

## Economic Development Highlights June 2012

### Marketing Communications

- TexasOne Calendar (See Attached)
- MEDC Web Site
  - Google Analytics – [www.mckinneyedc.com](http://www.mckinneyedc.com) (See Attached)
- 2012 MEDC Aerial Map Updates
  - Submitted to the printer, EverCom (a McKinney business)
- Attended 2012 Star Executive Summit, Featuring keynote speaker First Lady Laura Bush, Frisco, Texas. (See Attached)
- Attended BisNow, the 3<sup>rd</sup> Annual Dallas Real Estate Summit, Dallas, Texas. (See Attached)
- Attended the Asian Real Estate Association of America (AREAA) Golf Tournament at Heritage Ranch Golf Course, Fairview, Texas. (See Attached)

#### Golf Tournament

Golf Player – Mayor Loughmiller

#### Dinner - Mayor Welcome Speech and McKinney Video

City Council – Mayor Loughmiller

MEDC Staff - Abby Liu

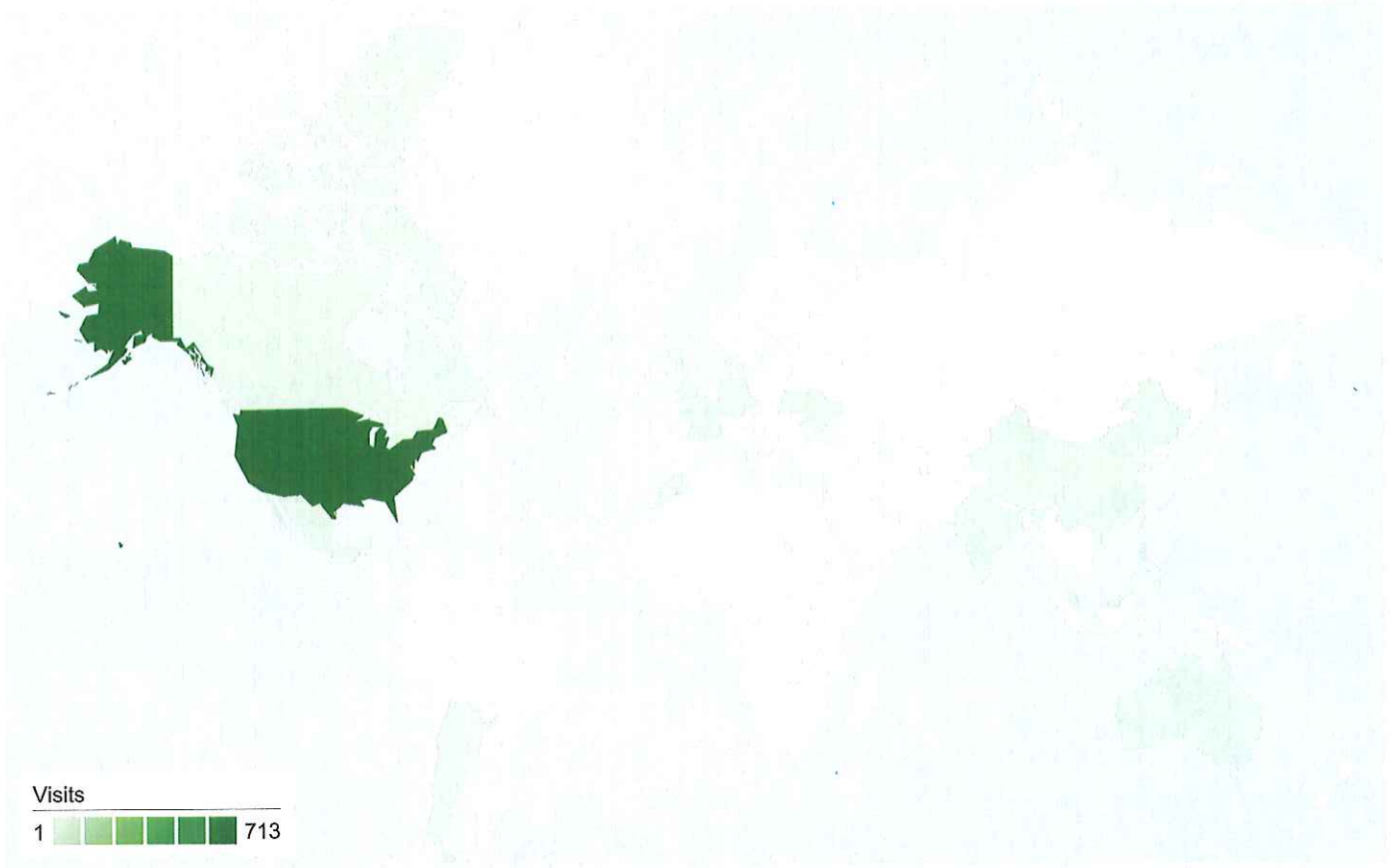
### Existing Businesses

- Vector System
  - Vector's Founder & President, Brian Ovens, presented a \$2,500 check at Webb Elementary School in McKinney as the donation to "Room to Read" program. (See Attached Letter and Picture)
- Baylor Medical Center of McKinney
  - Prepared the official loan agreements between MEDC and Baylor Medical Center of McKinney



**Events for 2012**

- May 17 – 20** HP Byron Nelson Championship  
Irving, TX  
*Tier 1, Tier 2*
- June 6 – 7** National Association of Manufacturers 4th Annual Manufacturing Summit  
Washington, DC  
*All Tiers Welcome*
- June 17 – 22** Trade & Investment Mission to Europe  
Munich, Germany and Milan, Italy  
*Tier 1, Tier 2, Tier 3*
- June 18 – 21** BIO International Convention  
Boston, MA  
*All Tiers Welcome*
- June 27** TexasOne Board Meeting & Luncheon  
Four Seasons Hotel  
Austin, Texas  
*All Tiers Welcome*
- July 23 – 24** Business Recruitment Mission  
San Francisco, CA  
*All Tiers Welcome*
- August 7 – 9** Business Recruitment Mission  
Chicago, IL  
*All Tiers Welcome*
- September 6 – 8** Business Recruitment Mission & US Open  
New York City  
*Tier 1, Tier 2*



**741 visits came from 18 countries/territories**

Site Usage						
Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate		
<b>741</b> % of Site Total: 100.00%	<b>2.96</b> Site Avg: 2.96 (0.00%)	<b>00:02:14</b> Site Avg: 00:02:14 (0.00%)	<b>77.06%</b> Site Avg: 77.06% (0.00%)	<b>51.42%</b> Site Avg: 51.42% (0.00%)		
Country/Territory	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate	
United States	713	3.02	00:02:18	76.30%	50.63%	
Germany	4	3.50	00:01:05	100.00%	50.00%	
Philippines	3	2.00	00:00:57	100.00%	66.67%	
China	3	1.33	00:00:05	100.00%	66.67%	
France	2	1.00	00:00:00	100.00%	100.00%	
India	2	1.00	00:00:00	100.00%	100.00%	
Singapore	2	1.00	00:00:00	50.00%	100.00%	
Canada	2	2.00	00:00:42	100.00%	50.00%	
Argentina	1	1.00	00:00:00	100.00%	100.00%	

Australia	1	1.00	00:00:00	100.00%	100.00%
Mexico	1	1.00	00:00:00	100.00%	100.00%
Denmark	1	1.00	00:00:00	100.00%	100.00%
Ukraine	1	1.00	00:00:00	100.00%	100.00%
Czech Republic	1	1.00	00:00:00	100.00%	100.00%
Dominica	1	2.00	00:03:31	100.00%	0.00%
United Kingdom	1	1.00	00:00:00	100.00%	100.00%
Malaysia	1	2.00	00:00:14	100.00%	0.00%
Morocco	1	2.00	00:00:29	100.00%	0.00%

1 - 18 of 18



Bill Shaddock Companies

**Premier Executive Sponsors**



Sandy Brennan & Michelle Brennan Hall

**Preferred Executive Sponsors**



Jodi & Doug Bartek

**Executive Table Hosts**

American Standard HTG & A/C  
Bentley Premier Builders  
Julie & Mike Karnes  
Neiman Marcus  
Strasburger & Price, LLP

Bank of the Ozarks  
Betty Muns, Joa Muns  
& Beverly Lancaster  
Stonebridge Body Works  
Westwood Trust

**Star Table Hosts**

American Bank of Texas  
Candice & Jeremy Fouts  
Community Trust Bank  
Grand Bank  
Hardt Hopf & Harr  
Krupa Downs Law, PLLC  
Marsh USA, Inc.  
Northern Trust  
Southwest Airlines  
Terri Green, Candidate For Judge  
38th District  
Texas Health Presbyterian Hospital Plano

BB&T  
Christie Douglas  
Daniel Lewis, Green Peridot  
Granite Properties  
Hilton Realty Advisors  
Marian & Jim Lokey  
Munsch  
Ronelle & Pete Ianace  
The Shops at Willow Bend  
TXU Energy  
Wendi & Charles Ryland



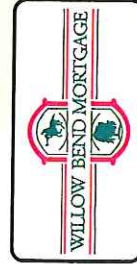
2012 Star Executive Summit  
Featuring keynote speaker, First Lady Laura Bush

# Be Inspired, Be Inspiring!

May 24, 2012

Embassy Suites  
Conference Center  
Frisco, TX

Presented By



Bill Shaddock Companies

Thank you to our sponsors and table hosts for your tremendous support.

# Agenda

Emcee

Shelly Slater  
*Anchor, WFAA-TV, Channel 8*

The Invocation

Reverend David M. Shivers  
*Minister of Men and Evangelism  
Prestonwood Baptist Church*

The Purpose

Michelle Brennan Hall  
*Co-Founder, Star Children's Charity*

Ronelle lanace  
*Executive Director,*

*Star Children's Charity*

Teresa Keenan  
*Executive Director, City House*

Speaker Introduction

The Honorable Senator  
Florence Shapiro  
*Texas State Senator*

Featured Speaker

Former First Lady  
of the United States of America  
Laura Bush

Q & A

Shelly Slater



Laura W. Bush  
*Former First Lady of the  
United States of America*

Mrs. Laura Bush is actively involved in issues of national and global concern, with a particular emphasis on education, health care and human rights.

As First Lady, Mrs. Bush made an historic trip to Afghanistan in 2005 and witnessed firsthand the progress achieved by the Afghan people after the fall of the Taliban regime. She visited the Women's Teacher Training Institute in Kabul, which is training women to lead classrooms that girls were once forbidden to enter. She met with President Hamid Karzai and expressed America's continued support for Afghanistan's new democracy, which ensures equal rights for women and men. Mrs. Bush's involvement in Afghanistan began in 2011, when she delivered the weekly presidential radio address to call attention to the plight of women and children suffering under the Taliban.

A former teacher and librarian, Mrs. Bush convened in 2011 a Summit on early Childhood Cognitive Development, providing a forum for prominent scholars and educators to share research on the best ways for parents and caregivers to prepare children for lifelong learning. She is an enthusiastic proponent of teacher recruitment programs such as Teach for America, The New Teacher Project and Troops to Teachers.

As the leader of former President George W. Bush's *Helping America's Youth* initiative, Mrs. Bush has listened closely to the concerns of young people, parents and community leaders throughout the country. She draws attention to proven programs that help children avoid such risky behaviors as drug and alcohol use, early sexual activity and violence, and highlights the need for a caring adult role model in every child's life.

In September 2001, Mrs. Bush joined the Library of Congress to launch the first National Book Festival. The Festival has grown each year, drawing more than 120,000 book lovers from across the nation to Washington, D.C. In 2008, in 1995, Mrs. Bush established the Texas Book Festival, and it continues to thrive today. In 2006, Mrs. Bush hosted leaders from around the world for the White House Conference on Advancing Global Literacy, showcasing successful, culturally aware literacy programs from a diversity of countries. Her leadership of this effort led to her current role as Honorary Ambassador for the United Nations Literacy Decade.

Mrs. Bush is an advocate for women's health and has been an active participant in campaigns to raise awareness of breast cancer and heart disease, both in the U.S. and around the world. She partnered with the National Heart, Lung, and Blood Institute in *The Heart Truth* campaign and the Red Dress project. She also traveled to Jordan, Saudi Arabia, the United Arab Emirates and Panama to help launch international partnerships for breast cancer awareness and research in collaboration with the U.S. Department of State, Susan G. Komen for the Cure, and M.D. Anderson Cancer Center.

A hiking and camping enthusiast and strong supporter of our national parks, Mrs. Bush has spotlighted the glories and needs of the parks through her many visits as First Lady. As Honorary Chair of the National Park Foundation, she has worked to promote the Junior Ranger program to encourage children to become active stewards of our national parks. She also helped start Preserve America, a national initiative to protect our cultural and natural heritage.

Laura Bush was born in Midland, Texas, to Harold and Jenna Welch. She holds a Bachelor of Science degree in education from Southern Methodist University and a master's degree in library science from the University of Texas. She taught in public schools in Dallas, Houston and Austin and worked as a public school librarian. In 1977, she met and married George Walker Bush. They are the parents of twin daughters, Barbara and Jenna and son-in-law, Henry Hager.

Her memoir, *Spoken From the Heart*, is a New York Times #1 best seller.

Abby Liu

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**From:** Bisnow [newsletter@bisnow.com]  
**Sent:** Wednesday, May 30, 2012 11:38 AM  
**To:** Abby Liu  
**Subject:** Event Reminder: Tomorrow's 3rd Annual Dallas Real Estate Summit



This is a reminder that the  
**3rd Annual Dallas Real Estate Summit**  
is tomorrow, Thursday, May 31st.

Location: The Fairmont Dallas  
Address: 1717 N Akard Street, Dallas, TX 75201

**AGENDA**

7 AM -- 8 AM  
Coffee & Networking

8 AM -- 10 AM  
Program

10 AM -- 10:30 AM  
Post-Game Networking

**PARKING INFORMATION:**

Valet parking is \$13 at the Fairmont Hotel

Self-parking Options:

1200 Ross Avenue Garage  
5 Blocks West on Ross Avenue (Located at Ross and Griffin)  
\$1 Per Hour / \$4 Maximum

YMCA, Open Lot  
Directly across from the Fairmont on Ross Avenue  
7 AM-5:30 PM (very limited parking)  
Credit card machine for pre-pay parking  
\$5 Flat Rate

# AREAA DFW

## Inaugural

## Charity Golf Tournament

Register at [www.areasaa.org/dfw](http://www.areasaa.org/dfw)

Please join us for our Inaugural  
Charity Golf Tournament benefiting  
Habitat for Humanity.

### **Heritage Ranch Golf Course**

**May 22, 2012**

**465 Scenic Ranch Circle**

**Fairview, TX 75069**

**Registration: 11am**

Shotgun: 1:30pm

Dinner: 6:30pm

\$100 for Golf, Lunch & Dinner

\$25 for Dinner

You are invited to a fun filled  
day! We will have  
opportunities for you to play  
with Celebrity Golf Players,  
amazing silent auction gifts and  
a nice dinner ceremony. Plus  
many more surprises!!!

For more information please contact:

Beth Rogers at 214-802-5189

Godwin Tsui at 469-323-6875





**Abby Liu**

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**From:** Ken Smith [ksmith@vectorsystems-usa.com]

**Sent:** Tuesday, May 29, 2012 8:33 AM

**To:** Abby Liu

**Subject:** Room to Read & Vector Systems

**Attachments:** Webb Elementary check pres.jpg

Abby – just thought I would pass along this photo from last Friday of Brian Ovens, Vector's founder and president, and Jean Lamberty, of the Dallas-Fort Worth Chapter of Room to Read, presenting a check at Webb Elementary School here in McKinney. The kids were challenged to read 50,000 pages over and above their homework, to raise money to donate to [Room to Read](#). They actually exceeded their goal and read 62,046 pages, and Vector donated \$2500 on their behalf to Room to Read.

Thanks,

**Ken Smith**

Vice President



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