

BUSINESS – to – BUSINESS

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

SATOP helps lifelong dream come true for Houston inventor

If you had a product that could save the food service industry one half of a billion dollars each year, you would expect restaurants all over the country to be beating a path to your door. That's exactly what has made Juan Pacheco, 45, devote almost 10 years to his invention, the FlatwareSaver®.

In 2008, food service operations in the U.S. reported losing almost \$500 million in flatware and ramekins annually. The FlatwareSaver® is a rotating tray system that fits on top of any standard 20, 32 or 44 gallon trash container. Leftover food and trash are dumped on the tray. If anything made of metal or anything with the FlatwareSaver® sticker on it makes its way onto the tray sight unseen, an adjustable-volume alarm and LED detection indicator are set off, and they won't stop until the item is retrieved. If nothing is detected, a quick flip of the tray empties its contents into the trash container.

along with leftover food.

By October 2006, Pacheco had a professional design of his invention. However, he faced a major obstacle in finding a reliable metal detector which would easily scan the tray area as well as sev-



Inventor Juan Pacheco is shown with his FlatwareSaver®, which has created considerable interest within the restaurant industry.

Inventor seeks help from SATOP

Pacheco has worked in the food service industry in and around the Houston region for 22 years. He knows first-hand the cost of lost utensils and ramekins. His idea for the FlatwareSaver® began to take shape in 2001. Pacheco was enjoying a game of tennis when someone in the adjacent park began using a metal detector to look for lost jewelry. The beeping disturbed his game, but Pacheco said he turned a negative into a positive. That very same day, he came up with the idea of using a metal detector to find flatware that had been thrown into restaurant trash cans

eral inches into the debris already accumulated there. At that time, commercial, consumer, and custom-made metal detectors just didn't fit his needs. While attending a meeting of the Houston Inventors Association, Otto Glaser, HIA vice president, advised him to get in touch with the Space Alliance Technology Outreach Program. Participants in the program are eligible to receive up to 40 hours of technical assistance at no charge to them.

Pacheco called Nick Gardner, SATOP program manager with the Bay Area Houston Economic Partnership, who suggested that he submit a Request for Technical Assistance. An engineer with one of SATOP's Alliance Partners

took on the challenge of finding the best way to adapt a metal detector to the lid. The engineer also helped Pacheco to understand the dynamics behind metal detecting so that together they could develop a better product. Pacheco said, "I was really impressed with the amount of time he spent on the project." Using emails and phone calls, they discovered that the secret lay in the diameter of the copper coil which was placed under the lid. With the technical challenge solved, it was time to make a prototype.

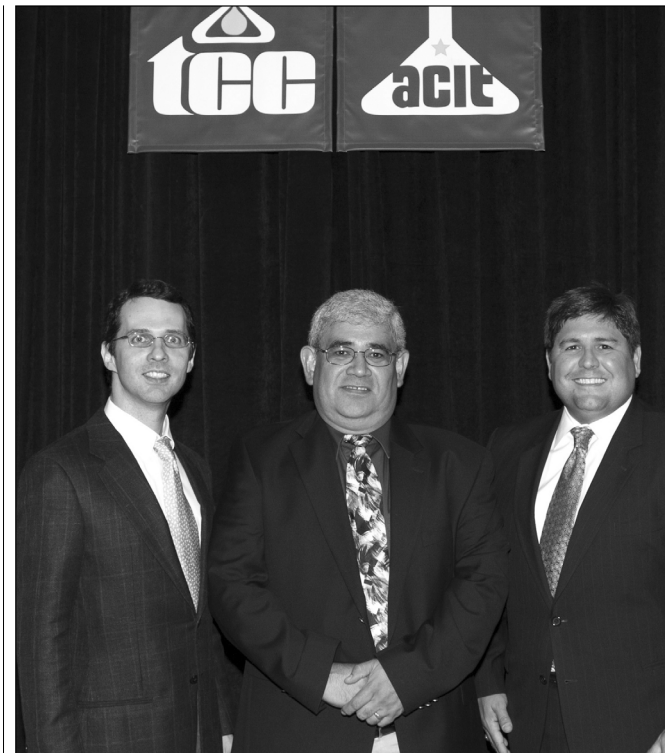
Restaurant Innovations formed

Dean Costis and Pacheco met on a tennis court and have been friends for over 20 years. An engineer and businessman, Costis helped Pacheco with his design and business needs, and, when potential sources of financing evaporated, Pacheco suggested that they officially become partners. Costis agreed, provided the funds needed to continue, and Restaurant Innovations was

born. Hilmar Lassberg, vice president of Inventor Relations at HIA, put Pacheco in touch with someone who produced three dimensional drawings of the FlatwareSaver® from which several prototypes were eventually made. Pacheco applied for a patent in 2007 and received it in September 2009. The patent includes metallic stickers that applied to the bottom of any item such as plastic or ceramic ramekins prevent their loss as well. The FlatwareSaver® devices are currently in the production stage and will be ready for delivery in mid-September.

Pacheco, as president and CEO of Restaurant Innovations, is now marketing FlatwareSaver® full time through direct mail, trade shows, word of mouth, and his Web site at www.flatwaresaver.com. He's also cold calling on restaurants. Pacheco said with a laugh, "When they see my brochure and product, they naturally make time for me, because we're talking about saving the restaurant money." He added that his product can save a restaurant \$2,000 to \$10,000 per year depending on the restaurant.

Hits on the FlatwareSaver® Web site have increased substantially, and sales are going well enough that Pacheco has placed an order for additional units that will be delivered before the end of 2010. He's also looked into marketing the FlatwareSaver® internationally. Pacheco said, "Everything changed once SATOP helped me solve the problem I was having with the metal detector. I'm so grateful to them, the people at HIA and to Dean. This is a lifelong dream come true."



Paul Chavez (left), marketing director, Bay Area Houston Economic Partnership, is shown with Alvin Garza (center), Human Resources manager and Environmental Health and Safety, Intergulf Corporation, and Hector Rivero, president and CEO, Association of Chemical Industry of Texas.

BAHEP Marketing Director Chavez receives TCC/ACIT recognition award

In June, the Texas Chemical Council (TCC) and the Association of Chemical Industry of Texas (ACIT) hosted its annual Awards Banquet to recognize member facilities that demonstrated outstanding performance in safety, community awareness, emergency response and overall dedication to the chemical industry during 2009. During the banquet, Steve Skarke, vice president, Kaneka Texas Corp., was presented the prestigious Gerald R. Ehrman Award for Leadership in Safety Management. Skarke is also a member of the Bay Area Houston Economic Partnership's board of directors.

Additionally, Paul Chavez, marketing director of the Bay Area Houston Economic Partnership, was recognized for serving as the Houston-area representative on the TCC/ACIT Community Panels of Judges for the past five years. The community panels meet annually as part of the TCC Caring for Texas program. The award program was adopted by the TCC Board of Directors in October 1998. It recognizes the chemical manufacturer who demonstrates sustained excellent performance in community awareness, emergency response, security and pollution prevention.

IN BRIEF

Space City Films wins five Telly Awards

Space City Films has done it again. The local full service digital video and multimedia company has brought home five more of the prestigious Telly Awards, which recognize excellence in film and video production.

Space City Films won one silver Telly for *Bay Area Turning Point; Rebuilding Lives*, a piece created to raise awareness about the Bay Area Turning Point. They also won four bronze Telly Awards for space inspired videos.

Marc Havican, president of Space City Films, stated, "To earn such a prestigious recognition for work on a project so important to our community is the definition of loving your life's work."

Telly Awards are awarded to the very best local, regional, and cable television commercials and programs, as well as the finest video and film productions, and work created for the Web. The company has been a member of the Bay Area Houston Economic Partnership for over 15 years.

Griffin Communications Group adds two national aerospace clients

Griffin Communications Group (Griffin) recently added the Fisher Space Pen Company and Lockheed Martin to its national aerospace practice client roster.

After a successful campaign in 2009 to position the Fisher Space Pen Company with the 40th anniversary of Apollo 11, Griffin has been retained, again, to help boost aerospace industry awareness and increase sales of the company's infamous zero-gravity writing pen.

In addition, Lockheed Martin retained Griffin to help enhance its Energy Solutions Center, part

of a high-tech meeting and demonstration facility in Arlington, Va., that showcases the company's diverse offerings in the energy, environment and climate industries.

Griffin has been a member of the Bay Area Houston Economic Partnership since June 1998.

Kelly pens new book

BAHEP member Don Kelly, Ph.D., president, Encore Business Consulting Inc., has just written a new book, *Blueprint for Strategic Growth*. It provides a simple, highly effective approach for strategically growing your business. Copies are available through Lulu.com and will be available soon on Amazon and at Barnes and Noble.

Kelly states, "This book offers a fresh approach for quickly synchronizing your business development approach with your corporate strategy."

Encore Business Consulting Inc. joined BAHEP in November 2008.

Ameriprise Financial advisor recognized

Kerwyn Niel Escayg, a financial advisor with Ameriprise Financial, qualified for the annual Circle of Success recognition program. To earn this achievement, Escayg established himself in the upper echelon of the company's top producers and achieved recognition in the areas of financial planning, client service, professional commitment and corporate values. Only a select number of high-performing Ameriprise financial advisors earn this distinction. Escayg works at 2525 Bay Area Blvd, Suite 640, and this Ameriprise Financial office is one of the newest members of BAHEP.

BAHEP welcomes Candlewood Suites and YourTownTV.com to organization

The Bay Area Houston Economic Partnership has added two new members to its growing list of partners.

Candlewood Suites meets the needs of many Bay Area Houston industries

Candlewood Suites, an extended stay hotel located at 2737 Bay Area Blvd., meets the temporary housing needs of the federal, aerospace and chemical sectors of the region. "For travelers whose business requires them to remain in the area for one night or even for months, Candlewood Suites provides ideal accommodations,"



commented Bob Mitchell, BAHEP's president.

At the Candlewood Suites Houston Clear Lake, rooms are big and built for comfort. They're approximately 30 percent larger than an average hotel room. Each suite has a full kitchen complete with all the necessary cooking utensils, a microwave, and a full-sized refrigerator. Two separate phone lines allow guests to check email using the free, high-speed internet while talking on the phone at the same time. The hotel also provides a free video and CD library and a fitness center.

General Manager Antricia Washington states, "Our setting is the perfect choice for business or leisure travelers. The Candlewood Suites Houston Clear Lake Hotel is located in between Houston and Galveston, within two miles of NASA JSC and the Bay Port Area. We look forward to networking with the other BAHEP members and to join their efforts in promoting the growth of this great region."

For additional information, go to www.candlewoodsuites.com or call 281.461.3060.

YourTownTV.com promotes Bay Area Houston through Web-based "infotainment"

Lights, camera, action! YourTownTV.com has entered the

ever-expanding world of Web-based companies and has joined the Bay Area Houston Economic Partnership, as well. Bob Mitchell, BAHEP president, stated, "YourTownTV.com traveled with the Citizens for Space Exploration to Washington, D.C., in May and provided excellent, first-time coverage of this important BAHEP initiative on behalf of NASA and human space exploration. We look forward to working together to promote our region and all its great people and businesses."

YourTownTV.com, founded in 2010, is a Web-based TV show, an "infotainment" resource. The company offers video production to showcase businesses through their Web sites and social media. Social media training and video presentation training are also available in addition to college in-



YourTownTV.com

ternships. Bonnie Lem, chief executive officer of YourTownTV, commented, "We are a place for businesses to showcase and shine, for cities to reach a mass audience, and to demonstrate to people all over the world why Bay Area Houston is the best place to live and visit."

According to an article in the July 8, 2010, *Houston Business Journal*,

"Attracted by stable real estate prices and a relatively low unemployment rate of 8.5 percent, Web site Relocation.com found that in June, 50 percent more people said they wanted to move to the Lone Star State than in its previous survey in February." Such a strong interest in Texas paves the way for Lem and YourTownTV.com President Jennifer Vogel to direct attention to Bay Area Houston and the many resources it has to offer.

"Many of our clients are active BAHEP members, and we've been associated with the organization in different ways over the years," Lem noted. "I believe we'll make a great team in promoting the region," she concluded.

For information, contact Lem at 281.910.0488 or visit www.YourTownTV.com.

SATOP provides solutions for free to small businesses

The Space Alliance Technology Outreach Program is administered by the Bay Area Houston Economic Partnership. It is a NASA and State of Texas funded initiative designed to transfer the knowledge and technology of the U.S. Space Program to small businesses, at no charge to them, to solve technical challenges they are unable to solve themselves. Visit www.spacetechnologies.com for additional details on this valuable program, or call Nick Gardner, program manager, at 832.536.3248 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 260 business partners encompassing 13 cities, Galveston and Harris counties, and the Port of Houston Authority.

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