



## **Accomplishments to date NASA BUDGET 9.28.10**

**\* Items in red have been added this week**

### **Speaking engagements**

- Friendswood EDC – February 3
- Greater Houston Convention and Visitors Bureau – February 5
- Nassau Bay Chamber of Commerce – February 8
- Healthcare Committee – February 16
- Small Business Committee – February 17
- International Maritime Advisory Committee – February 18
- Seabrook EDC – February 22
- Friendswood City Council – February 22
- Clear Lake Chamber of Commerce – February 24
- City of Houston City Council – February 24
- League City Chamber of Commerce Legislative & Government Affairs Committee – March 1
- Meeting with area hoteliers, Bay Area Houston Convention & Visitors Bureau – March 3
- Houston Region Economic Development Alliance – March 11
- League City Chamber of Commerce – March 12
- League City Rotary Club – March 18
- JSCFCU Retirees Club – March 19
- City Council of League City – March 23
- Space Center Rotary – April 5
- Houston Economic Club – April 6
- Rotary Club of Pasadena – April 9
- Dickinson City Council – April 13
- Texas City Chamber of Commerce – April 19
- Baytown/West Chambers County Economic Development Foundation – April 26
- Clear Lake Area Chamber of Commerce, Legislative and Public Affairs Division – May 4
- Ameriprise Small Business Seminar – May 6
- Society of Cost Estimating and Analysis (SCEA), Houston/Clear Lake Chapter, May 26
- Galveston County Economic Alliance – May 27
- Greater Houston Partnership – June 3
- Bay Area Commercial Real Estate Network (BACREN) – June 17
- Dickinson Rotary – June 30
- Friendswood Rotary – September 15



### Targeted meetings

- Greater Houston Partnership – February 8
- Former Lt. Governor Bill Hobby – February 8
- “Space Florida” – February 9
- Ohio, Alabama, Florida, Mississippi, Louisiana to discuss coalition – February 9
- Congressman Pete Olson met w/ aerospace executives – February 17
- Congressman Pete Olson spoke to membership – February 17
- Senator John Cornyn – February 18
- Houston Citizens Chamber of Commerce – February 24
- Congressmen Frank Wolf and John Culberson met with Aerospace Advisory Committee – March 8

### On-going meetings

- “Save Houston’s Place in Space” every Friday @ 2:00
  - **Congressman John Culberson**, Brittany Seabury; **Congressman Al Green**, Lindsay Mosshart, Susie Saavedra; **Congressman Pete Olson**, J. T. Jezierski; **Congressman Ron Paul**, Norman Singleton, Daniel McAdams; **Congressman Michael McCaul**, Charles Fields; **State Senator Mike Jackson**, Holly Deshields; **State Representative John Davis**, Meghan Weller; **City of Houston Mayor Annise Parker**, Janice Evans, Communications Director, Darrin Hall, Director, IGR, Adam Harris, Chief of Staff, Damon Mattox, Deputy Director, IGR, Andy Icken, Chief Development Officer; **Mike Sullivan Council Member**, Monica Aizpurua, Chief of Staff, Susan Lent, Federal Lobbyist, Akin Gump; **Harris County**: County Judge Ed Emmett, Kathy Luhn, Chief of Staff; Commissioner Sylvia R. Garcia, Mark Seegers, Public Information Officer, Milam Mabry, Harris County Lobbyist; **Greater Houston Partnership**, Russell Reese, Senior Vice President, Public Policy, Michelle Arnold, Manager, Government Relations, Jim Grace, Attorney, Baker Botts, Shane Doucet, Attorney
- Joint Leadership Team subcommittee every Friday @ 8:00
- Aerospace Advisory tiger team on budget initiatives every Tuesday and Friday @ 12:00
  - Joe Mayer, Lockheed Martin; Tim Kropp, MRI; Larry Strader, L-3; Meghan Murphy, Griffin Communications Group; Robbie McAfoos, Barrios Technology; Diana Light, McCormick Stevenson; Jeff Carr, USA; Tyler Nelson, Congressman Olson; Marc Havican, Space City Films; Joy Kelly, Jacobs; Kathryn Cooper, BAHEP; David Braun, BAHEP; Nick Gardner, BAHEP; Bob Mitchell, BAHEP

### Scheduled trips to Washington, D.C.

- March 2, 3, 4 met with Texas delegation and also consultants
- March 16, 17 Houston Mayor Annise Parker met with NASA Administrator Charlie Bolden



- March 24, 25, 26 trip targeted congressional members on Senate and House Appropriations Committee, Commerce, Justice, Science subcommittee
- May 17, 18, 19 Citizens for Space Exploration 19<sup>th</sup> annual trip to Washington, D.C. 145 travelers from 26 states made a record-setting 355 congressional office visits.

### **Consultants contacted**

- Ogilvy Government Relations, Washington, D.C.
- The Mondello Group, LLC, Washington, D.C. (Port of Houston)
- Bracewell Giuliani (Harris County)
- Akin Gump (City of Houston)

### **Communications**

- Print and Electronic Media
  - Denver Post-Bulletin – April 3
  - Houston Chronicle – Jan. 29, 30, Feb. 1, 2, 3, 7, 17, 18, March 7, 23, April 9, May 22, June 2, 3, 7, July 15, 17, 18, August 14, **September 27, 28**
  - Houston Business Journal – Week of March 19-25, Week of April 16-22
  - Galveston Daily News – Feb. 1, 2, 18, 19, 21, April 15, May 17, 19, 22, June 20, 26, August 16
  - Bay Area Citizen – Feb. 4, 11, 18, March 3, 18, April 15, May 13, June 11
  - The Friendswood Journal – Feb. 25, April 1, 8, June 11, July 16, August 31
  - Pasadena Citizen – Feb. 17, March 10, June 11, August 15
  - Pearland Journal – August 19
  - Dear Park Broadcaster – News – June 11, August 15
  - South Belt-Ellington Leader – August 19
  - Tehran Times – Feb. 3
  - UPI.com – Jan. 30
  - Buffalo News – June 20
  - Houston Community News – Jan. 31, Feb. 11
  - Guidry News – Feb. 1, 2, 4, 10, 11, 12, 18, 23, 24, March 11, 15, 24, 28, April 14, 15, May 17, 20, June 11, July 15, July 19, August 12
  - Ultimate Clear Lake Online – Feb. 3
  - KPRC Online – Feb. 1
  - KUHF/NPR Online – Feb. 24, March 25
  - KTRK Online – Feb. 24, April 15
  - KHOU Online – Feb. 24, June 17
  - Fox News Online – April 14
  - Space News Examiner – March 8, April 5
  - PitchEngine.com – March 9, 11
  - Wiredin.cc – March 11, March 24, July 15
  - REALESTATE BISNOW – April 20
  - The Signal – UHCL – May 3
  - Yourtowntv.com – May 17, 18, 19, July 16
  - SpaceRef.com – June 28



- Broadcast Media
  - Bay Area Houston Live – Feb. 1
  - KPRC Channel 2 – Feb. 2, March 11, April 13, June 11, July 15
  - KTRK Channel 13 – Feb. 1, 24, April 14, 15, 16, 28, May 26
  - KHOU Channel 11 – Feb. 1, 17, 24, June 17, July 15
  - KIAH Channel 39 – Feb. 1, April 16
  - KTRH – Jan. 28, Jan. 29, March 16, 17, April 14, 15, 21, 22, May 12, 13, 17, 18, 25, June 11, August 17, 18, **September 28**
  - KUHf/NPR – Feb. 1, 24, March 25, 26, April 16, 19, May 18, July 15, **September 28**
  - City of Houston Media Event – Feb. 24
  - CBS radio – March 9
  - FOX News, Channel 26 – April 4, 14, July 15
  - CNN radio panel discussion – May 15
  
- Posted updates on BAHEP’s Twitter page at [www.twitter.com/BAHEP](http://www.twitter.com/BAHEP)
- Bay Area Houston Economic Partnership Web site
  - Posted pdfs of fact sheet, talking points, Initiative to Reinstate Human Spaceflight Program, Accomplishments to Date
  - Added “Technologies Enhance our Lives” to home page
  - Added “NASA at Home and City” and “Bringing Space Down to Earth” to home page
  - Posted YouTube video on Constellation Program
  - Posted link on home page to [www.goboldlynasa.org](http://www.goboldlynasa.org) Web site
  - Posted op-ed *Challenging times present new opportunities* in press release section of Web site
  - Posted op-ed *America’s complacency forecasts demise of world leadership* in press release section of Web site
  - Posted op-ed *America can’t afford to abandon human spaceflight* in press release section of Web site
  - Posted news release *Congressmen declare importance of national initiative to save NASA’s human spaceflight program* in press release section of Web site
  - Posted link to *See how much NASA spends in your state and congressional district* within *Save NASA’s human spaceflight program* link on home page
  - Posted *BAHEP targets key members of Congress in support of human space exploration* in press release section of Web site
  - Posted GoBoldlyNASA.org mini flyer and letter size flyer
  - Posted *BAHEP president responds to NASA announcement* on home page of Web site
  - Posted *BAHEP president responds to NASA Reauthorization Bill* on home page of Web site
  
- Documents
  - Fact sheet
  - Talking Points



- Economic Impact
- Op-ed pieces: *America's complacency forecasts demise of world leadership, America can't afford to abandon human spaceflight, Handful of NASA officials can do irreparable harm; Senator Hutchison leads by example*
- Action Plan "Initiative to Reinstate NASA's Human Spaceflight Program"
- Template letter to send to small businesses that are aerospace suppliers
- Template letter for aerospace suppliers to send to their congressional representatives. Requested suppliers to include specific impacts on their businesses should the human spaceflight program be cancelled as proposed.
  - Have contact information for 1,038 companies in 45 states and working to gather commitments from each.
  - To date have commitments from 648 small businesses in 40 states. Businesses have been called individually to ensure they understand the magnitude of the effort.
  - Recommending that these businesses consider adding the GoBoldly banners at their worksites.
- Composed letter for City of League City
- Composed letter for Galveston County
- Composed letter for mayors to send to The United States Conference of Mayors
- Composed letter for mayors to send to Texas Municipal League
- Assisted with Galveston County Economic Alliance Resolution
- Assisted with Resolution from City Council of League City
- Collaborated with the Greater Houston Partnership to compose a letter to be sent to chambers of commerce across the nation.

#### **Young Professionals for Space Exploration – [www.goboldlynasa.org](http://www.goboldlynasa.org)**

- Collected **61,827** letters from 50 states and a dozen countries; hired a service on 02.23.10 to automatically send letters to Congress and the president
- Recognized by Harris County Precinct 2 Commissioner Sylvia R. Garcia during Town Hall meeting; referred everyone to GoBoldly Web site
- Posted YouTube video
- Constructed GoBoldlyNASA billboard on NASA Parkway in front of JSC
- Organizing a marketing campaign for universities
- Developed GoBoldly press release
- On March 8 wrote letter to the editor of the *Houston Chronicle* in response to front page article on NASA run on March 7
- Moved site to more powerful server
- Networked with as many as five additional pro human spaceflight Web sites
- Generated free advertising in local on-line news outlets; working to get pro bono advertising in *Houston Business Journal*; *Galveston Daily News* and several city newsletters carried article on GoBoldly campaign
- The GoBoldly Web site has been tagged by other sites as a place to visit
- Gathered 2,811 followers on FaceBook



- Young professional interviewed on KHOU news <http://www.khou.com/news/NASA-workers-face-uncertain-future-85166852.html>; same interview was posted on NASA Watch; GoBoldly billboard pictured on television multiple times
- Developed 1/3 page GoBoldly flyer to hand out. Thousands have been distributed.
- Located GoBoldly flyers in high traffic retail stores.
- Set up online store to sell t-shirts and stickers nationwide
- Marketing materials
  - 450 GoBoldly t-shirts have been sold locally. Shirts to be made and sold in Florida as well.
  - 50 GoBoldly yard signs have been sold locally.
  - Ordered laminated GoBoldly flyers to be placed in front windows of local businesses
  - Designed banners to be placed in high visibility locations. 10 have been distributed throughout the community.
  - GoBoldly booth will be at Clear Lake Chamber Crawfish Festival weekend of April 10.

#### **BAHEP Outreach**

- Sent letter to the following groups requesting support of human spaceflight with attachments **Fact Sheet, Talking Points, Economic Impact, Initiative to Reinstate NASA's Human Spaceflight Program** and asking that these be forwarded to their peers:
  - **Chambers of Commerce:** Baytown, Clear Lake Area, Deer Park, East End Area, La Porte-Bayshore, League City, Pasadena, Pasadena Hispanic Business Council, Pearland Area, South Belt & Ellington, South Houston, Webster Business Alliance
  - **Economic Development Organizations:** Bay Area Houston Convention & Visitors Bureau, Bay Area Houston Transportation Partnership, Baytown/West Chambers County Economic Development Foundation, Galveston County Economic Alliance, Galveston Economic Development Partnership, Greater Houston Partnership, Economic Alliance Houston Port Region, Waller Economic Development Council, Katy Area Economic Development, Central Houston Inc., West Houston Association, Sealy Economic Development Corporation, Tomball Economic Development Corporation, Greater Fort Bend Economic Development Council, South Montgomery County Woodlands Economic Development Partnership, Greater Conroe Economic Development Council, The Economic Development Alliance for Brazoria County
  - **City Economic Development Corporations and Committees:** City of Clear Lake Shores, Dickinson Economic Development Corporation, Friendswood Community & Economic Development Committee, Kemah Community Development Corporation, La Porte Development Corporation, League City Economic Development Corporation, Nassau Bay Economic Development Corporation, Pasadena Second Century Corporation, Pearland Economic



Development Corporation, Seabrook Economic Development Corporation, Webster Economic Development Corporation, Missouri City Economic Development, City of Rosenberg, City of Sugarland, City of Alvin

- **Other Organizations:** Seabrook Rotary Club, Pasadena Rotary Club, Texas Chemical Council, Association of Chemical Industry of Texas, East Harris County Manufacturers Association, American Chemistry Council, United Management Districts of Houston, Energy Corridor Management District, East Montgomery County Improvement District, Uptown Houston District, Greenspoint District, JSC Federal Credit Union