

**Cayti Stein**  
**Director of Marketing & Research**  
**January 2015**



**Marketing:**

- *Events- upcoming (reminder)*
  - January 30, 2015 is the Community Awards Banquet at the Cotton Mill. Please RSVP to [cstein@mckinneyedc.com](mailto:cstein@mckinneyedc.com) if you and your spouse plan to attend and sit with MEDC
    - MEDC Board Chairman will present awards to 2 corporations in McKinney.
  - February 13, 2015 is the Chinese New Year celebrate at Hotel Intercontinental. Please RSVP to [liu@mckinneyedc.com](mailto:liu@mckinneyedc.com) if you and your spouse plan to attend and sit with MEDC
  
- *Print Materials*
  - Community Profile
  - 1 sheet highlighting MEDC's accomplishments in 2014
  
- *Print Advertisements*
  - DFW Real Estate Q1 issue
  - DFW Economic Development Guide 2015
    - Inside cover
  
- *Public Relations*
  - Margulies Group Report
  - Press (attached)
    - [McKinney recognized by NerdWallet for Strong Economic Performance in 2014](#)
    - [McKinney Start-up, Adelphoi, Develops App for Parents](#)
      - WFAA highlighted "Phone Rules" in their news segment available [here](#)
  - MEDC year-end newsletter is available [here](#)
    - Opened by 473 individuals

- *Videos*
  - 6 minute aerial video draft that includes graphics
  
- *Website*
  - Board headshots and bios are on the MEDC website and available [here](#)
    - “Why McKinney” → “About Us” → “Board and Agendas”
    - Please send me your biography if you have not done so already.



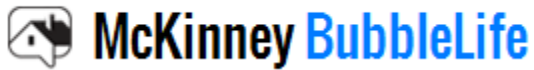
Media Coverage Report  
December 2014



## DECEMBER OVERVIEW

In December, The Margulies Communications Group provided media relations for Adelphi's launch of the Phone Rules App. The coverage resulted in more than \$17,000 in ad value.

## HIGHLIGHTS



MCKINNEY  
*online*



mcKinney  
courier-gazette



**WEATHER  
ALERT**

**Flood Warning in Red River County**

## App lets parents control kids' cell phone use

- f
- 3
- in
- ✉
- 💬





## McKinney Start-up, Adelphoi, Develops App for Parents

[Pin on Pinterest](#)



### **McKinney Start-up, Adelphoi, Develops App for Parents**

*Phone Rules lets parents schedule their child's phone access*

Adelphoi, a start-up in McKinney, Texas that helps entrepreneurs turn ideas into real products and services, has launched a new app for parents called Phone Rules.

Phone Rules allows parents to schedule times during the day for their children to use (or not to use) their mobile device. For example, if you don't want usage while your child is doing homework you can schedule "Homework Time" and the access to the phone will be denied for the specified time period.

"As a parent you become concerned with how much time your child actually spends on their device and when they're using the device," said Tommy Beauchamp, Phone Rules developer. "We wanted a way for parents to truly manage access to children's mobile devices. Whether you want their full attention at the dinner table or while operating a vehicle, with Phone Rules you can manage access from anywhere at any time."

One of the best features of Phone Rules is the GPS detection. When this feature is enabled, Phone Rules will recognize whether your child (and device) is in motion anytime they try to send a text message. If Phone Rules determines your child (and device) is in motion, the texting on that device will be disabled until they come to a stop.

According to Jay Halderman, who recently downloaded and uses the app, it's great for managing kids' phone usage. "There's times when you want to curb or limit your kids' phone usage, and this app is a great way to do that while still being able to make or receive calls from their parents (or any other approved contacts). The added ability to turn off texting while driving could save lives and takes that social pressure to do something we all know is dangerous completely off the table."


Phone Rules is currently available for your Android device in the [Google Play](#) store.

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 Adelphoi, visit <http://adelphoilabs.com>.

Adelphoi is a part of the McKinney Economic Development Corporation's (MEDC) Emerging Technology program that assists start-up companies grow. To learn more about this program, visit the MEDC website at [www.mckinneyedc.com](http://www.mckinneyedc.com).



Posted: Thursday, December 18, 2014 1:53 pm | Updated: 8:38 am, Fri Dec 19, 2014.

Katherine Long, Star Local Media contributor |  0 comments



Posted on Dec 18, 2014  
by **Chris Beattie**

Adelphoi, a startup company in McKinney that helps entrepreneurs turn ideas into real products and services, has launched a new app for parents called Phone Rules.

Phone Rules allows parents to schedule times during the day for their children to use, or not to use, their mobile device. For example, if parents don't want usage while their child is doing homework, they can schedule "Homework Time" and access to the phone will be denied for the specified time period.

"As a parent you become concerned with how much time your child actually spends on their device and when they're using the device," said Tommy Beauchamp, Phone Rules developer. "We wanted a way for parents to truly manage access to children's mobile devices. Whether you want their full attention at the dinner table or while operating a vehicle, with Phone Rules you can manage access from anywhere at any time."

One of the best features of Phone Rules is the GPS detection. When this feature is enabled, Phone Rules will recognize whether a child (and device) is in motion anytime they try to send a text message. If Phone Rules determines the child (and device) is in motion, the texting on that device will be disabled until they come to a stop.

According to Jay Halderman, who recently downloaded and uses the app, it's great for managing kids' phone usage. "There's times when you want to curb or limit your kids' phone usage, and this app is a great way to do that while still being able to make or receive calls from their parents (or any other approved contacts). The added ability to turn off texting while driving could save lives and takes that social pressure to do something we all know is dangerous completely off the table," Halderman said.

Phone Rules is currently available for Android devices in the [Google Play Store](#).

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 Adelphoi, visit [the company's website](#).



McKINNEY  
*online*

## McKinney Startup Adelphoi Develops App for Parents

Phone Rules lets parents schedule their child's phone access

### NEWS RELEASE

McKINNEY (Dec. 18, 2014) — [Adelphoi](#), a start-up in McKinney, Texas that helps entrepreneurs turn ideas into real products and services, has launched a new app for parents called [Phone Rules](#).

Phone Rules allows parents to schedule times during the day for their children to use (or not to use) their mobile device. For example, if you don't want usage while your child is doing homework you can schedule "Homework Time" and the access to the phone will be denied for the specified time period.

"As a parent you become concerned with how much time your child actually spends on their device and when they're using the device," said Tommy Beauchamp, Phone Rules developer. "We wanted a way for parents to truly manage access to children's mobile devices. Whether you want their full attention at the dinner table or while operating a vehicle, with Phone Rules you can manage access from anywhere at any time."

One of the best features of Phone Rules is the GPS detection. When this feature is enabled, Phone Rules will recognize whether your child (and device) is in motion anytime they try to send a text message. If Phone Rules determines your child (and device) is in motion, the texting on that device will be disabled until they come to a stop.

According to Jay Halderman, who recently downloaded and uses the app, it's great for managing kids' phone usage. "There's times when you want to curb or limit your kids' phone usage, and this app is a great way to do that while still being able to make or receive calls from their parents (or any other approved contacts). The added ability to turn off texting while driving could save lives and takes that social pressure to do something we all know is dangerous completely off the table."

Phone Rules is currently available for your Android device in the [Google Play](#) store.

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 Adelphoi visit the company's website at [adelphoilabs.com](#).



## McKinney Start-up, Adelphoi, Develops App for Parents



By Katherine Quintero

katherine@prexperts.net

8:40 am on December 22, 2014 | Permalink



*Phone Rules lets parents schedule their child's phone access*

Adelphoi, a start-up in McKinney, Texas that helps entrepreneurs turn ideas into real products and services, has launched a new app for parents called Phone Rules.

Phone Rules allows parents to schedule times during the day for their children to use (or not to use) their mobile device. For example, if you don't want usage while your child is doing homework you can schedule "Homework Time" and the access to the phone will be denied for the specified time period.

"As a parent you become concerned with how much time your child actually spends on their device and when they're using the device," said Tommy Beauchamp, Phone Rules developer. "We wanted a way for parents to truly manage access to children's mobile devices. Whether you want their full attention at the dinner table or while operating a vehicle, with Phone Rules you can manage access from anywhere at any time."

One of the best features of Phone Rules is the GPS detection. When this feature is enabled, Phone Rules will recognize whether your child (and device) is in motion anytime they try to send a text message. If Phone Rules determines your child (and device) is in motion, the texting on that device will be disabled until they come to a stop.

According to Jay Halderman, who recently downloaded and uses the app, it's great for managing kids' phone usage. "There's times when you want to curb or limit your kids' phone usage, and this app is a great way to do that while still being able to make or receive calls from their parents (or any other approved contacts). The added ability to turn off texting while driving could save lives and takes that social pressure to do something we all know is dangerous completely off the table."

Phone Rules is currently available for your Android device in the [Google Play](#) store.

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 Adelphoi visit the company's website at [www.adelphoilabs.com](http://www.adelphoilabs.com).

Adelphoi is a part of the McKinney Economic Development Corporation's (MEDC) Emerging Technology program that assists start-up companies grow. To learn more about this program, visit the MEDC website at [www.mckinneyedc.com](http://www.mckinneyedc.com).

Having trouble viewing this email? [Click here](#)



## 2014: A Year in Review from MEDC

[Join Our Mailing List!](#)

### In This Issue

[MEDC celebrates 2014](#)

[#1 Best Place to Live](#)

[Barclays Bank moves to McKinney](#)

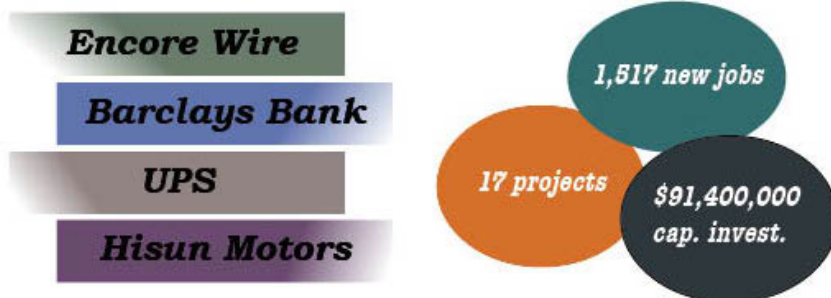
[Encore Wire Expands](#)

[UPS opens distribution facility](#)



McKinney, Texas - The Sky's the Limit

### 2014 MEDC Project Highlights



### Quick Links

[www.mckinneyedc.com](http://www.mckinneyedc.com)

[www.mckinneytexas.org](http://www.mckinneytexas.org)

[www.mckinneycdc.org](http://www.mckinneycdc.org)

[www.mckinneychamber.com](http://www.mckinneychamber.com)

[www.window.state.tx.us](http://www.window.state.tx.us)

[www.texaswideopenforbusiness.com](http://www.texaswideopenforbusiness.com)

### McKinney Economic Development Corporation celebrates a successful 2014

It's been an outstanding year for the McKinney Economic Development Corporation. In 2014, McKinney announced that several major businesses moved to the city and existing companies started expansion projects, bringing nearly 1,500 new jobs to the area. In addition to this continued economic growth, *Money Magazine* named McKinney #1 on the [Best Places to Live in America](#) list this year.

[Read More](#)

### McKinney is named the Best Place to Live in America by *Money Magazine*

It's official... McKinney is the best place to live in the country. *Money Magazine* revealed its Best Places to Live in America list, and McKinney ranks #1.

McKinney earned this distinction based on data like housing affordability, education, healthcare, arts and culture, and safety. The ranking also takes into account factors, like a sense of community.

[Read More](#)



## MEDC Team

### Board of Directors

Darrell Tate- *Chair*  
 Lance Lindsay- *Vice Chair*  
 Robbie Clark- *Sec./ Treas.*  
 Chuck Branch  
 Julie Fort  
 Randy Page  
 Pablo Ruiz  
 Joe Strub- *Alternate*

### Staff

Jim Wehmeier- *President - CEO*  
 Abby Liu- *Executive Vice President*  
 Deb Hass  
 Cayti Stein  
 John Valencia  
 Chad Walker

## McKinney Facts

Population: **150,000(+)**  
 Labor Force: **73,805**  
 Unemployment: **4.1%**  
 High School Grad: **91.6%**  
 Bach. Degree: **45.1%**

## Collin County Comparison

### Build Out Population

McKinney	357,000
Frisco	280,000
Plano	270,000
Allen	98,000

### Land Area

McKinney	116 Sq. Mi.
Frisco	70 Sq. Mi.
Plano	72 Sq. Mi.
Allen	28 Sq. Mi.

[Read More](#)

## Barclays Bank chooses McKinney, Texas for U.S. Technology Center

London-based Barclays Bank has selected McKinney, Texas, as the new site for one of the company's innovative technology centers. Barclays, a Global Fortune 500 company, is an international financial service provider engaged in personal banking, credit cards, corporate and investment banking and wealth management.

[Read More](#)

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

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 25th 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.

[Read More](#)

## UPS opens new distribution facility in McKinney

UPS announced the addition of two new package distribution facilities in the Dallas-Fort Worth Metroplex, one facility to open in the city of McKinney. The distribution facility located in McKinney will bring approximately 120 new full-time jobs to the area. By 2017, UPS will also bring over 200 part-time jobs to McKinney.

[Read More](#)



## Collin County Employment

(As of November 2014)

Total Nonagricultural Employment ended November at an estimated level of 11,742,200, an increase of 441,200 jobs over the year in Collin County.

### Cities in Collin County

City	Labor Force	Employment	Unemployment	Unemployment Rate
------	-------------	------------	--------------	-------------------

Allen City	49,452	47,541	1,911	3.9%
Frisco City	70,184	67,572	2,612	3.7%
McKinney City	73,805	70,769	3,036	4.1%
Plano City	156,214	149,666	6,548	4.2%
Wylie City	24,073	23,153	920	3.8%

Not seasonally adjusted.

Source: Texas Workforce Commission (LAUS)

For more information visit [www.dfwjobs.com](http://www.dfwjobs.com)

Stay Connected with MEDC:



**McKinney Economic Development Corporation**  
 5900 S. Lake Forest Dr. Ste 110 | McKinney, TX 75070  
[www.mckinneyedc.com](http://www.mckinneyedc.com) | 972.547.7651

[Forward this email](#)

This email was sent to cstein@mckinneyedc.com by [cstein@mckinneyedc.com](mailto:cstein@mckinneyedc.com) |  
[Update Profile/Email Address](#) | Rapid removal with [SafeUnsubscribe™](#) | [Privacy Policy](#).



McKinney Economic Development Corporation | 5900 S. Lake Forest Dr., Sute 110 | McKinney | TX | 75070