

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

## 2009 in review from Commerce

Happy Holidays from all of us at the N.C. Dept. of Commerce! In just a few days, 2009 will be drawing to a close. In this edition of SYNC, we take a look back at the year's top economic development stories from across North Carolina.

While 2009 will be remembered as a challenging time, the state has much to celebrate as companies such as Apple, Electrolux, Neighborhood Assistance Corporation of America and Zenta Mortgage Services continue to locate and expand their businesses in North Carolina. In November, Site Selection magazine once again named the state as the nation's best business climate. With new leadership from Gov. Bev Perdue and Commerce Sec. Keith Crisco, along with the collaborative efforts of every member of the state's economic development community, 2010 promises to be even better.

2009 also saw the launch of this publication, which began last March. In the coming year, SYNC will continue to bring you the news and information that builds collaborative relationships and helps us all stay in SYNC.



### Crisco appointed Commerce secretary

Governor-elect Bev Perdue on Jan. 5 announced cabinet secretaries and leadership appointees to help direct North Carolina's economic development departments. Among the appointments were Secretary of Commerce and Deputy Secretary of Commerce.

"Each of the leaders who joined my administration today will play a key role in our efforts to create jobs and grow our economy," said Governor-elect Bev Perdue.

The Commerce appointees are: Commerce Sec. Keith Crisco -- Secretary of Commerce and Commerce Deputy Sec. Dale Carroll.

### Business-Support Network launched

Business Link North Carolina, a comprehensive business-support network designed to assist North Carolina companies, was launched Jan. 7. BLNC, or "blink," offers quick access to a wide range of information and resources available from statewide, state-supported agencies and organizations. A Web portal, [www.blnc.gov](http://www.blnc.gov), and a toll-free number, 800-228-8443, link users to the resources.

In addition to Commerce, BLNC participants include: the Small Business Center Network of North

Carolina's Community Colleges; Employment Security Commission of North Carolina, N.C. departments of Agriculture & Consumer Services, Revenue and Secretary of State; N.C. Biotechnology Center; N.C. Community Development Initiative; N.C. Institute of Minority Economic Development; N.C. Rural Economic Development Center; and the University of North Carolina System, including the Small Business and Technology Development Center and N.C. State University's Industrial Extension Service.

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## Perdue announces launch of redesigned tourism Web site

Gov. Bev Perdue on Jan. 14 announced the launch of the state's newly redesigned tourism Web site, [www.VisitNC.com](http://www.VisitNC.com). The site, which is run by Commerce's Division of Tourism, Film and Sports Development, is aimed at today's sophisticated Web user who can customize the site's content and connect to more than 16,000 travel-related businesses, attractions and events across the state.

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## Minges promoted to assistant secretary

Commerce Sec. Keith Crisco announced Jan. 16 that Lynn Minges has been promoted to assistant secretary for Tourism, Marketing and Global Branding. In the expanded role, Minges will continue to lead the development and marketing of the state's tourism, film, sports and wine industries, but will also help position the state as the preferred location for domestic and international business.

Minges, who has been with Commerce for nearly 16 years, was tasked with consolidating marketing and promotion functions within the department to brand the state in a unified manner and to position North Carolina globally as a premier travel and business location.

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## Port of Wilmington to offer direct connection to Central America markets

The Danish container shipping company, Maersk Line, announced Feb. 3 that it will begin weekly vessel calls effective Friday, March 6, between the Port of Wilmington and Puerto Cortes, Honduras, and Santo Tomas, Guatemala, with over-the-road service to El Salvador and Nicaragua. Maersk Line is the world's largest container shipping company and has a significant regional office in Charlotte.

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## Perdue announces 120 jobs in Forsyth County

Gov. Bev Perdue announced Feb. 9 that Piedmont Aviation Component Services LLC, a provider of aircraft maintenance services and sales, plans to expand its operations in Kernersville. The company plans to invest \$5.8 million and create 120 jobs this year by relocating sister company Limco to North Carolina. The announcement was made possible in part by a \$44,000 grant from the One North Carolina Fund.

The 120 new jobs will pay an average of \$44,805 a year, not including benefits. This is more than the Forsyth County annual average wage of \$39,936.

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## Gov Perdue announces library-based "JobSearch Help Desk"

Gov. Bev Perdue on Feb. 13 announced the JobSearch Help Desk, which will train librarians to help patrons connect with employers and conduct job searches at public libraries. Partners in the project are the State Library at the Department of Cultural Resources, the Employment Security Commission and the Department of Commerce.

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## Davidson County manufacturer to add 328 jobs

Gov. Bev Perdue announced Feb. 18 that ASCO Power Technologies plans to add 328 jobs over the next five years at its Welcome manufacturing operations. The company, which will invest \$11.4 million to expand

the Davidson County facility, is a world-leading manufacturer of power switching and control products designed to ensure reliable back-up electrical power for critical operations.

ASCO Power Technologies is a subsidiary of Emerson, a global manufacturing and technology company whose 2009 first quarter sales exceeded \$5 billion. ASCO's products include automatic transfer switches and power systems that protect hospitals, data centers and telecommunications networks.

The company currently employs 211 people in North Carolina: 190 at the Welcome manufacturing plant and 21 at a Cary sales office. The 328 new workers will be paid an average annual wage of \$43,924, not including benefits, by the time all the employees are hired in 2013. (The average will be lower during the first few years of the hiring process.) Davidson County's average yearly wage is \$29,432.

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## One Tree Hill becomes state's longest running series

The CW Network decided to film a seventh season of the Wilmington-based drama series "One Tree Hill," making it North Carolina's longest running TV series. The show has generated more than \$135 million to date in estimated spending in North Carolina.

"This is great news for Wilmington and for North Carolina," said Commerce Sec. Keith Crisco. "This decision to continue filming for another season means that the state will continue to benefit from more than 125 long-term jobs brought in by our film industry."



## N.C. tourism industry rallies in Raleigh

More than 600 tourism, business and government leaders from throughout North Carolina participated in the 2009 N.C. Governor's Conference on Hospitality & Tourism at the Raleigh Convention Center, which wrapped up March 3. Gov. Bev Perdue addressed the conference on March 2 and commended travel industry leaders for their work and commitment to marketing North Carolina as a premier travel destination. She noted that even as consumers across the United States were

traveling less, North Carolina picked up market share, and improved its rank among other states to move from the seventh to sixth most visited state in the country. At the conference, the state honored six distinguished North Carolinians for their significant contributions to the success of North Carolina's tourism industry. [Read more.](#)

[See the Strategic Plan](#) by the Division of Tourism, Film and Sports Development. (2.45 MB file; please allow time for download)

*Commerce Sec. Keith Crisco and Gov. Bev Perdue spoke at the Governor's Conference.*

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## Crocker named new assistant secretary for community development

Commerce Sec. Keith Crisco announced last week that Joseph Crocker is the department's new assistant secretary for Community Development. Crocker, of Winston-Salem, most recently served as director of operations and program officer for the Z. Smith Reynolds Foundation. Prior to that, he spent 26 years in leadership positions at Wachovia Corp., including senior vice president and Carolinas community affairs manager. [Read more.](#)



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## Development leaders meet in Pinehurst

Approximately 250 economic development leaders met March 5-6 for the [N.C. Economic Development Association's](#) MidWinter Conference in Pinehurst. Gov. Bev Perdue was on hand to discuss the challenges the state faces in the economic downturn and share her vision for long-term economic recovery.



## Site selection consultants learn about N.C. at Chicago event

In an effort to develop and sustain business relationships, the [Friends of North Carolina](#) program sponsored a March 10 reception and presentation in the Chicago regional market where site selection consultants met with Commerce personnel and other economic development leaders from across North Carolina. Sec. Keith Crisco offered remarks and provided consultants with an update about North Carolina's current programs and activities. All attendees received a copy of a 2009 [Spring Update](#).

*Commerce Sec. Keith Crisco speaks March 10 during an event in Chicago sponsored by the Friends of North Carolina organization.*

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## Gov. Perdue releases budget

On March 17, Gov. Bev Perdue released her [proposed budget](#) for the next fiscal year, which includes a \$7 million investment in the Main Street program, and \$5 million for the Green Business fund to encourage the growth of businesses developing green technology. Visit the governor's economic recovery [Web site](#).

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## State grant helps GMAC expand in Charlotte

Gov. Bev Perdue announced March 20 that GMAC Financial Services will grow its Mecklenburg County operations and invest more than \$16.4 million, including capitalized lease payments, for an expanded corporate center. The Charlotte expansion is expected to create 200 finance, marketing, IT and related jobs





over the next two years that will pay an average annual wage of \$96,124, not including benefits.

The state's Economic Investment Committee voted unanimously to award a Job Development Investment Grant to

GMAC to facilitate this expansion. This is the second JDIG awarded in 2009. [Read more.](#)

*Gov. Bev Perdue introduces N.C. Commerce Sec. J. Keith Crisco (right) as she announces the GMAC expansion March 20 in Charlotte. (Photo by The Charlotte Observer/Diedra Laird)*

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## Commerce opens Shanghai office

The International Trade Division opened a trade and investment office in Shanghai. The office joins five other Commerce overseas offices: Hong Kong, Canada, Mexico, Japan and Germany. Marlinda Ma will manage the office, working closely with Commerce's foreign and U.S. economic developers and trade experts. Ma is an experienced economic developer who most recently served as the trade commissioner, Ontario Section, for the Consulate General of Canada in Shanghai. The state exports a variety of goods and services to China, including electrical machinery, and pharmaceutical and wood products. The total value of exports from North Carolina businesses to China through October was \$1.73 billion, making China the state's second-largest export market. Between 2000 and 2007, the total value of exports from North Carolina businesses to China increased by 405 percent. Marlinda Ma can be reached at [mma@nc-asia.com](mailto:mma@nc-asia.com).

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## Commerce developers pitch N.C. to European companies

Martyn Johnson and Dallas Hardenbrook, economic developers with the Division of Business and Industry Development, conducted a March business recruitment trip to Germany, the Netherlands and the United Kingdom, where they are met with leaders of companies that have shown an interest in expanding in North Carolina. John Brennan and Carsten Lex from the State of North Carolina European Office in Frankfurt, Steve Gooze of Davidson County, and John Erwin, partner with Parker Poe Adams & Bernstein, also participated in the trip.

Two highlight events of the trip were seminars introducing the state's business climate to representatives of 50 interested German companies. Seminars were held March 16 in Wertheim, near Heilbronn, and March 19 in Würzburg, two cities whose major industries are machine tool manufacturing, automotive and logistics. Each seminar featured testimonials on doing business in North Carolina from local German companies that have recently established facilities in the state.

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## Conference promotes emerging nanotech field

The N.C. Nanotechnology Commercialization Conference was held March 25 and 26 at the Raleigh Convention Center. More than 215 attendees gathered to discuss the emerging field of nanotechnology and how commercializing it can help grow North Carolina's economy. The conference was organized by the N.C. Board of Science & Technology and the Small Business and Technology Development Center (SBTDC).

During a luncheon keynote speech, Gov. Bev Perdue stressed the importance of nanotechnology in transforming North Carolina into a "hub for innovation." She marveled at how nanotechnology plays an important role in everything from making Navy war ships more water resistant, to fabrics that adapt to keep you cool or warm in hostile climates, to "smart" foundation make-up that can change color to exactly match your skin. Gov. Perdue was introduced by Commerce Sec. Keith Crisco, who called nanotechnology an important subject for the future of North Carolina.

Dr. Joe DeSimone, a pioneer in nanotechnology research and professor at UNC-Chapel Hill and N.C. State University, spoke about his success in using nanotechnology to engineer unique particles for specific needs, such as delivering drugs to targeted cells for more effective cancer treatment. Holder of over 100 patents and a successful entrepreneur who has commercialized almost a dozen companies, Dr. DeSimone inspired the audience with his keynote speech titled "The value of commercializing nanotechnology."



## Canadian ambassador visits Raleigh, Charlotte

Canadian Ambassador to the United States Michael Wilson was in Raleigh on April 8 to meet with North Carolina business representatives and state government officials. During a luncheon hosted by Commerce Sec. Keith Crisco, Wilson stressed the importance of strong business ties between North Carolina and his country. He also discussed the significance of a robust trade relationship and how the ties remain strong during this economic slowdown. Wilson spent April 9 in Charlotte.

Canada is North Carolina's largest trade partner. In 2007, North Carolina exported \$5.6 billion worth of goods and services to Canada. More than 100 Canadian companies have operations in North Carolina, including RBC Centura, the wholly owned subsidiary of the Royal Bank of Canada. Canadian companies support more than 11,000 jobs here. North Carolina's tourism industry has also greatly benefited from Canadian visitors, 946,800 of whom visited North Carolina in 2007.

*Gov. Bev Perdue meets with Canadian Ambassador to the U.S. Michael Wilson (right) and Commerce Sec. Keith Crisco.*



## Perdue launches worker training initiative

Gov. Bev Perdue on April 16 launched "12 in 6", a workforce development initiative designed to benefit job seekers, especially those who have lost their jobs due to recent layoffs and plant closures. The initiative will create community college programs in 12 careers, each requiring less than six months to complete. The N.C. Community College System and the N.C. Dept. of Commerce are collaborating on the program as part of Gov. Perdue's larger JobsNOW initiative, which focuses on job

creation and economic development.

The new training programs will be available at all 58 community colleges by the end of September. The state's 24 workforce boards, [JobLink Career Centers](#), and Employment Security Commission offices will connect job seekers with the training programs and employment opportunities.

*(Left-right) Gov. Bev Perdue announces the "Jobs Now: 12 in 6" workforce development initiative at WakeMed in Raleigh with Jeanene Martin, WakeMed senior vice president of human resources, Commerce Sec. Keith Crisco, Dr. Susan Weaver, WakeMed senior vice president of physician practices, and N.C. Community College President Scott Ralls.*

## N.C. works to lure films

Several leaders from the North Carolina film industry participated in the Association of Film Commissioners International (AFCI) Locations Trade Show April 16-18 in Santa Monica, Calif. N.C. Film Office Director Aaron Syrett



and industry partners, including the Charlotte Regional Film Commission, Piedmont Triad Regional Film Commission and the Wilmington Film Commission, attended the show. The North Carolina booth included the N.C. Film Office's rocking chair, an oversized director's chair with the FilmNC logo and a

motorized rocker, to showcase North Carolina's Southern hospitality and the ease of working in the state. Meetings with television and film representatives were also held. The Locations Trade Show offers a unique opportunity to connect with film industry decision makers and to participate in discussions on issues facing the film industry today. [Click here](#) to see video of the booth in action.



### Site selectors hear from Perdue and others about N.C.'s business culture

The 2009 N.C. Site Selectors Invitational, underwritten by the Friends of North Carolina, wrapped up April 21 in Pinehurst. Gov. Bev Perdue, Commerce Sec. Keith Crisco, Commerce Deputy Sec. Dale Carroll, Transportation Sec. Gene Conti and N.C. Community College President Scott Ralls briefed 37 site selection consultants from across the U.S. and Canada on North Carolina business trends and emerging issues.

*(Left-right) N.C. Community College President Scott Ralls, Gov. Bev Perdue, Commerce Sec. Keith Crisco and Greg Burkart of Duff & Phelps*



### Go Global Road Show boasts record attendance

The team from the International Trade Division at the North Carolina Department of Commerce wrapped up the highly successful 2009 [Go Global Road Show](#) April 20-24.

Representatives from North Carolina's foreign offices were in town, making six stops across the state as part of the Road Show. Events were held in Charlotte, Asheville, High Point, Kinston, Fayetteville and Raleigh. Fayetteville was added this year based on demand from local

businesses and economic developers. Many locations saw record crowds for the luncheon presentations.

*(Left-right) The Dept. of Commerce's International Trade Division, including representatives from offices in Asia, Canada and Mexico, gathered April 24 for a session on business in Canada at Wake Tech's Western Wake Campus in Cary.*

### Great Smoky Mountains National Park kicks off 75th anniversary

The Great Smoky Mountains National Park kicked off its 75th anniversary celebration with a Governor's Proclamation Ceremony





April 24 at Clingman's Dome in Swain County. The event was part of a year-long recognition of the 75th Anniversary of the Great Smoky Mountains National Park with remarks and the reading of recognition proclamations from Gov. Bev Perdue and Tennessee Gov. Phil Bredesen.

The event recognized the important role that local citizens and community leaders, state legislators and governors played in establishing the Great Smoky Mountains National Park and paid tribute to the vision and sacrifice of the people of North Carolina and Tennessee. The event also featured members of the states' general assembly delegations, the chief of the Eastern Band of Cherokee Indians and the park superintendent.

*(Left-right) N.C. Rep. R. Phillip Haire, Chief Michell Hicks of the Eastern Band of Cherokee Indians, Assistant Sec. for Tourism, Marketing and Global Branding Lynn Mingos, Dept. of Environment and Natural Resources Sec. Dee Freeman, and Park Superintendent Dale A. Ditmanson*

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## Toshiba bringing 194 jobs to Charlotte

Gov. Bev Perdue announced April 28 that Toshiba America Nuclear Energy Corp., a nuclear power plant engineering and construction management company, will open its national project management and engineering center in Mecklenburg County. The company plans to invest \$2.8 million and create 194 new jobs in Charlotte during the next five years.

The state's Economic Investment Committee met April 28 and voted to award a Job Development Investment Grant to Toshiba America Nuclear Energy Corp. to facilitate this new project. While wages will vary by position, the company plans to create new jobs with an average annual wage of \$122,037, not including benefits. This greatly exceeds the Mecklenburg County average annual wage of \$49,400.



## Corporate real estate execs meet in Asheville

Deputy Sec. Dale Carroll and economic developers Peggy Anderson and Rod Forsythe attended the 2009 Spring Industrial Asset Management Council (IAMC) Professional Forum May 2-6 at Grove Park Inn in Asheville. IAMC is a national association of corporate real estate executives and economic developers. The forum examined a variety of issues affecting corporate real estate, including global changes reshaping the industrial landscape, the role of real estate

in corporate investment decision-making and the changing U.S. industrial base. This was the first time the forum was held in North Carolina.

The Friends of North Carolina sponsored a dinner for 90 early arrivals May 2 at the inn. On May 3, Commerce joined other N.C. economic development organizations to host a welcome reception for 300 attendees at Biltmore Estates.

*Industrial Asset Management Council dinner speakers, from left, IAMC Board Chairman Rick Little of Weyerhaeuser; Mayor Terry Bellamy of the City of Asheville and Commerce Deputy Sec. Dale Carroll. (Photo by Cynthia Carroll)*

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## Rowan County gets new textile manufacturer, 223 jobs

Gov. Bev Perdue announced May 5 that Sustainable Textile Group LLC, a national manufacturer of fabric



made from pre-consumer waste, will establish a new facility in Rowan County. The company plans to invest \$11 million and create 223 jobs in China Grove during the next two years. The announcement was made possible in part by a \$300,000 grant from the One North Carolina Fund.

Sustainable Textile Group LLC is part of the Sustainable Solutions Network of companies, which includes Sustainable Solutions Inc., Strateline Industries LLC and Circle LLC. The companies offer a wide range of sustainable products and services. Those include non-woven fabrics made from regenerated cotton fibers. The fabric is used in items such as personal wipes and other non-woven materials for the home furnishing, medical and automotive industries.



## Crisco tours Craven County sites

On May 8, Commerce Sec. Keith Crisco, Assistant Sec. for Tourism, Marketing and Global Branding Lynn Minges, and Commerce developers Rod Forsythe and Martyn Johnson visited several tourism and economic development sites in Craven County. Among the sites visited were Tryon Palace, Craven Community College's Aviation Systems Technology Program and the Marine Corps Air Station at Cherry Point, where base expansion plans were discussed.

*(Left-right) Tryon Palace Commission Chairman Bob Mattocks, Assistant Sec. for*

*Tourism, Marketing and Global Branding Lynn Minges, Commerce Sec. Keith Crisco, Director of the Governor's Eastern Office Tate Johnson, and Economic Developer for Craven County Jim Davis, are shown at Tryon Palace in New Bern.*



## JDIG helps Siemens Energy expansion

Gov. Bev Perdue announced May 14 that Siemens Energy Inc., an international supplier of products and services for the generation, transmission and distribution of power, will expand its operations in Mecklenburg County. The company plans to invest nearly \$50 million and create 226 jobs in Charlotte during the next five years.

"North Carolina is an international leader in innovative power and energy production, research and design," Perdue said. "Our

state continues to be attractive to leading-edge global companies looking to invest and expand here, thanks to our top-rated business climate, world-class research facilities, and skill and knowledge-based workforce."

*(Left-right), Commerce economic developers Ron Leitch and Uconda Dunn, Gov. Bev Perdue, Jeff Edge of the Charlotte Chamber of Commerce and Mark Pringle, plant manager for Siemens Energy Inc., seen at the May 14 announcement in Charlotte*

## N.C.'s biotech, life sciences industries highlighted at BIO

More than 14,000 people from the biotechnology and pharmaceutical industries attended the [2009 BIO International Convention](#) held May 18-21 in Atlanta. Commerce staged its 1,600-square-foot North Carolina pavilion in the



Georgia World Congress Center during the four-day conference and trade show, and was joined by 35 sponsoring organizations from around the state.

Gov. Bev Perdue's visit to the pavilion on opening day was the highlight of North Carolina's presence at the show. Perdue greeted sponsors and was interviewed by BIO TV about the state's strong commitment to the life sciences industry. Perdue also spoke that evening at a networking reception sponsored by the [Friends of North Carolina](#) organization for more than 325 life sciences industry leaders at the Fox Theatre.

Former Gov. Jim Hunt gave the keynote speech at the Biotechnology Institute's Biotechnology Education Banquet on May 17. Several industry executives from North Carolina also had speaking opportunities during the conference, covering topics such as education and training, human resources, finance, business development, industrial biotechnology and regenerative medicine. The [N.C. Biotechnology Center](#) was a "helix sponsor" of the convention, elevating North Carolina's profile at the show.

*Gov. Bev Perdue speaks at a networking reception sponsored by the Friends of North Carolina during the 2009 BIO International Convention in Atlanta.*



## Perdue announces reforms to strengthen green economy

Gov. Bev Perdue on May 21 announced her energy reform package to attract businesses, create jobs and promote a strong and sustainable green economy in North Carolina. She made the announcement at the SAS Solar Farm in Cary, which provides solar-generated power to Progress Energy. Gov. Perdue's energy plan refocuses state energy policymaking, makes strategic investments in North Carolina's green economy and

increases green-collar workforce development.

"The state that gets green right will own the next 50 years," Perdue said. "I intend for North Carolina to be that state."

Perdue's energy plan includes relocating the State Energy Office and state weatherization program to the Dept. of Commerce. According to the plan, the weatherization program will be transferred to the State Energy Office from the Dept. of Health and Human Services. The State Energy Office will be transferred to the Dept. of Commerce from the Dept. of Administration, and will be led by a new energy advisor. The plan also calls for the establishment of an Energy Investment Revolving Loan Fund, expansion of the Green Business Fund, and growth of a JobsNOW initiative that will provide green-collar jobs training and retraining in community colleges. [Read more.](#)

*(Left-right) SAS Solar Farm co-founder and Executive Vice President John Sall, Gov. Bev Perdue, Deputy Commerce Sec. Dale Carroll, and Jerry Williams, project manager for SAS Solar Farm.*

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## Wilmington film studio unveils biggest stage yet

EUE/Screen Gems Studios has built its biggest stage yet at its filmmaking complex in Wilmington. On May 18, the studio unveiled its new Stage 10, with camera crews getting up on a lift for a panoramic view of the 37,500-square-foot grounds. Stage 10 can simulate day, night, wind, storms and fog, and has a 60 x 60-foot special effects water tank with a depth of 10.5-feet.

"The fact that the company has been willing to invest in this mammoth, spectacular studio in these tough economic times shows how much the company believes in Wilmington," said Bill Vassar, executive vice president of the local branch of EUE/Screen Gems. [Read more.](#)

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## N.C. files \$75M green energy plan

The N.C. Energy Office has filed a \$75.9 million N.C. Energy Plan to improve energy efficiency, promote greater use of renewable energy resources and create more green jobs. The program will be funded through the state's share of federal American Recovery and Reinvestment Act (ARRA) funds.

Through ARRA funding to the State Energy Program, North Carolina will significantly increase its investments in energy efficiency and renewable energy in the public and private sectors, build its sustainable energy economy and workforce and promote innovation and development of new energy technologies and resources.

To assist in meeting these goals, North Carolina has identified six focus areas for federal funds:

- Support small businesses and industry through energy savings
- Grow North Carolina's green workforce through JobsNow
- Develop an Energy Investment Revolving Loan Fund
- Improve government energy efficiency
- Promote residential energy efficiency and renewable energy
- Foster renewable energy technology and resource innovation

[Read more.](#)

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## State grant helps Ethan Allen Operations expand in Catawba

Gov. Bev Perdue on June 4 announced that Ethan Allen Operations Inc., a manufacturer of high-quality upholstered furniture for residential and commercial customers, will expand in Maiden. The company will create 302 jobs and invest \$2.79 million during the next three years.

Ethan Allen Operations is a wholly owned subsidiary of Ethan Allen Interiors Inc., with headquarters in Connecticut. The company is a leading manufacturer and retailer of quality home furnishings and operates eight manufacturing facilities in the U.S., including two sawmills and one manufacturing facility in Mexico. The company's two Maiden plants manufacture custom-made, handcrafted upholstered furniture.

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## NACA to bring more than 1,000 jobs to Charlotte

Gov. Bev Perdue announced June 11 that [Neighborhood Assistance Corporation of America](#) (NACA), a nationwide nonprofit, community advocacy and homeownership organization, will expand its Charlotte operations. NACA plans to invest \$4 million and create 1,014 jobs over the next five years. The announcement was made possible in part by a \$1 million grant from the One North Carolina Fund.

Headquartered in Boston, NACA operates more than 40 offices nationwide and is one of the most effective community and mortgage companies in the country. The organization, started in 1988, has the primary goal of building strong, healthy neighborhoods nationwide through affordable homeownership. NACA operations include financial counseling, specialized mortgage services and a Home Save program for homeowners with an unaffordable mortgage.

NACA currently employs about 100 workers in Mecklenburg County to originate and process mortgage loans. Under the five-year One North Carolina agreement, the organization plans to add these new jobs to the mortgage loan operation, including 550 jobs to be added immediately. Although wages will vary by function, those jobs will pay an average annual wage of \$35,982. [Read more.](#)

*(Left-right) Deputy Sec. Dale Carroll; former Bank of America CEO Hugh McColl; Gov. Bev Perdue; Neighborhood Assistance Corporation of America CEO Bruce Marks; Commerce Economic Developer Ron Leitch; Charlotte Chamber of Commerce Project Manager Justin Hunt*

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## Commerce attends International Air Show

The [48th International Air Show](#), which took place June 16-21 at Le Bourget Exhibition Centre outside Paris, is the world's premier air and space exhibition. The biennial show celebrated its centenary this year. Commerce mounted a 678 sq. ft. exhibit in the official U.S. Dept. of Commerce-endorsed U.S. International Pavilion along with 160 exhibitors, including a record 10 state contingents. Working in coordination with the U.S. Commercial Service and U.S. embassies around the world, the U.S. Pavilion once again was the focus of many visiting delegations, plus civil and military aviation decision-makers. New this year, a special area was set aside to recognize companies introducing or emphasizing "green" technology or environmentally sustainable manufacturing processes.

[The Piedmont Triad Partnership](#) was a sponsor of the North Carolina booth, which was staffed by Commerce economic developers and a dozen participants from economic development organizations and aviation companies from around the state. Commerce held 41 meetings at the air show with aerospace CEOs and vice presidents of operations who may be interested in relocating or expanding in the state.

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## N.C. wins Silver Shovel Award

North Carolina won a Silver Shovel Award from Area Development magazine for 2009. The award was based on the state's economic development performance in 2008. Projects cited included GE-Hitachi Nuclear, Siemens Medical Solutions USA and BD (Becton, Dickinson and Co.). The magazine described North Carolina's innovative approach to business development, with a diverse economy ranging from agriculture and manufacturing to knowledge-based industries such as software/IT, high technology, pharmaceuticals and biomedical. The annual Gold and Silver Shovel Awards recognize state economic development agencies that drive significant job creation through innovative policies, infrastructure improvements, processes and promotions that attract new employers as well as investments in expanded facilities. [Read more.](#)

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## Apple to build in Maiden

On July 6, Apple announced plans to build its new \$1 billion data center in the Catawba County town of Maiden. The announcement followed a joint meeting of the Catawba County Board of Commissioners and the Maiden Town Council during which both boards approved economic incentives packages. Commerce Sec. Keith Crisco, Deputy Commerce Sec. Dale Carroll and senior economic developer Peggy Anderson were on hand for the announcement.

Mike Foulkes, director, Local and State Governmental Affairs, Apple Inc., said in a statement: "Apple is looking forward to building a new data center in North Carolina, and we appreciate the efforts of Gov. Perdue, the state lawmakers, the County and the Town, and all who helped make it possible."

*(Left-right) Mike Foulkes, director, Local & State Governmental Affairs, Apple Inc., Dan Whisenhunt, senior VP-Real Estate, Apple Inc., Peggy Anderson, Commerce senior developer, and Scott Millar, CEO, Catawba Economic Development Corp., are recognized for their work to bring a \$1 billion Apple data center to North Carolina. (Photo courtesy of Cindy Carroll)*

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## Harrah's breaks ground on 532-room tower

[Harrah's Cherokee Casino & Hotel](#) broke ground July 10 on a 532-room luxury tower, part of an expansion that will make the property the largest hotel in the state. Assistant Sec. for Tourism, Marketing and Global Branding Lynn Minges was on hand for the ground-breaking and spoke about the positive impact the Cherokee have on tourism in the western part of the state.





When completed in 2012, the 37-acre property will have a 3,000-seat events center, entertainment and VIP lounges, a 16,000-square-foot spa, a state-of-the-art digital poker room, an Asian gaming room, additional restaurant and retail outlets, and hotel and casino parking garages. Harrah's Cherokee is also renovating current casino facilities and doubling the size of its casino floor to 150,000 square feet while increasing video and table game capacity. The facilities will incorporate the Eastern Band of Cherokee's collection of Native American arts.

*(Left-right) Principal Chief Michell Hicks of the Eastern Band of the Cherokee Indians, Assistant Commerce Sec. for Tourism, Marketing and Global Branding Lynn Minges, Harrah's Director of External Relations and former Principal Chief Joyce Dugan, Harrah's Cherokee Casino & Hotel General Manager Darold Longo, and Tribal Casino Gaming Board member Norma Moss*



### Continental Teves to add 338 jobs in Fletcher

Gov. Bev Perdue announced July 20 that brake systems and components manufacturer Continental Teves will expand its operations in Henderson County. The company, a wholly owned subsidiary of global automotive supplier Continental, plans to invest \$30.1 million and create 338 jobs in Fletcher during the next five years. Perdue made the announcement at the plant in Fletcher.

"North Carolina ranks 10th nationally in automotive-related jobs thanks to the commitment of such international leaders

as Continental and its subsidiary in our state," Gov. Perdue said. "Established companies continue to grow here because they know the value of our top business climate and skilled workforce."

*Gov. Bev Perdue speaks at a press conference July 20 announcing 338 new jobs planned at Continental Teves in Fletcher. (Photo courtesy Hendersonville Times-News/Patrick Sullivan)*



### Conference promotes N.C. aerospace supplier industry

Commerce Sec. Keith Crisco gave the opening welcome remarks at the inaugural N.C. Aerospace Alliance Supplier Conference, held July 14 at Wake Technical Community College in Raleigh. The event provided an opportunity for many smaller North Carolina companies to meet and network with aerospace defense contractors who land big military contracts.

More than 380 people attended the conference, which included an exhibit area featuring 55 booths for one-on-one interaction with contractors, manufacturers and suppliers. The event was organized by the N.C. Aerospace Alliance Foundation, which is a Golden LEAF-funded initiative committed to growing jobs in the state. Commerce's

International Business Development Manager Jim Roberts and Economic Developer Rod Forsythe also participated in the conference.

*Sec. Keith Crisco speaks at the N.C. Aerospace Alliance Supplier Conference*



## Richard Petty Center opens at RCC

Randolph Community College in Asheboro opened its \$1,750,000 Richard Petty Education Center July 21 with a ribbon-cutting ceremony. Named in honor of the NASCAR legend, the building houses the college's Automotive Systems Technology and Autobody Repair programs. It more than doubles the space the programs had in the old buildings.

Platform speakers included Commerce Sec. Keith Crisco, Dr. Bob Shackelford,

RCC president, Jim Campbell, chair of the RCC Board of Trustees, and Harold Holmes, chair of the Randolph County Board of Commissioners.

Over 100 community members, student, faculty, and staff gathered for the ceremony, which was held in the automotive shop in the heart of the new building. [Read more.](#)

*(Left - right) RCC President Dr. Robert Shackelford, Commerce Sec. Keith Crisco, NASCAR legend Richard Petty, RCC Board of Trustees member Jim Campbell, Randolph County Board of Commissioners Chairman Harold Holmes, Sterling Building Group President Brandin Wisley, SchenkelSchultz Architecture project architect Jon Steindorf (Photo by Greg Stewart, RCC)*

## SEUS//CP concludes in Newfoundland

Canada continues to be North Carolina's largest trade partner. The second annual joint meeting of the [Southeast United States and Canadian Provinces Alliance](#) (SEUS//CP), which took place July 26-28 in St. John's, Newfoundland, Canada, helped further strengthen the existing robust trade relationship.

Commerce Sec. Keith Crisco and International Trade Director Jean Davis attended the event in an effort to further cultivate and forge business relationships with Canadian officials and business leaders. After presenting remarks to the delegates at the opening ceremony, Sec. Crisco spent time with other heads of delegations from southeastern states, and also held private meetings with premiers and ministers from the participating Canadian provinces.

The 15-member North Carolina delegation included business leaders such as Chiyoko Lord who is vice president of business development with Pixon Imaging, LLC. North Carolina's booth provided businesses with an opportunity to network with Canadian business partners. North Carolina trade representative Russ Sawchuk assisted Pixon Imaging in setting up six appointments with Canadian buyers during the sessions. Next year's SEUS//CP conference will be held April 11-13, 2010, in Biloxi, Miss.

## Perdue strengthens energy policy leadership

Gov. Bev Perdue on Aug. 7 signed House Bill 1481 to strengthen state energy policy leadership, a significant step forward in her JobsNOW Green Economy Plan.

The action, along with the announcement of 14 Green Business Fund grants, is part of a three-pronged strategy to make North Carolina a leader in green economy jobs by strengthening state leadership in energy policy, making smart investments to create jobs and foster innovation, and providing green-collar workforce training.



As part of the governor's plan to strengthen and focus leadership in state energy policymaking, HB 1481:

- Moves the State Energy Office from the Dept. of Administration to Commerce, more closely linking the office's activities with economic development
- Transfers the Residential Energy Conservation Assistance Program from the Dept. of Health and Human Services to the relocated State Energy Office,
- Strengthens the effectiveness of the Energy Policy Council by improving representation from environmental groups, alternative energy producers and energy services specialists; the council will refocus on creating green jobs and protecting the environment.



### Morrison named assistant secretary for energy

Gov. Perdue named John E. P. Morrison assistant secretary for Energy at Commerce. Morrison will oversee the [State Energy Office](#), coordinating the state's energy efforts across programs and agencies, promoting the development of the state's green economy and providing energy policy advice and staffing for the Energy Policy Council. Most recently Morrison, who lives in Chapel Hill, was chief operating officer for Advanced Energy, a nonprofit agency dedicated to energy efficiency and alternative energy. The Ohio native brings 30 years of business and energy experience to the post. [Read more about Assistant Sec. for Energy John E. P. Morrison.](#)



### Green Business Fund winners announced

Gov. Perdue on Aug. 7 announced 14 awardees from across the state, who will receive up to \$99,000 each from the N.C. [Green Business Fund](#) to support green innovation, job creation and economic development. [See the full list of winners.](#)

This is the second annual round of grants from the fund, which helps small



businesses, nonprofits and other agencies develop and commercialize environmentally friendly and energy-related products and services.

*Gov. Bev Perdue with representatives from the Green Business Fund 2009 Award winners*

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## Deutsche Bank to create 319 jobs in Wake

Gov. Bev Perdue announced Aug. 13 that Deutsche Bank AG will open a technology development center in Wake County. Operating as DB Global Technology Inc., a newly formed subsidiary, the company plans to invest \$6.7 million and create 319 jobs during the next five years.

"This new center is a great fit for North Carolina. We are a strong international competitor in both the information technology and financial sectors," Perdue said. "Our reputation for excellence in these areas, combined with a dedicated workforce and a top business climate, continues to attract quality global companies such as Deutsche Bank."

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## Crisco speaks at Dallas event

The Friends of North Carolina program fully underwrote an Aug. 18 reception and presentation for site selection consultants at the Nasher Sculpture Center in Dallas, Texas. Fifteen consultants met with Sec. Keith Crisco, representatives from the Business and Industry Division and other economic development leaders from across North Carolina. The consultants also received a copy of the Summer 2009 Commerce Update as well as parting gifts of pottery from the Seagrove area. Crisco offered remarks and an update on North Carolina's current economic development programs and activities.

The event coincided with a business development mission that included 10 meetings with active prospects for economic development in North Carolina. These projects represent the potential for more than 6,000 jobs and nearly \$700 million in capital investment, and are important components of North Carolina's efforts to market itself as a premier business location.

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## Perdue signs film incentives bill

On Aug. 27, Gov. Bev Perdue signed Senate Bill 943 allowing production companies a 25 percent tax credit for film projects in North Carolina, up from the previous credit of 15 percent. The bill also sets minimum spending and hiring requirements for qualifying film companies working in the state.

Companies must spend a minimum of \$250,000 on production costs in the state to be eligible for the tax credit. The bill,

sponsored by Sen. Linda Garrou (D-Forsyth), also requires companies to meet hiring requirements for North Carolinians and other criteria to qualify for the incentive.

SB 943 ensures North Carolina remains a strong competitor for film production dollars, which totaled \$91 million in direct spending in 2008. The industry employs more than 2,500 statewide. Recent major motion pictures filmed in the state include "Nights in Rodanthe," "Leatherheads" and "The Secret Life of Bees." The N.C. film industry is also home to the CW Network's "One Tree Hill" TV series as well as hundreds of commercial and industrial productions each year throughout the state.

*(Left-right) N.C. Film Council Chair Bob Seligson, Gov. Bev Perdue, N.C. Film Council Vice Chair Tod Thorne*

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## Tourism releases annual report

The Division of Tourism, Film and Sports Development has released its 2008 annual report, distributed exclusively this year in .pdf format for the first time ever. While 2008 was a challenging year for the travel industry, the state saw visitor expenditures increase 2.1 percent to \$16.86 billion and market share gains making North Carolina the nation's sixth most visited state. North Carolina's tourism industry remains a vitally important part of the economic fiber of our state, generating \$1.39 billion in state and local taxes and supporting 190,500 jobs for our citizens. [Read the report.](#)

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## Mack Trucks opens HQ in Greensboro

Mack Trucks officially opened their new headquarters in Greensboro Sept. 3. Deputy Commerce Sec. Dale Carroll and Congressman Howard Coble participated in the ceremony. Activities included a tour of the headquarters, an outdoor exhibit of vintage Mack Trucks, and the presentation of the Mack Truck's bulldog mascot and bulldog statue.

*Deputy Commerce Sec. Dale Carroll (right) makes presentations on behalf of the State of*

*North Carolina to Mack Trucks CEO Dennis Slagle and his wife, Karen.*

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## State seeks return of Yadkin River flows, hydroelectric license

Gov. Bev Perdue on Sept. 21 announced that the State of North Carolina has filed papers with the Federal Energy Regulatory Commission (FERC) seeking return of the right to plan the use of the Yadkin River flows and the Yadkin hydroelectric project for the benefit of the people of North Carolina.

"Fifty years ago, we endorsed Alcoa's request for a federal license to operate hydroelectric dams because the project created jobs for up to 1,000 North Carolinians," said Perdue. "Today, those jobs are gone, and so is the reason for the license." [Read more.](#)



## Tourism holds Mid-Year Update

To meet the unprecedented economic challenges of the past year, the Tourism Division has rolled out initiatives to bring visitors to North Carolina and help tourism partners throughout the state succeed despite the current global economic downturn. Assistant Secretary Lynn Minges outlined the initiatives to approximately 120 local tourism officials at the Division's annual Mid-Year Marketing Update Sept. 22 at the N.C. Museum of History in Raleigh.

Commerce Sec. Keith Crisco welcomed attendees and introduced Sec. of Cultural Resources Linda Carlisle, who highlighted collaborative efforts between the departments and initiatives her department is working on. She noted the "Second Saturday," which plans to encourage regular arts and heritage programs at historic and cultural attractions. African American Music Trails are forming in Edgecombe, Greene, Jones, Lenoir, Nash, Pit, Wayne and Wilson counties. HomegrownHandmade is expanding to include farms and gardens -- and now includes for the first time sites in each of the state's 100 counties.

Dr. Mike Walden, economist and William Neal Reynolds Distinguished Professor at N.C. State University, was one of the featured speakers. He said 2010 will be a growth year and the nation should see the end of this recession. "However," he cautioned, "We have had a major slide... do not think it's all over." Walden publishes the North Carolina Economic Outlook Series. View the presentations by [Sec. Carlisle](#) and [Dr. Walden](#).

*(Left-right) Commerce Sec. Keith Crisco, Sec. of Cultural Resources Linda Carlisle, Dr. Michael Walden and Assistant Commerce Sec. of Tourism, Marketing and Global Branding Lynn Minges at the Tourism Division's Mid-Year Marketing Update, Sept. 22 at the N.C. Museum of History in Raleigh*

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## EMC to make major expansion in Wake and Durham

Gov. Bev Perdue on Sept. 24 announced that EMC Corp., a world leader in information infrastructure solutions, will expand in the Triangle, adding 397 jobs over the next five years and investing \$280 million.

The Fortune 200 company plans to establish a new research facility in Durham County and increase its presence in Research Triangle Park and Apex. The project is contingent upon approval of local grants from Durham city and county officials.

As a leading developer and provider of information infrastructure technology, solutions and services, EMC provides a foundation for organizations of all sizes to manage and secure their vast and ever-increasing quantities of information; automate their data center operations; reduce power and cooling costs; and leverage critical information for business agility and competitive advantage. [Read more.](#)

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## Crisco helps welcome Malt-O-Meal facility

Commerce Sec. Keith Crisco on Sept. 29 officially opened the doors to a new 350,000 square foot cereal production facility for Malt-O-Meal in Asheboro. The facility has created 133 new jobs in the community.

Crisco spoke on behalf of Gov. Bev Perdue, stressing how the facility's opening represents a great partnership that benefits state and local governments and the private sector.

The 33-acre facility represents an investment of \$140 million, supporting a long-term growth strategy to strengthen Malt-O-Meal's position as the national leader in high quality value-priced cereal. Today, the company is one of the largest ready-to-eat cereal manufacturers and is growing rapidly. Ten Malt-O-Meal ready-to-eat cereals rank among the top 50 best selling cereals in the U.S.

During the opening, Malt-O-Meal also announced its Million Bowls donation drive to benefit North Carolina food banks.

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## Perdue, Commerce officials meet with New York site selectors

Gov. Bev Perdue traveled to New York Sept. 30 to host a senior executive briefing for financial services executives at the New York Stock Exchange. The seminar provided an in-depth overview of how North Carolina is positioned to meet the needs of today's financial services industry. Highlighted assets included the state's top quality talent, world-class infrastructure, a pro-business, low-risk business environment, premier educational

institutions, and low costs. Panel presentations led by University of North Carolina System President Erskine Bowles focused on North Carolina's strengths as a strategic location for commercial and retail banking, information technology operations, customer contact facilities and data centers.

The seminar was sponsored by 10 regional and local economic development partners. The North Carolina delegation also included community leaders from across the state, State Treasurer Janet Cowell, Revenue Sec. Ken Lay, N.C. Economic Development Board Chairman Allen Joines and several key Commerce staff.

Later the same day, Perdue participated in a reception for site selection consultants sponsored by the Friends of North Carolina organization. Commerce Sec. Keith Crisco introduced Perdue to the consultants present, and the North Carolina team met and talked with the consultants about current project activity and economic development opportunities in North Carolina.

*(Left-right) Charlotte Regional Partnership President Ronnie Bryant, Gov. Bev Perdue and Commerce Sec. Keith Crisco in New York*

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## Perdue, Crisco attend Army expo

Gov. Bev. Perdue, Sec. Keith Crisco and Fayetteville Mayor Tony Chavonne attended the [Association of the U.S. Army](#) (AUSA) annual meeting and exposition last week in Washington, D.C. N.C. officials said the Oct. 5 trip, arranged by the [N.C. Military Foundation](#), resulted in a number



offers attendees a chance to meet with military contractors.

*(Left-right) Commerce Sec. Keith Crisco, Gen. Dan McNeill, Gen. Ann Dunwoody, Gov. Bev Perdue and Gen. Buck Kernan. Gens. McNeill and Kernan are members of the N.C. Military Foundation.*

of business and networking leads. The delegation, which included the foundation's Gen. Dan McNeill and Gen. Buck Kernan, also met with Gen. Ann Dunwoody, the nation's first female four-star general. AUSA, a civilian organization, advocates on behalf of the Army. Its annual expo

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## Parachute maker brings 375 jobs to Person County

Gov. Bev Perdue on Oct. 6 announced North American Aerodynamics Inc., a national manufacturer of parachutes for military and sports uses, will expand in Person County. The company will invest nearly \$900,000 and create 375 jobs in Roxboro. The announcement was made possible in part by a \$300,000 grant from the One North Carolina Fund.

North American Aerodynamics Inc., a privately held company founded in 1964, produces the globally distributed Parafoil Accuracy Parachute Canopy and parachutes for the sports and military sectors. The company currently has 45 employees, along with 55 seasonally furloughed workers, at its headquarters and manufacturing facility in Person County.

The company, which recently secured a new military contract, plans to expand and renovate two existing nearby buildings to meet increased manufacturing demands. The expanded production will include cutting, sewing and assembly of cargo and flare parachutes for military operations in Afghanistan. The 375 new jobs will pay an annual average wage of \$23,834. [Read more.](#)

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## Crisco helps celebrate NetApp expansion

Commerce Sec. Keith Crisco on Oct. 7, helped dedicate a \$65 million computer center in Research Triangle Park for [NetApp](#), a California-based data storage provider.

The storage and data management solutions company said the center will allow for significant savings due to its efficiency-focused design. The RTP facility has been online since April but the company held an official grand opening ceremony Oct. 7. In 2007, the state announced a Job Development Investment Grant for NetApp's expansion project, expected to create 646 new jobs and invest \$41.5 million over 10 years.

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## Cree to add 575 green jobs

Durham-based LED lighting manufacturer Cree announced Oct. 8 that it will add 575 green jobs over the next three years, 275 of which will be added by the end of 2009. Gov. Bev Perdue was at the company for the announcement.

Cree has also begun manufacturing and assembling LED lighting products with Flextronics in Mecklenburg County.

Cree's industry-leading line of LED lights, including recessed downlights and troffer



replacements, began North Carolina production in August 2009.

*Gov. Bev Perdue at the Cree announcement*

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## Commerce announces awards for Workforce Excellence

### Excellence

Commerce Sec. Keith Crisco on Oct. 9 announced two companies and four North Carolinians as recipients of the Governor's Awards for Excellence in Workforce Development for 2009. The awards honor individuals and businesses for outstanding accomplishments and contributions in helping North Carolina achieve its workforce development goals.

The N.C. Commission on Workforce Development recognized the recipients Oct. 8 at an awards ceremony during the 2009 Workforce Development Partnership Conference in Greensboro. [Click here](#) for a list of the winners.

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## Pamlico Sound towers to test wind energy

Duke Energy and UNC-Chapel Hill are working out the details of a contract to develop wind as an energy source off the coast of North Carolina. A test program would build one to three wind towers in Pamlico Sound. University researchers would use the program to test the towers' impact on the environment among other issues. Gov. Bev Perdue was quoted in the Sept. 26 edition of *The News & Observer* as telling a gathering of a few hundred beach dwellers in Buxton that North Carolina has a chance to be a "global leader in green energy." Perdue stressed that green energy would help the environment and create jobs.

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## Crisco joins Perdue on Asian mission

Sec. Keith Crisco joined Gov. Perdue for the 2009 Asia Business Development Trip. The mission included official visits to Japanese and Chinese dignitaries and events, a number of client meetings and participation in the 33rd Annual Joint Southeast-U.S. Japan (SEUS) Conference. In a pre-trip interview, Perdue said the trip underscores her No. 1 priority of creating and saving jobs. "As second and fourth largest trading partners, China and Japan represent significant growth opportunities for our state - especially in an economic downturn," she said. "When this recession ends, North Carolina must be poised to come out with strong economic relationships that allow us to create jobs in this state. This trip will help us do just that." Read the governor's [blog post](#) on her trip to Asia.

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## Premier to add 300 jobs in Charlotte

Gov. Bev Perdue on Oct. 14 announced that [Premier Inc.](#), the largest healthcare alliance in the nation, will move its headquarters from California and expand in Charlotte, adding 300 jobs over the next five years and investing \$17.7 million. The project was made possible in part by a





state Job Development Investment Grant.

Premier is owned by more than 200 not-for-profit hospitals and healthcare systems - ranging from small and rural to large

inner-city facilities - which share clinical knowledge and leverage purchasing volume to improve healthcare quality while reducing costs. The alliance provides services to more than 2,200 U.S. hospitals and more than 63,000 other healthcare providers.

The company currently employs more than 750 workers in North Carolina. The 300 new jobs will pay an overall average wage of \$69,400 a year, not including benefits. That is higher than the Mecklenburg County annual average of \$49,400. [Read more.](#)

*(Left-right) Charlotte Mayor Pat McCrory; Mecklenburg Board of County Commissioners Chair Jennifer Roberts; Carolinas HealthCare System President and CEO Michael Tarwater; Commerce Deputy Sec. Dale Carroll; Premier Inc Chief Administrative Officer Jena E. Abernathy; Premier Inc President Susan DeVore*



## Perdue, Crisco meet with Honda execs

Gov. Bev Perdue and Sec. Keith Crisco visited with Takanobu Ito, president of Honda Motor Corporation, in Tokyo on Oct. 20. The governor and secretary saw a presentation of Honda's "Asimo" robot in the show room of Honda's headquarters. The show room is where Honda displays their major products.

The visit took place following the 33rd annual joint meeting of the Southeast United States and Japan (SEUS/Japan) Association, which took place Oct. 18-20 in Tokyo. Perdue addressed the delegates during the opening ceremonies of

the three-day conference. Crisco, Commerce International Trade Director Jean Davis and Asia Economic Developer Steve Brantley also attended the conference to cultivate and forge business relationships with Japanese officials and business leaders.

*Gov. Bev Perdue and Commerce Sec. Keith Crisco with the Asimo robot at the headquarters of Honda Motor Corporation Oct. 20 in Tokyo.*

## Fiserv to bring 419 jobs, \$4.9M investment to Catawba County

Gov. Bev Perdue on Oct. 28 announced that Fiserv Inc., will expand its presence in the state by opening a new location in Catawba County. The company will create 419 jobs and invest \$4.9 million in Hickory during the next three years. The announcement was made possible in part by an \$800,000 grant from the One North Carolina Fund.

Fiserv, a Fortune 500 company headquartered in Wisconsin, is a leading global provider of information management and electronic commerce systems for the financial services industry. The company, with more than 16,000 clients, serves banks, credit unions and lending institutions with online banking, bill pay and presentment, account processing, mobile banking, lending processing, risk and compliance, and source capture technologies. Employees at the new facility will provide customer support and other client services.

Fiserv has more than 20,000 employees in 230 locations worldwide, including the former Carreker Corp., employing more than 100 people in Charlotte. While salaries will vary by job function, the new jobs will pay an average annual wage of \$25,368, not including benefits. [Read more.](#)



## Perdue tours site of rock slide

Gov. Bev Perdue on Oct. 28 signed an emergency declaration to help western North Carolina recover from the major rock slide that occurred early Oct. 25 in Haywood County. The declaration of a State of Emergency is the first step in seeking federal funds to help clear debris and repair the road, as it enables the N.C. Dept. of Transportation to request funding assistance from the Federal Highway Administration.

Perdue said the landslide does not affect traffic coming to the mountains from the south, north or east. Travelers to and from the west are being rerouted along interstates 26 and 81. [Read more.](#) [See more photos](#) on the governor's blog. [Read the statement](#) by Carroll at the press conference. [See a map](#) of detour routes.

*(Left-right) Transportation Sec. Gene Conti (in blue shirt), Gov. Bev Perdue, N.C. Rep. Phil Haire and Commerce Deputy Sec. Dale Carroll talk to the media following a tour of the I-40 rock slide site. (Photo by N.C. Dept. of Transportation photographer Billy Barrier)*



## N.C. tops Site Selection rankings again

Gov. Bev Perdue announced Nov. 3 that North Carolina remains the state with the "Top Business Climate," according to Site Selection magazine. It is the fifth year in a row and the eighth time in nine years that the state has taken the top honor in the annual ranking by Site Selection, one of the nation's premier magazines for economic development.

"Business leaders know we are listening to them and working aggressively to meet their needs," Perdue said. "Companies know that in North Carolina they will find top-quality talent, world-class infrastructure, a pro-business environment, and premier education institutions. North Carolina is simply a great place to do business."

Site Selection Editor-in-Chief Mark Arend agreed that North Carolina's winning streak "demonstrates that businesses are finding in the state what they need to succeed."

He added, "The synergy between North Carolina's research parks, corporations, communities, and economic developers at the state and local levels is a major factor in this year's top ranking."

Site Selection magazine's annual "Top Business Climate" rankings are based on quantitative and qualitative factors that corporate site-seekers - those who help companies expand or relocate - say they consider most important. Fifty percent of the ranking comes from a survey of corporate site selection executives who were asked to rank their top 10 states, and 50 percent is based on four measures of new plant activity as tracked by Site Selection in its "New Plant Database." The magazine describes the ranking process as "a blend of objective, actual new or expansion project announcements, and subjective input from corporate site seekers." [Read the article.](#)

## American Truetzschler celebrates 40th anniversary

Commerce Deputy Sec. Dale Carroll spoke at the 40th anniversary celebration of textiles manufacturer [American Truetzschler](#) in Charlotte Nov. 3. The German company located its U.S. headquarters in Charlotte in 1969, one of the earliest German investments in the state. The Charlotte



(Left-right) Commerce Deputy Sec. Dale Carroll presents a plate bearing the state seal to American Truetzschler President Kurt Schoeller

headquarters now employs nearly 150 people.

The company originally made textile machinery including spinning machines and machines to prepare the yarn before spinning. They now specialize in machinery that prepares fibers of all kinds to be spun, woven or placed in non-woven fabric producing machinery.

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## Site consultants learn about N.C. at Atlanta event

The [Friends of North Carolina](#) program sponsored a reception and presentation for site consultants at the Capital City Club in Atlanta on Nov. 3. Commerce Sec. Keith Crisco was among the economic development leaders from across the state on hand to update the consultants on North Carolina's programs and activities. Approximately 70 consultants and partners attended the event.

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## Five communities to receive housing development funds

Commerce Sec. Keith Crisco on Nov. 4 announced that five North Carolina communities will receive \$1.23 million in Small Cities Community Development Block Grant (CDBG) Tax Credit Housing Development funds to provide housing and related needs for low- and moderate-income residents.

The CDBG funding awards will assist in constructing 245 affordable housing units and supporting infrastructure for the projects, including safe water and sewer lines, road improvements and sidewalks. The grants range from \$240,000 to \$250,000. The funding is awarded to local governments to strengthen neighborhoods, rehabilitate homes and address critical infrastructure needs in a community.

"North Carolina citizens from all walks of life share a basic need for safe, accessible housing," Crisco said. "We are committed to improving conditions for our needy residents and doing our utmost to improve the quality of life for all North Carolinians." [Read more.](#)



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## Rural leaders discuss the future at forum

More than 550 leaders from rural areas of the state gathered Nov. 5-6 for the annual Rural Partners Forum, sponsored by the [N.C. Rural Center](#), at the North Raleigh Hilton. The theme of the forum was "Funding Our Rural Future," and topics included community-based philanthropy, and recession and recovery in rural areas. Gov. Bev Perdue spoke on Nov. 5 and also recognized Tim Will of [farmersfreshmarket.org](#), a virtual farmers market. Will recently won the Purpose

Prize and \$100,000 for social innovators over 60 who do good things in their "encore" careers. Other speakers included Brian Dabson, president and CEO of the Rural Policy Research Institute, Lt. Gov. Walter Dalton and Freddie Killough of the N.C. Small Town Economic Prosperity Program.

*Gov. Bev Perdue speaks at the Rural Partners Forum.*

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## Textile company adds 135 jobs in Richmond County



Gov. Bev Perdue on Nov. 9 announced that Richmond Specialty Yarns, a manufacturer of fiber-based yarns for the textile industry, will expand in Richmond County. The company plans to create 135 new jobs and invest \$1 million during the next three years. In addition, the project will help the company retain 140 existing jobs. The announcement was made possible in part by a \$150,000 grant from the One North Carolina Fund.

"North Carolina maintains its strong ties to the textile manufacturing industry," Perdue said. "Our highly skilled workforce and business-friendly policies continue to support and attract growing companies, like this one, which are adapting for success in a global market."

Richmond Yarns Inc. is a fiber-based yarn company with its headquarters and manufacturing facility in Ellerbe. FilSpec Inc., a yarn-spinning company based in Canada with clients worldwide, has purchased a controlling interest in Richmond Yarns, which will be renamed and expand operations at its Ellerbe site to serve new markets.

The new company, Richmond Specialty Yarns LLC, will produce specialized yarns from fibers and fiber blends to serve the military, medical, protective wear, marine, upholstered furniture and other markets. Salaries for the 135 new jobs will vary by job function, but the overall annual average wage will be \$25,931, not including benefits.



## N.C. Film Council reestablished

Gov. Bev Perdue on Nov. 12 signed an Executive Order reestablishing the N.C. Film Council at a ceremony at EUE Screen Gems studios in Wilmington, home to the largest studio lot east of California. The N.C. Film Council advises the governor on film industry matters and serves as a forum for film-making concerns and recommendations. [Read more.](#)

In addition to reestablishing the council, the new executive order will add duties for

council members:

- Assist in ongoing development and growth of the N.C. film industry
- Support fiscal incentives that help North Carolina remain competitive in recruiting films
- Assist in developing a marketing strategy for the N.C. Film Office
- Monitor the North Carolina film industry and assist in developing protocol to measure filmmaking activities in North Carolina

[Gov. Perdue signs film council executive order](#) (with video) (WECT - Wilmington, Nov. 12)

*Gov. Bev Perdue chats with Gregory Prange, producer of the hit TV show "One Tree Hill" following the signing an Executive Order reestablishing the N.C. Film Council.*



## Talecris to expand facilities in Clayton

Gov. Bev Perdue announced Nov. 13 that international biopharmaceutical company Talecris Biotherapeutics is expanding its manufacturing facilities near Clayton, creating 259 new jobs over the next seven years and investing \$268.7 million. The announcement was made possible in part by state Job Development Investment Grant and One North Carolina Fund awards and is contingent upon approval of local incentives.

"The competition for these types of jobs is fierce," Perdue said. "The fact that Talecris has found the tools it needs to succeed in North Carolina shows why this state's business climate is consistently named as the best in the nation."



Talecris Biotherapeutics discovers, develops and produces critical-care treatments for people with life-threatening disorders in the areas of immunology, neurology, pulmonology and hemostasis. The company employs about 4,700 worldwide with headquarters in the biotech hub of Research Triangle Park. With more than 1,800 full-time workers currently employed in Johnston County, Talecris is one of the county's largest employers and a Top 10 employer in RTP.

Talecris has remained committed to North Carolina as it has grown, adding more than 200 jobs in the state in 2009 alone. The 259 new jobs that will be created in Johnston County will pay an overall average annual salary of \$51,066, not including benefits, which is higher than the Johnston County average of \$33,800.

[Read more.](#)

[See video of the announcement on YouTube](#)

*Gov. Bev Perdue shakes hands with Lawrence Stern, chairman and CEO of Talecris. Behind her are (from left): Commerce Sec. Keith Crisco; Johnston County Board of Commissioners Chairman Wade Stewart; Clayton Mayor Jody McLeod; and U.S. Rep. Bob Etheridge. (Photo by Andy Kenney for The News & Observer)*



## Blue Ridge Parkway celebrates 75 years

Assistant Sec. for Tourism, Marketing and Global Branding Lynn Minges and Virginia Tourism Corp. President and CEO Alisa Bailey helped kick off the Blue Ridge Parkway 75th Anniversary Opening Weekend Nov. 13. N.C. Reps Ray Rapp and Bruce Goforth were also at the event.

The event included a ceremonial torch passing from the Great Smoky Mountains National Park, which is celebrating its 75th anniversary in 2009, to the Blue Ridge Parkway, celebrating its 75th anniversary in 2010. The event took place at the Ravensford Overlook at Milepost 467 at the southern end of the Parkway. The event also highlighted the passage of intergenerational stewardship, as well as a performance of the Warriors of AniKituhwa dancers and remarks from both park superintendents and a representative of the Eastern Band of the Cherokee Indians Tribal Council.

*Assistant Sec. for Tourism, Marketing and Global Branding Lynn Minges speaks during a ceremony to kick off the Blue Ridge Parkway 75th Anniversary.*



## Perdue establishes Innovation Council

Gov. Perdue on Nov. 16 announced the creation of the first N.C. Innovation Council. The purpose of the Council is to foster strategic investments and policies in the growing knowledge and innovation economy. Perdue made the announcement after touring a lab at Wake Forest Institute for Regenerative Medicine in Winston-Salem.

"To continue growing jobs in North Carolina, we must make sure this state is poised to compete globally in the 21st century," said Perdue. "Innovation is North Carolina's launch pad to success in the global economy, and it's a primary way for us to maintain and sharpen our competitive edge." [Read more.](#)

Executive Order No. 29 establishes the N.C. Innovation Council and empowers it to advise the governor on:

- Coordinating public and private investments and policies to promote innovation
- Moving innovative ideas from the lab to the marketplace more efficiently
- Strengthening collaboration among business, academia, state and local government

*(Left-right) Gov. Bev Perdue and Dr. Anthony Atala at the announcement of the creation of the first N.C. Innovation Council.*

## Perdue requests disaster assistance for Haywood County businesses

Gov. Bev Perdue on Nov. 17 requested assistance from the federal government for businesses affected by the rockslide on I-40 in western North Carolina. In asking for a U.S. Small Business Administration disaster declaration, the governor sought funding to help businesses in Haywood County cover normal operating expenses. If approved, the declaration will make low-interest loans available to help eligible business owners pay expenses until the interstate reopens. Also eligible will be Buncombe, Henderson, Jackson, Swain and Transylvania counties.

Several business owners have asked the state for financial assistance after they experienced a dramatic decrease in business activity over the past three weeks.



## Commerce promotes three to leadership positions

Commerce Sec. Keith Crisco on Nov. 18 announced three promotions. Karen West has been named the department's general counsel. John Hardin is now executive director for the department's Office of Science & Technology. Susan Fleetwood is now director of the department's Business & Industry (B&I) Development Division. West and Hardin had been serving in acting capacities; Fleetwood was previously director of strategic projects for B&I "We are very fortunate to

have three such talented individuals here at Commerce," said Crisco. [Read more.](#)

*(Left-right) Business & Industry Director Susan Fleetwood, General Counsel Karen West and Office of Science & Technology Executive Director John Hardin*

## Creativity means business in N.C.

Commerce Sec. Keith Crisco and Cultural Resources Sec. Linda Carlisle on Nov. 24 unveiled the findings of new research showing that the Creative Industry in North Carolina accounts for nearly 300,000 jobs, just over 5.5 percent of the state's workforce, and contributes \$41.4 billion to North Carolina's economy.

The new study, "Creativity Means Business: Economic Contributions of North Carolina's Creative Industry," was prepared by the Policy, Research, and Strategic Planning Division of the N.C. Department of Commerce. The analysis follows Creative Economy research commissioned in 2007 by the North Carolina Arts Council.

"People with creative ideas, innovators, and entrepreneurs bring investment and jobs to our communities," said Gov. Bev Perdue. "This report highlights the creative spark in North Carolina, and will be a big help in economic development." [Learn more about the study and read the report.](#)

## Walden predicts N.C. to emerge from recession over two years

North Carolina will climb slowly out of recession over the next two years, with the state's metropolitan areas leading the way.

That is the prediction of Mike Walden, William Neal Reynolds professor and North Carolina Cooperative Extension economist in the College of Agriculture and Life Sciences at North Carolina State University.

Walden prepares an economic outlook for the state every six months. In his "North Carolina Economic Outlook: Winter 2009," he sees the end of what some have called the "Great Recession," the worst economic downturn since the Great Depression of the 1930s.

Walden sees the North Carolina unemployment rate peaking early in 2010 at between 11.3 and 11.5 percent. From that point, unemployment will gradually improve. North Carolina's unemployment rate stood at 5 percent in December 2007, and Walden does not foresee a return to that number in the near future. The economist sees the jobless rate falling to 9.8 percent by the end of 2010 and to 8.9 percent at the end of 2011. [See Walden's Economic Outlook.](#)

## Commerce announces County Tier rankings



Commerce Sec. Keith Crisco on Nov. 30 announced the county tier designations for 2010. The designations, which are mandated by state law, determine a variety of state funding opportunities to assist in economic development.

"Our goal is to encourage economic development statewide so all of our residents can find sustainable, well-paying jobs regardless of their location," Crisco said. "The tier designations provide strong tools to help make our less prosperous counties more attractive to businesses looking to relocate or expand."

Nine counties will change tier designations for 2010. Cumberland, Onslow, Pender and Wilson each moved up to a higher tier, while Alexander, Craven, Haywood, Lincoln and McDowell each moved down one tier to a lower ranking for the coming year.

The law calls for the 40 most distressed counties to become Tier 1 counties, the middle 40 counties to be designated as Tier 2 and the 20 most prosperous counties to become Tier 3 counties. In the rankings for the coming year, there was a tie for the 80th spot resulting in 41 Tier 2 counties and 19 in Tier 3.

The rankings are based on an assessment of each county's unemployment rate, median household income, population growth and assessed property value per capita. In addition, any county with a population of less than 12,000 or a county with a population of fewer than 50,000 residents with 19 percent or more of those people living below the federal poverty level automatically are designated as among the most distressed counties.

Tier designations determine the available amount of tax credits for job creation and business property investment in a list of eligible industries. They include manufacturing, motorsports, aircraft maintenance and repair, air courier services, warehousing, customer service call centers, research and development, electronic shopping and mail order houses, wholesale trade and information technology.

All eligible companies are required to offer employees health insurance and pay at least 50 percent of the premiums, cannot owe back taxes and cannot have received a significant environmental violation notice from the state Dept. of Environment and Natural Resources. In Tier 2 and Tier 3 counties, companies also must meet a wage test. [Learn more.](#)

## Optical systems company to locate U.S. HQ in Wake Forest

On Nov. 23, the [N.C. Military Foundation](#) announced that [Carl Zeiss Optronics USA Inc.](#) (ZeO USA) will locate its U.S. corporate headquarters in Wake Forest. The facility will serve as ZeO USA's base of operations to provide products for the U.S. defense industry.

ZeO USA, a subsidiary of Carl Zeiss Optronics GmbH, will provide optronics products in support of the U.S. military, homeland defense and law enforcement communities. The company will partner with the foundation, private industry, North Carolina-based universities and defense-oriented business support organizations to pursue research and development and supply contracts for the Department of Defense, the Department of Homeland Security and other agencies.



## Perdue talks energy, economy in D.C.

Gov. Bev Perdue blogged about her recent trip to Washington, D.C., to discuss the economy, jobs and North Carolina's place on the national and international stage.

The governor wrote about her visit with U.S. Energy Sec. Steven Chu, and their discussion of the Energy Dept.'s upcoming competition to create a series of renewable energy "hubs," one of which could be located in North Carolina. She also met with senior White House officials and several other governors about the economy and jobs.

"While GDP and corporate activity is rebounding, and the stimulus passed early this year is making a real difference, I will not rest until we have brought down the unemployment that has spiked so high in our State and nationally this year," she wrote. [See the blog post and photos from the trip.](#)

*(Left-right) Gov. Bev Perdue discusses the U.S. Energy Dept.'s competition for energy "hubs" with U.S. Energy Sec. Steven Chu.*

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## Commerce participates in international marketing program

A new marketing program to attract European companies to North Carolina was launched last week by Commerce's Marketing Division and the state's seven regional partnership organizations. The year-long program is part of a nationally syndicated initiative known as Global Location Link, which includes support from the U.S. Dept. of Commerce. The program is an integrated marketing effort that employs the latest techniques in direct mail, telemarketing and Web-based platforms to reach company executives who are considering expansion into the United States. The program's Web site, where North Carolina appears as a featured location, includes modern customization features that will deliver personalized Web pages for each visiting executive, as well as extensive visitor tracking systems.

As many as 42,000 executives in Germany, the Netherlands and the United Kingdom will be reached during the 12-month program. [See the Web site.](#)

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## Perdue announces 24,000 Census jobs

Gov. Bev Perdue on Dec. 9 signed Executive Order No. 33 creating the North Carolina Complete Count Committee to coordinate Census activities at the state level. In addition, Gov. Perdue announced that 24,000 Census jobs will be available throughout North Carolina.

The decennial census will take place on April 1. It is administered by the federal government, but requires support at the state and local levels. The state's activities are coordinated by the state's Complete Count Committee (CCC). Individual localities also establish complete count committees in order to coordinate participation in the census.

Over \$400 billion in federal funds will be allocated annually based on the 2010 Census figures. Based on recent estimates, the state will receive approximately \$14,000 in federal funding per person counted over the next 10 years. In addition, Census data is the basis for the N.C. State Demographer's projections, which are used to determine the distribution of state funds.

The Census will also determine whether North Carolina will receive an additional seat in the U.S. House of Representatives. North Carolina narrowly received a 13th congressional district after the 2000 Census by a margin of approximately 800 people. [Read more.](#)



## Risk management consultant to create 430 jobs in RTP

Gov. Bev Perdue announced Dec. 14 that international risk management consultant IEM will move its headquarters from Baton Rouge, La., to Durham County, creating 430 jobs over the next six years. Commerce Sec. Keith Crisco and developer Bo Gregory, who worked on the project, were on hand with U.S. Rep. David Price for the announcement at Research Triangle Foundation in Research Triangle Park.

The announcement was made possible in part by a state Job Development Investment Grant and One North Carolina Fund award, and is contingent upon approval of local incentives.

"As a technology hub with a vast military presence, the relocation of IEM to North Carolina is a perfect fit that will benefit both the company and the state," Perdue said. "This partnership is another step in creating the top-paying, knowledge-based jobs that I am committed to bringing to North Carolina."



IEM is a privately held company that provides risk-based solutions for measuring and managing threats to people, infrastructure and information. Since IEM's founding in 1985, it has provided emergency management, homeland security, military and information technology solutions to federal governmental agencies including the U.S. Department of Defense, Federal Emergency Management Agency (FEMA) and the U.S. Dept. of Health and Human Services, as well as working with individual cities, ports and the private sector.

The 430 new jobs will pay an overall average wage of \$62,778 a year, not including benefits. That is higher than the Durham County annual average of \$57,772.

[Risk management firm picks RTP for headquarters. 430 jobs](#) (WRAL - Raleigh, Dec. 14)

*(U.S. Rep. David Price speaks Dec. 14 during the IEM announcement at Research Triangle Foundation.*



## 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.

*(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)*



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

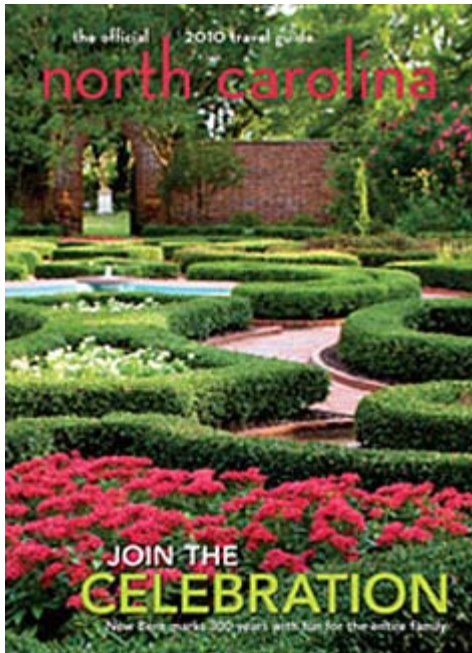
Gov. Bev Perdue announced Dec. 16 that appliance manufacturer Electrolux expects to create a minimum of 738 jobs over the next five years and invest \$8.3 million in a new North American headquarters in Charlotte. The announcement was made possible in part by a state Job Development Investment Grant 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](#), courtesy of the Charlotte Chamber.

*(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.*



## 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).

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

## Financial services company to create 1,002 jobs in Charlotte

Gov. Bev Perdue announced Dec. 22 that Zenta Mortgage Services will expand its Charlotte presence significantly, creating 1,002 jobs over the next five years and investing \$2.19 million. The announcement was made possible in part by a state Job Development Investment Grant.

"Zenta's CEO, Henry Hortenstine, knows North Carolina - and he also knows that the Charlotte region is home to great financial services talent," said Perdue. "Our state's outstanding workforce and top business climate once again provide a winning combination."

New York-based Zenta Mortgage Services is a global financial services outsourcing company that provides mortgage services, real estate analysis, credit card servicing, and accounts receivable services for real estate, financial services, healthcare and insurance markets. The company currently employs 263 workers in Charlotte, its only location in North Carolina.

While salaries will vary by job type, the average annual wage for the new jobs will be \$47,900. The company plans to begin hiring in January 2010.

## N.C. Green Business Fund invites innovative proposals

Commerce Sec. Keith Crisco announced Dec. 22 that the N.C. Green Business Fund is seeking proposals to help small businesses statewide develop and commercialize promising green and alternative energy technologies, products and services. The competitive grants, worth up to \$500,000 each, are funded by the federal Recovery Act through the N.C. Energy Office. The fund encourages the expansion of small- to medium-sized businesses with 100 or fewer employees. Project proposals need to fall into at least one of three priority areas: biofuels, green building or environmentally clean technology and renewable energy. Critical to consideration is how the proposals will help create or keep jobs, leverage additional funds and help areas of the state that are struggling economically. Those interested in applying for Green Business Fund grants should go online to: [www.ncscitech.com/gbf](http://www.ncscitech.com/gbf).

