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Weekly highlights from the  
North Carolina Department of Commerce



(Left-right) N.C. Department of Commerce Secretary Keith Crisco, U.S. Representative Renee Ellmers, N.C. Senator Andrew Brock, Lenovo North America President David Schmoock, Lenovo North America Vice President and General Manager Tom Looney, Governor Bev Perdue, U.S. Senator Richard Burr and U.S. Representative David Price.

## Lenovo to open computer manufacturing line in N.C.

Governor Bev Perdue and Lenovo, the world's second-largest personal computer vendor, announced today (Oct. 2) the company will build a U.S. personal computer manufacturing line in Whitsett, near Greensboro. The announcement defies a trend that has seen electronics manufacturing jobs migrate overseas for more than two decades. As part of the expansion, Lenovo will create 115 new manufacturing jobs where workers will build both Think-branded notebook and desktop PCs for sale to domestic business, government and education customers, as well as consumers. Senator Richard Burr, U.S. Representatives Renee Ellmers and David Price, Lenovo North America President David Schmoock and Vice President and General Manager Tom Looney, and N.C. Department of Commerce Secretary Keith Crisco were also at the press conference.

The new U.S. PC manufacturing line currently is under construction and will open in early 2013. It will reside within Lenovo's recently expanded, 240,000-square-foot U.S. distribution center in Whitsett. Hiring for the manufacturing and related positions will begin later this year.

The U.S. manufacturing line will be capable of turning out



(Left-right) Semprius CEO Joe Carr, N.C. Representative Jim Crawford, Governor Bev Perdue, N.C. Department of Commerce Deputy Secretary and COO Dale Carroll and Semprius Vice President David Halter

## Semprius holds grand opening in Henderson

Solar power innovator Semprius held a grand opening Sept. 26 for its new pilot production plant in Henderson. The project was made possible in part by state grants from the [Job Development Investment Grant](#) and [One North Carolina Grant](#) programs. To meet the targets established in these performance-based grants, the company plans to create 256 jobs over five years and make a capital investment of \$89.7 million in Henderson. The N.C. Department of Commerce's [Bernard Torain](#) was the original developer on this project.

During the grand opening event, local elected officials and economic development leaders were recognized by Semprius CEO Joe Carr, Governor Bev Perdue and N.C. Representative Jim Crawford. This included retired Henderson-Vance Chamber Executive Bill Edwards and Research Triangle Regional Partnership CEO Charles Hayes. The RTRP's "[Triple Helix](#)" model of economic development supported the Semprius project, including efforts by NCSU's Thomas White. [Read more.](#)

Other partners that assisted with this project included: N.C. Community Colleges, Vance County, the Henderson-Vance Chamber of Commerce, the Vance County Economic Development Commission, Golden LEAF Foundation, the N.C. Rural Economic Development Center, N.C. State University

some of Lenovo's newest and most innovative products, such as the recently announced ThinkCentre M92p Tiny Desktop and ThinkPad Tablet 2. Lenovo believes that having a manufacturing component in the U.S. can provide the capability to deliver products to customers more quickly and reliably in many situations, while offering an even broader and more valuable set of PC-related services. [Read more.](#)

[Lenovo expanding in Guilford County](#) (*The News & Observer* - Raleigh, Oct. 1)

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## Sentinel data centers to develop N.C.'s first mega-scale, multi-tenant data center for enterprise users

Governor Bev Perdue announced today that Sentinel Data Centers LLC, a pioneer in the wholesale data center industry, has selected North Carolina as the location for a 420,000 square foot facility in Durham, making it the region's first purpose-built multi-tenant data center for large-footprint users. The Sentinel NC-1 facility will be available for occupancy in early 2013 upon completion and commissioning of an initial 120,000-square-foot phase.

The Sentinel NC-1 facility will ultimately yield approximately 200,000 square feet of net computer room space, divisible into autonomous, turnkey suites of multiple sizes and configurations. The NC-1 facility will continue to advance the quality, flexibility and energy efficiency standards that have come to define Sentinel's model. Sentinel NC-1 will also offer new "Multi-Tiering" solutions that will enable each user to deploy different resiliency zones within its space, allowing for the granular optimization of cost structure by application. [Read more.](#)

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Lieutenant Governor Walter Dalton and former Charlotte Mayor Pat McCrory both spoke at the Tourism Leadership Conference Friday at the Crabtree Marriott in Raleigh.

## Candidates address tourism audience as marketing updates conclude

Demonstrating the power of travel and the significance of tourism to North Carolina's economy, both major candidates for governor addressed an audience of tourism industry leaders and business owners last week. Lieutenant Governor Walter Dalton and former Charlotte Mayor Pat McCrory spoke at the conclusion of the Travel Leadership Summit, jointly hosted by the N.C. Travel Industry Association and Destination

Economic Development Partnership, U.S. Department of Agriculture and Progress Energy.

[Semprius opens solar panel factory in Henderson](#) (*The News & Observer* - Raleigh, Sept. 26)

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N.C. Department of Commerce Secretary Keith Crisco speaks at the UNC Social Business Conference

## Nobel Peace Prize winner keynotes social business conference

The University of North Carolina General Administration held the first N.C. Social Business Conference on Sept. 27 at N.C. A&T State University in Greensboro. The 2006 Nobel Peace Prize winner and founder of the microcredit concept, Professor Muhammad Yunus, was the keynote speaker. Professor Yunus is known worldwide as the "Father of Microcredit." N.C. Department of Commerce Secretary Keith Crisco also spoke to the conference attendees.

The conference was organized to bring together economic development interests from all regions of the state to hear Professor Yunus' social business concept of combining business know-how with the desire to improve quality of life. In addition, college student teams from across North Carolina were challenged to develop business solutions for pressing local and state issues.

[UNC students shape businesses to fill social needs](#) (*The Daily Reflector* -Greenville, Sept. 26)

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## TZ Insurance expands into Charlotte

TZ Insurance Solutions LLC, with offices in Tampa and Fort Myers, Florida and Dublin, Ohio, is expanding its workforce through a new location in Charlotte, creating 125 new

Marketing Association of North Carolina. Each candidate addressed the audience for about thirty minutes; both took follow-up questions from the industry.

At the conclusion of the Travel Leadership Summit, the Division held the third in a series of regionally-based [Mid-Year Marketing Updates](#) highlighting performance trends and providing updates on current Division marketing programs and cooperative initiatives. The session included an update on planned enhancements to VisitNC.com, tentatively planned to launch in mid-2013. Current plans for the new VisitNC.com family of sites include improved partner processes for data exchange that will increase efficiency and offer users more detailed and timely information responsive to every device. The interactive sessions, which reached an audience of about 450 in Asheville, Greenville and Raleigh, provide key insights which will help fuel the Division's strategic planning for 2013-14.



*CertainTeed ribbon-cutting in Roxboro*

## Building materials manufacturer CertainTeed holds ribbon-cutting in Roxboro

CertainTeed Corporation, a leading North American manufacturer of building materials, held a ribbon-cutting ceremony Sept. 25 at its new Roxboro facility. The N.C. Department of Commerce's [Vivian Powell](#) was the original developer on this project.

Commerce Secretary Keith Crisco spoke at the event, which also included CertainTeed President and CEO John Crowe.

"Our tremendous workforce in this area is a big factor, as well as our low costs of doing business in North Carolina," Crisco said. "We must continue to invest in education and job training programs in order to keep our workforce strong."



jobs with the potential of 250 in the near future. The company expects to fill up to 45 of the new positions soon, with training beginning the week of Oct. 8. The new jobs will be primarily for inside licensed life and health insurance agents. Compensation for licensed agents will begin at \$14 an hour and, upon 60 days of satisfactory employment, will increase to \$16 an hour. Company officials say that with the program compensation history that will be in place in Charlotte, agents could earn up to \$100,000 annually. The N.C. Department of Commerce's [Ron Leitch](#) was the developer on this project.

A wholly-owned subsidiary of TRANZACT (Fort Lee, N.J.), TZ Insurance Solutions LLC currently employs more than 450 licensed insurance agents. Employee benefits include health, dental, vision, life and short-term disability insurance, a 401(k) plan, and a competitive wage plan with an attractive bonus structure. Training for the new agents will be done by the N.C. Community College System.

[TZ Insurance to bring 125 jobs with new Charlotte office](#) (*Charlotte Business Journal*, Sept. 27)

## Honda Aircraft holds groundbreaking of PTI facility

Honda Aircraft held a groundbreaking ceremony on Sept. 27 for its new facility at Piedmont Triad International Airport. N.C. Department of Commerce Secretary Keith Crisco joined Honda CEO Michimasa Fujino, Vice President Tony Piazza, Greensboro Mayor Robbie Perkins, and others at the event.

"Nothing is as impressive in our state's history than the invention of flight and the innovation of Wilbur and Orville Wright," said Crisco. "That brings us forward to this day and the innovation of Honda Aircraft and its President/CEO Michimasa Fujino, designer of the light HondaJet."

[Honda Aircraft Co. breaks ground on \\$20M MRO facility at PTI](#) (*Business Journal of the Greater Triad*, Sept. 27)



*North Carolina casting directors Craig and Lisa*

N.C. Department of Commerce Deputy Secretary and COO Dale Carroll (center) being interviewed by the media at the N.C. Entrepreneurship Summit (photo courtesy of the Asheville Channel)

## N.C. entrepreneurs gather in Asheville

On Sept. 24-25, the [2012 N.C. Entrepreneurship Summit](#) was held at the U.S. Cellular Center in Asheville. N.C. Department of Commerce Deputy Secretary and COO Dale Carroll kicked off day two of the summit and presented examples of Governor Bev Perdue's strong support for entrepreneurship as an economic development priority at the department. This included recognizing the leadership of N.C. Commissioner of Small Business Scott Daugherty and Deputy N.C. Commissioner of Small Business George Millsaps, as well as updates on three statewide initiatives: the [N.C. Capital Access Program](#), [Biz Boost](#) and [Business Link NC](#). Carroll also gave illustrations of the progress with entrepreneurship in Western North Carolina, including Venture Asheville, the [Blue Ridge Entrepreneurial Council](#), [Certified Entrepreneurial Communities](#), and the Advantage Opportunity Fund.

[Entrepreneurs in spotlight as job creators](#) (Citizen-Times – Asheville, Sept. 24)



(Left-right) Wayne County Development Alliance President Joanna Helms, N.C. Department of Commerce Economic Developer Jason Semple, Wayne County Board of Commissioners Chairman John Bell, Ryerson Senior Project Engineer Derrick McClenathen, Ryerson Vice President/General Manager of the Carolinas and Virginia Brad Ford, Ryerson Fabrication Sales General Manager Mike Nauman, Ryerson Quality Engineer Owen Lupton, Ryerson Facility Manager David Long, Town of Pikeville Mayor Johnny Weaver, Wayne County Development Alliance Chairman Grey Morgan, and Wayne County Development Alliance Vice President and Existing Industry Specialist Mike Haney

## Plate fabricator breaks ground on new facility in Pikeville

Joseph T. Ryerson & Son Inc. broke ground on Sept. 26 for its facility expansion in Wayne County. The new facility will be a 45,000-square-foot warehouse with 1,100 square feet of office space, which brings the overall Ryerson footprint in Wayne County to 90,000 square feet. This expansion follows the announcement made on April 16 from Governor Bev Perdue's office stating that Ryerson will expand its operations in Pikeville by moving into a second building and growing its plate fabrication capabilities. The significant investment in additional plate fabrication equipment includes two plasma cutting machines, a laser cutting machine, a plate burning & drilling combination machine, a press brake and a shot blast machine.

Mae Fincannon after winning an Emmy for casting the Showtime series "Homeland"

## N.C.-filmed 'Homeland' wins six Emmys

The North Carolina-filmed series "Homeland" walked away with a total of six awards following the conclusion of the 64th annual Primetime Emmy Awards in Los Angeles on Sept. 23. The series, which was nominated for a total of nine honors, won the evening's top honor by taking home the Outstanding Drama Series. In his acceptance speech, Executive Producer Alex Gansa recognized the Charlotte crew for its work on the series. Claire Danes and Damian Lewis were both named Outstanding Leads in a Drama Series and the writing team won Outstanding Writing for a Drama Series for the show's pilot episode. Earlier, on Sept. 15, the series picked up Emmys for Casting and Single Camera Editing at the Creative Arts Emmy Awards. The casting honor was a special highlight for the state as long-time North Carolina crew members Craig and Lisa Mae Fincannon are part of the show's casting team.

Filming for the first season, including the show's pilot, is estimated to have resulted in a direct in-state spend in excess of \$42 million while providing more than 4,200 job opportunities, including 150 well-paying crew positions for the state's highly-skilled film professionals. The show was heavily courted by the state through the [N.C. Film Office](#) and ultimately chose to shoot in North Carolina as a result of the state's well-trained crew base, the ability to double for Washington, D.C. and its surrounding suburbs, and the state's tax incentive for filming.

## 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 - Oct. 2, 2012

<b>New projects assigned:</b>	297
<b>Projects announced:</b>	88
<b>Jobs announced:</b>	11,713
<b>Capital investment announced:</b>	\$2.52B
<b>Industry visits by existing industry staff:</b>	921

This increase in plate fabrication capacity will lead to increased job growth for Wayne County. In addition, the average wage for these new jobs will exceed the average salary in Wayne County. The N.C. Department of Commerce's [Jason Semple](#) was the original developer on this project and participated in the groundbreaking.

"We are excited about the expansion of our operations in Goldsboro," said Brad Ford, vice president and general manager of the Carolinas Virginia Market for Ryerson. "The expanded facility will allow Ryerson to better service our customers in North Carolina, South Carolina and Virginia with value added products and enhanced second stage processing. The Goldsboro location offers Ryerson access to major highways for shipping and gives us proximity to a major plate supplier in Northeast North Carolina."



N.C. Department of Commerce Foreign Operations Director Derek Chen and Office of the Governor Military Affairs Advisor John Nicholson at the training event

## Wake Tech holds foreign military sales training

The N.C. Military Business Center and Invest in Cornwall hosted the ITAR Training Event: Sales to Foreign Militaries on Sept. 27 at Wake Tech Community College in Raleigh. About 60 companies attended.

Foreign military markets represent new opportunities for North Carolina businesses. This training event provided information to assist businesses in understanding the U.S. International Traffic in Arms Regulations, which govern the export of defense products and services from U.S. shores. The training also addressed import regulations in the United Kingdom, which govern U.S. and other foreign sales to the U.K. Ministry of Defense. North Carolina businesses interested in selling to foreign militaries must become knowledgeable in both U.S. export regulations and applicable target county import regulations to leverage these lucrative market opportunities.

[N.C. event guides on selling military gear to U.K.](#) (*The News & Observer* – Raleigh, Sept. 27)

## N.C. in the News

### This Week's Highlights

- [East Spencer gets housing grant](#) (*Salisbury Post*, Sept. 28)
- [\\$2 million in grants awarded to Columbus County, four region towns](#) (*Fayetteville Observer*, Sept. 27)
- [There's no lone ranger in energy](#) (*Site Selection*, Sept. 2012)
- [Hop, tip and a pump away: Haywood welcomes a burgeoning brewery scene](#) (*Smoky Mountain News*, Sept. 26)
- [DataChambers to open Raleigh data center](#) (*Triangle Business Journal*, Sept. 26)
- [Visitation up at state cultural attractions](#) (*The Sun Journal* – New Bern, Sept. 26)
- [Broadband access comes to southern part of county](#) (*The Times-News* – Burlington, Sept. 26)
- [N.C. panel ponders economic, demographic changes](#) (*The News & Observer* – Raleigh, Sept. 26)
- [It's official: Marion is a retirement community](#) (*The McDowell News*, Sept. 26)
- [Job training helps ex-offenders find jobs](#) (*The Daily Southerner* - Tarboro, Sept. 25)
- [Odyssey Logistics expanding, adding jobs in Charlotte](#) (*Charlotte Business Journal*, Sept. 25)

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