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Weekly highlights from the
North Carolina Department of Commerce



(Left-right) BSH Commercial Director Thomas Hartwig, BSH Home Appliances CFO and Executive Vice President Stefan Koss, Governor Bev Perdue, N.C. Department of Commerce Secretary Keith Crisco, and Craven County EDC Executive Director Jim Davis at the Bosch plant in New Bern

Perdue, Crisco tour Bosch plant

Governor Bev Perdue and N.C. Department of Commerce Secretary Keith Crisco toured the BSH Bosch dishwasher plant in New Bern on Dec. 14.

BSH Bosch und Siemens Hausgeräte GmbH is a corporate group operating worldwide, which posted annual sales of about 8.5 billion euros in the year 2009.

Over the last 12 years, BSH has invested more than \$120 million in its New Bern appliance park where Bosch washers, dryers, dishwashers, ranges, ovens and cook tops are manufactured. This facility has been responsible for the creation of 800 full time and 110 temporary jobs in the community and helped local suppliers expand their businesses. The N.C. Department of Commerce's Martyn Johnson was the original developer on this project.

Digital services provider to create 408 jobs in Buncombe County

Governor Bev Perdue on Dec. 20 announced that Arvato, a leading provider of digital services, will expand its call center



(Left-right) SAS CEO Jim Goodnight greets Governor Bev Perdue during the announcement on Dec. 21.

SAS to open government Analytics Lab, add 100 jobs

SAS is committing extensive resources to helping state and local governments in their time of greatest need. The SAS Analytics Lab for State and Local Government plans to add 100 new technology and government experts and arm them with the data analysis power of SAS' new 38,000 square-foot cloud computing center.

The lab partners with state and local leaders to improve government services with the latest in advanced analytics technology. It currently devotes the resources of more than 200 professional, mostly doctoral-level SAS experts to devising technology solutions to critical state and local government issues, such as fraud, waste, abuse, tax collection, public safety and education.

"At a time when we must maximize the use of every state dollar, we are grateful to have a company like SAS in the fight against fraud, waste and abuse in state government," said Gov. Bev Perdue. "Saving tax dollars and creating jobs are certainly high on my priority list."

Confident that interest in analytics by state and local governments will only increase, SAS plans to add more than 100 positions to the lab over the next two years. In addition to North Carolina, SAS plans to place technology and subject matter experts throughout the

facility in Buncombe County. The company plans to create 408 jobs and invest \$1.8 million during the next three years in Weaverville. The project was made possible in part by a \$200,000 grant from the One North Carolina Fund. The N.C. Department of Commerce's Bill Payne was the developer on this project.

"Creating jobs is my number one priority and North Carolina continues to be an attractive market for the growing high-tech and customer service sectors," said Perdue. "These four hundred new jobs are great for Buncombe County and proof of North Carolina's top-ranked business climate."

Arvato Digital Services is a leading provider of a range of comprehensive services and integrated solutions to business partners in the IT, high-tech, gaming, video and audio sectors. Arvato Digital Services is part of Arvato AG, a division of Bertelsmann AG, headquartered in Germany. Arvato has over 60,000 employees in 35 countries; including 575 in Weaverville. The One North Carolina grant will help the company shift its focus towards customer service by expanding its call center in Weaverville. The move will result in a net gain of over 400 jobs. [Read more.](#)

Perdue announces 176 jobs with BAE Systems

Governor Bev Perdue announced Dec. 16 that BAE Systems Inc., one of the country's leading aerospace, defense and security companies, will open a service center in the Charlotte area for its internal Human Resources and Finance operations. The N.C. Department of Commerce's David Spratley was the developer on this project.

The company plans to create 176 jobs and will invest \$3 million as part of the project, which was made possible in part by a state grant from the Job Development Investment Grant program.

"National publications say we are among the states leading the nation out of the recession. This is possible because companies like BAE Systems appreciate the value of the investments we have made in education and workforce training," said Perdue. "My top priority is creating jobs, and we are leading the nation in job growth, both by recruiting new companies to North Carolina and by helping old friends grow larger and thrive."

With more than 50,000 employees, BAE Systems Inc. is headquartered in Arlington, Va. The service center addresses a critical need to provide cost effective and consistent services that will allow the company to continue to be a leader in meeting the needs of its customers across the U.S. government.

While individual wages for the 176 jobs will vary by job function, the overall average for the new jobs will be \$51,392 a year, not including benefits. The Mecklenburg County average annual wage is \$48,776. [Read more.](#)

[Gov. Perdue Announces 176 Jobs with BAE Systems, Inc.](#) (FOX-TV Carolina, Dec. 17)

Cosmetics maker to add 140 jobs in Sanford

Cosmetics manufacturer Coty has announced plans to add 140 jobs as part of a \$12 million expansion at its plant in

country, where new projects are announced.

"The SAS Analytics Lab for State and Local Government focuses some of our most brilliant minds on today's most urgent challenges," said Paula Joshi, Vice President of SAS State and Local Government Practice. "The current model falters in an internationally competitive environment, as state and county governments face daunting budget deficits. Government technology leaders are not just looking for new solutions to old problems, but new strategies for technology investment." [Read more.](#)

[SAS taking governments to the 'cloud.'](#) adding jobs (WRAL - Raleigh, Dec. 21)



N.C. Department of Commerce Secretary Keith Crisco

Commerce gives presentation to General Assembly

On Dec. 15, N.C. Department of Commerce Secretary Keith Crisco and Deputy Secretary Dale Carroll presented members of the N.C. General Assembly with an economic development update. Among those present, were newly elected members who will take office next year.

Crisco said there was more progress in 2010 than in the prior year with more client engagement, more announcements, more jobs and more investment. Overall, North Carolina has had 50,000 announced jobs and \$10.4 billion in investment from the start of 2009 through the end of the third quarter in 2010. Crisco's message was clear: We still have more work to do and we have been as aggressive as any state in America when it comes to job creation. Small Business Commissioner Scott Daugherty and Assistant Secretary for Tourism, Marketing and Global Branding Lynn Minges also participated in the presentation. See the [PowerPoint presentation](#) from the N.C. Department of Commerce to the General Assembly. [Read Crisco's speech](#) to

Sanford. Coty makes fragrances and lotions at the plant, which currently employs about 800 people.

Lee County and Sanford officials provided incentives worth approximately \$280,000 to attract the jobs. The average wage for the jobs will be \$38,000. The N.C. Department of Commerce assisted with the discussions, but did not provide additional incentives.

[Coty to add 140 jobs in Sanford](#) (The News & Observer-Raleigh, Dec. 17)

Cooling systems maker to bring 54 jobs to Lincoln County

Gov. Bev Perdue today announced that HYDAC Technology Corp. will locate a new manufacturing facility in Lincoln County. The company plans to create 54 jobs and \$9.6 million during the next three years near Denver. 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 Ron Leitch was the developer on this project.

"Manufacturers from around the world are drawn to North Carolina by our skilled workforce and top-ranked business climate," said Perdue. "My top priority is jobs and these good-paying jobs are a welcome addition for Lincoln County."

HYDAC Technology Corp. manufactures a wide range of fluid-power products such as hydraulic filters, accumulators, valves, clamps, electronics, cooling systems and compact hydraulic for heavy duty mobile and industrial equipment. Headquartered in Bethlehem, PA, Hydac Technology has approximately 300 employees nationwide, including an office in Huntersville. Hydac Technology is a subsidiary of the German-based Hydac International with over 5,000 employees worldwide. The Lincoln County facility in Airlie Business Park near Denver, will serve the Hydac Cooling Division, manufacturing standard- and wind turbine aluminum cooling elements and complete OEM cooling systems.

Salaries will vary by job function, but the average annual wage for the new jobs will be \$43,220 not including benefits. The Lincoln County average annual wage is \$29,224. [Read more.](#)

Marketing firm to create 60 jobs in Mecklenburg County

Governor Bev Perdue on Dec. 21 announced that Red F Marketing, a full service advertising agency, will expand by redeveloping an office building and creating a center for entrepreneurship in Mecklenburg County. The company plans to create 60 jobs and invest \$8.78 million during the next three years in uptown Charlotte. The project was made possible in part by a \$60,000 grant from the One North Carolina Fund. The N.C. Department of Commerce's Uconda Dunn was the developer on this project.

"This innovative project is exactly the kind of development North Carolina needs for future growth," said Perdue. "Focusing our resources on home-grown entrepreneurs will pay big dividends down the road."

Red F is a full service advertising agency based in Charlotte with a focus on both general and multicultural markets and works primarily with Fortune 1000 companies. Red F has recently been ranked among the fastest growing companies in

the General Assembly.

Biomass producer to bring 53 jobs to Hertford County

Governor Bev Perdue on Dec. 20 announced that Enviva LP, a leading manufacturer of processed biomass fuel in the United States and Europe, will build a new wood pellet manufacturing facility in Hertford County. The company plans to create 53 jobs and invest \$52 million during the next three years in Ahoskie. The project was made possible in part by a \$270,000 grant from the One North Carolina Fund. The N.C. Department of Commerce's Steve Brantley was the developer on this project.

"North Carolina has tremendous biomass resources and this project is a great opportunity for us to use those assets to create jobs," said Perdue. "Enviva is a great addition for North Carolina, and these high quality jobs are a tremendous boost for Hertford County."

Enviva will build the wood pellet manufacturing plant at the former Georgia Pacific lumber facility site in Hertford County. The plant's production capacity of approximately 330,000 tons annually will help Enviva meet increasing demand from clients across Europe and the United States. Committed to using the best practices in sustainable harvesting, Enviva will source locally all raw biomass materials used in producing the premium-grade pellets.

Salaries will vary by job function, but the average annual wage for the new jobs will be \$38,736 not including benefits. The Hertford County average annual wage is \$27,456.

[Read more.](#)



(Left-right) U.S. Airways Executive Chuck Allen of the Charlotte Regional Partnership Board and N.C. Department of Commerce Deputy Commerce Secretary Dale Carroll

Carroll co-chairs economic development meeting

On Oct. 17, the N.C. Partnership for Economic Development President's Council monthly meeting was hosted by the Charlotte Regional Partnership. The meeting was co-chaired by

America and currently employs 40 in Charlotte. The company plans to redevelop a building in uptown Charlotte, rebranding it as the "Charlotte Center for Entrepreneurship." The building will house Red F offices, the Business Innovation & Growth Council (BIG), the BIG Accelerator, and other office tenants. [Read more.](#)



N.C. Department of Commerce Assistant Secretary for Energy Jennifer Bumgarner (third from left) is pictured with members of the North Carolina delegation during a tour of the Nordex wind-blade manufacturing facility in Rostok, Germany

N.C. energy leaders explore sustainability and job creation in Europe

N.C. Department of Commerce Assistant Secretary for Energy Jennifer Bumgarner recently joined nearly two dozen energy business and policy leaders in a fact-finding overseas mission to explore the development of energy sustainability and green job creation in the European Union. The delegation, which also included members of the N.C. Energy Policy Council, the N.C. Utilities Commission and members of the General Assembly, traveled to Brussels, Belgium, Hamburg and Rostok Germany, and Paris, France. The mission, which ran Nov. 6-15, was organized by North Carolina's Center for International Understanding's Global Leaders Program. [Learn more.](#)

The delegation focused on four key objectives:

- Expand the vision and conversation of what is possible in North Carolina, based on observations in the European Union, from an energy policy perspective.
- Engage with international experts about ways to expand renewable energy and promote energy efficiency.
- Understand the role of economic policies and incentives in promoting energy goals overseas and evaluate how they might apply to North Carolina.
- Learn more about France's nuclear energy policies, including the management of nuclear waste and the public acceptance of nuclear energy.

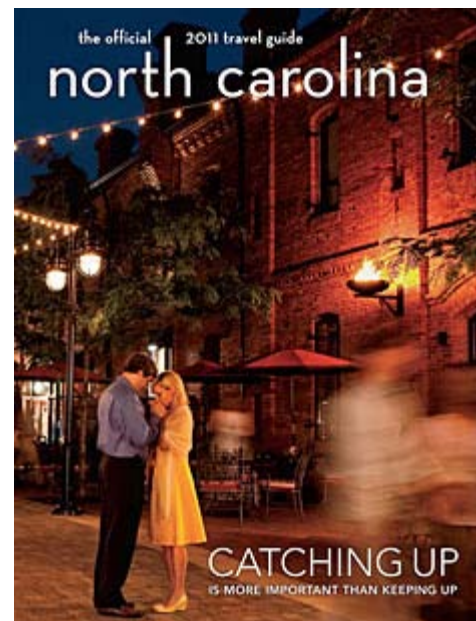
U.S. Airways Executive Chuck Allen of the Charlotte Regional Partnership Board and N.C. Department of Commerce Deputy Commerce Secretary Dale Carroll. The group worked on plans for 2011 and reviewed uniform accountability standards and performance metrics.

Component for Airbus produced at Global TransPark

[Spirit AeroSystems Inc.](#) shipped the first production of an outer spar component for the Airbus A350 XWB on Dec. 10, marking a milestone at the Kinston facility. Approximately 11.5 meters in length and made of carbon fiber, the outer spar, or leading edge spar, is part of a group of components that make up the fixed leading edge on wings to be produced by Spirit AeroSystems at the [N.C. Global TransPark](#). Five other spar sections are scheduled to ship in 2011.

"This is the first production component of any kind we've shipped out of our Kinston facility," said Tom Greenwood, Spirit's A350 XWB spar program director. "This first unit was built at our new, state-of-the-art facility using automated composite fabrication technology and the technical expertise of Spirit employees."

Airbus awarded the contract to design and produce the A350 XWB's spar and fixed leading edge in July 2008 to Spirit AeroSystems, the world's largest independent supplier of commercial airplane assemblies and components. [Read more.](#)



2011 Official N.C. Travel Guide unveiled in Durham



N.C. Department of Commerce International Trade Division Director Jean Davis (third from right) is shown at the awards ceremony.

N.C. District Export Council named the National DEC of the Year

The North Carolina District Export Council was recently named the National District Export Council of the Year at the group's annual meeting in Detroit, Mich.

The award committee noted that the N.C. DEC exemplified the spirit of collaboration between federal, state and local partners in providing export assistance to North Carolina companies. The committee also cited innovative programs, new export education offerings and new trade missions to emerging markets as national best practices for other DEC's.

N.C. companies participate in nanotech summit

Two North Carolina companies participated in the [National Nanotech Initiative Summit](#), which took place Dec. 8-10 in Washington, D.C. Liquidia and XinRay Systems were among a small number of private-sector companies selected to take part in the summit.

The summit is the largest federally funded science program since the Apollo space program. It was presented in cooperation with the National Nanotechnology Initiative and the Office of Science and Technology Policy.

The [N.C. Center of Innovation for Nanobiotechnology](#) was a sponsor of the summit. NC COIN Director of Membership Services and Fundraising Jim Roberts writes about the summit and the future of nanotech in North Carolina in the Dec. 20 Localtechwire.

[Nanotech: Big future in N.C. for science of small particles](#) (Localtechwire, Dec. 20)

Bank participation in government guaranteed loans on the rise in N.C.

There was a substantial increase in the number of banks participating in Small Business Association government guarantee programs in FY 2010. Several of the banks that participated in loan guarantee programs before the recession went inactive during the recession, and are now back up to their pre-recession lending levels. These banks include Carolina Bank, Crescent State Bank, Four Oaks Bank & Trust, Macon Bank, Randolph Bank & Trust, Select Bank & Trust,

The N.C. Department of Commerce's Division of Tourism, Film and Sports Development unveiled the Official 2011 North Carolina Travel Guide, which features Durham's Brightleaf Square on its cover, during a joint press conference on Dec. 15 with the Durham CVB. Director of Tourism Marketing Wit Tuttell spoke to reporters about the importance of the guide as a tool to generate travel to North Carolina, and he highlighted the enhanced features of the new online guide. Shelly Green, president & CEO of the Durham CVB, spoke about Durham's vibrant urban culture and its growing significance as a culinary destination and major tourism attraction for North Carolina.

About 600,000 travel guides will be distributed through the state's nine Welcome Centers, sent to callers of 1-800-VISIT-NC, ordered by visitors to [VisitNC.com](#), and distributed at travel shows. The 2011 Official North Carolina Travel Guide is also available to CVBs, TDAs, chambers and other tourism entities for distribution. To order bulk Travel Guides, contact Wally Wazan at (919) 715-2098.

[N.C. upgrades travel guide with online features](#) (The Business Journal of the Greater Triad, Dec. 15)

N.C.'s Eastern Region to publish Economic Development Review

[N.C.'s Eastern Region](#) will publish an Economic Development Review, reinforcing the area's favorable quality of place while also targeting prospective residents, employees, businesses and visitors. The magazine will be distributed by N.C.'s Eastern Region as well as through key local businesses, trade shows, conferences and events throughout the year.



Division of Workforce Development staff volunteer at the Hallelujah Soup Kitchen.

The Bank of Currituck, and The Heritage Bank.

Also notable are banks that managed to significantly increase their participation in SBA programs throughout the recession, including the Community Bank of Rowan, East Carolina Bank and SunTrust. And, in the face of the economic downturn, some banks were able to maintain consistent levels of government guaranteed lending, including Surrey Bank & Trust and BB&T. In all, over 100 banks made either SBA 7(a) or 504 loans during the fiscal year.

Apply now for Rural Center's loan loss guarantee program

The Small Business Jobs Act will make more than \$46 million available to North Carolina under the State Small Business Credit Initiative. Small Business Commissioner Scott Daugherty and the N.C. Department of Commerce have authorized the N.C. Rural Economic Development Center to use this funding to re-establish the very successful Capital Access Program (CAP). Based on the past performance of this loan loss reserve program, Daugherty anticipates this funding will leverage over \$800 million in small business loans in North Carolina. Any bank interested in participating in CAP should contact [Tony Johnson](#) at the [Rural Center](#) to apply.

Business partners with non-profit to invest in science education

With a [landmark workforce development](#) initiative and the world's first state-supported biotechnology center, North Carolina has long been a leader in investing in biotech and other science industries. Now a partnership between a biotech company and a non-profit organization is continuing that tradition in the Research Triangle area. On Dec. 13, the Biogen Idec Foundation and the Triangle Community Foundation presented 16 grants, totaling \$24,615, to Triangle-area nonprofits and schools.

The Micro-Grants in Science Education program offers grants of \$250 to \$2,500 to middle and high schools and nonprofit organizations in an effort to promote science literacy and to help steer students toward careers in science and science-related fields. [Read more.](#)

[Local schools see 25k investment in science education](#)
(Localtechwire, Dec. 14)

Welcome Center manager spins a yarn for NPR

I-77 North Welcome Center Manager Oma Boyd will be featured on National Public Radio on Christmas Eve, as she reads her story "The Christmas Doll." The reading will air at 8:30 a.m. and 4:30 p.m. on NPR station WFDD at Wake Forest University in Winston-Salem. WFDD offers [streamed broadcasts](#) via .mp3 and RealPlayer. Boyd became interested in preserving the heritage of the Blue Ridge Mountains and its inhabitants in 1980, while she was working with a group of senior citizens as director of Southern Carroll Community Center in Cana, Va. Now, in addition to being the Welcome Center manager, Boyd refers to herself as a story catcher or a vessel to preserve her mountain way of life. "The Christmas Doll" was published in the December 2006 Yadkin Valley Living magazine.

Workforce members volunteer at soup kitchen

Staff at the N.C. Department of Commerce's Division of Workforce Development volunteered at the Hallelujah Soup Kitchen on Dec. 17, helping serve a holiday luncheon to approximately 100 guests. The Soup Kitchen provides Raleigh's homeless and others in need with meals and other services throughout the year. Staff also collected clothing which was distributed. Secretary Keith Crisco joined Division staff during the event.



Toys donated by the Community Development Division's Raleigh office will be given to Toys for Tots.

Community Development Division participates in service project

The N.C. Department of Commerce's Community Development Division participated in a holiday service project during the week of Dec. 13. Each of the five office locations selected a unique charity to support. Through this project, families across the state will have a brighter holiday season.

The Asheville Office supported the [Western Carolinians for Criminal Justice](#). The office donated more than \$200 to support this organization.

The Winston-Salem Office supported the [Second Harvest Food Bank of Winston-Salem](#). They donated enough money to provide food for two families who are in need this year.

The Fayetteville Office supported the [Tiffany Pine Outreach](#) 501 (c)3 non-profit. Staff volunteered during the organization's annual bike give away this year.

The Washington Office donated items to two local food banks: [Eagles Wing](#) and [the Salvation Army](#). The food will be distributed to families in need this holiday season.

The Raleigh Office locations collected toys for the local [Toys for Tots Drive](#). The donated toys will be given to local children this holiday season.

November 2010 Economic Overview released

The Monthly Overview of North Carolina's Economy (November 2010 Report), prepared by the N.C. Department of Commerce's Division of Policy, Research, and Strategic Planning, was released on Dec. 13. Most of the latest state data is from October 2010. The purpose of the overview is to summarize and analyze important economic indicators.

National and state indicators have remained relatively stable recently, with employment and other indicators holding steady over the last two months. Most indicators are still well below pre-recessionary levels, but both state and national trends indicate that economic growth is occurring. Businesses have still been reluctant to increase hiring, which is a reflection of consumer reluctance to spend in the current economy. The housing market has seen foreclosures increase after a minor reprieve during the foreclosure freeze. Despite the setbacks in employment and housing, economic recovery is on track increasing hopes for growth and increased employment into 2011. [Read the overview.](#)

Metrics from B&I Division

Below are year-to-date metrics tracked by the N.C. Department 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 - Dec. 20, 2010

| | |
|---|---------|
| New projects assigned: | 430 |
| Projects announced: | 139 |
| Jobs created: | 15,361 |
| Capital invested: | \$3.16B |
| Industry visits by existing industry staff: | 1,533 |
| Calls to the Business ServiCenter: | 21,583 |

N.C. in the News

This Week's Highlights

- [Pittsboro, Cary post lowest Triangle housing vacancy rates](#) (Triangle Business Journal, Dec. 20)
- [Brown to chair Commerce Committee](#) (Business Journal of the Greater Triangle, Dec. 20)
- [ActiveHealth brings new jobs to city](#) (The High Point Enterprise, Dec. 16)

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Building Location:
301 North Wilmington Street
Raleigh, NC 27601-1058

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

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