

## Economic Development Highlights August 2012

### Marketing Communications

- 2012-2013 TexasOne Calendar (See attached)

September 6-8	Business Recruitment Mission	New York
September 25	TexasOne Annual Board Meeting	Austin

- Communications and Marketing Partners Group

One Finalist Interview  
- Hill + Knowlton Strategies

- MEDC New McKinney Profile (See attached)  
- Collaborated with the City Communication Division for the design

In the Pipeline for Consideration  
- An Economic Development Photo Gallery  
- An Economic Development Promotional Video  
- Google Adwords

- Coming MEDC Promotional Events (See attached)

August 29	28 <sup>th</sup> Annual Commercial Real Estate Expo North Texas Commercial Association of Realtors (NTCAR)	Dallas
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September 13	D Magazine-RealPoint Event A D CEO Signature Event – Invitation Only Title-sponsor - Collin County Regional Partnership (Allen, Frisco, McKinney & Plano) Speaker – State Representative Ken Paxton	Dallas
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### Existing Businesses

- Emerson Process Management  
- Signed Resolution No. 2012-01
- Baylor Medical Center of McKinney  
- Waiting for Baylor's proposed revision loan agreement
- Traxxas  
- Signed amended loan document

## **New Businesses**

- U. S. Patent & Trademark Office
  - Four new regional offices – Detroit (Opened in July), Denver, Silicon Valley and DFW
  - Attended Patent Issue Forum: Featuring Director David Kappos at the Adolphus Hotel in Dallas (See attached)
  - Submitted McKinney property and profile

- Project Green Pineapple

Will discuss in Executive Session



## Events for 2012

- July 23 – 24** Business Recruitment Mission  
San Francisco, CA  
*All Tiers Welcome*
- August 7 – 8** Business Recruitment Mission  
Chicago, IL  
*All Tiers Welcome*
- \* **September 6 – 8** Signature Event  
Business Recruitment Mission & US Open  
New York City  
*Tier 1, Tier 2*
- September 10 – 12** Business Recruitment Mission  
Canada  
*Tier TBA*
- \* **September 25** TexasOne<sup>SM</sup> Board Meeting, Annual Meeting & Luncheon  
Austin, TX  
*All Tiers Welcome*
- September 30 – October 3** International Economic Development Council (IEDC) Annual Conference  
Houston, TX  
*Tier TBA*
- October 8 – 11** Austin Game Developers Conference  
Austin, TX  
*All Tiers Welcome*
- November 16 – 18** Formula 1  
Austin, Texas  
*Tier TBA*
- December 1** TexasOne<sup>SM</sup> Board Meeting, Luncheon, and Holiday Party  
Austin, TX  
DATE TBA  
*All Tiers Welcome*

## Events for 2013

- February 1** Business Recruitment Mission  
Los Angeles, CA  
DATE TBA  
*All Tiers Welcome*
- March 1** TexasOne<sup>SM</sup> Board Meeting and Luncheon  
Ft. Worth, TX  
DATE TBA  
*All Tiers Welcome*

- March 16 – 20** IAMC  
Charleston, SC  
*Tier TBA*
- April 1** Business Recruitment Mission  
Washington, D.C. / Greenville, SC  
DATE TBA  
*All Tiers Welcome*
- April 22 – 25** Bio 2013 Conference  
Chicago, IL  
*All Tiers Welcome*
- May 1** Business Recruitment Mission  
New York City, NY  
DATE TBA  
*Tier 3, Tier 4, Tier 5*
- June 1** TexasOne<sup>SM</sup> Board Meeting and Luncheon  
Austin, TX  
DATE TBA  
*All Tiers Welcome*
- August 1** Business Recruitment Mission  
Chicago, IL  
DATE TBA  
*All Tiers Welcome*



# McKinney, Texas

## Your business essential.

Located in the Dallas-Fort Worth Metroplex and just 30 minutes from D/FW International Airport, McKinney is one of the most economically vibrant communities in North Texas. McKinney offers the perfect mix for successful business development: a highly educated workforce, proximity to major markets, availability of land, competitive incentives, excellent schools and a nationally acclaimed quality of life.

As one of America's fastest-growing cities, McKinney is a community where businesses thrive and employees want to call home.



McKINNEY ECONOMIC DEVELOPMENT CORPORATION

1-800-TEX-MCKY  
[www.mckinneyedc.com](http://www.mckinneyedc.com)

# McKinney, Texas

McKinney Economic Development Corporation is actively pursuing investments in aeronautics or aviation, medical services, renewable energy, emerging technology, professional services and corporate headquarters. Business parks offer affordable land prices, reliable utilities and accessibility to major highways. McKinney offers competitive incentive packages to business relocation and business expansion.

Collin County Regional Airport at McKinney boasts a new longer (7,002 ft) and wider (150 ft) runway to accommodate all types of business aircraft. Service amenities like a new air traffic control tower and on-field U.S. Customs make domestic and international travel at the general aviation airport hassle-free. For commercial air travel, McKinney is a quick 30-minute drive to and from D/FW International Airport on the Sam Rayburn Tollway. McKinney's central location allows most major North American cities to be reached on a four-hour flight.

It's no wonder McKinney continues to grow and attract companies like Emerson Process Management, Encore Wire, Raytheon, Traxxas, Tong Yang Group, Torchmark and Zynga with Friends, as well as a mix of entrepreneurships of all sizes.

Among a long list of national accolades, McKinney consistently ranks on the annual "Best Places to Live" list in Money Magazine. And Forbes Magazine named McKinney one of the Top 10 "Best Places to Move" in 2009.



**Close to Dallas. Far from ordinary.**



McKinney at a Glance	
Population	136,666
Population Growth (2002-2012)	150%
Median Age	32
Workforce with Bachelor Degree or Higher	44%
Average Family Household Income	\$116,633

**Contact:**  
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28<sup>TH</sup> ANNUAL  
COMMERCIAL REAL ESTATE EXPO  
The One. The Only. The NTCAR Expo

## Exhibitor Information Sheet

**DATE:** Wednesday, August 29, 2012

**TIMES:**

**SET UP:** 12:00 p.m. to 3:30 p.m.

\*contact NTCAR if you require additional set up time

**TRADE SHOW:** 4:00 p.m. to 8:00 p.m.

**TEAR DOWN:** 8:00 p.m. to 11:00 p.m.

**LOCATION:** Sheraton Downtown - Lone Star Ballroom- 2<sup>nd</sup> Floor of Conference Center  
400 North Olive Street, Dallas, TX 75201

**FOOD:** Hors d'oeuvres and cash bar will be provided with registration.

**BEVERAGE:** ALL food or drinks (including alcohol) provided at exhibitor booths must be purchased through the hotel. Contact Brenda Castillo with the catering department at the Sheraton for details, 214-303-4242.

**EXHIBITOR CHECK-IN:** will begin at 12:00 p.m. at the registration table located outside of the Lone Star Ballroom on the 2<sup>nd</sup> floor. You must submit your exhibitor names one week prior to the event. Exhibitor passes are **ONLY** for those individuals who will need access to the ballroom for set-up.

**REGISTRATION:** Directly outside the Lone Star Ballroom on the 2<sup>nd</sup> Floor. Two (2) exhibitor passes will be provided for exhibitors at no cost (four for double booths). Additional exhibitor passes may be purchased for \$10 each. NTCAR Members are admitted at no cost with pre-registration.

**BOOTH:** Each booth will be set up with a 6-foot back drape and a 3-foot divider drape.

**EQUIPMENT:** Each booth will be furnished with one (1) 6-foot draped table, 2 folding chairs, 1 waste basket and an identification sign. Prior approval from NTCAR is necessary for any modification to facilities and/or the hanging of signs or props. For additional Equipment and Exhibitor Services, please contact Carol Mazingo with Superior Expo Services, 972- 271-7444.

**STORAGE:** All shipments to the hotel should be scheduled to arrive no earlier than 3 days prior to the function. Shipments should be addressed to the Catering Manager. Please indicate your name, the name of the group and the date of the function on the box.

**ELECTRICAL:** The cost for electricity is \$50 per booth. Contact NTCAR to reserve your electrical service.



# REALPOINTS NETWORKING EVENT 2012

**A D CEO SIGNATURE EVENT**  
SEPTEMBER 2012





# REALPOINTS NETWORKING EVENT 2012

## MISSION

D Magazine Partners' mission is to make Dallas an even better place to live through discerning recommendations, thoughtful criticism, and continual discovery of the best people, places, and businesses in North Texas.

We serve communities and their leaders with expansive editorial, by introducing them to our brand-affiliated clients, and facilitating connections through branded events.

## EVENT DETAILS

**WHEN:** September 2012

**ABOUT REALPOINTS:** From the beginning, we wanted the blog to be for, about—and by—those in the North Texas commercial real estate industry. So, in addition to posts by *D CEO* Executive Editor Glenn Hunter and Christine Perez, RealPoints features on-the-ground reports and insights from 60 of the area's most notable experts.

**EVENT:** We will host a VIP networking event for our contributors and the Dallas commercial real estate community. By aligning with *D CEO*, you will take advantage of the unique opportunity to have the full attention of this influential target audience.

**WHERE:** City Place



Matthew Shelley



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**DRC WEB**



**Patent Issue Forum:  
Featuring David Kappos**

**August 9, 2012**  
**The Adolphus Hotel**  
1321 Commerce Street  
Dallas, TX 75202

**Patent Issue Forum**  
August 9, 2012 7:30 a.m. – 1:30 p.m.

**AGENDA**

- 8:15 – 8:20 a.m. **Welcoming Remarks**
- Hilda Galvan  
Partner, Jones Day
- 8:20 - 8:45 a.m. **Intellectual Property Overview and Survey**
- Kristin Jordan  
Shareholder/Director, Conley Rose
  - Dave Cochran  
Partner, Jones Day
- 8:45 – 9:30 a.m. **IP Strategy 101: Transactional Intellectual Property Issues for Entrepreneurs and Startups**
- Anthony Insogna  
Partner, Jones Day
  - Joe Allred  
Assistant Vice President Venture Development,  
UT Southwestern Medical Center
  - Molly Buck Richard  
Lawyer, Richard Law Group
  - Lisa Evert  
Founding Partner, Hitchcock Evert
- 9:30 – 9:45 a.m. **Break**
- 9:45 – 10:15 a.m. **Intellectual Property in Finance, M&A and Business Transactions**
- Andy Lowes  
Partner, Haynes Boone
  - Betty Ungerman  
VP and Deputy General Counsel,  
Lennox International  
Partner, Haynes Boone
  - Mike Weinberg  
Partner, Jones Day
- 10:15 – 10:55 a.m. **Leveraging Intellectual Property (and Missed Opportunities)**
- Gregory Carr  
Managing Partner, CARR IP
  - Joe Beauchamp  
Partner, Jones Day
  - David Henry  
Professor, Baylor University Law
  - Jay Johnson (Ret.)  
Former Vice President-Litigation and  
Assistant General Counsel, Texas Instruments
- 10:55 – 11:10 a.m. **Break**
- 11:10 – 11:40 a.m. **Protecting Your Confidential Information: What Every Company Should Know about Trade Secrets**
- Keith Davis, Partner, Jones Day

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*Following our last presentation, we ask everyone to move to the Century Ballroom for our luncheon program featuring David Kappos of the United States Patent & Trademark Office.*

*CLE credits and 4 hours CPE credit available for half-day attendees. Please check-in at registration for additional information.*

**PATENTS, TRADEMARKS  
& COPYRIGHTS, OH MY!**

Welcome to the Neighborhood

U.S. Patent & Trademark Office



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