

Industrial Development TEXAS Expansion NEWSLETTER And Sites

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NOVEMBER, 1975

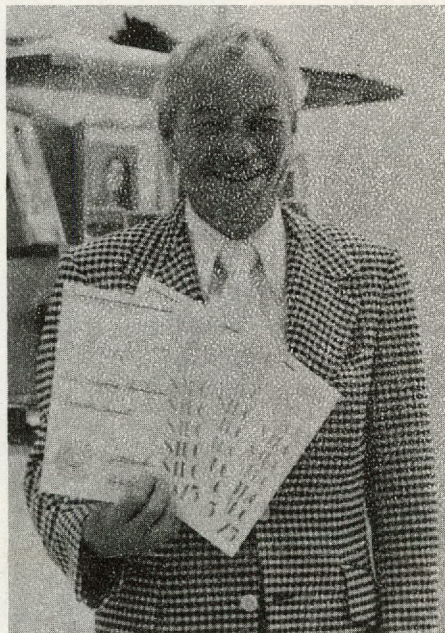
TIC Wins Three Awards In SIDC Literature Event

The Texas Industrial Commission won three awards in literature and promotion competition sponsored by the Southern Industrial Development Council (SIDC) at the 30th annual conference in Tulsa in October.

The TIC took the two top places in single ad competition and received an honorable mention for the 1973-1974 Annual Report. The four-color ad "Hire a Texan" won a Best of Class award and "The Great Escape" received an Excellent rating.

R. L. (Bud) Reed, director of TIC's Industrial Development Division and manager of the advertising department, said that the "Hire a Texan" ad emphasizes productivity in Texas which is 16.1 per cent above the national average. "The Great Escape" ad points out that "Texas lets you take a daily vacation" with its hassle-free environment, pleasant climate and absence of traffic jams.

A panel of eight judges, including graphics experts, advertising and public relations experts and industrial representatives, rated the entries on the basis of clarity, readability, layout, design and printing. Four places (Best of Class, Superior, Excellent and Honorable Mention) were awarded in each category of competition.



TIC Executive Director James Harwell proudly displays award certificates won by the Industrial Commission in literature and promotion competition sponsored by the SIDC in Tulsa.

Judges were Jack Boyle, Rockwell International; George Chaffee, Southwestern Bell Telephone Company; John Stephenson, Stephenson Advertising Agency; Steve Plum, The Pitluk Group; Bob Lengacher, Tulsa Litho Company; Kerry Walsh, Knight-Walsh & Associates; James E. Beebe, Braden Industries, Inc.; Svein Hvamb, Raleigh Bicycle Center of Enid.

TIC Executive Director James
(See LITERATURE AWARDS page 4)

West Texans Plan Industrial Tour Nov. 30 — Dec. 4

Plans are being finalized for the first West Texas Industrial Tour to New York November 30-December 4, according to Fred Tyler, executive vice president of the Midland Chamber of Commerce.

Tyler, chairman of the tour's organizing group said about 60 West Texas businessmen are expected to participate. The purpose of the tour is to attract new industry and business expansion to West Texas.

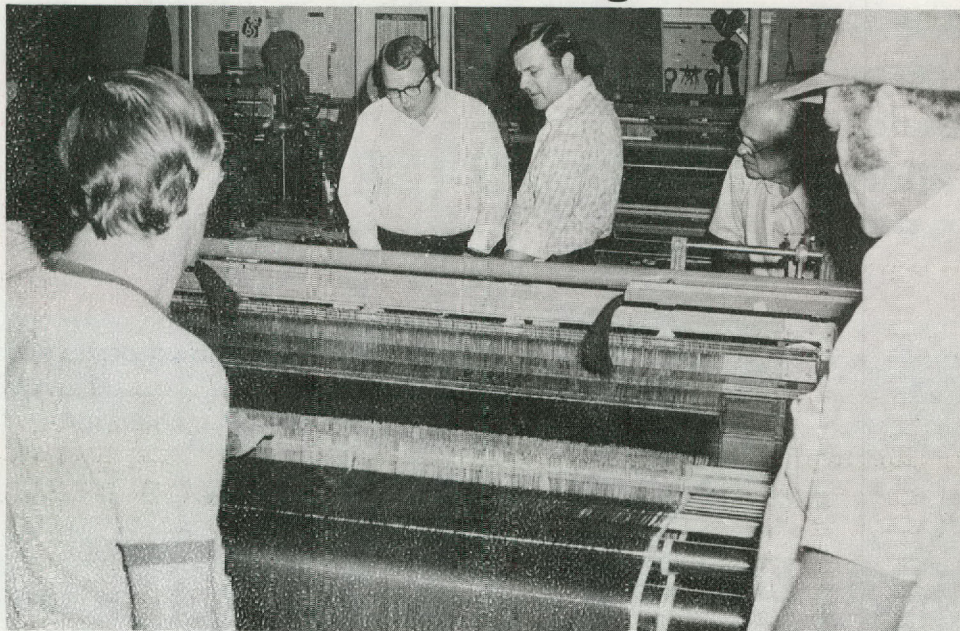
Cities to be represented include Amarillo, Lubbock, Odessa, Big Spring, Hereford, Abilene, Brownwood, San Angelo, Wichita Falls, Plainview, Dumas and Midland.

House Speaker Bill Clayton will lead the tour which is co-sponsored by the Texas Industrial Commission and several West Texas chambers of commerce.

"I am convinced that through this effort we can provide more jobs for the one and one-half million people in these cities and equal opportunities for those in smaller towns," Clayton said. "And at the same time we are presenting the West Texas story to business, we are proving again that West Texans work together to develop the area's potential for the good of all our people."

A series of three luncheon
(See INDUSTRIAL TOUR page 3)

Start-up program will train 400 Industrial Training Is Underway in Littlefield



The first group of industrial start-up trainees watch blue threads going into one side of the loom at the American Cotton Growers textile plant in Littlefield. This is the first industrial start-up training program to be instituted through TEXAS FIRST, Governor Dolph Briscoe's Job Creation Campaign.

House Speaker Bill Clayton and State Senator Max Sherman recently announced a series of industrial training programs to be conducted for the new American Cotton Growers textile mill in Littlefield.

The programs will train and employ over 400 local citizens within the next two years.

The first of these training programs is already underway, with 12 trainees learning crucial supervisory and instructional skills needed before full-scale production can begin.

This is the first industrial start-up training program to be instituted through TEXAS FIRST, Governor Dolph Briscoe's Job Creation Campaign. The program began in May with the Texas Industrial Commission designated program coordinator. TIC projections indicate the textile mill will pump over \$20 million each year into the Texas economy. Annual state and local taxes generated will exceed \$175,000 annually.

The \$30 million plant is the first textile mill in Texas to manufacture denim material. It involves

a cooperative effort between 3000 farmers and 26 Texas communities. The co-op will produce 100 per cent of the cotton for the mill, estimated at 65,000 bales the first year.

"The plant and the corresponding training program will pro-

vide new skills and hundreds of jobs for local citizens and will be a tremendous economic boost to the community and Texas," House Speaker Clayton said. "It's good to see Texas cotton farmers working together in a co-operative effort to keep the profits in Texas while utilizing this valuable training program available to them."

The training program under TEXAS FIRST is coordinated by the TIC and funded through the Texas Education Agency. South Plains College is the local training institution working closely with the management of American Cotton Growers on the complex and highly technical training program required for denim manufacturing.

"The start-up training program is an excellent method of pumping new blood into the local economy and providing employment opportunities for those that otherwise might leave the area," Sherman said. "It's good to see state agencies working with people and industry for the betterment of the state."



Workers watch the finished product roll off the loom as the first yard of blue cotton denim is produced at the Littlefield textile mill. The \$30 million plant is the first textile mill in Texas to manufacture denim material. The mill will use an estimated 65,000 bales of cotton during the first year.

Responsibility and Role of the Local Banker in Industrial Development

EDITOR'S NOTE: The following is a synopsis of a speech given by C. Truett Smith, chairman of the Texas Industrial Commission, at the Rural Industrial Development Workshop in College Station. Smith is president of the First State Bank of Wylie, immediate past president of the Texas Bankers Association and a member of the Administrative Committee of Governmental Relations of the American Bankers Association. He has served on the Industrial Commission since 1969.

We are living in a time today when constructive community leadership is desperately lacking. This trend must be reversed if we are to recover our senses, restore our economy to a basic soundness and help to establish a well-balanced agricultural, industrial and business economy in the rural towns as well as the metropolitan cities of this state and nation.

I know of no industry which has a bigger stake in all this than the banking industry which I represent. And I know of no person anywhere who has a bigger responsibility, or a more important role, in the scheme of all this than the LOCAL BANKER. He is the key to whether his community grows, expands in orderly fashion, prospers in many areas or wallows somewhere in between, in varying degrees, in the pits of economic stagnation.

Look at the number of towns in Texas during the past 25-50 years which have ceased to exist. At the top of the list of reasons for their no longer existing is "the lack of leadership," and most generally the failure of the Local Banker to become involved in those things which affect his community. The banker can CHILL or KILL any movement toward growth.

During the past few years bankers have become more acutely conscious of the role and responsibility they have in the development of solutions to economic and social problems. Only the individual banker knows the aspirations of his own community and can identify his community's needs. Only the individual bank can know its resources and capabilities, determine priorities and take needed action.

A bank is at the very center of the personal and business affairs of the people of its community. A bank has a personal obligation and duty to its customers, its employees and its stockholders.

Good bank management recognizes that a bank's responsibility to the community is fully compatible with the duties it owes its customers, employees and shareholders. Good management knows it can take steps that serve the social and economic needs of the community and at the same time continue to serve these people. It also knows it can carry out its regular banking functions and meet its individual needs in a manner consistent with the needs, aspirations and values of the community.

It is regrettable that of the almost 1400 banks in Texas there are some with management who believe it their only function to act as a depository for the community's funds, with no sense of duty or obligation to use those funds in the day-to-day affairs of community development for the common good of all concerned.

Many of our smaller Texas towns and medium-sized cities offer tremendous advantages to certain industries. They have the facilities, the natural resources, the labor force and the environment for better living conditions. These towns and cities are what I call "naturals" for the small to medium plant seeking a relocation or expansion.

Our banks can grow and prosper ONLY as our communities grow and prosper. It is for this reason that I urge your support to help promote and help implement any action which will enhance the development of all of Texas.

For too long, too many of our bankers have refused to become involved in this activity. They have been content to play an entirely passive role in this area and in so doing have severely penalized their communities, their banks and the economy of this state.

3 Southern States Claim 14 of the 20 Fastest Markets

Fourteen of the twenty fastest growing markets are located in Texas, Florida and Arizona, according to *Sales Management's* current 1975 Survey of Buying Power—Part II issue.

Thayer C. Taylor, editorial director for the Survey of Buying Power, said the southward trend of metropolitan growth continues a shift which began in the early 1960's.

Another trend that has surfaced is the emergence and increasing popularity of smaller markets, Taylor said.

"Fourteen of the fastest growing markets in the survey have a population of less than 500,000," he said. "Only half of the markets shown in the current survey were among the twenty fastest growing markets in the 1960 survey."

Projections made in the survey are based on data compiled from census figures and several other statistical sources.

Sales Management is published bimonthly for sales and marketing executives. It has been issuing its Survey of Buying Power since 1929.

Industrial Tour

(CONTINUED FROM PAGE 1)

meetings is scheduled with executives of national corporations in New Jersey and New York. The meetings will feature an audio-visual presentation on the advantages of West Texas as a business location.

This is the first such effort by a West Texas group. "These industrial tours have been extremely successful in East Texas for over 13 years," Tyler said. "We are convinced that West Texas is an exceptionally attractive place for business growth and we intend to begin advertising this fact with the tour."

Interested persons should contact Jim Heath, manager of special projects department, Texas Industrial Commission, Box 12728, Austin, Texas, 78711.

Communities, Coordinators Endorse Briscoe's TEXAS FIRST Program

Community resolutions endorsing Governor Dolph Briscoe's five-month-old TEXAS FIRST program are still coming into Texas Industrial Commission offices, according to Ed Latta, coordinator of TIC's TEXAS FIRST efforts.

Communities participating in the program are selecting individuals to lead the community's efforts to identify jobs for Texans, Latta said.

The following individuals have agreed to serve as TEXAS FIRST coordinators for their areas:

Frank C. Rocco, Austin; Ray Cole, Marlin; Herbert Knauth, Over-

ton; DeWayne Meyer, Kilgore; James Carll, Mineola; Juanita Kinnett, Carthage; Datus Sharp, Madisonville; Marie Lane, Crockett.

Also Douglas Drown, Galveston; Faye Moore, Daingerfield; Jack Olsta, Huntsville; Wyatt Earp, Dalhart; Charles Owen, Haltom-Richland; Jim Young, Brady; Maynard Musselman, Longview; David Ross, Denton.

"Through the efforts of these hardworking local coordinators, the Industrial Commission has received pledges from private-enterprise employers to hire 4,518 new workers during the next year," Latta said.

On the drawing board now are 121 industrial start-up training programs being designed to meet the employers' specific requirements for workers. TIC, the Texas Education Agency and local learning institutions are cooperating for this project.

Additional training is available through local prime sponsors under the Comprehensive Education and Training Act (CETA).

TIC is also working with 38 industries which want to establish branch plants in Texas.

EDITOR'S NOTE: Other TEXAS FIRST coordinators are listed in the August, September and October issues of IDEAS.

Literature Awards

(CONTINUED FROM PAGE 1)

Harwell received the awards for the Industrial Commission. "When you take into account that we were competing with over 200 other entries from 16 states, I think the results are quite satisfactory," Harwell said.

Commissioner A. B. (Stormy) Shelton is chairman of TIC's advertising committee. Other members are Sam Naifeh, Eloy Centeno and James Hunt.

Reynolds Securities Receives Citation

Reynolds Securities Inc. of Houston recently received a TEXAS FIRST citation from Governor Dolph Briscoe for their promotion of Texas business.

Jerry Heare, director of the Community Development Division of the Texas Industrial Commission, made the presentation during ribbon-cutting ceremonies at the Memorial City Shopping Center opening of "invest in Houston" week, sponsored by Reynolds Securities.

The TEXAS FIRST citation is presented to businesses which contribute in an outstanding manner to the people of Texas by promoting economic development.

Through the Governor's Job Creation Campaign, which is part of the TEXAS FIRST program, more than 1,600 jobs have been identified in Houston. Almost 20,000 jobs for unemployed and underemployed Texans have been found throughout the state, more than 4,000 of them through the efforts of local chambers of commerce.

A major obstacle to increased employment is a lack of skilled workers. The Texas Industrial Commission, in conjunction with the Texas Education Agency, offers an industrial start-up training program to meet that need. They work with industries to design tailor-made training programs for the specific jobs. Seven such programs are on the drawing board now for Houston employers.

As available jobs and training programs are determined, they are listed with local prime sponsors of manpower programs and with the Texas Employment Commission local offices.

— In the News —

Governor Dolph Briscoe's TEXAS FIRST Job Creation Campaign, a program designed to bring people and jobs together, is in the news.

The November issue of *Nation's Business* devotes a full page of its monthly Panorama feature to the campaign. The article, written by Senior Editor Vernon Louviere, tells "How Texas Brings Jobs and Jobless Together."

Gooch Packing Co. Expands Midland Plant

Gooch Packing Company recently announced plans for a \$500,000 expansion of its meat processing plant at the Midland Regional Air Terminal Industrial Park.

The expansion, expected to be complete by mid-1976, will more than double the existing 7,000 square-foot facility.

Robert Gooch, president of the firm, said the "excellent business climate and product acceptance" in the Midland-Odessa area is the primary reason behind the decision to expand the plant.

Current sales for the Midland plant are \$7 million annually. The plant ships meat products to all parts of Texas.

"We expect this expansion to increase the plant's employment to well over 100, which should help provide a positive effect on the economy," Gooch said.

The plant opened in 1968 with only 18 employees and a payroll of less than \$250,000. Employment has since grown to 67 persons and the payroll has increased to more than \$750,000.



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Three from Industrial Commission Appointed to Advisory Committee

Three Texas Industrial Commission staff members have been appointed to serve on the Advisory Committee for the Council for Advanced Transportation Studies, according to Dr. C. Michael Walton, executive secretary for the Council.

Phyllis Procter, manager of research and program development department; Danny Choate, economist; and Joe Ferran, industrial development specialist; will represent the Industrial Commission on the Advisory Committee.

A research project on rural and regional transportation is currently being conducted by the Council for Advanced Transportation Studies in cooperation with the U. S. Department of Transportation.

The goal of the project is to provide two planning documents, one for local officials in small to medium-size towns, the other for regional transportation planners.

These documents will provide the guidelines for assisting both the regional planner and the local official in determining goals and strategies for maximizing the benefits of interurban transportation systems.

"By working on the Advisory Committee, we hope to be able to assist communities in attracting new industry as a result of improved transportation facilities or services," Procter said.

Procter, Ferran and Choate also participated in the October Conference on Urban/Rural Transportation Systems which was sponsored by the Council for Advanced Transportation Studies at the University of Texas at Austin.

Procter and Choate took part in a panel discussion on "Transportation Facilities and Industrial Development." Ferran spoke on "The Problems of Rail Service."

Port of Galveston Observes Birthday As Oldest Commercial Enterprise

The Port of Galveston recently observed its 150th anniversary as the oldest commercial enterprise in Texas.

Because of its natural harbor and strategic location two miles off the Texas mainland, Galveston Island became a transportation center early in the Texas colonial period. From 1817 to 1821 it was used for shipping and as headquarters for Jean Lafitte, the noted buccaneer.

Now, 150 years later, it is a modern port with an investment in terminal facilities of \$50 million, an area of 500 acres on Galveston and Pelican Islands, the offices for 80 steamship lines, six trunk line railroads, and five major truck lines. A 1970 survey showed an economic impact amounting directly and indirectly to 61 per cent of the total city economy.

Sources throughout the state were consulted when it became evident that the port's establishment officially might make Gal-

veston the oldest business in Texas.

The Order of Franciscan Brothers organized a system of irrigation canals south of San Antonio in the mid-1700's known as Acequia Madre. The same canal system is in operation today as a commercial enterprise.

The Galveston Daily News, the oldest newspaper in the state, was begun in April, 1842, while Texas was still a Republic and Galveston its leading city.

The Imperial Sugar Company of Galveston and Sugar Land, Texas' only cane sugar refinery, traces its beginning to 1843 when Samuel May Williams raised and processed sugar cane at Sugar Land.

So far as can be ascertained, these are the three oldest commercial enterprises in the state. San Antonio, Goliad, Columbus, Gonzales and Nacogdoches are all older cities than Galveston, but have no businesses established in those days which are still in existence today.

10 COMPANIES CHOOSE TEXAS IN OCTOBER

COMPANY	CITY	PRODUCTS	EMPLOYMENT		ANNUAL NEW TAXES GENERATED			DIRECT * ANNUAL OUTPUT OF FIRM	TOTAL ANNUAL ECONOMIC IMPACT ON ECONOMY
			NEW	GENERATED	FEDERAL	STATE	LOCAL		
McAllen Contract Sewing, Inc.	San Benito	Women's, childrens dresses	100	42	\$ 168,492	\$ 9,719	\$ 11,121	\$ 1,209,262	\$ 2,745,025
Caviness Printing	Irving	Printing	6	6	20,974	1,179	1,531	\$ 112,703	327,966
T.E.I. Petrochemicals Company	Longview	Industrial chemicals	8	32	101,399	10,455	10,537	805,396	2,150,407
Sonnleitner Enterprises	Longview	Food products	20	21	66,383	3,879	5,169	446,080	1,217,798
All Containers Corporation	Houston	Polystyrene packaging	25	26	91,176	4,573	5,864	517,630	1,444,188
Metal Arts Company - Macoport	Channelview	Pressure vessels, towers	50	56	\$ 218,152	\$ 11,461	\$ 13,437	\$ 1,571,042	\$ 3,597,686
Consolidated Chemical Corp.	Palacios	Agricultural herbicides	20	80	253,498	26,138	26,342	2,013,490	5,376,018
Iodinamics	El Paso	Automatic iodine feeders	*	*	*	*	*	*	*
Wilkerson Company, Inc.	Merkel	Windbreakers, jumpsuits	70	29	117,945	6,803	7,785	846,484	1,921,519
Lockwood Corporation	Wichita Falls	Irrigation systems	300	456	1,595,241	84,406	103,219	10,641,694	27,242,737
TOTALS: **									
Companies - 10			599	748	\$2,633,260	\$158,613	\$185,005	\$18,163,781	\$46,023,344

* Information not available

** Totals reflect only those plants where information is available

SOURCE: NOVEMBER ISSUE OF TEXAS INDUSTRIAL EXPANSION, BUREAU OF BUSINESS RESEARCH, U. T. AT AUSTIN.

NOTE: IMPACT CALCULATIONS PRODUCED BY THE TIC USING THE GOVERNOR'S OFFICE DIVISION OF PLANNING COORDINATION ECONOMIC MULTIPLIERS.