

BUSINESS - to - BUSINESS

BAHEP extends its sincere appreciation for the continued support of the *Houston Chronicle* through this monthly supplement.

BAHEP closes out successful 2011

The Bay Area Houston Economic Partnership has spent 35 years building a heritage of excellence. Throughout 2011, BAHEP has been implementing new programs. These programs, we believe, will carry BAHEP solidly into the future. This year-end report will note briefly our membership successes, the ways in which BAHEP builds relationships, our advocacy efforts, communication, company expansions, BayTech, and our newest strategic plan.

Membership

BAHEP has realized a 17 percent increase in members over the last 10 years with a 34 percent increase in membership dues from 2002 to 2011. This revenue does not reflect the in-kind services received from our members, which saves BAHEP more than \$50,000 per year. BAHEP is now a \$2 million per year economic development enterprise.

BAHEP Events

We host events in order to increase BAHEP's visibility while at the same time bringing value to our members' investment. Industry and community leaders who present current and relevant in-

Graham, La Porte ISD; Trish Hanks, Friendswood ISD; Kirk Lewis, Pasadena ISD; Vicki Mims, Dickinson ISD; and Greg Smith, Clear Creek ISD.

Building Relationships

This year was another significant year as BAHEP strengthened its important relationships throughout the region.

Working in conjunction with NASA contractors and Workforce Solutions, BAHEP helped stand up this region's new Aerospace Transition Center designed to meet the challenges created by the shuttle retirement. The best practices developed through this center are now being used as a model for workforce retention, not only for the State of Texas, but in multiple states across the nation.

Collaborating with NASA and aerospace industry partners, BAHEP hosted the First Annual Stavanger/Houston Space - Energy Conference in February. This conference matched a delegation of 80 representatives from Norwegian businesses with leaders from NASA and local aerospace contractors to identify potential collaborative projects, like robotics and safety, on which to begin work. The mo-

Gulf Coast Community Protection and Recovery District Technical Workshop & Symposium. This event featured technically rich content including presentations by engineers from the Netherlands.

We conducted four events with Rice University focusing on workforce retention for the region, on entrepreneurship, and on charting pathways forward which can spring-board from our space program.

Advocacy

Advocacy has been a fundamental priority of this organization since its inception. With the opening gavel of the 82nd Texas Legislative Session, our advocacy efforts got off to an early start this year.

The Clear Lake Area Chamber of Commerce joined us on our first of several trips to Austin where we presented the legislative agenda that we began working on in the spring of 2010. This effort led to the creation of seven position papers covering aerospace, education, franchise tax reform, healthcare issues for small businesses, telecommunications, priorities at Ellington Field Joint Reserve Base, and revisions to the state sales tax to preserve Texas maritime jobs.

members about the benefits of NASA and of the NASA spending that takes place in each of their districts. On March 9th and 10th, 29 travelers under the Go Boldly NASA banner met with representatives from 95 of these offices, far exceeding our goal of meeting with half of the new members.

Our Citizens for Space Exploration's 20th annual trip to Capitol Hill took place early this summer. Our 88 travelers formed 25 teams and made a near record 330 congressional office visits in the two days we were on the Hill. We had student travelers representing 24 states who stressed that space exploration promotes STEM education.

Our overall message was that we support the 2010 NASA Authorization Act, and we want Congress to provide the funding to accomplish the goals set forth in that Act.

In summary, more than 300 travelers joined our advocacy efforts this year to discuss issues important to our region with **100% of our state legislators** and with **79% of the federal legislators** in Washington.

Communication

An interesting correlation has developed over the years between events that affect our region and the number of media interview requests. During 2011, we were interviewed by Houston's major TV stations, radio stations KTRH and KUHF, and reporters from many local and national publications. Television stations in Dallas, San Antonio, and Corpus Christi also ran segments featuring these interviews.

At BAHEP, significant news equates to a dramatic rise in the number of incoming calls! Repeatedly, our leadership has proven to have a very powerful voice reaching both a regional and a national audience.

Articles containing quotes from the Bay Area Houston Economic Partnership appeared in both the *New York Times* and the *Los Angeles Times*. We also provided *Expansion Solutions* magazine, a well-respected national publication, an article on the state of the aerospace industry as it adapted to the changes of the past two years.

The organization uses many

other ways to inform our members and the public about BAHEP's extensive efforts on behalf of workforce development and quality of life

tional growth that will result from the ERAU Houston expansion.

While we did not have the opportunity to work with all of the NASA contract award winners



within the Bay Area Houston region. Our e-newsletter, The Business Development Update, BAHEP's Business to Business page, our Business Briefs newsletter, news releases, and our website have all developed into effective communication tools that enhance the visibility of the organization. Proven strength and effective communication - these are defining qualities of the Bay Area Houston Economic Partnership.

Stimulating Economic Development

Unprecedented growth is occurring at Ellington Airport, growth which continues to accelerate now that Embry-Riddle Aeronautical University has named Houston its choice for a multi-year expansion program beginning in the fall of 2012 at a new site on Ellington Airport.

For the past year, BAHEP has been engaged with the City of Houston, the Houston Airport System, and other economic development organizations to land ERAU. BAHEP collectively met many times with ERAU administrators, including their president, Dr. John P. Johnson, along with Mario Diaz, director of Aviation for the Houston Airport System, Governor Rick Perry, and Congressman Pete Olson. The real prize in this major win is the addi-

this year, we did work with The Boeing Company and Sierra Nevada. They were awarded funding for the Commercial Crew Development program, which directly led to Sierra Nevada opening a new office here. Lockheed Martin was funded, as well, for its continuing work on the Orion multi-purpose crew vehicle.

SATOP

The Space Alliance Technology Outreach Program (SATOP) successfully assisted more than 100 Texas small businesses to complete and develop their new products this year.

BayTech

We made great progress with our Bay Area Houston Advanced Technology Consortium in 2011. BayTech was created as a platform to discover next generation technologies. However, what has emerged this year is that our region needed a central point of focus around which a number of converging initiatives could begin to coalesce.

BayTech has become that focal point, and partners to BayTech now include the Houston Technology Center, the State of Texas. NASA JSC, and other academic and industry partners that want to work with BayTech to bring in new revenue streams and funding for new business development.

Strategic Plan

Through committee meetings, interviews, online surveys, and a workshop which engaged BAHEP's municipal partners, well over 300 individual members provided input for the organization's 2012 - 2016 Strategic Plan under the guidance and perseverance of Dr. Glenn Freedman and Dr. Don Kelly. This is our third five-year strategic plan.

On December 16th, BAHEP marked its 35th anniversary. BAHEP's strategic plans have had to evolve not only to keep pace with changes but also to anticipate future needs. This plan has retained BAHEP's core values, values that are basic to everything we do, and has expanded on those incorporating strategic directions to address the opportunities and challenges in the coming years. The 2012-2016 Strategic Plan can be viewed on BAHEP's website at www.bayareahouston.com/default/index.cfm/about-us/strategic-plan/.

In conclusion

This report has included just some of the events and accomplishments of 2011. Our past successes and relationships have made it possible for us to move toward a promising future. Our course has been set, and, together with our members, we will work diligently to make that journey a rewarding one for the people and businesses of Bay Area Houston.



BAHEP's Education and Workforce Development Committee hosted "The Changing Face of Public Education" panel discussion with five of the region's independent school district superintendents: Lloyd Graham, La Porte ISD; Trish Hanks, Friendswood ISD; Kirk Lewis, Pasadena ISD; Vicki Mims, Dickinson ISD; and Greg Smith, Clear Creek ISD (shown left to right in the photo).

formation are an integral part of our mission.

In 2011, BAHEP hosted many interesting and informative events that began with our highly anticipated annual banquet. The organization's leadership presented the prestigious 2011 Quasar Award for exceptional leadership in economic development to United States Senator Kay Bailey Hutchison.

Additional events featured Congressmen Pete Olson and Ralph Hall, the chairman of the House Committee on Science and Technology; the 82nd Legislative Session Update with a panel consisting of Texas State Representatives John Davis, Ken Legler, Wayne Smith, and Larry Taylor; a luncheon featuring John Hofmeister, former CEO of Shell Oil Company; and "The Changing Face of Public Education" panel discussion with five of the region's independent school district superintendents: Lloyd

mentum created through this event will lead to more business being conducted between Houston and Stavanger companies.

Teaming with Texas A&M University at Galveston in September, we hosted the first annual

The national elections last fall brought a record 114 freshman members to Congress this January. Not wanting to wait until our Citizens for Space Exploration trip in June, we decided that we needed to visit them as soon as possible to inform these new

BAHEP extends warm welcome to 17th and 18th new members for 2011

Rice University Jones Graduate School of Business

The internationally recognized Jesse H. Jones Graduate School of Business at Rice University has become the newest member of the Bay Area Houston Economic Partnership, joining 17 others in adding their names in 2011 to the organization's membership roster.

The Jesse H. Jones Graduate School of Business was named in honor of the late Jesse Holman Jones, a prominent Houston business and civic leader. The school received its initial funding in 1974 through a major gift from the Houston Endowment Inc., a philanthropic foundation established by Jones and his wife, Mary Gibbs Jones.

Sean Ferguson, assistant dean of Degree Programs at the school, said, "The Jesse H. Jones Graduate School of Business is committed to our mission of develop-

ing principled, innovative thought leaders in global communities. Many such leaders already exist within the BAHEP community, and we are very much looking forward to working with them on behalf of the region." Upholding the prestigious academic traditions of Rice University, the Jones GSB offers Full Time MBA, MBA for Executives, and MBA for Professionals programs. Its students come to Houston from all over the world

for the unique opportunities and resources that are provided only at Rice University, such as the El Paso Corporation Finance Center, the Gilbert and Ruth Whitaker Business Information Center, and the Rice Alliance for Technology and Entrepreneurship. Notably, 61 percent of the Jones GSB Full Time MBA Class of 2011 is from outside of Houston.

Additional information can be found at www.business.rice.edu or by calling 713.348.6320.

Luby's Cafeteria

"We believe strongly in building community partnerships, and that's the reason we felt it was important to become part of the work of the Bay Area Houston Economic Partnership," stated Dennis Rose, general manager of Luby's Cafeteria located at 1600 NASA Parkway, directly across the street from Space Center Houston.

Luby's Cafeteria became the 17th new member to join BAHEP in 2011. Bob Mitchell, president of the organization, commented, "Luby's Cafeterias are well known for

offering homestyle meals at affordable prices. We're fortunate to have Luby's located so close to our office and to the offices of many of our member companies."

Luby's was founded in 1947 and has numerous locations in Texas, Oklahoma and Arkansas. Rose said, "At Luby's, it's our goal to be the most innovative and successful cafeteria company in America and to serve our customers convenient, great-tasting, made-from-scratch meals at an excellent value in a clean and friendly environment. At the NASA location, we provide our guests with meals which are fast, fresh, and at a great price point."

Rose emphasized that his Luby's runs daily specials for any budget and provides extensive catering services, as well. Go to www.lubys.com to check out the holiday feast menu in addition to daily and to-go menus or call 281.335.8400 for more information.



BUSINESS to BUSINESS is a monthly Bay Area Houston Economic Partnership publication in partnership with the *Houston Chronicle*. BAHEP is a member-driven organization that provides the leadership to stimulate regional economic development and employment in southeast Texas. Its members include over 265 business partners encompassing 13 cities, Galveston and Harris counties, and the Port of Houston Authority.
Bay Area Houston Economic Partnership
18045 Starn Lane
Bay Area Houston, TX 77058
832.536.3255
FAX 832.536.3258