

IN BRIEF

ICSC tradeshow

Barbara Cutsinger, marketing manager for Bay Area Houston Economic Partnership, attended the International Council of Shopping Centers tradeshow. Cutsinger was able to highlight the Bay Area Houston region for large scale retail development.

Small business workshop hosted in Seabrook

Small business owners located in Seabrook participated in a small business marketing workshop, held at the city hall on Dec. 5.

Keynote speaker Jackie Hutto, director of strategic planning for Griffin Marketing, presented ideas on how to effectively market a small business.

Nick Gardner, project engineer for the Space Alliance Technology Outreach Program, provided information on SATOP and how the program can help small businesses across the state with technical solutions that have been an impediment to their success.

Recruitment highlight

Bay Area Houston Economic Partnership is currently working on 39 potential project leads ranging from industries such as aerospace, biotechnology, specialty chemicals and plastics, information technology, distribution and manufacturing.

The 17th annual Washington, D.C., trip

Mark your calendars... Bay Area Houston Economic Partnership's Citizens for Space Exploration's annual trip to Washington, D.C., will take place May 19 - 22, 2008.

This is the 17th year that the grass roots organization will visit our lawmakers in D.C. to advocate for NASA and a robust space exploration program.

For more information on the trip contact David Braun 281-486-5535.

Solutions for small businesses

The Space Alliance Technology Outreach Program is administered through Bay Area Houston Economic Partnership. It provides technical assistance to small businesses at no charge, and is funded by NASA and the State of Texas.

One of the many requests SATOP is currently working on with NASA Johnson Space Center is to make recommendations on a coating to be applied to implantable metal medical devices. This coating would allow patients who are allergic to implantable metals to still receive the needed implant. Thanks to the new protective coating, their body will not react adversely to the metal.

For information on SATOP contact Nick Gardner at 281-486-5535.



Richard E. Allen Jr., president and CEO of Space Center Houston and 2007 chairman of Bay Area Houston Economic Partnership (on left); U.S. Congressman Nick Lampson; Bob Mitchell, president-elect of Bay Area Houston Economic Partnership; and Dr. Bernard A. Milstein, president of The Eye Clinic of Texas and 2007 vice chairman of Bay Area Houston Economic Partnership.

'Houston's Greatest' Economic organization, honored

Bay Area Houston Economic Partnership was recently selected from more than 35 economic development organizations in the region to be honored as the 2007 Houston's Greatest Economic Ally at the Wortham Theater Center.

The Fourth Annual Houston's Greatest awards ceremony is the region's premier event that recognizes excellence in the business community and economic development.

The evening began with a spectacular performance by Kelly Peters, singer for the International Thespian Company.

Standing in front of a picturesque backdrop of twinkling stars she truly captured the spirit of the night as she sang the verse, "Tonight you're Houston's best."

Masters of Ceremony George DeMontrond and Lynne Liberato, board members for the Greater Houston Partnership, welcomed the audience and honored Bay Area Houston Economic Partnership as Houston's Greatest Economic Ally.

This prestigious award is presented each year to an organization that excels in the fields of economic development, community outreach and collaborative initiatives.

Bay Area Houston Economic Partnership is a distinguished re-

gional economic development organization that strives to attract, retain and expand industries in the Bay Area Houston region.

"I nominated Bay Area Houston Economic Partnership for the award because of their unique ability to collaborate beyond geographic boundaries."

-Sylvia Garcia

Harris County Precinct Two Commissioner

The region consist of 422,000 people in southern Harris and northern Galveston counties, and 13 municipalities including Clear Lake Shores, Dickinson, El Lago, Friendswood, southeast Houston, Kemah, La Porte, League City, Nassau Bay, Pasadena, Seabrook, Taylor Lake Village and Webster.

Richard E. Allen Jr., president and CEO of Space Center Houston, and Bob Mitchell, president-elect for Bay Area Houston Economic Partnership, graciously accepted the award.

"It is truly an honor to receive this award on behalf of

the board of directors, members and the dedicated staff of the Bay Area Houston Economic Partnership," Allen said.

In addition, Allen also thanked Harris County Precinct Two Commissioner Sylvia Garcia for her involvement in the organization.

"Without her support and guidance, I don't believe Bay Area Houston Economic Partnership would be where it is today," Allen said.

Although this is the fourth annual celebration, this is only the second year an economic organization has been honored.

"I nominated Bay Area Houston Economic Partnership for the award because of their unique ability to collaborate beyond geographic boundaries," Garcia said. "The staff and investors at the organization share the same vision of providing the best possible atmosphere and environment for economic growth. Since my first trip to Washington, D.C., to ensure full funding for NASA, to sharing the same sense of importance on transportation issues, my work with the organization has been nothing but positive.

Mitchell attributed the organization's success to its clear and collaborative regional strategic plan.

"While Bay Area Houston Economic Partnership was honored as Houston's Greatest, the true recipients of this award are our investors, partners and regional leaders," Mitchell said. "Bay Area Houston Economic Partnership's success stems from their strength, focus and dedication to the organization."

More than thirty business leaders joined Bay Area Houston Economic Partnership as their guest for the awards celebration; special attendees included Congressman Nick Lampson, Olga Llamas Rodriguez, director of special projects for Harris County Precinct 2 Commissioner Sylvia R. Garcia and Susie Allen, community liaison for Harris County, Precinct 2 Commissioner Sylvia R. Garcia.



Congressman Nick Lampson with the staff of Bay Area Houston Economic Partnership.

Meeting workforce demands

The age old adage, if you build they will come, is only partially true. One concern is once they come, how do you keep them here?

"Often when companies look to relocate or expand the quality of education and workforce training in the region are deciding factors," said Paul Chavez, marketing director for Bay Area Houston Economic Partnership.

That is why Bay Area Houston Economic Partnership continues to actively collaborate with private companies, government and educational institutions to address the shortage of high-tech expertise in the region.

For Marie Dalton, Ph.D., executive vice president and founding head of the Aerospace Academy, the shortage presents a challenge. Dalton estimates that the aerospace industry will lose a third of its work-

force to retirement over the next couple of years.

"The Bay Area Houston region employs an estimated 17,000 people in the aerospace industry," said Bob Mitchell, president-elect of Bay Area Houston Economic Partnership. "Our organization, like others, wants to ensure those jobs stay in the region and we can continue to attract new aerospace companies to the region."

The Aerospace Academy, created in 2000, aims to cultivate a passion for science and mathematics, which will transcend to careers in the aerospace industry.

Since 2001, Dalton has helped acquire approximately \$16.5 million in grants that have been used by the Aerospace Academy to train 7,000 students and 2,000 teachers.

The most recent, a \$1.47 million grant from the Texas Workforce Commission, was awarded to Bay Area Houston Eco-



Marie Dalton

Partnership to develop engineering education opportunities to support NASA Johnson Space Center employers and the aerospace industry.

ON THE WEB

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Mitchell elected to succeed Reinhartsen

The fifth president of the organization announced

Last August the Bay Area Houston Economic Partnership's board of directors focused on the challenging task of finding a new president for the organization; the due diligence of the transition team helped uncover the natural choice, Bob Mitchell.

"When the transition team was tasked with finding a qualified candidate to follow Jim Reinhartsen, we pursued every option and considered every scenario," said Dr. Bernard Milstein, president of The Eye Clinic of Texas and chairman of Bay Area Houston Economic Partnership's leadership transition committee. "When done, it was evident to all that Bob Mitchell was the best choice to follow Jim as president. The organization is financially sound, well-respected and professionally managed. We are fortunate that Bob has accepted this important position -- our strategic plan is our map to the future."

engineering support from 3,000 hours to 17,500 and increased the Technology Outreach Program funding from \$25,000 to \$139,000 per year.

The SATOP program has infused more than \$500 million dollars into the U.S. economy, which helps small businesses across the state with technical solutions that have been an impediment to their success.

Mitchell has experience in recruitment, retention and expansion of target industries within the region. He has successfully worked with multiple national site selectors on projects, including the \$150 million redevelopment initiative for the city of Nassau Bay, which is one of the most promising redevelopment program in the region since the founding of Johnson Space Center.

He has worked extensively with the local and national aerospace



Jim Reinhartsen, on right, congratulates Bob Mitchell

The legacy of leadership

The organization has a rich heritage of visionary leadership including:

Stephen L. Sandstedt (1985-1988) -- Promoted the importance of economic development to the business community.

Larry Griffin (1988-1990) -- Established organization's relationships with Johnson Space Center and city of Houston.

Roy Pezoldt (1990-1992) -- Built relationships with developers, builders, and investors to encourage new development.

Jim Reinhartsen (1992-2007) -- Crystallized the role of the organization and grew/diversified service area.

After serving as president for 15 years, Reinhartsen announced his intention to pursue other opportunities by the end of 2008. During the interim, Reinhartsen will become the organization's vice president.

Mitchell, who previously served as executive director of aerospace marketing and the Space Alliance Technology Outreach Program, will transition into his role as president effective Jan. 1, 2008.

Mitchell said, "I am honored to follow Jim Reinhartsen as president of Bay Area Houston Economic Partnership and I am grateful for the vote of confidence the board of directors have shown in naming me president. I look forward to further strengthening relationships with our investors and continuing the organization's mission to provide the leadership necessary to stimulate economic development and employment in the region."

Mitchell joined the Bay Area Houston Economic Partnership in 2000, and has been responsible for negotiating contracts with economic development organizations, securing technical assistance from aerospace contractors, enlisting support from elected officials and marketing the SATOP program throughout Texas.

Under his leadership, SATOP increased aerospace contractor

communities in support of, and expansion of The Vision for Space Exploration.

One of Mitchell's next priorities is to, "work with Houston Airport System, NASA Johnson Space Center and the military to prepare a comprehensive plan for the continued development of Ellington Field," he said.

Prior to joining Bay Area Houston Economic Partnership, Mitchell gained valuable leadership experience while at Northrop Grumman Aerospace Corporation from 1980 to 1994. He joined the company as a material control manager and was later promoted to director of material operations overseeing a staff of 200 engineers and professionals.

In this role, he worked with staff personnel to plan, coordinate and control the materials and capacity-related production resources necessary to manufacture products that met specific customer service objectives. He also worked for Champion Elevators, Inc. and ASEP International.

Mitchell and his wife, Brenda, have been married for 27 years. They are the proud parents of Nathan, Greg and Mark.

Mitchell is a graduate of the Economic Development Institute at The University of Oklahoma and a native of Houston.



Mission statement
The Bay Area Houston Economic Partnership provides the leadership to stimulate regional economic development and employment.