



### **News release**

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### **FOR IMMEDIATE RELEASE**

## **McIngvale speaks to BAHEP membership at luncheon**

**BAY AREA HOUSTON, TEXAS** – The Small Business Committee of the Bay Area Houston Economic Partnership, co-chaired by Mark Conrad and Robin Vest, scheduled one of Houston’s most well-known and successful business leaders, Jim “Mattress Mack” McIngvale, to speak during BAHEP’s General Membership Meeting held May 8 at the NASA/Johnson Space Center’s Gilruth Center.

The mission of the SBC is to help BAHEP’s small businesses grow by creating an environment for opportunity and advancement. One of the committee’s objectives is to sponsor meetings that focus on specific issues that affect small business such as financing, cash-flow, human resources, accounting/tax and marketing.

Prior to McIngvale’s presentation, Bob Mitchell, BAHEP president, welcomed the elected officials who were present and introduced members new to the organization. Conrad followed Mitchell by giving an overview of his committee and the work it does under the auspices of the Partnership.

Many in the audience could relate to Conrad’s comments on being a small business owner when he spoke of the challenges of not only maintaining a business but growing it and “taking out the trash” as well. The committee invited McIngvale to address BAHEP’s membership, because his success story of building a multi-million dollar business from practically nothing is the “stuff from which dreams are made.”

Then, about halfway through the luncheon, it was McIngvale’s turn at the podium. He began his presentation by crediting his parents for instilling in him his well-known work ethic. McIngvale also told the audience that he had won the lottery twice in his life. His first win, he said, came when he was born in the United States of America where opportunity exists for everyone. McIngvale explained that a lot of the people in the room shared the second win with him by the fact that both they and he were from Texas.

McIngvale noted that he had been asked to comment on marketing during his speech. He gave a brief history of his success beginning in 1981 when he and his wife, Linda, opened Gallery Furniture in Houston with just \$5,000. The wildly successful furniture store was built on McIngvale’s philosophy of “do whatever it takes” to make the customer happy. Of course, that

unforgettable television ad in 1987 showing him jumping up and down yelling that Gallery Furniture will “save you money” made him an instantly recognizable celebrity.

That was more than 7,000 TV and radio spots ago, and McIngvale admitted to being a pro at this type of marketing. He also said that the internet has changed that; he’s had to approach marketing from the perspective of the millennials – those in their late teens or early 20s who go online for just about everything.

His closing remarks were not new, since they’ve been stated by practically every motivational speaker on the planet. Coming from McIngvale, though, the words almost sounded as though he were speaking them for the first time. “Never, never, never give up,” Mack advised, and he truly hasn’t.

For more information on the work of the Bay Area Houston Economic Partnership or on becoming a member, call 281.486.5535 or visit [www.bayareahouston.com](http://www.bayareahouston.com).

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**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 member-driven organization that provides the leadership to stimulate regional economic development and employment in southeast Texas. Its members include aerospace, petrochemical, and healthcare companies, developers, bankers and real estate brokers, 13 cities and Galveston and Harris Counties. Visit [www.bayareahouston.com](http://www.bayareahouston.com).

**Space Alliance Technology Outreach Program** is administered by the Bay Area Houston Economic Partnership. It is a State of Texas funded initiative designed to transfer the knowledge and technology of the U.S. Space Program to small businesses to solve technical challenges they are unable to solve themselves. Visit [www.spacetechnologies.com/bahep](http://www.spacetechnologies.com/bahep).