

syncTM Weekly highlights from the North Carolina Department of Commerce

HUBER+SUHNER to Relocate North American Headquarters to North Carolina

Governor Pat McCrory and N.C. Commerce Secretary Sharon Decker announced on Oct. 25 that [HUBER+SUHNER](#), a manufacturer of components and system solutions for electrical and optical transportation of data and energy, will locate its North American headquarters in Mecklenburg County. The company plans to create 50 jobs and invest more than \$3 million in its new Charlotte facility. The N.C. Department of Commerce's [Ron Leitch](#) was the developer on this project.

"North Carolina and the Charlotte region have become very desirable for companies to locate their U.S. headquarters," said McCrory. "Our business climate, access to a talented workforce and outstanding quality of life continue to pay dividends as we recruit new companies and encourage existing companies to expand."

HUBER+SUHNER, a Switzerland-based worldwide company, serves customers in the communication, transportation and industrial markets with cables, connectors, cable systems, antennas and other passive components, relying on its expertise in radio frequency, fiber optics and low frequency technologies. The company operates its major North American manufacturing facilities in Mexico and New Jersey.

"We're delighted about HUBER+SUHNER joining the ranks of companies that call North Carolina home," said Decker. "Their footprint in the telecommunications and industrial sector fits perfectly in the Charlotte region."

"We are excited to move to North Carolina and call Charlotte our home. We have been very impressed by the available talent, friendly tax climate and ideal geographical location to operate our business," said HUBER+SUHNER North America President & General Manager Andrew Hollywood.

The Charlotte operations of HUBER+SUHNER will include sales, distribution and management. The company expects to have the new U.S. headquarters fully operational by the end of 2014.

Partners that helped with the project include: N.C. Community Colleges, Charlotte Chamber, Charlotte Regional Partnership and Charlotte-Mecklenburg Schools.

[Huber+Suhner to bring 50 jobs, headquarters to Charlotte](#)



Governor McCrory (center right) at the Hospira ribbon-cutting in Rocky Mount last week

Hospira Unveils New Quality Laboratory and Investments at Rocky Mount Plant

Hospira Inc. (NYSE: HSP), a leading provider of injectable drugs and infusion technologies, unveiled a new quality and analytical testing laboratory at its Rocky Mount plant on Oct. 23 in a ribbon-cutting ceremony attended by Governor Pat McCrory and other local and state government leaders. The ceremony highlighted the importance of the quality laboratory - and all of the capital improvements at the plant - to Hospira, the local community and patients around the globe.

"Rocky Mount's new laboratory, coupled with our investments throughout the plant, will help ensure that we continue to supply high-quality, more affordable medicines to customers and patients who need them," said Hospira Rocky Mount Operations Vice President Marty Nealey. "Through advanced technology and additional space, we've been able to gradually increase our production levels and ensure more consistent release of products, ultimately supporting our ability to provide a more sustainable supply of many life-impacting drugs. I'm very proud of all of the team members here at Rocky Mount and very thankful for the support of this community and our state in furthering our commitment to advancing wellness."

Part of Hospira's more than \$200 million investment at Rocky Mount, which includes significant capital investments, this new, state-

Decker Joins State's Metro Regions in Showcasing North Carolina

N.C. Commerce Secretary Sharon Decker is working with presidents of the state's three urban regional development partnerships in a concerted push to promote North Carolina to national location advisors and business media. Their initial plans call for visits with site-selection consultants and journalists in New York City in mid-November.

"It's exciting to see our largest economic regions coming together, and I'm eager to collaborate in their efforts," Decker said. "The high-wage jobs and high-dollar investments that power our major metro areas are the fuel for North Carolina's overall economic revival - moving the needle for us in the near-term as we reconsider the longer-range infrastructure and workforce needs of our state."

Plans call for the Secretary's personal participation with the presidents of the Charlotte Regional Partnership, Piedmont Triad Partnership and Research Triangle Regional Partnership in a series of outreach events in coming months. The four will promote business opportunities in North Carolina, specifically how economic assets along the "crescent" that connects Charlotte, the Triad and Raleigh-Durham can support the needs of growing, cutting-edge firms.

The initiative marks the first time the three regional partnerships have joined forces to cross-sell assets, share resources and speak with a single voice for the state's urban centers. "As state government reorganizes its programs and re-focuses resources, the timing was ideal for the urban regions to step forward and provide visible leadership," said David Powell, president and CEO of the Piedmont Triad Partnership, based in Greensboro. The three business-driven organizations collectively have over six decades of corporate recruitment experience, a leadership corps that includes top executives from some of the state's largest employers and financial resources raised from a long roster of private donors. "By coming together and working with Secretary Decker, we make a compelling statement about North Carolina's ability to compete for - and win - game-changing projects," Powell said.

Taken together, the three regions encompass about 65 percent of the state's total population. In fact, one of three new residents arriving in North Carolina between 2000 and 2010 live in either Wake County or Mecklenburg County, according to the North Carolina DataNet. Measured in economic power, North Carolina largest cities are formidable. Wake County's median worker earnings in 2011 topped \$84,550, according to the N.C. Department of Commerce, a figure that was more than three times greater than that earned by the average employee statewide. "Economically, we have returned to the age of city-states," said Research Triangle Regional Partnership President and CEO Charles Hayes. "High concentrations of people and businesses, along with urban amenities such as commercial airports and research universities, are today the simplest predictors of job-growth and prosperity," he said.

Basic reforms to North Carolina's economic development structure and strategy during the past year may have prompted some site-selection consultants to take a wait-and-see approach to bringing clients and projects to the Tar Heel State. "It's our job to ensure that site advisors and corporate decision makers are well aware of the state's diverse assets," said Charlotte Regional Partnership President and CEO

of-the-art quality laboratory will be home to 200 employees, responsible for evaluating and testing more than 450 different products. The laboratory features the latest technology and advancements in quality and analytical testing and inspection.

The construction of the quality laboratory was made possible, in part, by local and state incentives, including a grant from the [One North Carolina Fund](#), which provides financial assistance, through local governments, to attract business projects that will stimulate economic activity and create new jobs in the state. Since the grant was awarded, Hospira has added nearly 200 jobs to the Rocky Mount plant overall.

"Creating jobs in North Carolina is one of my top priorities and I would like to thank Hospira for its investment in Rocky Mount and North Carolina," said McCrory. "We have a very strong and talented workforce that will provide Hospira with skilled workers that they are looking for. We look forward to a great relationship and watching the company grow here in North Carolina." [Read more.](#)

Division of Employment Security Receives Favorable Marks in Recent Audits

The N.C. Department of Commerce recently received positive results from three separate audits of the Division of Employment Security. The Division was audited by the U.S. Department of Labor, the Social Security Administration and the Internal Revenue Service.

"We're committed to making changes that will benefit the unemployment insurance system," said Assistant Secretary of Employment Security Dale Folwell. "Positive audit reports show that we're on the right track in those areas. However, we remain committed to quality customer service and improving all aspects of the unemployment insurance program."

In late March, USDOL conducted an audit to evaluate operational control of funds within the Unemployment Insurance program. Additional review objectives included reviewing the DES Office of Internal Audit practices, operational procedures for addressing internal security incidents and violations, identifying current or former agency employees receiving unemployment, evaluating computer security and data processing systems, and reviewing risk analysis processes.

"USDOL stated that no findings were identified during the review," said Folwell. USDOL also recognized the DES Office of Internal Audit business practices as a "Best Practice" for other states to follow. Folwell

Ronnie Bryant. "We also want there to be no question that we will do everything possible on the local, regional and state levels to help businesses succeed in North Carolina." Bryant says sitting down face-to-face with key site-selection professionals and business journalists is the most effective strategy for conveying North Carolina's brand message around the world. "And that message is, that we're still the best state in the country for business -- period," Bryant said.

Bryant, Decker, Hayes and Powell will hold the first of their consultant and media meetings in New York City on Nov. 14.

Kent Holliday, a New York City-based location advisor with Cresa Consulting Services & Portfolio Strategies, says face-to-face outreach is the ideal way economic developers can promote their communities, regions and states. "For me, getting together with people is the best way for them to deliver their message," says Holliday, who works primarily with technology companies seeking business locations. His clients lean toward urban locations because that's where most technology workers prefer to be. "They come from cities and like urban lifestyles: density, cultural institutions, diversity, and a high level of energy," he says. Holliday, who has worked in real estate planning since 2000, says it is uncommon for a state and all of its major cities to work together on focused outreach. "Usually it's one or the other," he says. "This kind of approach is unique."

[N.C. Commerce's Sharon Decker to travel with urban economic-development partnerships](#) (*Charlotte Business Journal*, Oct. 22)



QVC Rocky Mount staff on the company's new solar farm

QVC Unveils Second Solar Farm in North Carolina

QVC Inc. (NASDAQ: LINTA, LINTB) announced on Oct. 22 the completion of a solar farm comprising 11,564 panels on 11 acres at the Rocky Mount Distribution Center owned by QVC Rocky Mount Inc.

Now generating 5.8 million kilowatt-hours per year, this latest addition brings the combined total number of panels at the site to 17,244 over 18 acres. The first field of 5,680 solar panels on seven acres of land was completed in 2008.

"QVC will conserve enough kilowatt-hours of energy to reduce CO2 emissions that are equivalent to 458,766 gallons of gasoline," said QVC Rocky Mount Distribution Center General Manager Bill Stanulis (source: US EPA Greenhouse Gas

further stated, "We will continue to work closely with USDOL on any recommendations they may have to improve our quality and controls."

In addition to the USDOL audit, the Social Security Administration reviewed the business process for secured Social Security number verifications and also found no significant weaknesses with security of this information. However, the Social Security Administration did recommend the DES include the SSA in their breach notification process, and also requested the DES purge SSA verification information from its systems on a regular basis to comply with the contract agreement between the DES and SSA.

Finally, the U.S. Treasury Department reviewed the business processes implemented to secure federal tax information because federal tax refunds are now being used to recover overpayment of Unemployment Insurance benefits. To ensure that DES met federal regulations to handle Federal Tax Information, the IRS required DES to submit its controls implemented to secure FTI by June 30, 2013. DES submitted the required Safeguard Activity Report and Inspections in a timely manner to the IRS. The IRS reviewed the Division's Safeguard Activity Report and found that DES had no outstanding review findings. They also noted that no Corrective Action Plan was required.

As a result, DES is allowed to continue participating in the Treasury Offset Program, which allowed DES to collect more than \$11,000,000 in UI benefit overpayments since January 2013 from federal tax refunds.

"Protecting claimant and employer information is a top priority," said Folwell. "In order to meet the expectations of our customers, we must ensure that the proper controls are in place. The audit by the SSA and the IRS certifies that DES is adequately protecting both Social Security numbers and FTI.

"In addition to these audits, the U.S. Office of Inspector General and the N.C. Office of the State Auditor are in the process of completing their audits. We not only welcome their presence, but are encouraged by the opportunity to show continued improvement."



Equivalencies). "As one of the largest employers in Edgecombe County, we are committed to conserving energy by implementing sustainable solutions and reducing waste."

Other QVC sustainability initiatives at the site include:

- A recycling program that salvages 4,000,000 pounds of corrugate and 100,000 pounds of plastic recycling per year
- Warehouse lighting using energy-efficient T5 fluorescent fixtures and motion lighting sensors
- High efficiency HVAC units and LED lighting installed in all dock lights.
- A "white roof" which reduces cooling costs
- A community garden created for employees to grow fresh vegetables for local food banks
- Sheep on the premises that have reduced the need for gas-powered lawn mowers

"QVC is a valued retailer and is a huge asset to the Rocky Mount region," said Governor Pat McCrory. "They continue to increase their value to the area by exploring and implementing sustainable energy options. We applaud their leadership and appreciate their contribution to the community."

QVC Rocky Mount has been in Edgecombe County since 2000 and currently employs more than 1,000 people. During peak seasons, the company employs as many as 1,500 people.



The cast of Homeland

Showtime Orders Fourth Season of Homeland

Showtime has announced that the North Carolina-filmed series *Homeland* has been renewed for a fourth season. The order for the award-winning series is for 12 episodes, and filming is expected to begin in spring 2014.

Homeland is produced by Fox 21 and stars Claire Danes and Mandy Patinkin. The series has shot in the Charlotte region from its infancy and is estimated to have had an overall direct in-state spend in excess of \$90 million while providing more than 6,000 job opportunities over its first three seasons, including 150 well-paying crew positions each season for the state's highly trained film professionals. The production, which was heavily recruited by the N.C. Film Office, came to the state as a result of North Carolina's 25 percent refundable tax credit offered to productions as well as the state's well established infrastructure and skilled crew base and the

Previous TRAC in Jacksonville

Tourism Division's TRAC in Cleveland County Region Nov. 21

Tourism-related businesses in Cleveland County and the surrounding regional area will have an opportunity to work directly with staff of the N.C. Department of Commerce's Division of Tourism, Film and Sports Development to learn about the Division's research, development and marketing services, and discuss best practices in reaching travelers, the media and increasing tourism visitation and spending. The Division's Tourism Resource Assistance Center, a community-based training program designed to help small tourism-related businesses, will be held 1-3 p.m. at the Tucker Student Center at Gardner-Webb University in Boiling Springs on Nov. 21.

TRAC brings the Division's program managers to local communities to discuss the nuts and bolts of working with the Division. The program is designed to help tourism-related businesses engage more fully with programs offered by the Division and its partners. There is no charge to attend, no PowerPoint presentations and no reservation is required.

Representatives from Commerce and the N.C. Green Travel program will also be on hand to discuss services they can provide businesses, including strategic planning, assisting with identifying funding sources, and serving as liaisons with other local, state, and federal agencies. For additional information on this session, to schedule a specific appointment time or to learn more about scheduling a TRAC visit to your community, contact [André Nabors](#) at (919) 733-7502 or [Eleanor Talley](#) at (919) 733-0869.

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. 29, 2013

New projects assigned: 306

Projects announced: 111

state's ability to portray the suburbs of Washington, D.C.

Four episodes into its third season, *Homeland* is averaging 6.5 million weekly viewers, up 26 percent from the same timeframe in Season 2.

Season 3 of *Homeland*, which can be seen on Sundays at 9 p.m. on Showtime, is just completing its six-month shooting schedule in the state. [Read more.](#)

International Trade Conference Coming to Wilmington

The Cape Fear chapter of the N.C. World Trade Association and the N.C. Foreign Trade Promotion Council are co-hosts of the N.C. Foreign Trade Promotion Conference to be held in Wilmington Nov. 13-14. The event will take place at the new Cape Fear Community College Union Station Building in historic downtown Wilmington. It will include an optional tour of the state port, a reception, panel discussions with experts in the business of foreign trade, and a keynote luncheon. Invited guests include N.C. Commerce Secretary Sharon Decker, U.S. Secretary of Commerce Penny Pritzker and Brazilian Ambassador to the U.S. Mauro Vieira.

The FTPC's mission is to educate private businesses about the opportunities available to facilitate and promote international trade. Its goal is to bring all public and private resources together to make North Carolina a leader in international trade. The NCWTA promotes growth of trade between North Carolina and the world by providing education and networking opportunities and advocacy for Carolinians engaged in exporting, importing and supporting global trade activities.

[Registration for the conference](#) is open until Nov. 8.

Jobs announced:	14,530
Capital investment announced:	\$1.9B
Industry visits by existing industry staff:	924
Calls to Business Link N.C.:	16,589

N.C. in the News

This Week's Highlights

- [Decker: Megasites part of strategy to transform N.C. economy](#) (*The Business Journal of the Greater Triad*, Oct. 25)
- [AT&T to hire 100, gives behind scenes tour of wireless 'brain' in Charlotte](#) (*Charlotte Business Journal*, Oct. 25)
- [Rockingham focused on education, work force and technology](#) (*The Business Journal of the Greater Triad*, Oct. 25)
- [Education, infrastructure touted as ways to improve state's economy](#) (*Winston-Salem Journal*, Oct. 24)
- [Triad offers advice to N.C. economic officials](#) (*The Business Journal of the Greater Triad*, Oct. 24)
- [Bogdahn International to open office, distribution center in Charlotte](#) (*Charlotte Business Journal*, Oct. 23)
- [SAS ranks No. 2, Quintiles No. 18 in global Great Place to Work list](#) (WRAL Tech Wire, Oct. 22)
- [Snyder's-Lance announces partnership with community college](#) (News 14 Carolina, Oct. 22)
- [Legislators, N.C. contingent in China for economic development trip](#) (*News & Record* -- Greensboro, Oct. 21)
- [Thomasville company invests \\$1.5 million in equipment to support growth](#) (*The Business Journal of the Greater Triad*, Oct. 21)
- [US Airways adds four international flights from Charlotte Douglas](#) (*The Charlotte Observer*, Oct. 21)
- [New CRC chair hopes to aid economic development](#) (*StarNews* - Wilmington, Oct. 20)
- [GTCC's aviation training taking off](#) (*News & Record* -- Greensboro, Oct. 20)
- [GE Hitachi engineering more jobs for Wilmington](#) (*StarNews* - Wilmington, Oct. 19)

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