

# sync<sup>TM</sup>

Weekly highlights from the  
North Carolina Department of Commerce



CBS "The Early Show" producer Chase Bodine attaches a microphone to banjo player Jim Huskins as Max Woody practices on the fiddle.

## N.C. 'Living Legend' profiled on CBS

CBS' "The Early Show" launched its "Local Legends" series Nov. 30 with a profile of Max Woody in Marion. Woody is a sixth generation chair maker and musician who performs at Woody's Original Mountain Music, across the street from his shop in McDowell County. The series is slated to look at people across the country who are representing their homeland and preserving their cultures.

The Public Relations team of the N.C. Department of Commerce's Division of Tourism, Film and Sports Development pitched the idea of featuring Woody, who has been instrumental in preserving the Appalachian traditions of the area. In addition, Woody frequently participates at N.C. Tourism Day activities at the I-26 West Welcome Center. "The Early Show" loved the idea and visited last week to film the segment. PR Manager Margo Metzger served as guide for the show with assistance from [McDowell County Tourism Authority](#) Executive Director Carol Price who also appeared in the broadcast. The broadcast reached an estimated audience of 4.2 million viewers with an ad value of \$1.35 million. [Watch the segment.](#)

## Fan wheel manufacturer to create 56 jobs in Catawba County

Governor Bev Perdue on Nov. 30 announced that Punker LLC, a leading manufacturer of fan wheels and blowers, will locate a new manufacturing plant in Hickory. The project will



Governor Bev Perdue is shown at the podium during the announcement that Chiquita will move its global HQ to Charlotte. In the months leading up to the announcement, Charlotte economic development organizations and citizens began a vigorous Twitter campaign, with the hashtag #Bananas4CLT, to encourage the company to choose the area.

## Workforce, air access help lure Chiquita

Governor Bev Perdue announced on Nov. 29 that world renowned produce supplier Chiquita Brands International Inc., will locate its Global Corporate Headquarters in Charlotte. Chiquita expects to create more than 400 jobs over the next three years and invest \$14.1 million in the new global headquarters in Mecklenburg County. The N.C. Department of Commerce's [David Spratley](#) was the developer on this project. [Read more.](#)



## Video: N.C. is 'Open for Business'

A new video from the Office of Governor Bev Perdue shows that North Carolina is "Open for Business." The video shows highlights from

bring 56 new jobs along with a \$4.2 million capital investment. The project was made possible in part by a \$78,100 grant from the One North Carolina Fund. The N.C. Department of Commerce's [Dallas Hardenbrook](#) was the developer on this project.

Punker manufactures centrifugal fan wheels, which are used for efficient heating, cooling, cooking, ventilation and extraction. The company offers air ventilation solutions for a variety of applications. Punker employs around 300 employees at its main facility in Germany. The project will allow the company to transfer all existing U.S. business from Germany to the Hickory plant.

"We are looking forward to establishing our U.S. production facility in Hickory, North Carolina. The location is very pleasant and close to our customers," said Dr. Henning Baehren, chairman and CEO of Punker. "The state and county representatives did a great job presenting information about state and county and showing us around the city. They impressed us with their professionalism and attention to our needs. We are grateful we were able to work with them through the process of site selection and we are looking forward to continuing to do so in the future." [Read more.](#)

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## SPI Healthcare to create 75 jobs in Guilford County

Governor Bev Perdue on Nov. 23 announced that SPI Healthcare, a leading integrated revenue cycle and clinical documentation improvement firm, will expand its operations in Greensboro. The company plans to create 75 jobs and invest \$350,000 during the next three years. The project was made possible in part by a \$75,000 grant from the [One North Carolina Fund](#). The N.C. Department of Commerce's [Melissa Smith](#) was the developer on this project.

"Our skilled workforce, top-notch business climate and job training programs are key reasons why global companies choose to locate in this state," said Perdue. "SPI Healthcare knows that North Carolina is a great place to do business and we welcome them to Greensboro."

SPI Healthcare will offer Revenue Cycle Management services including full Business Process Outsourcing from the Greensboro facility. The company will help healthcare organizations in the Southeast region to effectively manage tightening margins and reverse declining reimbursements to ultimately improve their overall financial health. The [One North Carolina Fund](#) grant was awarded to Springfield Service Corporation, which was recently rebranded with Laguna Medical Systems to become SPI Healthcare. [Read more.](#)

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## Perdue, Cherokee reach new compact

Governor Bev Perdue and leaders of the Eastern Band of Cherokee Indians have reached an agreement that will inject additional funding directly into classrooms, and create 400 new jobs in western North Carolina, by expanding the Cherokee's gaming enterprises.

"My top priorities are strengthening our schools and creating jobs, and this agreement does both," Perdue said. "This will mean additional dollars going directly to school districts, and it will provide an economic boost for western North Carolina. I urge the General Assembly to act so that we can quickly start receiving the benefits of this expansion."

recent job announcements such as Chiquita (400 jobs) and the "Iron Man 3" film announcement, the grand opening of Caterpillar's state-of-the-art facility in Forsyth County, and the recent Forbes rankings, including No. 3 Best State for Business and No. 1 Regulatory Environment. [See the video.](#)

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## Diecutting tool manufacturer to add 30 jobs in Mecklenburg County

Governor Bev Perdue on Dec. 1 announced that Marbach America, a global converting tool manufacturer, will locate a new facility in Mecklenburg County. The company plans to create 30 jobs and invest \$3 million during the next three years in Charlotte. The project was made possible in part by a \$50,000 grant from the One North Carolina Fund. The N.C. Department of Commerce's [Dallas Hardenbrook](#) was the developer on this project.

"We have worked hard to ensure that our state has a business climate where companies can grow and thrive, as we saw last month when Forbes magazine again ranked North Carolina as the third best state in the nation in which to do business," Perdue said. "Global companies, such as Marbach, look at North Carolina and see the skilled, educated workforce, transportation system and critical infrastructure that they need."

Marbach is the world's leading diemaking company for the packaging industry. The company was founded in 1923 in Heilbronn, Germany by Karl Marbach, Sr. The new facility will serve as headquarters for Marbach's steel rule die division in the Americas. The plant will produce the full range of tooling products including cutting, embossing and foil stamping dies and other related tooling components for folding cartons and corrugated packaging. Marbach will also offer a variety of services including training in diemaking, diecutting and structural design of packaging as well as consulting for packaging companies. [Read more.](#)

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## Recovery program now helping more than 1,000 small businesses

The Small Business Taxpayer Recovery Program launched by the N.C. Department of Revenue and the N.C. Small Business Commissioners Office in July is now helping more than 1,000 small businesses get back on their feet after facing financial hardships during the economic downturn.

The program offers penalty and fee waivers, as well as longer-term payment plans to companies that have fallen behind on sales, withholding and other trust taxes. With a total

"Today represents the culmination of months of hard work by the Governor's office and the Eastern Band of Cherokee Indians," said Principal Chief Michell Hicks. "This agreement will provide substantial economic benefit to tribal members and throughout western North Carolina. This agreement further demonstrates the Cherokees' commitment to educating our young people through the education funding initiative. We value our partnership with the state and are grateful to the Governor for her help and to the leadership in the General Assembly for their continued support." [Read more.](#)



## 'Born to Explore' visits Alligator River National Wildlife Refuge and coastal sites

The Public Relations team of the N.C. Department of Commerce's Division of Tourism, Film and Sports Development netted big dividends with two episodes of the new adventure TV series "Born to Explore." The PR representatives drew the producers' attention to the Outer Banks and, as a result, host Richard Wiese and his crew explored the Alligator River National Wildlife Refuge in Manteo for episodes titled "Living with Bears and Wolves!" and "The Northernmost Alligator." In addition to showcasing the area's wildlife and natural beauty, Wiese experienced the real-life drama of Hurricane Irene's approach and made clam chowder on the beach with staffers from Sam & Omie's restaurant in Nags Head. The episodes, which aired Oct. 15 and Oct. 22, respectively, as part of ABC's "Weekend Adventure Block," reached more than 5.1 million viewers and generated an advertising equivalency of \$4.9 million. [Watch the episodes.](#)

cost savings of almost \$6.8 million in fees and penalties, 1009 businesses are now participating in the program. [Read more.](#)

## Year-to-date Metrics

Below are year-to-date metrics tracked by the N.C. Department of Commerce's Division of Business and Industry Development that illustrate some of the recent activities of the Division. The metrics include the number of new economic development projects assigned to B&I development staff; the number of economic development project announcements; the number of announced jobs created and capital invested; the number of interactions existing industry staff had with businesses throughout the state; and the number of contacts received by the Business Link North Carolina/Business ServiCenter.

Jan. 1 - Dec. 6, 2011

New projects assigned:	375
Projects announced:	157
Jobs announced:	14,203
Capital investment announced:	\$2.810B
Industry visits by existing industry staff:	1,343
Calls to Business Link N.C.:	16,505

## N.C. in the News

This Week's Highlights

- [Interest builds in solar-electric trikes](#) (*The News & Observer* - Raleigh, Dec. 5)
- [Cuts could leave poor residents out in the cold](#) (*The Star-News* - Wilmington, Dec. 4)
- [Big logjam on French Broad creating sediment loss, safety hazard](#) (*The Citizen-Times* - Asheville, Dec. 4)
- [Trump at The Point?](#) (*The Charlotte Observer*, Dec. 3)
- [Postal Service recommends closing Fayetteville facilities that employ 400 people](#) (*The Fayetteville Observer*, Dec. 3)

**(919) 733-4151**

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

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

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