



Season's Greetings

Looking Back with Thanks on Our Year of Accomplishments

North Carolina's economic development community can enjoy some well-deserved rest this week as another busy year of business and community development winds down.

In today's edition of SYNC, we look back at some of the highlights and milestones from the past year. N.C. Commerce salutes you and all our community partners across the state.



(Left-right) N.C. Commerce Secretary John Skvarla, President of Novo Nordisk Inc. USA Jesper HÅ, iland, and Gov. Pat McCrory celebrate Novo Nordisk's decision to expand in Johnston County

Top Five Job Creation Announcements for 2015

Local and state leaders work side by side to recruit companies to North Carolina and assist those already here to grow and expand. In today's competitive environment, NC Commerce has several economic development programs, including our Job Development Investment Grant reimbursement program. 2015 represented a vigorous year once we hit July 1st when the NC Competes legislation cleared the way for more projects



Secretary Skvarla, checking it twice as he leads a Christmas tree trimming team earlier this month.

N.C. Commerce Team Feeling Festive

Earlier this month, Commerce employees joined North Carolina Secretary of Commerce John E. Skvarla, III to deck the halls around the agency's Raleigh headquarters.

The fun and festive morning of decoration duty topped Secretary Skvarla's eventful first year at the state's leading economic, community, and workforce development agency.

"What a pleasure it's been to work with such a dedicated group of professionals, all pulling together to help our state and its citizens achieve more," said Secretary Skvarla. "Combined with our dedicated partners across the state, nothing compares to North

and offered businesses more certainty through 2020.

Here is a snapshot of the top five job announcements in our Job Development Investment Grant program.

- **Novo Nordisk | Announced August 26 in Johnston County.** Novo Nordisk Pharmaceutical Industries, Inc., represents the largest capital investment in JDIG program history. The company said it will invest \$1.8 billion at its Johnston County site over the next five years. The leading global manufacturer of insulin and related diabetes treatment products will double the size of its North Carolina workforce with 691 new jobs at a new bio-manufacturing facility in Clayton.

Jesper Håjlund, President of Novo Nordisk Inc. USA and Executive Vice President Novo Nordisk A/S said, "We already have a large and very professional organization here, and have been impressed by the excellent collaboration we have had with this city, county and state leadership, and appreciate the incentives they have secured in connection with this investment."

- **Fidelity | Announced November 27 in Durham County.** Fidelity Investments will add 600 jobs during three years and invest a minimum of \$8 million across its Triangle facilities, including its Durham County campus. Fidelity established a significant Research Triangle presence in 2002 with its acquisition of an employee benefits business. The firm later designated North Carolina as a regional technology center of excellence, added a data center, built a customer contact center and is also home to Fidelity Charitable and multiple operations groups.

"Fidelity has found North Carolina to be a great place to grow and we are pleased to be adding 600 more jobs by the end of 2018, predominantly in technology," said Joan Vinas, senior vice president and North Carolina regional leader for Fidelity Investments. "More than half of our North Carolina employees are building careers in technology, operations and customer facing positions, and we plan to hire more of the state's diverse and talented workforce as we continue to grow. We thank Governor McCrory, Secretary Skvarla, the N.C. General Assembly, the N.C. Community College System and Durham County for their collaboration and partnership."

- **Project Trent Futures | Announced December 17 in New Hanover County.** Project detail here.

"This is the company quote here."

- **Red Ventures | Announced December 8 in Mecklenburg County.** Red Ventures will expand its Mecklenburg County operations by adding 500 jobs over the next five years. The technology and marketing company plans to invest \$5 million at its facility in Charlotte over the same period. Founded in 2000, Red Ventures is the country's largest technology-enabled platform for sales and marketing organizations. The company uses advanced analytics and proprietary technology to optimize client leads and close sales for some of the nation's top brands.

"Our continued investment in the Charlotte region centers around attracting and retaining the best talent," said Ric Elias, CEO of Red Ventures. "We're excited to

Carolina's economic development team."



Governor McCrory presents a ceremonial china plate to Ron Wanek of Ashley Furniture marking the company's project announcement.

Top One NC Jobs Announcements for 2015

The One NC Fund helps local governments in less populated areas attract more business and create jobs. Companies receive no money up front and must meet job creation and investment performance standards to qualify for the funds. The One NC program is also contingent upon local matches with county or municipal government.

NovoNordisk with 691 new jobs and a \$1.8 billion investment in Johnston County and Ashley Furniture with 454 jobs and at least \$8.7 million investment in Davie County received both a One NC grant along with a Job Development Investment Grant. These projects are mentioned in the Top Five JDIG article in this issue.

Here is a snapshot of the other major job generation projects connected with One NC for the past year.

- **Sanderson Farms | Announced March 12 in Robeson County.** Sanderson Farms is constructing a new state-of-the-art poultry complex in Robeson County. The new processing plant and hatchery will create approximately 1,100 new jobs during the next three years. Sanderson Farms expects to invest approximately \$139 million in the complex which includes upgrades to its Kinston feed mill. Sanderson Farms is the third largest poultry producer in the United States with production of more than 9.3 million chickens per week.

"We are grateful for the cooperation from the economic development and governmental officials in St. Pauls, Robeson County and the State of North Carolina," said Joe F. Sanderson, chairman and chief

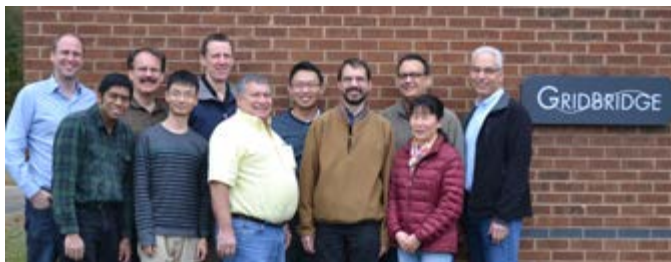
have established a partnership with the State of North Carolina that brings top-tier jobs and facilities to the region."

- **BSH Home Appliances | Announced December 17 in New Hanover County.** BSH Home Appliances Corporation plans to create 460 new jobs in Craven County during the next five years and invest nearly \$80.7 million at the current site in New Bern through the end of 2019. The company is the largest manufacturer of home appliances in Europe and one of the leading companies in the sector worldwide. BSH Home Appliances built its first plant in New Bern in 1997 and has since undertaken several expansion projects. BSH facilities in New Bern produce and distribute dishwashers, ovens, ranges and cooktops.

"The investment BSH Home Appliances will make to expand its manufacturing, central distribution and call center operations in New Bern exemplifies our ongoing commitment to the State of North Carolina," said Frank Rebmann, commercial director at BSH Home Appliances. "We would like to thank the State of North Carolina and Craven County for its support of this important expansion."

- **Ashley Furniture | Announced October 13 in Davie County.** Ashley Furniture Industries, Inc., (Ashley) plans to create 454 new jobs in Davie County during the next five years and invest at least 8.7 million at the current site through the end of 2019. This announcement comes on the heels of Ashley's initial phase of development where it committed to create 550 jobs and invest \$80 million between 2012 and 2015. Ashley exceeded these commitments by creating more than 1,100 jobs and investing more than \$250 million into its new state-of-the-art furniture manufacturing and distribution facility; and related training and development activities in Advance.

Todd Wanek, Ashley's President and CEO remarked, "We are extremely pleased with the pro-business attitude of the State of North Carolina and the efforts of our entire team. It has been a challenging and fulfilling journey, and we look forward to a very bright future in North Carolina."



The team from GridBridge.

One NC Small Business Program Helps Firms Maximize Federal Funds

The One NC Small Business Matching Funds Program has awarded 51 grants in 2015 to small businesses around the state, totaling nearly \$2.5 million. Awards have gone to firms

executive officer of Sanderson Farms, Inc. "The additional capacity of 1.25 million birds per week represented by the new complex will provide new marketing opportunities for the company in the fresh food service market."

- **Butterball | Announced February 19 in Hoke County.** Butterball, LLC is expanding its operations in Hoke County and will create 367 new jobs over the next three years. The company plans to invest \$66.75 million in the city of Raeford over the same period. Headquartered in Garner, Butterball is the largest producer of turkey products in the U.S., producing more than one billion pounds of turkey each year.

"We are thrilled to expand our presence in Raeford," said Kerry Doughty, Butterball president and chief executive officer. "We've enjoyed our relationship with the community throughout the years, and we are proud to continue building that relationship. Our facility will total more than 200,000-square feet, and we will welcome more than 200 individuals into initial job placements over the next 10 months."

- **O'Neil Digital Solutions | Announced April 23 in Union County.** O'Neil Digital Solutions, LLC is opening a new facility in Union County and will create 250 new jobs over the next five years. The company plans to invest \$90.7 million in the town of Monroe. O'Neil has grown into a national provider of data-driven publishing and marketing communication services for major U.S. organizations. The Monroe location is being established to better serve the company's East Coast customers.

"We are very pleased to become part of the community of Union County and the city of Monroe," said Jim Lucanish, president of O'Neil. "One of the largest factors in our choice to come to North Carolina along with its location, and I know it's a cliché, but people make a business. And great people is what we found here."

across a wide array of tech-driven industries.

With its small but growing workforce, GridBridge, Inc., is a worthy example from this year's roster. As new power management technologies emerge to improve the safety and efficiency of the nation's utility grid, GridBridge is a name to watch.

The Raleigh company gets funding from the federal Small Business Innovation Research (SBIR) program to develop both its solutions and its market.

However, support from the State of North Carolina also is crucial to GridBridge as it navigates the various stages of SBIR funding. "There is typically a 3-4 month gap between [SBIR's] Phase 1 and Phase 2, whereupon we've used One NC Small Business funds to bridge the gap," said Chad Eckhardt, GridBridge's president and CEO.

One NC Small Business funds help the company manage fixed costs such as talent between federal funding cycles, but also help GridBridge make the most of SBIR-driven opportunities. "We've used state funding to deliver above the project milestones, ideally making GridBridge more competitive," Eckhardt said. "Businesses need an edge in order to unlock federal funds, and this program certainly helps."

Under the One North Carolina Small Business Matching Funds Program, the state provides matching grants of up to \$50,000 to North Carolina businesses that have received either SBIR or federal Small Business Technology Transfer (STTR) grant awards. SBIR/STTR grants are the single largest source of early stage technology development and commercialization funds for small businesses, providing approximately \$2.5 billion each year, according to the U.S. Small Business Administration.

"The One North Carolina Small Business program is part of our strategy for moving North Carolina-born technologies into the global marketplace more quickly, which facilitates small-business job growth across the state," said North Carolina Commerce Secretary John Skvarla. "In fact, North Carolina's matching fund program served as a model South Carolina, Kentucky and Virginia each have replicated."



Information for companies wishing to apply for a One NC Small Business can be found online at nccommerce.com/sti.



Nothing Compares
NORTH CAROLINA

"Here's to the land of the long leaf pine, the summer land where the sun doth shine; Where the weak grow strong, and the strong grow great, here's to "Down Home", the Old North State."

As captured in the state's official toast, North Carolina has always been known for its natural beauty, abundant opportunity, and its indelible homegrown charm. From our world-class universities, to our bustling small towns and vibrant big cities, all against the backdrop of breathtaking mountains, pristine beaches and rich landscapes, North Carolina has no shortage of uniquely marketable qualities.

With this in mind, Governor McCrory introduced an initiative in 2014 to express the extraordinary features of North Carolina within a new state brand. The charge was given to the Department of Commerce to develop a singular, consistent, comprehensive brand to promote the state's assets, unify state government communications, and attract business and tourism.

Historically, North Carolina has been represented by widely varied symbols and logos - by some counts, more than 30 currently exist. An exhaustive effort was made to distill all of these expressions into one essential visual symbol and corresponding brand promise. Many voices weighed in: administration stakeholders and Cabinet leaders, focus groups, students, and the general public. UNC Kenan-Flagler Business School's Institute of Private Enterprise offered quantitative guidance. A professional brand development team connected the tangible data points to the outpouring of affection for North Carolina expressed by citizens.

North Carolina Commerce Secretary John Skvarla lauded the effort to include so many perspectives: "A well-defined brand will help us consistently tell our story and highlight North Carolina's economic vitality and variety of opportunity."

The defined brand promise came into focus: "Inspiring More." A logo was developed featuring an "NC" centered around the longleaf pine that symbolizes North Carolina's strong roots and continued growth, with

colors moving from green to blue, mirroring the diverse landscape from the mountains to the sea. The tagline "Nothing Compares" captures the excitement of being connected to a place rich in ideas and opportunities.

Brand assets have continued to take shape, including a 90-second brand essence video, digital assets for all Cabinet agencies and offices that report directly to the Governor, and the construction of a new website at brand.nc.gov. An initial brand promotion campaign took place over the summer, featuring 75 billboards along North Carolina highways. The final phase of the brand development will establish merchandising opportunities and cultivate non-profit and private partners who seek to promote the tremendous potential awaiting residents, businesses and visitors. Secretary Skvarla is confident this initiative will carry out Governor McCrory's vision and "will draw attention to the qualities we know already attract people and investment to North Carolina, where everything is possible and Nothing Compares."

N.C. in the News - 2015

- [Sealed Air to build headquarters complex at LakePointe Corporate Center](#) (*Charlotte Business Journal* - January 14 2015)
- [North Carolina's new pitchman ready to sell state](#) (*Charlotte Observer* - January 30 2015)
- [MetLife reaches hiring goal in Charlotte, 1,300-plus jobs now filled](#) (*Charlotte Business Journal* - April 1, 2015)
- [2015 Best & Worst States for Business](#) (*Chief Executive* - May 2015)
- [North Carolina's \\$2.8 billion debt to U.S. Labor, Treasury departments is paid](#) (*Winston-Salem Journal* - May 5, 2015)
- [North Carolina wins 2015 Silver Shovel Award for Economic Development](#) (*Triad Business Journal* - June 18, 2015)
- [Raleigh Chosen for Novo Nordisk's New Bio-Manufacturing Facility](#) (*Industry Week* - September 4, 2015)
- [Best States for Business and Careers 2015](#) (*Forbes* - October 21, 2015)
- [2015 Business Climate Ranking](#) (*Site Selection* - November 2015)
- [North Carolina's New Branding Campaign](#) (*WUNC-TV* - November 10, 2015)

About Us

SYNC is the North Carolina Department of Commerce's electronic newsletter for local government officials, private-sector allies, state policy makers, and other economic development leaders. We offer unfiltered details about new economic development projects and events, useful news about your peers, and opportunities

to synchronize with statewide programs and tools in order to advance economic development in your community. [Send your story ideas to the editor.](#)

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Building Location:
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Mailing Address:
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Raleigh, NC 27699-4301

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