tourist and Events Center from noon to 4 p.m. on Oct. 25, will shed light on the rapidly evolving aerospace sector within the Eastern Region, and the continued role that the public will play in this growth. The keynote address will be delivered by Hagan, who will be joined by several other speakers including economic development leaders, major aerospace company representatives and military business service providers.

The public is invited and welcome to attend the free event; however, attendees are asked to RSVP to Chris Sgro as soon as possible via telephone (336) 333-5311 or via email at [chris\\_sgro@hagan.senate.gov](mailto:chris_sgro@hagan.senate.gov).

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## 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 - Oct. 11, 2011

New projects assigned:	302
Projects announced:	129
Jobs announced:	11,866
Capital investment announced:	\$2.462B
Industry visits by existing industry staff:	1,199
Calls to Business Link N.C.:	14,181

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## N.C. in the News

impact in the mountains of North Carolina. Likely visitors are baby boomers and families living within a couple hundred miles of the region, according to Neufeld's ballpark calculations.

[A billion-dollar fall for WNC](#) (*The Asheville Citizen-Times*, Oct. 3)

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## FEDCON summit to take place in Wilmington

The N.C. Military Business Center has announced the Sixth Annual N.C. Federal Construction & Infrastructure Summit will take place Oct. 19-20 at the Wilmington Convention Center. The summit will feature discussion of new military construction projects, infrastructure construction projects and sustainment, and more. [Learn more.](#)

### This Week's Highlights

- [Fayetteville civic leader Robert 'Bobby' McCoy dies](#) (*The Fayetteville Observer*, Oct. 10)
- [Democrats from across U.S. survey city's hotels](#) (*The Charlotte Observer*, Oct. 10)
- [Enka solar project moves forward](#) (*The Asheville Citizen-Times*, Oct. 9)

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