



Media Coverage Report  
July 2014



## July Overview

In July, the Margulies Communications Group distributed three press releases (one on Pr Newswire) and placed a story with the Dallas Business Journal regarding McKinney National Airport.

## Local Press Releases

- *Local Startup Joins McKinney Economic Development Corporation's Emerging Technology Program*
- *Meet Steve Tucker, the idea man behind Adelphoi*
- *Encore Wire Corp. Celebrates 25th Anniversary with major expansion in McKinney*

## July Highlights

**THE WALL STREET JOURNAL.**

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**Dallas Business Journal**

mckinney  
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***Encore Wire Corp. Celebrates 25th Anniversary with major expansion in McKinney***

# THE WALL STREET JOURNAL.

MCKINNEY, Texas, July 29, 2014 /PRNewswire/ -- Encore Wire Corporation announced their plans for a major expansion at the McKinney City Council work session on July 28, 2014. This year, one of McKinney's largest employers is celebrating its 25(th) anniversary by growing. Encore Wire, the one-stop source for residential and commercial wire, plans to celebrate by investing more than \$30 million to expand its manufacturing facilities and provide more than 125 new jobs in McKinney.

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Photos available.



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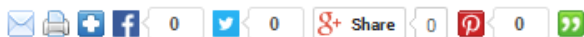
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## Encore Wire Corp. Celebrates 25th Anniversary with major expansion in McKinney



By Katherine Quintero  
katherine@prexperts.net  
3:00 pm on July 29, 2014 | Permalink



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*Company plans to expand with help from city*

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## Encore Wire Corp. Celebrates 25th Anniversary with major expansion in McKinney

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C O R P O R A T I O N



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### **Encore Wire to mark 25th year in McKinney with \$30M expansion**

Aluminum wire operations to be more than doubled



One of McKinney's largest corporate citizens will soon get larger.

Encore Wire Corporation announced Monday its plans for a more than \$30 million expansion that will provide nearly 130 new jobs in the city, according to company officials.

The company, a leading source for residential and industrial wire, celebrated 25 years in the city in May. With 1,180 employees, it is city's the largest taxpayer, according to the Collin County Central Appraisal District.

The expansion, set to be complete in December, will grow Encore Wire's aluminum wire plant from about 200,000 to 450,000 square feet. Encore Wire has expanded throughout its history, with this the 10th expansion the McKinney Economic Development Corporation has supported.

"We couldn't be happier to be in McKinney," Daniel Jones, Encore Wire president and CEO, told the City Council on Monday. "It's been a great place to grow a company."

The company started shipping aluminum product in January 2013 and ended the year making more than \$85 million in revenue, according to Jones, who added that Encore Wire is ranked No. 1 in the industry in the Metroplex and No. 2 in the United States.

The council thanked company officials for Encore Wire's continued presence, economically and otherwise. Mayor Brian Loughmiller said other corporations, including some from other countries, have relocated to McKinney partially because of Encore Wire's example.

Councilman Ray Ricchi called Encore Wire the city's Microsoft, and Councilman Roger Harris said he's "proud to see that's the kind of company the city keeps."

"It's been good both ways," Jones said of the company's relationship with the city. "We couldn't ask for more cooperation; it's been fantastic."

In March, Forbes selected Encore Wire as one of "America's 100 Most Trustworthy Companies," for the second time. It was first named in 2012 to the list, which praises companies that refrain from fraudulent practices and show transparency.

Encore Wire started with 12 employees in a 68,000-square-foot facility. Last year, it opened the aluminum plant and bought about 200 acres adjacent to its existing campus off Millwood Road to make room for further expansion.

"Encore Wire and the city of McKinney go hand-in-hand," Jones said in a released statement. "As the city continues to grow and expand, so does Encore Wire, and we cannot wait to see what the future holds for both of us."

For local news updates, follow Chris Beattie on Twitter

# If Toyota Needs a Corporate Hangar, McKinney National Airport wants to be Its Home

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### DBJ Confidential

Jul 21, 2014, 12:53pm CDT

## If Toyota needs a corporate hangar, McKinney National Airport wants to be its home



**Nicholas Sakelaris**  
Staff Writer-  
Dallas Business Journal  
[Email](#) | [LinkedIn](#) | [Twitter](#) | [Google+](#)

McKinney lost out on Toyota's \$350 million North American headquarters but the Collin County city is going all in to get the automaker to build its corporate airplane hangar at McKinney National Airport.

The airport is about 18 to 20 minutes away from the 100-acre site in West Plano where Toyota will build its new offices, which will employ 4,000 people, said [Kenneth Wiegand](#), executive director of McKinney National Airport.

"A lot of their employees are looking up in this area to buy because this is a growing area, beautiful community to live," Wiegand said. "If they choose to locate at this airport, we're going to do everything we can for them."

While they haven't had formal talks, Wiegand said McKinney, which took over



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*Bombardier*

The McKinney National Airport is hoping Toyota will build a hangar on-site for its corporate aviation needs.

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## Local Startup Joins McKinney Economic Development Corporation's Emerging Technology Program

# Dallas Business Journal

Jul 10, 2014, 8:05pm CDT | UPDATED: Jul 11, 2014, 7:02am CDT

## Startup to receive up to \$50K rent reimbursement via McKinney EDC



**Danielle Abril**  
Staff Writer-  
*Dallas Business Journal*  
[Email](#) | [LinkedIn](#) | [Twitter](#) | [Google+](#)

The McKinney Economic Development Corp. has added another startup to its Emerging Technology Program.

McKinney-based Adelphoi will now be able to cash in on the program's rent reimbursement as well as access other resources. The MEDC will reimburse half of the company's rent up to \$50,000 for a year.

Adelphoi is the fourth company to sign or re-sign agreements with the MEDC and the 15th participant since the program's inception in 2010.

"We're trying to get true startup companies that are still development stages," said [John Valencia](#), the director of the program, adding that companies should be pre-revenue.

Adelphoi applied and was selected by a committee to receive the funds. The company, which offers web design, applications and marketing for small businesses, had to show that it had



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The McKinney Economic Development Corp. will provide adelphoi with up to \$50,000 of rent reimbursement as part of its Emerging Technology Program.

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# Adelphoi joins McKinney EDC's Emerging Technology Program

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Posted: Tuesday, July 8, 2014 3:00 pm

Staff report | 0 comments

Adelphoi, a local startup helping entrepreneurs turn ideas into products and services, has joined the McKinney Economic Development Corporation's Emerging Technology Program.

"The Emerging Technology Program was created to assist startup companies, like Adelphoi, by offering rent reimbursement and access to other resources," said John Valencia, MEDC's director of BREP and emerging technology, in a release. "Adelphoi is an excellent addition to McKinney's startup community and will complement the services provided by Collide Village."

Steve Tucker, Adelphoi president/CEO, said, "We are excited to be a part of the Emerging Technology Program. McKinney is a great place for small businesses and entrepreneurs. The city does a remarkable job supporting startups and recognizes the importance of building vibrant startup ecosystems that build healthy, diverse communities."

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As an entrepreneur, businessman and philanthropist, Tucker has the experience and expertise needed to guide new entrepreneurs



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## LOCAL STARTUP JOINS MCKINNEY ECONOMIC DEVELOPMENT CORPORATION'S EMERGING TECHNOLOGY PROGRAM

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*Adelphoi helps entrepreneurs turn ideas into real products and services*

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"The Emerging Technology Program was created to assist startup companies, like Adelphoi, by offering rent reimbursement and access to other resources," said John Valencia, Director of BREP & Emerging Technology for the McKinney Economic Development Corporation. "Adelphoi is an excellent addition to McKinney's startup community and will complement the services provided by Collide Village."

"We are excited to be a part of the Emerging Technology Program," said Steve Tucker, President/CEO at Adelphoi. "McKinney is a great place for small businesses and entrepreneurs. The city does a remarkable job supporting startups and recognizes the importance of building vibrant startup ecosystems that build healthy, diverse communities."

Tucker is the visionary behind Adelphoi. As an entrepreneur, businessman and philanthropist he has the experience and expertise needed to guide new entrepreneurs who are learning to navigate the marketplace.

"We see ourselves as small business idea people," Tucker said. "We're part agency, part idea factory. Our

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## LOCAL STARTUP JOINS MCKINNEY ECONOMIC DEVELOPMENT CORPORATION'S EMERGING TECHNOLOGY PROGRAM



By Katherine Quintero  
katherine@prexperts.net  
1:17 pm on July 8, 2014 | Permalink

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McKinney Economic Development Corporation News Release



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“We see ourselves as small business idea people,” Tucker said. “We’re part agency, part idea factory. Our goal is to help business owners launch, expand and grow their business. The Adelphoi team is made up of business owners who will become your strategic partner in launching a new business, rebooting an existing one, or developing your dream.”

Adelphoi offers a wide range of services including branding, design, custom website development, strategic marketing, search engine optimization, video marketing, social media campaign management, mobile app development, and physical product prototyping with go-to-market servicing.

For more information about McKinney Economic Development Corporation’s Emerging Technology Program visit [mckinneyedc.com](http://mckinneyedc.com). For more information about Adelphoi visit the company’s website at [adelphoilabs.com](http://adelphoilabs.com).

## Meet Steve Tucker, the idea man behind Adelphoi

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By Katherine Quintero  
katherine@prexperts.net  
8:49 am on July 28, 2014 | Permalink

### Meet Steve Tucker, the idea man behind Adelphoi

*McKinney start-up helps entrepreneurs bring their ideas to life*



Adelphoi, a local startup in McKinney, is helping entrepreneurs turn their ideas into real products and services. The visionary behind the company is President/CEO Steve Tucker. He believes everyone has at least one idea, and with the right support it can become a reality.

“In my businesses, I have always tried to be innovative and develop new technologies,” said Tucker. “Despite having an understanding of what it required, it was difficult to escape the daily workload and create the time it takes to build and develop new ideas. I believe that everyone has at least one idea and some, like me, have dozens. We formed Adelphoi to help people bring their ideas to life.”

According to Tucker, the challenge is having the knowledge and the time to pursue those ideas. It was for this reason he started Adelphoi which he’s dubbed as the small business lab.

“Adelphoi was created in part so that I could develop and launch my own ideas,” noted Tucker. “People tell me that I’m an idea guy. I guess that’s true, and so over the years friends and colleagues would often approach me with their ideas. They were looking for advice and input, but also support and confidence. It quickly grew into a small business lab equipped to assist others in developing their ideas and getting them launched. We also help existing businesses expand, and this is important to the local economy.”

In addition to providing a physical location where people can bring their ideas, Adelphoi employs a trained staff that adds dialogue and vetting to the process in order to determine market viability. Adelphoi offers a wide range of services including branding, design, custom website

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“I realized the average person needs not only the tools and knowledge to pursue their ideas, but also a community of support to help them overcome the hurdles they’ll face,” said Tucker. “People also need permission to see themselves as capable of creating something new.”

At Adelphoi nothing is off the table. The company has helped entrepreneurs pursue physical consumer products, new mobile apps, and technology patents.

Adelphoi connects clients with funding sources to help propel their development and launch. Potential investors are beginning to see Adelphoi as a go-to source for innovative projects.

“We are located on a busy corner and get weekly walk-ins from passerby’s who want to share their ‘next big thing,’” added Tucker. “It’s an exciting process and we get to witness real passion from those we are privileged to call clients.”

Adelphoi also builds software to simplify the evaluation process, and is currently building systems to help administrate the various stages that new products and services flow through.

*Steve Tucker is a long time McKinney resident, owns and operates multiple manufacturing and supply businesses serving the construction markets throughout the United States. For more information about Adelphoi visit the company’s website at [www.adelphoilabs.com](http://www.adelphoilabs.com).*

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