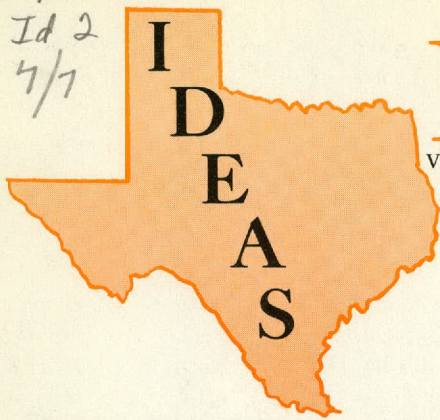


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NEWSLETTER

VOL. 7 NO. 7

Published Monthly By The Texas Industrial Commission

JULY, 1977

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SEP 2 1977

Briscoe Announces Area Winners Of Industrial Expansion Awards

Governor Dolph Briscoe has announced the four area winners of the annual Governor's Industrial Expansion Awards for 1976.

The annual competition recognizes industrial expansion achievements in areas such as plant payroll increases, investment in new plant facilities and equipment and increases in number of employees. The industry's contribution to civic and community development during the past year is also considered.

Cosponsoring award competition with the Governor are the Texas Industrial Commission, the Texas Association of Business, the Texas Industrial Development Council and the four regional chambers of commerce.

The regional chambers selected the outstanding industry in their area from nominations submitted by local chambers and industrial development organizations.

The East Texas Chamber of Commerce selected Lance, Inc. which produces food products. The company was nominated by the Greenville Chamber of Commerce.

Champlin Petroleum Company was selected area winner by the South Texas Chamber of Commerce. The firm produces oil products. The Corpus Christi Industrial Commission submitted the nomination.

The West Texas Chamber of Commerce chose the industry nominated by the First State Bank of Rising Star — Bibby's Creations, which manufactures ladies hand

bags and accessories.

The Lower Rio Grande Valley Chamber of Commerce chose Levi Strauss & Company, manufacturer of boys jeans. The industry was nominated by the Brownsville Chamber of Commerce.

Governor Briscoe will officially recognize these winning industries for their contributions to improving the Texas economy in a special award presentation ceremony and luncheon in the Governor's Mansion in August.



Joe Swanner (L), regional director of the Economic Development Administration, received an award of appreciation from TIC Executive Director James Harwell at the July quarterly meeting in Brownwood. Swanner was recognized for his efforts in getting the Central Texas area designated as an economic development district.

GRANDVIEW LANDS \$25,000 RURAL LOAN

Governor Dolph Briscoe has announced a \$25,000 loan to the Grandview Industrial Foundation, Inc. to help finance a major new industry in the community.

The loan, authorized by the Texas Rural Development Act, was approved by the Texas Industrial Commission at their July quarterly meeting in Brownwood.

The loan will partially finance the location of Dark's Silk Flowers, Inc., manufacturers of decorative flowers and hobby craft products in Grandview. The firm will eventually employ approximately 100 persons with an annual payroll of \$500,000.

"The state funds authorized through the Texas Rural Development Act loan, will boost the area economy considerably, creating 100 new jobs in a community with a population of approximately 1,000 people," Governor Briscoe said in making the announcement.

The Grandview Industrial Foundation will supply an additional loan of \$155,000 and the First State Bank of Grandview will provide the remaining \$5,000.

"We feel that this is a wise investment of state funds," TIC Executive Director James Harwell said. "Our computer impact analysis shows that the company will generate 82 spin-off jobs in addition to the 100 direct employment positions."

The firm's total annual economic impact is in excess of \$4½ million.

The Texas Rural Development
(See RURAL LOAN Page 5)



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The Official Publication of the Texas Industrial Commission. Editorial contributions are welcome and should be addressed to Editor, P.O. Box 12728, Capitol Station, Austin, Texas 78711.

- NEWS BRIEFS -

Skytop Rig Company of Victoria is undergoing a \$4 million expansion program that will double its production capacity. The firm is constructing three new buildings, adding 62,770 sq. ft. to the current plant space. Skytop employs more than 300 persons in the manufacture and service of drilling and workover rigs. Expansion should be completed by January, 1978.

August 20 is the registration deadline for the 16th Annual Industrial Tour, sponsored by the Industrial Development Committee of the East Texas Chamber of Commerce. For more information contact Henry Gossett, Jr., President, Box 1592, Longview 75601.

Transco, Inc. of Chicago has purchased a 12-acre tract of land in Jacksonville. The company has plants in seven other states and does about \$30 million annually in sales. The Jacksonville plant will be part of the insulation division doing light sheet metal work.

The Department of Commerce will sponsor a U.S. pavilion at SPOGA '77 — the International Sporting Goods and Camping Equipment Exhibition in Cologne, Germany, September 25–27. Last year 53 U.S. companies participated in the show. For more information write the Department of Commerce, Room 1015-C, Washington, DC 20230.

United States Steel Corporation's Texas Works began operating new steelmaking facilities in Baytown in late June. A spokesman for the company said the new electric furnaces and continuous slab casters will eventually double not only the mill's capacity, but also its employment.

More than 250 chamber of commerce executives from eight Sunbelt states attended the six-day academy on industrial growth in the Sunbelt at Southern Methodist University in June. The academy is

one of six scheduled annually in the United States.

Farmland Industries, manufacturer of bulk animal and poultry feed, is phasing out its Gatesville plant and moving to a 15-acre site outside of McGregor. The plant will initially employ 19 people. Farmland will sell to the 33 area co-ops.

A new Council on Energy Resources has been formed at The University of Texas at Austin to promote and coordinate research on energy resources. Dr. William Fisher, director of the Bureau of Economic Geology, has been named chairman of the Council. Members will include existing research institutes, such as the Center for Energy Studies, the Bureau of Economic Geology, the Center for Economic Research, the Marine Science Institute and others.

Shell Chemical Company has announced construction plans for a 60 million pounds per year epoxy solid resin plant at its Deer Park manufacturing complex. Startup is scheduled for late 1978.

"Texas—Where The Best Begins" is the theme for the 27th annual Texas Industrial Development Conference to be held at Kahler Green Oaks Inn in Fort Worth, September 8–9. The conference is co-sponsored by the Industrial Economics Research Division and Texas Engineering Experiment Station of Texas A&M University and the Texas Industrial Development Council (TIDC).

American Hoechst Corporation, the U.S. unit of Hoechst AG of West Germany, has announced plans to construct styrene monomer and high-density polyethylene plants in Bayport. Both plants are scheduled to begin operation by 1980. The styrene plant will produce 900 million pounds of monomer and the polyethylene facility will produce 220 million pounds of the plastic annually.

MIRANDO CITY — a small town “wonder”

Mirando from the Latin verb “mirar” meaning “to wonder at” literally translated means “deserving to be wondered at” and is a most appropriate namesake for Mirando City.

Mirando City, a rural town in southwest Texas just 37 miles east of Laredo, was so named when the first oil wells were discovered there in 1922.

Throughout the years oil has continued to be the main industry of the area but the town has also managed to diversify and maintain zero unemployment.

“This is really quite an accomplishment when you consider that Laredo with one of the highest unemployment rates in the state is just right next door,” said Jaime Roman, area resource development specialist with the Texas Agricultural Extension Service of Texas A&M University.

Roman proudly points out that Mirando City even employs people from outside the community. He feels that this is partially the reason for Mirando City being selected District 12 winner in the Texas Community Improvement Program competition for 1976-77.

Mirando City went on to tie for second place in regional judging (Austwell, the winner from that district was selected number one in the entire state).

The program competition is designed to stimulate individual, family and community effort toward community improvement. Any rural town with a population under 1,000 is eligible to compete for cash prizes.

This year 185 communities from throughout the state entered.

The competition is sponsored by nine investor-owned utility companies operating in Texas in cooperation with the Texas Agricultural Extension Service.

Communities are judged on improvements made during the year. “Communities are not in direct competition with each other, but are judged on progress made by

organized group effort,” Roman said.

Oscar Mendieta, president of the Mirando City Chamber of Commerce, served as chairman of the Community Improvement Association this past year.

He and his brother Armando Mendieta own and operate M&S Machine and Supply Company, one of the largest employers in Mirando City. The oil and industrial sales and service company increased its work force and also increased overseas sales by 700% during the past year.

Mendieta points out that this is just a small part of the improvements made by the city’s industrial (See MIRANDO CITY Page 4)

Industrial Commission studies child care’s effect on productivity

Seventy-five per cent of the women leaving the labor force in Texas do so due to child care responsibilities, according to a study recently released by the Texas Industrial Commission.

The study, *Industry-Sponsored Child Care: a question of productivity*, was financed by Governor Dolph Briscoe’s TEXAS FIRST program using Comprehensive Employment and Training Act (CETA) funds from the U.S. Department of Labor.

According to author Mimi Purnell of TIC’s Research and Program Development Department, Operations Division, the study is intended as a resource for industries now contemplating introducing child care services for their employees.

“We hope that it offers a positive plan for communities, particularly in rural areas, whose labor force potential is limited by inadequate quality child care facilities,” Purnell said.

The study identifies turnover rates, absenteeism and working conditions as the three most signif-

Commission Approves Ad Campaign

A \$130,000 advertising campaign promoting the favorable business climate in Texas was approved by the Texas Industrial Commission at the July quarterly meeting in Brownwood.

The campaign, presented by The Pitluk Group of San Antonio, will call attention to Texas’ favorable tax structure, worker productivity and lifestyle. It will be marketed in several national publications including *Business Week*, *Dun’s Review* and *The Wall Street Journal*.

A reduction in the Industrial Commission budget request dictated a \$15,000 decrease in the advertising budget for the upcoming fiscal year.

(See AD CAMPAIGN Page 4)

icant factors affecting productivity of a worker. As related to women employees, child care responsibility was found to be a major factor of both turnover and absenteeism.

In an Industrial Commission survey, 46 Texas industries were asked to list the two most prevalent reasons for women leaving their jobs. Child care responsibility rated number one in 75 per cent of the cases. In 95 per cent of the cases, child care responsibility was either the first or second most given reason.

The number of working women has risen 50 per cent between 1960 and 1970. At the current rate, 1,831,200 women will be in the Texas labor force by 1980.

Of these women, 610,400 will be in need of child care facilities.

“Based on these figures and other related facts brought out in the study, child care is seen as too important a factor in productivity to be overlooked by industry,” Purnell said.

Copies of the study are available from the TIC for a \$2 postage and handling fee.

Harwell has high hopes for European trip results

TIC Executive Director James Harwell expects positive results from his recent visit with German industrialists in Munich, Stuttgart, Cologne and Frankfurt.

Harwell and Kurt DeBoer, director of the German-American Chamber of Commerce office in Houston, accompanied Governor Dolph Briscoe on a whirl-wind speaking tour, addressing board chairman of the top twenty German corporations. Meetings were sponsored by the German-American Chamber of Commerce.

Harwell explained that the visit was a continuation of the effort to convince German industrialists interested in expanding their manufacturing operations in the United States to consider Texas for future expansion projects.

"Texas is most fortunate to have a Governor that is willing to take time to personally promote business opportunities in the state," Harwell said.

"His 'selling' has directly contributed to Texas' attaining its

number one position in economic development."

Following the meetings in Germany Harwell visited Egypt and the Sudan to make final arrangements for the TIC-sponsored trade mission scheduled for the later part of October.

In addition to meeting with government officials and embassy personnel, Harwell visited a 2¼ million acre farm, the largest in the world under one management.

Harwell sees unlimited market opportunities for Texas products.

"We are talking about one million acres of cotton under cultivation in just one farm — cotton that is planted and harvested by hand. These countries are ready to mechanize and Texas is ready to offer assistance," he said.

Several Texas companies, including participants of past trade missions, have already expressed interest in joining the October mission to the Middle East. Participants will be primarily from the agri-business sector.

MIRANDO CITY — (CONTINUED FROM PAGE 3)

sector. Ranching, bee keeping and oil and gas industry, as well as other sales and service firms, have prospered.

"Community spirit is great in Mirando City," Mendieta said. "Citizens are always ready to welcome and be involved with new projects." The list of accomplishments is endless.

Of course, Mirando City is blessed with an ideal climate and geographical location. Residents are just a few hours from an international border or the Gulf Coast.

About 750 people reside in Mirando City and enjoy all the benefits of living in a small town.

Several years ago Agriculture Commissioner Reagan Brown was a sociologist with the Texas Agri-

cultural Extension Service. Brown recognized the many advantages of living in a rural area and helped organize the Community Improvement Program.

In an article he wrote for *Texas Agricultural Progress* Brown said, "In rural Texas, we have electricity, running water, gas, telephones, good roads, everything that is available in the cities, plus room to enjoy life. The limiting factor is job opportunities."

Mirando City is fortunate to possess all of these desirable traits. Through community leadership it has also managed to keep the unemployment rate at zero.

You might say that Mirando City came in with a gusher and after 55 years is still pumping.

Ad Campaign

(CONTINUED FROM PAGE 3)

"Hopefully, by featuring only one coupon item in each ad we will be able to cut consumable costs without cutting down on the program's overall effectiveness," TIC Executive Director James Harwell said.

The ad campaign was recommended by both the TIDC ad committee and the TIC ad committee chaired by Commissioner A. B. (Stormy) Shelton.

Commissioners also approved a 32-page special Texas section in the East-West Magazine Network. East-West Network Inc. publishes air in-flight and hotel in-room magazines.

Briscoe signs bill for apprenticeship training

Governor Dolph Briscoe has signed a bill aimed at giving greater visibility to apprenticeship training in Texas.

The legislation marks the first time that specific criteria for the development and operation of public supported apprenticeship programs in Texas has been spelled out in state law.

The legislation was introduced by Representatives Frank Gaston of Dallas and Wayne Peveto of Orange. It was sponsored in the Senate by Senator Oscar Mauzy of Dallas.

The legislation contains provisions for: program sponsorship and contractual agreements; who shall direct an apprenticeship program; employment standards and conditions for apprentices; administrative fees to be charged apprentices; funding; facilities, personnel and resources; and program registration with the Bureau of Apprenticeship and Training.

Also contained in the legislation are provisions relating to: giving notice as to the availability of public funds to support apprenticeship programs; the appointment of a state level apprenticeship advisory committee and its duties; and procedures to audit funds allocated for apprenticeship training.

Reprint from Vol. VIII, Number 5 of *ACTIVE News*, the official publication of the Advisory Council for Technical-Vocational Education in Texas.

Duffy's Inc. Opens Port Arthur Plant

Duffy's Inc., a metal fabrication operation in Port Arthur, recently celebrated the opening of a new 12,000 square foot facility — the first location in Port Arthur's new industrial park.

The company, formerly Duffy's Marine & Industrial Sheet Metal, Inc., has grown from a humble beginning over ten years ago to become one of the major suppliers of metal work to the Louisiana and Texas industrial complex. They now handle sheet metal fabrication, vessel and tank fabrication, structural steel fabrication and general machine work, in addition to providing on-board marine repairs.

The firm has another location in Port Arthur and a facility in Orange. Employment at the three locations currently totals about 150 persons.

Art Spencer, executive vice president of the Greater Port Arthur Chamber of Commerce, said that Duffy's, Inc. is a good example of the existing industry expansion program conducted by the Chamber and the Mid-South Jefferson County Economic Development Corporation.

"More than 85 per cent of the new jobs in our community come from firms such as this being helped to relocate and expand in the area instead of moving to another part of the state," Spencer said.

Two other companies, Imhoff, Inc. and Charles Martin Inspectors of Petroleum, Inc., are also constructing facilities in the new industrial park.

Rural Loan

(CONTINUED FROM PAGE 1)

Act was passed by the 62nd Legislature and funded through the 63rd Legislature.

The program established the Rural Industrial Development Commission under the Texas Industrial Commission. As funds are available, up to 40 percent of the cost of financing a new or expanding industry in a rural area can come from the program.

HANDLING THE INDUSTRIAL PROSPECT VISIT

EDITOR'S NOTE: *The following is an excerpt from The Industrial Team, a recently revised publication by Jerry Heare, director of TIC's Community Development Division. Upcoming issues of IDEAS will continue the series.*

THE SITE & BUILDING TOUR

As with all other portions of the prospect meeting, the industrial site or available building tour should be totally planned and timed.

The transportation to be used should be clean and comfortable with plenty of room — no more than four to each car. Do not hesitate to use two cars if more than one individual is representing the company.

Always seat your prospect in the front seat next to the right hand door. Present him with a map of the city which has the sites or buildings you plan to show him clearly marked. Help him get oriented to the community by showing him where you are starting from and the sequence in which you will look at the sites. Code the sites in the same sequence as they will be seen.

This may be your prospect's only introduction or tour of your city. Plan your travel route carefully, pointing out specific landmarks of the city. Avoid doubling back over the same streets when possible. Be prepared to listen well to your prospect; it is here you may receive clues about the kind of community he is looking for and get an idea of a particular point he is impressed with about your city.

Do not linger too long at these points of interest. Your objective is to show your industrial sites or buildings with only a secondary objective to see the town, unless the prospect specifically requests such a tour.

Upon arrival at your industrial sites, the prospect may wish to leave the car and get a feel for the

site. If it is undeveloped property, it should be recently mowed. Placing flags on the property corners helps the prospect to visualize three acres, ten acres or fifty acres. A site staked off to his exact specifications is always impressive. The better he can visualize his plant on the site, the better your chances are to locate him. Provide the prospect with maps of the site showing its exact boundaries, street or highway access, utility lines and topography.

As you check out your last site, check to see if one or more meets the prospect's requirements. Ask if there are other areas he would like to see. Do not be afraid to show him some areas of town of which you are not too proud. He needs to know about them and what you are doing to help. On the other hand, show him the many reasons you like living in your town. Do not oversell. Stay on schedule.

Next month this series will conclude with The Close.

BBR reports 34% increase in plant locations

Plans for 114 new plants and expansions of 123 existing facilities were reported to the Bureau of Business Research at the University of Texas at Austin during the first six months of 1977.

The totals reflect a 34 percent increase from the 76 new plants announced during the first half of 1976 and a three percent increase from the 119 expansions reported in the same period.

The 25 standard metropolitan statistical areas continue to attract most of the state's new and expanded activity.

The Dallas-Fort Worth SMSA led the state with 38 new or expanded projects followed by the Houston SMSA with 34 announcements.

The Longview and San Antonio SMSAs reported 28 and 22 announcements respectively.

22 COMPANIES CHOOSE TEXAS IN JUNE

COMPANY	CITY	PRODUCTS	EMPLOYMENT		ANNUAL NEW TAXES GENERATED			DIRECT ANNUAL OUTPUT OF FIRM	TOTAL ANNUAL ECONOMIC IMPACT ON ECONOMY
			NEW	GENERATED	FEDERAL	STATE	LOCAL		
Trendco, Inc.	Austin	Shaving soaps, mugs, brushes	90	175	\$1,107,345	\$ 34,861	\$ 41,998	\$ 6,100,867	\$12,811,821
Caribe Seafoods MC, Inc.	Brownsville	Seafood processor	40	81	258,916	11,306	20,436	2,319,243	4,754,448
Stratoflex, Inc.	Cleburne	Wooden roof trusses	21	15	46,195	2,688	4,431	324,164	813,652
Southland Corporation	Cleburne	Hose assemblies	10	15	53,175	2,814	3,441	354,723	908,091
	Fort Worth	Prepared salads	*	*	*	*	*	*	*
Southwest Offset, Inc.	Dallas	Printing	70	71	\$ 244,694	\$ 13,755	\$ 17,859	\$ 1,314,874	\$ 3,826,283
Varn Products Company, Inc.	Dallas	Printing solvents, chemicals	10	7	36,569	1,766	1,700	199,604	481,046
Kolmar Laboratories, Inc.	Denton	Cosmetics and toiletries	50	97	615,191	19,367	23,332	3,389,370	7,117,677
Master Builders	Forest Hill	Concrete additives	10	7	36,569	1,766	1,700	199,604	481,046
Rogers Shade Shop Inc.	Haltom City	Woven wood shades	12	9	26,397	1,536	2,532	185,236	464,942
PA Incorporated	Houston	Coated tubular goods	75	50	\$ 328,915	\$ 9,179	\$ 11,550	\$ 988,559	\$ 2,807,508
Livingston Waste Company	Sherman	Recycled waste paper	2	3	8,754	499	856	60,892	165,626
Del Rio Fashions	Del Rio	Ladies' wear	15	6	25,274	1,458	1,668	181,389	411,753
S.B. Foot Tanning Company	Dumas	Tanning cow hides	60	24	100,790	5,111	6,509	595,988	1,448,251
Western Frame & Molding	Greenville	Picture frame molding	50	37	109,987	6,400	10,549	771,819	1,937,266
Ascension Chemical Corp.	Huntsville	Aluminum chloride	30	114	\$ 412,747	\$ 25,728	\$ 26,239	\$ 2,645,735	\$ 6,402,679
Texicolors, Inc.	Jacksonville	Color pigment blending	11	7	40,226	1,942	1,870	219,565	529,152
Cavitt and Tedford, Inc.	Lockhart	Home furnishings	16	14	49,800	2,755	3,410	352,446	870,542
Kewaunee Scientific Equipment	Lockhart	Metal furniture	100	62	214,094	12,319	13,588	1,410,894	3,640,107
Carlton Manufacturing Co.	Mount Vernon	Upholstered furniture	45	28	96,342	5,544	6,114	634,902	1,638,047
Solar Manufacturing, Inc.	Palestine	Solar panels	10	10	\$ 32,132	\$ 1,613	\$ 1,761	\$ 181,781	\$ 487,173
Seminole Garment Company	Seminole	Ladies' sportswear	65	27	109,520	6,317	7,229	786,020	1,784,265
TOTALS: **									
Companies — 22			792	859	\$3,953,632	\$168,724	\$208,772	\$23,217,675	\$53,781,375

* Information not available

** Totals reflect only those plants where information is available

SOURCE: JULY 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.