

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



*(Left-right) Gov. Bev Perdue, Electrolux's Kevin Scott and Commerce Sec. Keith Crisco ring the Charlotte Chamber's bell during the Dec. 16 announcement that Electrolux would create its new North American headquarters in Charlotte.*

## Electrolux to create at least 738 jobs in Mecklenburg County

Gov. Bev Perdue announced Dec. 16 that appliance manufacturer Electrolux expects to create a minimum of 738 jobs over the next five years and invest \$8.3 million in a new North American headquarters in Charlotte. The announcement was made possible in part by a state Job Development Investment Grant and a One North Carolina Fund award. Commerce's Susan Fleetwood was the developer on this project.

Electrolux is a global leader in home and professional appliances whose products include refrigerators, freezers, washers and dryers, vacuum cleaners, dishwashers and cooking products sold primarily under the Electrolux, Frigidaire and Eureka brands in North America. Electrolux North America is owned by AB Electrolux, a company based in Stockholm, Sweden, that employs 55,000 workers around the world.

The company will consolidate corporate offices from around the country into the new Charlotte headquarters. Electrolux currently employs around 650 people in North Carolina, the majority at a dishwasher manufacturing plant in Kinston. The new jobs created by the company will result in an overall annual payroll in excess of \$60 million a year not including benefits. [Read more.](#) [Hear audio from the press conference.](#)



*One of the 2010 N.C. Travel Guide covers features New Bern, which will celebrate its 300th anniversary in 2010.*

## Official 2010 N.C. Travel Guide available

The official 2010 North Carolina Travel Guide is now available. The popular publication showcases 776 attractions and lists information on more than 4,000 accommodations. For the first time, the Travel Guide features two separate covers: one of New Bern, which is celebrating its 300th anniversary in 2010, and one of the Blue Ridge Parkway, celebrating its 75th anniversary. In addition to the two cover articles, editorial features in the guide celebrate the state's diversity and range of activities including music, motorsports, the Civil Rights movement and golf, plus stories on farm-to-table restaurants and family-friendly animal attractions. 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](http://VisitNC.com) and distributed at travel shows. For information on ordering a guide, go to [VisitNC.com](http://VisitNC.com).

## Durham CVB first to earn

courtesy of the Charlotte Chamber.

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## N.C. jobless rate improves slightly

North Carolina's unemployment rate dropped slightly to 10.8 percent in November, according to figures released Dec. 18 by the Employment Security Commission. Per the report, 12,453 people were hired in North Carolina in November, resulting in the overall number of unemployed to drop by 6,823.

[N.C. jobless rate improves slightly, now stands at 10.8 percent](#) (Triangle Business Journal, Dec. 18)

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(Left-right) Highwoods Properties President and CEO Ed Fritsch, Cary Mayor Harold Weinbrecht, Deutsche Bank CIO Mark Ashton-Rigby, Gov. Bev Perdue, and Deutsche Bank COO John Eagleson (Photo courtesy of Highwoods Properties)

## Deutsche Bank opens Cary Office

Deutsche Bank, in conjunction with the State of North Carolina and the Town of Cary, marked the grand opening of a new technology development center in Cary on Dec. 14. The facility, located at 3000 Centre Green Way, will operate as DB Global Technology (DBGT), a newly formed subsidiary, and will develop a range of leading-edge applications and software solutions for many of Deutsche Bank's businesses.

The bank expects to create more than 300 full-time jobs at the facility within the next five years and will draw from information technology professionals in the Raleigh-Durham area in addition to graduates from local universities. The facility will be run by John Eagleson, Chief Operating Officer of DBGT Cary.

Gov. Bev Perdue and Cary Mayor Harold Weinbrecht, presided over a formal ribbon-cutting ceremony, along with Deutsche Bank's CIO of Global Debt, Sales and Research for Global Information Services-Capital Markets, Mark Ashton-Rigby.

Perdue announced in August that DB Global Technology had been awarded a Job Development Investment grant to make this project possible.

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## Talon Systems to Bring 90 Jobs to Statesville

Gov. Bev Perdue announced Dec. 17 that Talon Systems Inc., an international manufacturer of household storage cabinets

## green plus certification

The [Durham Convention and Visitor's Bureau](#) (DCVB) has earned Green Plus certification from the Institute for Sustainable Development. Celebrating its 20th anniversary as Durham's official community marketing agency, DCVB is the first organization of its type in the nation to be certified and just the second to be certified in Durham. Green Plus is designed for small organizations and covers variables in three areas, including rigorous standards for how an organization treats not only the planet but its workforce, and how it performs overall. Both Duke University and UNC-Chapel Hill partnered with the Institute to roll out the certification nationwide. [Learn more](#) about Green Plus.

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## Minges addresses Triangle AMA

Assistant Secretary of Tourism, Marketing, and Global Branding Lynn Minges addressed the Triangle Chapter of the American Marketing Association (AMA) on Dec. 17. Discussing "How to Brand a State: Building the North Carolina Brand," Minges explained how the state's brand represents everyone's interest within the state and how it helps secure everyone's future in North Carolina. The brand of the state includes its strategy, history, development, adaptation and relevance. [Learn more.](#)

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## Sugar Mountain celebrates 40 years as ski season gears up

North Carolina's ski season is gearing up as all of the state's ski and tubing attractions are now open and expecting a busy season. Sugar Mountain is celebrating its 40th anniversary as one of North Carolina's premier ski resorts.

Ski resorts are offering special programs geared for supervised teens, women or men to appeal to specific groups in addition to families and individual skiers. Hawksnest has all four parks open for snow tubing and now offers one of the only winter zip lines in the nation. Wolf Ridge Ski Area in Mars Hill co-owner Rick Bussey said it should be a busy season, especially with the reopening of the popular Breakaway Ski slope (a ski-through tunnel).

[Ski WNC: Slopes get ready to make the most of the season](#) (Asheville Citizen-Times, Dec. 10)

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## BOA names Moynihan as CEO

and furniture, will hire 90 workers over the next three years and invest \$5.9 million to open its first U.S. manufacturing plant in Statesville. The project was made possible in part by a One North Carolina Fund grant of \$46,590. Commerce's Bo Gregory was the developer on this project.

"This is the latest example of North Carolina's ability to attract international companies looking for the perfect U.S. location to invest and grow," Perdue said. "I will continue to foster a business climate that helps new companies locate here and existing companies expand."

Based in Ontario, the company currently employs more than 150 workers and makes veneer storage cabinets, dressers, shelves, computer desks, TV stands, partitions and many other products. Talon products are sold in Costco, Lowes, Ikea, Home Depot, Sears and other retail outlets in the U.S., Canada and Mexico.

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## Lab equipment maker adds 104 jobs in Buncombe

Gov. Bev Perdue on Dec. 15 announced that Thermo Fisher Scientific, a world leader in laboratory equipment and services, will expand its operations in Buncombe County. The company will create 104 jobs and invest nearly \$5 million during the next three years at its site in Asheville. The announcement was made possible in part by a \$208,000 grant from the One North Carolina Fund. Commerce's Bill Payne was the developer on this project.

The company employs approximately 35,000 people in 40 countries, serving 350,000 customers primarily in the life sciences and health care markets.

Thermo Fisher's Asheville site, which manufactures cold storage equipment, centrifuges and ovens for medical and research laboratories, is expanding to accommodate new product lines. Salaries for the new jobs will vary by job function, but the overall annual average wage will be \$40,811 not including benefits, higher than Buncombe County annual average wage of \$32,968.

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## Perdue reestablishes N.C. Commission on Volunteerism and Community Service

Gov. Bev Perdue on Dec. 17 signed Executive Order No. 41 reestablishing the N.C. Commission on Volunteerism and Community Service. The order was signed while Perdue participated in a home refurbishing volunteer project in Asheville.

The N.C. Commission on Volunteerism and Community Service, first established in 1994, is charged with developing and implementing a comprehensive statewide service plan for promoting and recognizing volunteerism in North Carolina. [Read more.](#)

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## Union County company plans expansion

Laboratory analytical machine maker CEM Corp. of Union County plans to add 50 employees and double the size of its facility in the Stallings community, the company announced Dec. 18. Commerce Sec. Keith Crisco was at the facility to

Bank of America on Dec. 16 unanimously named Brian Moynihan to be the Charlotte bank's next chief executive. Moynihan, who takes over on Jan. 1, has said the bank's headquarters will remain in Charlotte.

[Bank of America: Headquarters will stay put](#) (WCNC - Charlotte, Dec. 17)

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## Perdue calls on federal government to ease credit for small businesses

Gov. Bev Perdue on Dec. 18 called on North Carolina's congressional delegation to support steps to ease the credit crisis facing North Carolina's small businesses. Gov. Perdue's #1 priority is creating jobs in North Carolina, and helping small businesses grow is critical to creating jobs.

"Small businesses are the backbone of North Carolina's economy," said Perdue. "It is critical that we get credit flowing back to small businesses to work our way out of this economic and financial crisis." [Read more.](#)

In a letter to the N.C. congressional delegation, Perdue asked for federal government support for North Carolina's efforts to increase lending to North Carolina small businesses. Specifically, the federal government should:

- Identify sources of capital, such as unspent TARP funds, that can be repurposed and deployed through banks specifically for small business lending.
- Extend the availability of 90% no fee SBA-backed small business loans, and ease the regulatory pressures applied to lenders to bring credit access back within reach of the many viable businesses that need it.
- Consider tax incentives for small businesses that create jobs as a result of federally-backed loans.

[Perdue appeals to congressional delegation to get credit flowing to small businesses](#) (Triangle Business Journal, Dec. 21)

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## Green Business Fund issues RFP

The 2010 N.C. Green Business Fund call for proposals is now open. The fund is a competitive grants program established by the state in 2007 and administered by Commerce's Office of Science and Technology.

Eligibility for the grant is limited to small for-profit businesses, non-profit organizations, state agencies, and local governments to encourage the expansion of small to medium

help celebrate the company having recently won the Environmental Protection Agency's 2009 Presidential Green Chemistry Award. CEM was honored for its Sprint brand of protein analyzer.

[CEM has big growth plans in Union County](#) (Charlotte Business Journal, Dec. 18)

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## Crisco helps assess 'Health of Lee County'

Commerce Sec. Keith Crisco was one of the featured speakers at the Dec. 10 "Health of Lee County," sponsored by the Lee County Committee of 100. [Research Triangle Regional Partnership](#) President and CEO Charles Hayes and Lee County Economic Development Director Bob Heuts also spoke. About 150 people attended the event, which offered assessments on the county's economy, education, labor and quality of life. The county has one of the highest average wages among the five southern counties in the Research Triangle economic region, in addition to diminishing crime and dropout rates. [See a meeting recap and overview report.](#)

[Keith Crisco, Charles Hayes, Bob Heuts assess Health of Lee County](#) (Triangle Business Journal, Dec. 18)

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## N.C. delegation headed to Singapore

A North Carolina delegation of state legislators and education policy leaders will be in Singapore next month. The group will explore international best practices in education and investigate connections between education policy and successful economic development. This is the 10th in a series of "Learning from" programs intended to inform North Carolina education policy by exploring other countries' successes. The Public School Forum of North Carolina and the [Center for International Understanding](#) will lead the program with generous support from Burroughs Wellcome Fund, GlaxoSmithKline, SAS and Z. Smith Reynolds Foundation.

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## The Hamner to hold workshop on doing business in China

Understanding Chinese society, culture and business etiquette are key to doing business in China, North Carolina's second largest trading partner. The Hamner Institute in Research Triangle Park is holding a one-day workshop Jan. 23 for executives, managers and entrepreneurs seeking business opportunities with Chinese firms and in China. [Learn more.](#)

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## Wachovia and Wake Tech partner to train entrepreneurs

Wachovia and Wake Technical Community College have teamed up to establish an entrepreneurship center at the college's Northern Wake Campus. The bank has committed \$150,000 for the creation of the Wachovia Wells Fargo Center for Entrepreneurship, which will help entrepreneurs turn ideas into businesses.

[Wachovia gift to help Wake Tech train entrepreneurs](#) (Triangle Business Journal, Dec. 15)

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sized businesses with 100 or fewer employees that have innovative commercial technologies, products and services to grow a green economy in the state. Agencies must have their principal base of business in North Carolina. [Learn more.](#)

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## Metrics from B&I Division

Below are year-to-date metrics tracked by the Division of Business and Industry (B&I) 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. 21, 2009

New projects assigned:	426
Projects announced:	128
Jobs created:	13,967
Capital invested:	\$2.81B
Industry visits by existing industry staff:	1,377
Calls to the Business ServiCenter:	24,441

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## N.C. in the News

This Week's Highlights

- ["Cash for Caulkers" would boost strong area weatherization programs](#) (Wilmington Star-News, Dec. 21)
- [Unemployment in N.C. likely to hit 11.5 percent](#) (Winston-Salem Journal, Dec. 21)
- [New energy, new jobs](#) (Fayetteville Observer, Dec. 21)
- [Laid-off furniture workers try to leap to Google](#) (National Public Radio, Dec. 21)
- [Furniture maker plans to hire 150 employees in next five years](#) (Statesville Record and Landmark, Dec. 18)

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