



News release

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Bob Mitchell elected president of Bay Area Houston Economic Partnership New leadership will stay the course, maintain stability

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BAY AREA HOUSTON – The board of directors of the Bay Area Houston Economic Partnership (BAHEP) announced Bob Mitchell has been elected to succeed Jim Reinhartsen as president, effective Jan. 1, 2008.

Reinhartsen, who served as BAHEP president for 15 years, will become the organization's vice president.

Mitchell, who currently serves as executive director of aerospace marketing and the Space Alliance Technology Outreach Program, will transition into his new role over the next three months. As vice president, Reinhartsen will assist Mitchell in developing strategies, budgets and plans, while working on special projects important to the region's economic vitality.

Mitchell has first-hand knowledge of BAHEP's operations and personal experience working with NASA and the aerospace/aviation industry. He is also a graduate of the Economic Development Institute at The University of Oklahoma and has extensive experience in recruitment, retention and expansion in BAHEP's target industries.

Mitchell received unanimous support from BAHEP's leadership transition committee and approval from the board of directors. "As chairman of the board and a long-time member of BAHEP," said Richard E. Allen Jr., president and CEO of Space Center Houston, "I can fully appreciate all that Jim has done for our community even above the BAHEP mission."

Allen added, "There is no doubt in my mind that Bob Mitchell is the right person to lead BAHEP. Congratulations to the transition team and the BAHEP Board of Directors for electing Bob to serve as president."

Mitchell's election was also endorsed by many elected officials and community leaders, including Harris County Commissioner Sylvia Garcia, Galveston County Judge Jim Yarbrough and NASA Johnson Space Center Director Mike Coats.

“Bay Area Houston Economic Partnership, under the leadership of Jim Reinhartsen, has evolved from a small, local economic development organization, to a large, professional and influential regional economic development organization with strong funding and nationally acclaimed models of economic development,” said Sylvia Garcia, Harris County commissioner, Precinct 2. “I am proud to be a BAHEP supporter. My dealings with Bob Mitchell give me a great sense of comfort in his ability to lead and work on a regional basis.”

Bay Area Houston is an economically and internationally diversified, high-tech region that is home to NASA Johnson Space Center and numerous industries including aerospace and specialty chemical.

Bay Area Houston Economic Partnership is a nonprofit organization that promotes the growth of the Bay Area Houston region through the retention, expansion and recruitment of target industries. Visit www.bayareahouston.com.

Space Alliance Technology Outreach Program is a NASA-funded program which provides technical assistance to small businesses for free. Visit www.spacetechnologies.com

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