

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

December 2008

## IN BRIEF

### Empfield steps down from chairmanship

Donald I. "Don" Empfield Jr. of Sunoco Chemicals has announced his plans to step down from the chairmanship of the East Harris County Manufacturers Association at the end of 2008, a position he has held since January 2007. Aamir Nagaria of Shell has been named the organization's new chairman.

More than 120 chemical manufacturers, refiners and supporting distribution facilities in Baytown, Deer Park, Houston, La Porte, North Channel and Pasadena are EHCMA members. It is the largest industry organization of its kind in the world.

### Communications improved

Under Empfield's leadership, the Association has worked to improve communications between EHCMA and Houston Mayor Bill White and the Houston City Council in order for them to understand the effort and resulting improvements that the industry has made in reducing emissions.

Empfield was also instrumental in launching the new look of the organization's Web site as well as the public education campaign built around the concept of "Making Good." The concept stresses the fact that the industry is making good on its promise to be good stewards of the environment.

### BAHEP's marketing director commends Empfield

Paul Chavez, Bay Area Houston Economic Partnership's marketing director and liaison to the region's chemicals and plastics industry, noted, "Don is someone who cares about his industry and the community. He has worked to build as many bridges as possible between the world of specialty chemical manufacturing and the general public. During his leadership, Don has encouraged understanding between economic development, industry and the municipalities."

Empfield stated, "I am honored to serve the industry, and it has been a privilege to be part of our community."



Donald I. Empfield Jr.

*BUSINESS to BUSINESS* is a monthly Bay Area Houston Economic Partnership publication in partnership with the Houston Community Newspapers. 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.

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## Guidry News Service fills unique niche

On July 8, 1996, Guidry News Service first appeared on the journalistic scene with the inception of its daily newsletter, *Galveston Fax*, delivered appropriately to facsimile machines in a fairly low tech community. Soon, owners Lynda and Jim Guidry recognized the unique advantages of the Internet and added email distribution to their services, making the newsletter interactive with *GuidryNews.com*, their Online News Station. Audio was added in 1997, and Lynda coined the term "Webio" to describe their "radio on the web" capability.

### Regional events covered

*Gulf Coast E-news*, which evolved from the *Galveston Fax*, is a daily subscription newsletter providing comprehensive coverage of post-public meetings of governmental entities. The report includes the agenda of each: what passes, fails or is

tabled. The newsletter also covers school boards, community colleges and institutions of higher education, regional bodies such as port authorities, councils of government and others, serving constituencies that cross city limits and county lines.

Jim credits part of their success to their unique service of reporting on public meetings, filling a niche that no other news service provides.

*GuidryNews.com* also covers government meetings, as well as community news and special events, documenting those events with photos, video and audio. Jim explained that one of their greatest challenges concerns the immediacy of the medium. "You have to be careful of what you are saying as you are saying it. We take that part of it very seriously," he stated. The Online News Station is supported entirely by advertising.

GNS joined the Bay Area Houston Economic Partnership in 2002. Lynda stated, "BAHEP has provided fantastic networking opportunities that have helped our business to grow." Eventually, downtown Houston, Jefferson County, and, most recently, Brazoria County were added to their area of coverage.

Bob Mitchell, BAHEP president, commended Guidry News Service for the ongoing support it has given to BAHEP. He stated, "Jim and Lynda do an excellent job of getting the news out about our many initiatives. They were an especially important part of our annual trip to Washington, D.C., this year when they published daily reports on our advocacy efforts in Congress to support a fully funded NASA. We certainly appreciate all that they do for our Bay Area communities."



Jim and Lynda Guidry

### GNS provides valuable services

Residents of the region were grateful to Guidry News Service for the vital role it played for the Galveston County Office of Emergency Management following Hurricane Ike. When it became apparent that Galveston County was going to take a direct hit from Ike, Jim and Lynda loaded up their computers, and 40 minutes later they were set up at the Galveston County Emergency Management Center

in Dickinson. After Ike made landfall, Galveston County Judge Jim Yarbrough asked them to help relay critical information to the public and media on behalf of Galveston County, which they did for the following two weeks.

Both Lynda and Jim stress the importance of reporting the news without bias or opinion. Many would agree that this is another unique niche that Guidry News Service fills for public officials, businesses and residents of Bay Area Houston.

## Extraordinary women share perspectives



The extraordinary women who met with the aerospace journalists were l to r: Bobbie Jessie, president, JES Tech; Midge Davis, vice president, Barrios Technology; Ann Mulder, Career & Technology director, Friendswood Independent School District; Linda Moorehead, president and CEO, BLACKHAWK Management Corporation; and Debbie Kropp, president, MRI Technologies.

In November, five extraordinary women – four executives and an education expert – met with five aerospace industry journalists over lunch at the Bay Area Houston Economic Partnership to share their unique professional perspectives. The executives were Midge Davis, vice

president, Barrios Technology; Bobbie Jessie, president, JES Tech; Debbie Kropp, president, MRI Technologies; and Linda Moorehead, president and CEO, BLACKHAWK Management Corporation. They were joined by Ann Mulder, Career and Technology director for

Friendswood Independent School District.

### Journalists on familiarization tour

The journalists were in Houston on an aerospace familiarization tour as guests of Opportunity Houston<sup>SM</sup>, administered by the Greater Houston

Partnership. Opportunity Houston<sup>SM</sup> is a five-year marketing program designed to generate leads for economic development organizations throughout the 10-county Houston region.

BAHEP arranged several activities for the aerospace writers during their three-day visit. The writers were from the East Coast and Canada and included Philippe Cauchi, journalist, *Plein Vol*; Jeff Elbel, editor, *Space Times Magazine*; Pierre de Gasquet, New York bureau chief, *Les Echos*; Ryan Gehm, assistant editor, SAE International, *Aerospace Engineering & Manufacturing*; and Joshua Romero, associate editor, *IEEE Spectrum*. Following a tour of NASA Johnson Space Center, which had been facilitated by Steve Nunez, NASA's executive on loan to the Bay Area organization, BAHEP hosted the journalists and women executives during a luncheon where an interesting exchange of information occurred.

During an informal discussion, the women gave a brief background about their companies and the role each of

them plays. There are approximately 55 aerospace contractors in the Bay Area Houston region, and four of the women have all worked their way up to position themselves and their companies as integral members of the aerospace community. Mulder's role is vital to the community as well, since the region's school districts serve to prepare their students for careers in science and technology. These students are then pipelined to local colleges and universities and ultimately are employed in the aerospace sector upon graduation.

What became obvious to all present is the value that each of these extraordinary women brings to her organization.

### Final comments give insight

As part of a closing roundtable discussion, Dan Seal, BAHEP's executive director for Technology Programs who moderated the event, asked for final comments. The women felt that it was good to be with other women who understood how difficult it was for them to have achieved their level of success. Davis stated, "It's a very hard job to maintain your business, get your contracts and to be taken seriously." Moorehead added, "You have to develop a hard shell, because you never get used to the ups and downs. I'm wonderfully in love with what I do, but you have to understand that it's an emotional roller coaster. That's just how it is."

### BAHEP plays key networking role

The journalists asked several questions during the luncheon as they sought potential story ideas for their publications. After the program, the questions continued for a brief time before the writers were whisked off into another meeting. The women gathered for a group photo and all agreed that they needed to have lunch together more often. They recognized BAHEP for the key role it plays in networking and helping them to maintain relationships that are so vital among aerospace contractors.

## BAHEP welcomes South Shore Grille, Encore Business Consulting to membership

### South Shore Grille

If you're looking for a warm and cozy place to have lunch or dinner, one that features Cuban / American cuisine, leather booths, original art, soft music and friendly service, then your search may end with Bay Area Houston Economic Partnership's newest member, South Shore Grille.

Bob Mitchell, BAHEP president, stated, "South Shore Grille has a great selection of both food and drink. We're happy that owner Mickey Wooten has joined the partnership, and we encourage our members to show their support of him and his League City restaurant."

Commenting on his BAHEP membership, Wooten said, "BAHEP has an excellent reputation in the community. We look forward to participating in its economic development efforts and getting to know the other mem-

bers of the organization."

The restaurant is located at 2800 Marina Bay Drive and offers certified Angus steaks, prime rib, seafood, salads and Cuban specialties, including Cuban bread pudding. To see its full menu, visit [www.southshoregrille.com](http://www.southshoregrille.com).

South Shore Grille offers full service from 11:00 a.m. to 10:00 p.m. daily and is closed on Sunday. A lunch menu is available until 3:00 p.m. with Happy Hour lasting from 4:00 p.m. to 7:00 p.m. Monday through Friday.

Casual to business attire is welcome, and reservations are accepted for both lunch and dinner. A small, private dining room, that seats 20-25, is also available.

### Encore Business Consulting Inc.

Don Kelly, Ph.D., is the president / owner of Encore Business Consulting Inc. He is a

proven senior executive and technologist with a 25-year track record in high technology corporate America. Bob Mitchell, BAHEP president, welcomed Encore as a new member saying, "Don's extensive background, including his education and experience in technology and management, lends itself well to the field of business consulting. We are very happy to add his expertise to that of our growing list of members."

Kelly stated that Encore's mission is to provide executives with new perspectives to enable their business to be more effective and competitive. He explained, "I provide business consulting in two primary areas: growth for the future and being more effective in the present. To help companies grow, I assist in strategic planning and positioning, business development, mergers, acquisitions,

and due diligence. In enabling companies to be more effective in the present, I assist in the areas of business processes, business operations, and augmenting executive teams. Related to the above two areas I also provide executive coaching and mentoring to executives, senior managers, and their teams."

When asked why he felt it was important for his company to join BAHEP, he replied, "BAHEP does so much for both the businesses and the communities in the greater Houston-Galveston area. I'm very impressed with the BAHEP staff, and I'm excited about being an active member."

For more information on Encore Business Consulting Inc., visit [www.encorebusinessconsulting.net](http://www.encorebusinessconsulting.net). You can also send an email to [don.kelly@mac.com](mailto:don.kelly@mac.com) or call 281.221.2853.