

# sync<sup>TM</sup> Weekly highlights from the North Carolina Department of Commerce



(Left-right) Deere-Hitachi Chairman and CEO Al Seeba, Forsyth County Commission Chairman Richard Linville, Kernersville Mayor Dawn Morgan and N.C. Department of Commerce Secretary Keith Crisco look on as Governor Bev Perdue speaks at the Oct. 5 announcement that Deere-Hitachi will expand in Forsyth.

## Deere-Hitachi to add 340 jobs in Forsyth County

Governor Bev Perdue announced on Oct. 5 that Deere-Hitachi Construction Machinery Corporation, one of the largest manufacturers and distributors of excavators in the Americas, will expand its operations in Kernersville. The company plans to create at least 340 jobs by the end of 2016, and invest more than \$97 million in its Forsyth 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 [Jan Critz](#) was the developer on this project.

"Companies like Deere-Hitachi recognize that North Carolina is a great place to thrive because of our top-notch business climate, incredibly well-trained workforce, and central location with access to customers and transportation channels," said Perdue. "When the company was ready to expand, North Carolina was the perfect choice."

Deere-Hitachi is a 50/50 joint venture between John Deere, in Moline, Ill. and Hitachi Construction Machinery Corporation, in Tokyo, Japan. The company was established in 1988 to provide both Hitachi and Deere brand excavators to the Americans. As part of Perdue's most recent visit to Japan, she met with executives at Hitachi to discuss its current presence



(Left-right) N.C. Biotechnology Center Vice President of Statewide Operations Steve Casey, Wells Fargo Vice President of National Life Sciences Group Jerry Iwata, N.C. Department of Commerce Deputy Secretary and COO Dale Carroll, JMP Securities Managing Director Bob Carey, and N.C. Biotechnology Center Vice President of Business and Technology Development Peter Ginsberg

## Friends of N.C. hosts dinner for West Coast tech executives

On Oct. 4 the Friends of North Carolina sponsored a dinner at the Washington Duke Inn in Durham for a number of high tech and life sciences executives from the West Coast. The N.C. Biotechnology Center and the N.C. Technology Association co-hosted a multi-day event and invited targeted business executives based on the West Coast to visit the Research Triangle and meet with North Carolina leaders in the biotechnology, and information and communication technologies industries. The dinner provided guests an added opportunity for building and strengthening their network with economic development leaders and executives in the state. N.C. Department of Commerce Deputy Secretary and COO Dale Carroll gave welcoming remarks at the dinner. More than 60 people attended the dinner.

in North Carolina and opportunities for it to grow.

Other partners who assisted with this announcement include: N.C. Community Colleges, N.C. State Ports Authority, N.C. Department of Transportation, Forsyth County, Town of Kernersville, Winston-Salem Chamber of Commerce, Forsyth Tech Community College, Duke Energy, Golden LEAF Foundation and Norfolk Southern Railroad. [Read more.](#)

[Deere-Hitachi to expand in Kernersville, creating 340 jobs](#)  
(WGHP - Greensboro, Oct. 5)

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## Waste equipment manufacturer to create 60 jobs in Caldwell County

Governor Bev Perdue on Oct. 1 announced that Bakers Waste Equipment Inc., a producer of waste containers and compactors, will locate a new facility in Caldwell County. The company plans to create 60 jobs and invest more than \$2.9 million over the next three years in Lenoir. The project was made possible in part by an \$180,000 grant from the [One North Carolina Fund](#). The N.C. Department of Commerce's [Bill Payne](#) was the developer on this project.

Bakers Waste Equipment manufactures and sells steel containers and compactors for the waste, construction, recycling, manufacturing and retail industries. BWE currently employs more than 80 employees at its facilities in Burke and Catawba counties. Those operations will be consolidated into the new facility in Caldwell County. However, the company expects to retain a majority of existing employees as the new location is within commuting range.

Through use of the One North Carolina Fund, more than 60,000 jobs and \$11 billion in investment have been created since 2001. Other partners that helped with this project include: N.C. Community Colleges, Caldwell County, City of Lenoir and the Caldwell Economic Development Commission. [Read more.](#)

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## Textiles manufacturer to create 23 jobs in Polk County

Governor Bev Perdue on Oct. 3 announced that Fendrich Industries Inc., a manufacturer of textiles and printed cloth fabrics, will expand its operations by locating a new division in Polk County. The company plans to create 23 jobs and invest \$740,000 over the next three years in Tryon. The project was made possible in part by an \$115,000 grant from the [One North Carolina Fund](#). The N.C. Department of Commerce's [Cindy Messer](#) was the developer on this project.

Fendrich Industries, a family-owned operation, operates in three divisions: Carolina Manufacturing Company, Union County Printworks and Carolina Yarn Processors. The company produces a variety of printed cloth products such as bandannas. It also bleaches and dyes natural and synthetic yarn for weavers in the home furnishings industry. Fendrich Industries currently employs more than 40 people at its Polk



## Tourism releases 2011 Annual Report

Collaboration and wisely leveraging resources generated positive results again for North Carolina's tourism economy in 2011. While recovering from the worst recession since the Great Depression, direct domestic visitor spending grew more than 8 percent to \$18.4 billion, all 100 counties realized increases in visitor spending, and North Carolina ranked as the nation's sixth most-visited state for overnight travel, according to the 2011 Annual Report, just released by the N.C. Department of Commerce Division of Tourism, Film and Sports Development.

Among the highlights:

**Tourism leads the way to more jobs and tax revenues:** The tourism industry has been a key contributor to North Carolina's economic recovery with 2.5 percent employment growth to 188,400 jobs directly supported by tourism, and \$1.52 million in state and local tax revenues in 2011. [See more](#) on the industry's economic impact milestones.

**Partner investment adds \$6 million in brand exposure:** Strong working relationships with public and private sector organizations in all 100 counties sparked approximately \$6 million in partner investment to help broaden the reach of North Carolina's messaging. With the Division of Tourism's marketing budget ranking 27th nationally and ninth among peer Southern states, cooperative efforts are key to keeping North Carolina competitive. [See how.](#)

**Consumer interest in [VisitNC.com](#) reaches new high:** The Division's visitnc.com family of websites attracted a record 3.87 million user sessions in 2011 including 1.14 million downstream referrals from visitnc.com to North Carolina industry partner websites. [See more.](#)

**Tax incentive sparks blockbuster year for N.C. Film:** [The N.C. Film Office](#) leveraged the enhanced film tax incentive to welcome 45 productions to the state generating 31,050 jobs and \$241.8 million in direct spending in North Carolina. [See more.](#)

County facility.

Other partners that helped with this project include: N.C. Community Colleges, Polk County, Town of Tryon and the Polk County Economic and Tourism Development Board. [Read more.](#)

## Personal care products manufacturer to create 21 jobs in Hoke County

Governor Bev Perdue on Oct. 4 announced that Unilever United States Inc., a manufacturer of personal care products, will expand its operations in Hoke County. The company plans to add 21 jobs and invest \$29.9 million over the next three years in Raeford. The project was made possible in part by a \$63,000 grant from the [One North Carolina Fund](#). The N.C. Department of Commerce's [Martie Butler](#) was the developer on this project.

Unilever produces personal care products, including anti-perspirants and deodorants, body and hair care products under the brand names of Axe, Dove, Caress, Degree, TRESemmé, St. Ives and Suave. Its Raeford facility is the largest anti-perspirants and deodorants stick plant in the world. Unilever currently employs more than 320 people in North Carolina.

Other partners that helped with this project include: N.C. Community Colleges, Hoke County and the City of Raeford. [Read more.](#)



*Lubrimetal President Angela Nava Corso and her family cut the ribbon to the company's new facility in Granite Falls. Economic development partners from the local and state levels joined in the ribbon-cutting ceremony.*

## Lubrimetal holds inauguration ceremony in Caldwell County

Lubrimetal, an Italian manufacturer of of lubricants for steel and non-ferrous wire drawing, held an inauguration ceremony Oct. 4 at the company's renovated facility in Granite Falls. The company plans to add 20 jobs within the next 18 months. The N.C. Department of Commerce's [Joe Holbrook](#) was the original developer on this project.

State and local officials attending the event included: N.C. Department of Commerce Deputy Secretary and COO Dale Carroll, N.C. Representative Edgar Starnes, Caldwell County Board of Commissioners Chairman Ben Griffin, Granite Falls Town Manager Jerry Church, Granite Falls Mayor Barry Hayes, Caldwell County Economic Development Commission Board of Directors Chairman William Howard and Executive

[Read the Report.](#)



*N.C. Department of Commerce Secretary Keith Crisco speaks to the Harvard Club of the Research Triangle on Oct. 4 about doing business in China.*

## Crisco speaks to Harvard alumni on doing business in China

On Oct. 4 at Quintiles in Durham, the [Harvard Club of the Research Triangle](#) held a panel discussion on doing business in China. N.C. Department of Commerce Secretary Keith Crisco, a graduate of Harvard Business School, was one of members of the panel, composed of government, business and education leaders.

Crisco, who has traveled to China twice on business development missions, stated that in 2011, Chinese companies created more than 500 jobs and invested more than \$65 million in North Carolina. He also highlighted Lenovo's recent decision to set up a computer manufacturing line in Whitsett.



## Commerce awarded excellence in economic development

The N.C. Department of Commerce was awarded a Silver Excellence in Economic Development honor for its [AccessNC](#) Mobile App in the category of New Media for communities with populations of greater than 500,000 from the International Economic Development Council. The award was announced at the IEDC Annual Conference in Houston, Texas, which concluded Oct. 3.



Director Deborah Murray, Caldwell County Chamber of Commerce Chairman Ralph Prestwood and President/CEO Deborah Ashley Smith, and Lubrimetal President Angela Nava Corso - whose husband founded the company in 1959 - and Executive Vice President Giorgio Corso.

During the ceremony, Carroll and Starnes presented two North Carolina china plates to Angela Nava Corso, one for the Granite Falls facility and one to take back to Italy.



(Left-right) Retired U.S. Army Col. Pete Von Jess of U.S. Falcon, one of the largest service-disabled, veteran-owned small businesses in the state, and N.C. Commissioner for Small Business Scott Daugherty at the procurement summit

## Veterans business association holds procurement summit

The N.C. Veterans Business Association 2012 Procurement Summit was held recently at the Brier Creek Country Club in Raleigh. N.C. Commissioner for Small Business Scott Daugherty served as the luncheon keynote speaker. The morning included exciting session presentations by U.S. Army Small Business Specialist David Christ and Procurement Technical Assistance Center Counselor LaNell Grissom from the Small Business and Technical Development Center. The afternoon offered matchmaking opportunities for participating companies and procurement opportunities occurring within the next six to nine months. More than 70 veteran-owned businesses participated.

Prior to the conference, SAS sponsored an opportunity for networking at a Durham Bulls baseball game.



## Social media link visitors to fall color, fishing

This fall, travelers can keep connected to news about North

"We're proud to be recognized for the tools we're using in our economic development efforts," said N.C. Department of Commerce Secretary Keith Crisco. "We strive to improve the lives of all North Carolinians by attracting companies to locate and expand here, and it's important that our economic development tools are innovative and use cutting-edge technologies. That's one way we're able to stay competitive."

North Carolina's [AccessNC](#) Mobile App is a breakthrough tool that allows site selectors direct, easy access to search available business properties in North Carolina while they're on the go, and then manage and store that property data using their smartphone or tablet device. AccessNC is a service offered by the Department, the state's leading economic development agency. [Read more.](#)



(Left - right) Acroprint Vice President of Sales David Rhiver, State of North Carolina Trade Representative William Chu, Acroprint Vice President of Engineering Gardner Bailey, ERD Ltd. Vice President Tom Robinson, ERD Ltd. President Glenn Flaherty, and N.C. Department of Commerce Director of Technology Business Development Kuldip Wasson in China

## Commerce participates in Expo Comm China

[Expo Comm China 2012](#) took place Sept. 18-22 at the International Exhibition Center in Beijing, with more than 500 exhibitors from 13 countries showcasing their cutting-edge solutions in information and communications technology. The N.C. Department of Commerce's International Trade Division had a booth in the USA pavilion and four North Carolina companies exhibited at the show. These included Acroprint of Raleigh, Electronic Systems Protection of Zebulon, ERD Ltd. of Kernersville, and Memscap of Durham. State of North Carolina Trade Representative William Chu and ITD's Director of Technology Business Development Kuldip Wasson participated in the event to facilitate North Carolina exports and help the companies form partnerships with Chinese buyers. The North Carolina participants also received an in-depth industry briefing on business opportunities in the Chinese market and attended a networking reception hosted by U.S. Embassy Minister Counselor for

Carolina's most vibrant foliage and the coast's most bountiful fishing through the interactive power of social media. Followers of VisitNC.com on [Facebook](#), [Twitter](#), [Pinterest](#) and [Instagram](#) can post and view current foliage photos from lofty Blue Ridge Mountains overlooks and rolling Piedmont woodlands as well as shots of just-caught red drum, bluefish and spotted sea trout. As an added payoff, users get a chance to win tickets and other prizes.

Social media's instant connections complement the wealth of information offered at [www.VisitNC.com/fall](http://www.VisitNC.com/fall). There, noted foliage experts Dr. Howard Neufeld and Dick Thomas report on ever-shifting color conditions, forecast change for coming weeks and suggest insider routes for taking in the vistas. Weekly fishing accounts from Captain Gary Dubiel help coastal fishermen improve their catch. The website also links visitors to seasonal events, attractions and activities across the state. For more information on the N.C. Department of Commerce Division of Tourism, Film and Sports Development's marketing, contact [Wit Tuttle](#) at (919) 733-7472.



Photo courtesy of Downtown Salisbury Inc.

## Downtown Salisbury named to top 10 great neighborhoods list

Downtown Salisbury has been named one of the 10 Great Neighborhoods for 2012 by the American Planning Association. The nine other great neighborhoods are Garden District, Baton Rouge, La.; Lower Highlands and Historic Downtown, Fall River, Mass.; Fells Point, Baltimore, Md.; Heritage Hill, Grand Rapids, Mich.; Chestnut Hill, Philadelphia; Cooper-Young, Memphis, Tenn.; Fairmont-Sugar House, Salt Lake City; Beacon Hill, Seattle and Downtown Walla Walla, Walla Walla, Wash.

Salisbury is one of North Carolina's and the country's original [Main Street communities](#). Designated in 1980, Salisbury has had tremendous success with downtown revitalization efforts and will be the site for the [NC. Main Street Conference](#) in January 2013.

[Downtown Salisbury named to top 10 Great Places](#) (*Salisbury Post*, Oct. 3)

Commercial Affairs William Zarit.

China is the world's fastest growing economy and second largest export market for North Carolina goods and services. Expo Comm is a major international trade show in China and is supported by the Ministry of Industry and Information Technology. This trade event is unique in representing a wide range of industry sectors such as mobile Internet, cloud computing, LTE/4G business applications, broadband access, and optical fiber networks. More than 121,000 visitors attended the show, which is held every year in the fall.



## Best Dish in N.C. winners announced

Winners were announced last week in the Best Dish in North Carolina competition, which showcases restaurants using local ingredients. Organizers said 2012 was one of the most competitive years yet.

"The bar has been raised over the years, and this year's results show just how difficult it can be to place in this competition," said N.C. Department of Agriculture Commissioner Steve Troxler. "The difference between first and second place was three points or less in several categories, and we even had our first perfect score."

The perfect score of 115 points went to [Sunny Point Café](#) in Asheville. The restaurant took first place in the Casual Dining Category for the Western Piedmont/Mountain Region.

Restaurants were divided into two regional categories: an Eastern Piedmont/Coastal Region, stretching from Chatham and Alamance counties east, and a Western Piedmont/Mountain Region that included an area between Guilford and Cherokee counties. Each region included a Fine Dining and Casual Dining category. [View a complete list of winners.](#)



*Black Mountain Commerce Park Registered Agent and Assistant Manager Dana Bobilya, AdvantageWest President Scott Hamilton, N.C. Department of Commerce Western Regional Manager Cindy Messer, Economic Development Coalition for Asheville-Buncombe County Director of Marketing Clark Duncan, Black Mountain Commerce Park Manager and Executive Vice President Jerry Bobilya, Economic Development Coalition for Asheville-Buncombe County Chairman Ray Bailey and Black Mountain Chamber Executive Director Bob McMurray*

## Black Mountain Commerce Park earns N.C. site certification

In conjunction with the Economic Development Coalition for Asheville-Buncombe County, Black Mountain Commerce Park announced its formal designation as a "Certified Site" by the N.C. Department of Commerce. The "shovel-ready" certification of the 57-acre property in Black Mountain signals to prospective developers that significant due-diligence, planning and permitting have been conducted and reviewed by an independent committee in order to accelerate the development process. The park is the first site in Buncombe County to earn certification. [Read more.](#)

## NCDOT to launch \$1.6 million study of I-95 tolling

In response to questions raised by the public, the N.C. Department of Transportation announced Oct. 2 it will begin a study on the economic impact of tolling along Interstate 95. The study, which will take six months to complete, will examine the positive and negative aspects of adding lanes on I-95 and paying for them with tolling or other funding. The department said the study will also look at what would happen if lanes or other significant improvements requiring additional funding were not made. [Learn more about plans to improve I-95.](#)

[NCDOT to launch \\$1.6 million study of I-95 tolling](#) (WRAL.com, Oct. 2)

## Commerce co-sponsors military textile/apparel conference

International Market Solutions, in conjunction with the N.C. Department of Commerce, will hold the [2012 Military/Other Government Agency Textile/Apparel Conference](#). This fourth annual one-day event will be held on Oct. 11 at the Grandover Conference Center in Greensboro. N.C. Commerce Secretary Keith Crisco will be the keynote speaker. A senior official from the Defense Supply Center in Philadelphia will discuss current activities and how the issue of military budget cuts will impact military orders. Representatives from N.C. State University will discuss how [Textile Connect](#) can help with military business development. Foreign military opportunities and information on a new product, solar fabric, and its benefits to the military also will be presented.

## Correction

In the Oct. 2 edition of SYNC, the article on the Sentinel Data Centers location announcement neglected to recognize the N.C. Department of Commerce's [Margie Bukowski](#) as the developer on that project.

## 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





(Left-right) Randolph County Economic Development Corporation Existing Business and Industry Coordinator Harry Lane, Marketing and Research Manager Lisa Bennett, and President Bonnie Renfro with State of North Carolina European Office Foreign Investment Director Todd Brennan

## B&I team meets with partners from Randolph County

Staff from the Randolph County Economic Development Corporation 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 Oct. 8.

[Exclusive: Randolph County moving forward after tough few weeks](#) (*The Business Journal of the Greater Triad*, Oct. 5)

## For N.C. design firm, partnership with community college yields immediate results

Over the past five years, a record number of students have enrolled in community colleges for academics and job training. Now, a growing number of companies are discovering that they too can tap two-year colleges to meet their needs.

Cape Fear Community College is a case in point. What's made its customized training program so appealing is that the courses are designed to meet the needs of individual businesses and they are provided free of charge.

Over the past year, area businesses of all sizes have taken advantage of the program, including Fenner Drives, a design and manufacturing firm in Wilmington. Company officials initially wanted to pursue a few classes in machining, but they soon learned that the college could offer much more, said Fenner Manufacturing Manager Jason Kinney. Over the past year, 44 of its employees have taken 22 different classes, including quality improvement certification, efficiency, safety and hands-on training on specific equipment.

[For N.C. design firm, partnership yields immediate results](#) (*Community College Times*, Oct. 2)

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. 9, 2012

<b>New projects assigned:</b>	299
<b>Projects announced:</b>	98
<b>Jobs announced:</b>	13,069
<b>Capital investment announced:</b>	\$2.88B
<b>Industry visits by existing industry staff:</b>	947
<b>Calls to Business Link N.C.:</b>	15,291

## N.C. in the News

### This Week's Highlights

- [Man pays \\$20,000 for abandoned Diamond Shoals' light tower](#) (*The Charlotte Observer*, Oct. 8)
- [Cam Newton, Belk launch men's clothing line](#) (*The Charlotte Observer*, Oct. 8)
- [Group plans \\$39.8M redevelopment of Chatham Mill complex in Winston-Salem](#) (*The Winston-Salem Journal*, Oct. 8)
- [Winston-Salem featured in US Airways Magazine spread](#) (*Charlotte Business Journal*, Oct. 4)
- [Krispy Kreme to enter Singapore market](#) (*Winston-Salem Journal*, Oct. 4)
- [Lake Norman region companies honored for jobs](#) (*Charlotte Business Journal*, Oct. 4)

**Building Location:**

301 North Wilmington Street

# (919) 733-4151

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

Raleigh, NC 27601-1058

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

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