

NEWSLETTER

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TEXAS DOCUMENTS

Albritton and Priddy Are Chosen Volunteer Industrial Developers

Oliver Albritton, president of First Bancorp, Inc. of Corsicana, and Charles H. Priddy, president of Magnatex Industries, Inc. of Midland, were named Volunteer Industrial Developers of the Year by members of the Texas Industrial Development Council at their annual meeting in College Station.

The award is given each year to persons who have contributed significantly to the industrial growth and development of their local communities during the previous year. Only persons who are not full-time professional industrial developers and who have played a significant role toward the economic growth of his or her local community, are eligible for the award.

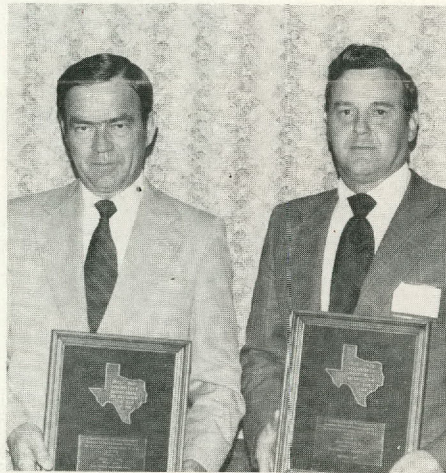
Albritton was recognized for his

Energy Auditing Course Offered at Texas A&M

A short course in industrial energy auditing designed for graduate and/or registered professional engineers is being offered October 10-19 at Texas A&M University.

The course will cover energy auditing from the standpoint of electrical systems, mechanical systems and economics. The 47-hour curriculum is recommended by the Texas Industrial Commission and will satisfy requirements to become an energy auditor.

Subjects include: energy management programs, heat recovery systems, thermal insulation, building-related energy use, audit procedures and case studies, instruction. (See ENERGY AUDITING Page 4)



Charles Priddy (L) of Midland and Oliver Albritton of Corsicana were named Volunteer Industrial Developers of the Year by the TIDC.

leadership in promoting economic diversification in Corsicana in his recent role as Visual Presentations Chairman for the chamber's industrial team.

In nominating Albritton for the award, Rex Carpenter, Executive Vice President of the Corsicana Chamber of Commerce, stated that Corsicana was nominating Albritton for the fantastic job he has done in only seven months service.

In 1977 Corsicana was number two in new and expanding industry in the state's non-metropolitan areas. Through April, 1978, Corsicana is number one. Add the Hughes Tool and Guardian Industries' announcements, and it is a record any community would be satisfied to duplicate.

Albritton was credited as a key person in the negotiation leading to (See VIDY WINNERS Page 6)

Texas firms land sales at Mexico City show

"Quimequipo '78," a trade fair held in Mexico City in August for chemical/petrochemical processing machinery and instrumentation companies, was a case of "Show and Sell," according to James Havey, Director of TIC's International Development Division.

Preliminary reports show that the 47 exhibitors participating in the show recorded more than \$26 million in sales.

Texas was represented by six companies displaying a variety of products and services in an area sponsored by TIC's International Development Division. Four of the companies were new to market and primarily sought representatives or distributors.

"All of the companies looking for representatives found two or three to choose from," Havey said. "First sales projected for the next 12 months will approach \$2 million. With the market in Mexico growing more lucrative, I believe we have only scratched the surface."

TIC's International Development Division is presently organizing similar shows scheduled for January in Venezuela and another in Mexico in February.

"With Pemex's budget at \$45 billion for the coming six years, and Petroven projecting \$20 billion capital investment for the next 10 years, we need to see and be seen in order to do something about the trade deficit that plagues our nation," Havey said.

"We have a few spaces remaining in our special Texas area for both shows, and those who are interested should get in touch with us as soon as possible," he said.



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- NEWS BRIEFS -

Perry Shepard, head of the Industrial Economics Research Division of Texas A&M University and executive director of the Texas Industrial Development Council, has resigned both positions effective September 30. Shepard will devote all of his time to his private consulting firm. A replacement has not been announced.

The Green Thumb Company has announced plans to construct a 3.5 acre greenhouse complex on a 32-acre site in Huntsville. The firm will employ 80 persons and will grow houseplants using hydro-culture techniques.

Jerry Heare, director of TIC's Community Development Division and currently state director of the Southern Industrial Development Council (SIDC), is a candidate for the office of secretary-treasurer. SIDC will elect new officers at the annual conference October 28-31 in San Antonio.

Dupont's Sabine River Works in Orange was recently recognized as the safest industrial plant in Texas by the Texas Safety Association (TSA), Governor Dolph Briscoe and Attorney General John Hill. The TSA certificate cites the plant for amassing 10,085,600 employee hours without a lost-time accident, breaking a 13-year state record set by its sister plant in Victoria. The Orange firm employs 2,500.

In October McGraw-Hill will introduce a new monthly textile magazine, *Textile Products and Processes*. It will incorporate the latest in new products, developments and processes and will be directed to textile manufacturing decision-makers throughout the world.

TIC's Energy Utilization Department has scheduled three seminar/workshops in October. A seminar for the fats and oils industry is set for October 4 in Arlington. An on-site generation workshop will be held October 19 in Houston, and

a seminar for the primary metals industry is planned for October 26, also in Houston.

On October 1 a presidential executive order will consolidate 11 government agencies into the Department of Labor (DOL) to strictly enforce non-discrimination and the use of affirmative action programs by companies holding government contracts. DOL has approval for eight area offices in this five-state region and each office will have from 11 to 30 compliance officers. For more details refer to the August 14 issue of *Dallas/Fort Worth Business*.

Montgomery Elevator Company of Illinois recently announced plans to build a 100,000 square foot manufacturing facility in McKinney. The firm will employ about 70 persons initially and expects to expand to about 200 employees.

Thirteen Texas companies have been nominated for the sixth annual Ed C. Burris Award which recognizes outstanding achievements in building a better climate for business and industry. The winner will be announced at the October 25-27 annual conference of the Texas Association of Business in El Paso.

The August 14 issue of *Fortune* lists the 500 largest industrial corporations outside the United States. Companies are ranked by sales with additional information given on assets, net income, stockholders' equity and number of employees.

Jerry Heare, director of Community Development, has been appointed a member of the Small Business Administration's Region VI-San Antonio Advisory Council. He will serve on the Council through June, 1980. The SBA is the only agency created specifically to assist small business and it relies heavily on the volunteer services of its advisory councils.

Start-up training program fills the need for Burnet industry



Instructor Ken Darnell (L) puts the finishing touches on a wood cabinet as Ron Marx and Debbie Petty look on and learn.

TIDC Elects Officers

Olin Humphries, industrial development district manager for Southern Pacific Industrial Development Company in Houston, was elected president of the Texas Industrial Development Council (TIDC) at the 28th annual conference in College Station.

Humphries, who served as first vice president last year, will replace Pledger Cate, executive vice president of the South Texas Chamber of Commerce.

Completing the slate of officers are: Larry Milner, Amarillo, first vice president; Gary Bowling, Fort Worth, second vice president; James Hardy, Denison, third vice president; and Dwayne Sparks, Houston, secretary-treasurer.

Bud Reed, director of TIC's Industrial Development Division, was elected to the TIDC Board of Directors. E. H. Sheffield, manager of the Community Services Department, retired from the board this year.

Other new board members are: Chloe Chaddick, Waxahachie; Douglas Henson, Midland; Arnold Mathias, Killeen; and Ralph Thomas, San Antonio.

W. L. (Bill) Albright, Big Spring; Kent Fuller, Houston; Pat Mann, Bryan; and Ted St. Clair, Fort Worth, were reappointed for a second term.

A combined effort by two state agencies and the Burnet Consolidated Independent School District has provided new life for one local industry.

AristOKraft, a division of Beatrice Foods Company of Jasper, Indiana, will soon begin production of quality wood cabinetry with a full slate of job-ready employees.

"We decided to locate in Burnet last January and immediately began setting up our operation," said Stephen Byron, plant manager for AristOKraft. "By the end of May, we were ready to hire but encountered such a lack of skilled personnel that we actually considered a different location."

"It was about this time that we learned about start-up training programs through our contacts with the Texas Industrial Commission," Byron said. Through efforts coordinated by TIC, the Texas Education Agency and the Burnet CISD, a training program consisting of

three months of night classes was custom designed for the new company.

Today, 56 trainees are rounding out the skills necessary in operating the sophisticated milling, cutting and assembly machinery used in making the cabinets. Additional employees are scheduled to undergo training as needed in the near future.

According to economic impact estimates provided by TIC, the new firm will have an annual economic impact in excess of \$4 million.

"State and local taxes generated by the company in its first year of operation will outweigh the cost of the training by better than a three-to-one dollar margin," said State Representative Stan Schlueter of Salado. "We are fortunate to have agencies like TIC and TEA working so closely with local officials for the benefit of the area."

spotlight on Caldwell

As friendliness becomes an increasingly scarce commodity, it sometimes comes as a surprise when a total stranger acts in a neighborly fashion. So the next time you stop in Caldwell, don't be startled if you feel that the people are being overly nice. It's supposed to be that way.

The tourist committee of the Caldwell Chamber of Commerce has initiated a "Change of Attitude and Appearance" program. Its aim is to involve everyone, especially those who meet and deal with people "just passing through." Its purpose is to leave these visitors with a lasting and favorable impression of Caldwell.

Civic leaders feel this simple step can be one of the most effective measures in the community's ability to attract new business and industry.

Organizers explained the program during a special dinner sponsored by area employers for their employees. More than one hundred gas station attendants, waitresses, sales clerks and other service and manufacturing employees learned the importance of their role in Caldwell's future economic growth.

Later this year a selection committee will award a plaque and cash prize to the city's first Goodwill Ambassador. Another prize will go to the person with the most outstanding attitude and appearance, and a plaque will also be presented to the group of employees who best promote civic attitude and appearance.

"This type of program is just great," said E. H. Sheffield, manager of TIC's Community Services Department. "One of the most important, yet most overlooked phase of economic development is community attitude and appearance. The stranger who is impressed by a town may some day return to open a business or factory."

Industrial Slide Presentations — a new community sales tool

EDITOR'S NOTE: The following is the fourth in a series of excerpts from "The Slide Presentation as a Tool in Industrial Development in Non-Metropolitan Communities," by Del W. Redetzke. The article first appeared in the AIDC Journal, Vol. XIII, No. 1. We thank the American Industrial Development Council for their permission to reprint.

PLANNING THE PRESENTATION (Part II)

It is recommended that the slide presentation be organized into two broad categories. Ideally, the first half of the script content should be devoted to general community information which approximates categories "A" through "L" in the inventory checklist. This portion of the presentation is intended to demonstrate a progressive, virile community and an attractive home for the prospect company and its relocated personnel.

The remaining categories of the checklist, "M" through "S", reflect direct industry support services and should constitute the second half of the script. This is the most important portion of the presentation since its categories are directly linked to the feasibility and profitability of the proposed plant. Consequently, it also offers the greatest challenge in adequately presenting your case.

Once you have completed your research, and with time limitations in mind, determined the sequence of community information categories, you are ready to begin actual construction of your presentation.

Members of the development organization who comprise the sales team, *as opposed to disassociated individuals*, should share the responsibility for planning the presentation. Since the sales team has been responsible for planning and supplying script content, subsequent presentation to industrial prospects will be made from a thoroughly knowledgeable position.

Using a planning board with index cards to represent each slide categories which comprise the slide presentation can be sequenced. The planning process also involves effective planning of slide content. Each

slide should provide an image that is forceful, impressive and immediately clear.

To be sure of having quality slides you must avoid certain pitfalls and obey these rules:

- * Do not try to present too much detail in any one slide. It is easy to make this error when you are reproducing a table of data, a chart, or a drawing. Use two or more slides instead.
- * Include titles in your show, but use them to supplement, not duplicate, the information on the other slides.
- * Use a close-up photograph.... whenever it will help you present important details clearly. Or use an overall view of a close-up.
- * Whenever you want to discuss something at length, it is best to use several simple slides rather than one complicated one.
- * Remember that the significance of data can be grasped more quickly in graph form than in tabular form.
- * Plan on making duplicates if you need to refer to the same slide at different times in your talk.
- * Use enough slides so that there will be a good visual pace in your presentation. Try not to leave a slide on the screen after its purpose has been served.

The observance of the last rule should be expanded upon. The average presentation will contain between 150 and 175 slides, revealing an average display length of about seven to eight seconds per slide during a 20-minute presentation. The presentation must proceed at a brisk pace.

One final caution should be observed while planning slide content. Basically, the real story of every community lies in its people. Each community has its own distinct personality or profile. The slide presentation must sell the community and its people as an inseparable product, in the best possible light.

Accordingly, slides, other than copywork, must contain "people movement." Slides of a new downtown mall and service or retail facilities, for example, should not be void of people. Further, while attempting to document labor supply, slides should show people at work rather than exterior shots of existing industrial plants.

Once the story continuity is satisfactorily organized, you are ready to write the script which is a picture-by-picture listing with accompanying narration or captions.

Plan first what will be seen, then what will be said. Write the script in a two-column format, placing camera positions and picture descriptions on the left half of the page and narration on the right, opposite the appropriate scene description.

The preparation of a schedule for picture-taking is the last stage in the planning process. It is recommended that you prepare a list, grouping together all scenes to be made at the same location, or those with other similarities and schedule each group for filming at the same time.

Next month the series will continue with
PRODUCING THE PRESENTATION.

ENERGY AUDITING

(CONTINUED FROM PAGE 1)

mentation, and review of thermodynamics, heat transfer, fluid mechanics and electrical machinery.

"The increasing interest in energy conservation on the part of Texas industry has generated a need for engineers to understand and be capable of performing exhaustive analysis on energy use," said Lance dePlante, manager of TIC's Energy Utilization Department.

The \$395 registration fee includes cost of the sessions, hand-out materials, and banquet.

The course is sponsored by TIC in cooperation with the Engineering Extension Service, Energy Extension Service, Electric Power Institute and Texas A&M.

22 COMPANIES CHOOSE TEXAS IN JULY

| COMPANY | CITY | PRODUCTS | EMPLOYMENT | | ANNUAL NEW TAXES GENERATED | | | ANNUAL OUTPUT OF COMPANY | TOTAL ANNUAL ECONOMIC IMPACT ON TEXAS |
|---------------------------|-----------------|--------------------------|------------|----------|----------------------------|------------|------------|--------------------------|---------------------------------------|
| | | | DIRECT | INDIRECT | FEDERAL | STATE | LOCAL | | |
| Advanced Micro Devices | Austin | Electronic components | 400 | 424 | \$ 1,581,722 | \$ 142,907 | \$ 114,018 | \$10,737,966 | \$ 26,952,295 |
| Atco Rubber Products | Fort Worth | Flexible ducts | 35 | 37 | 149,514 | 13,057 | 9,280 | 921,707 | 2,285,833 |
| Bakery Francaise | San Antonio | Bakery goods | 8 | 11 | 36,862 | 3,086 | 2,650 | 228,780 | 649,735 |
| C-Line Products, Inc. | Waco | Desk accessories | 20 | 21 | 73,992 | 6,738 | 5,986 | 543,404 | 1,325,906 |
| Guardian Industries Corp. | Corsicana | Float & tempered glass | 300 | 432 | 1,472,733 | 163,749 | 123,341 | 8,013,034 | 23,878,841 |
| Gulf Fibre Products Co. | Texarkana | Paper tube products | 10 | 17 | \$ 47,397 | \$ 4,927 | \$ 5,837 | \$ 355,656 | \$ 1,013,620 |
| Harris Corp. | Grapevine | Web offset presses | 500 | 765 | 2,742,071 | 260,063 | 182,113 | 16,330,796 | 44,909,689 |
| Hewlett Knitting Mills | Dallas | Finished knitted goods | 15 | 22 | 82,368 | 5,573 | 6,445 | 376,166 | 1,090,881 |
| Highway 59 Trailer Mfg. | Texarkana | Trailers | 3 | 6 | 19,759 | 2,128 | 1,275 | 117,430 | 341,721 |
| Zimmer Motor Vans | Denton | Van conversion | 40 | 83 | 263,449 | 28,372 | 17,004 | 1,565,741 | 4,556,306 |
| Kirby Forest Industries | Cleveland | Plywood | 400 | 620 | \$ 1,768,195 | \$ 212,217 | \$ 370,747 | \$10,809,934 | \$ 32,754,100 |
| Mill Technology | Longview | Pipe handling machinery | 150 | 182 | 682,359 | 60,744 | 42,389 | 3,990,422 | 10,893,852 |
| Montgomery Elevator Co. | McKinney | Elevators, escalators | 200 | 170 | 664,363 | 60,175 | 44,564 | 3,076,213 | 9,813,119 |
| Porta-Kamp Mfg. Co. | Houston | Metal portable buildings | * | * | * | * | * | * | * |
| North American Carbide | San Antonio | Carbide cutting inserts | 5 | 5 | 16,751 | 1,627 | 3,524 | 77,735 | 266,631 |
| Portco Corp. | Grand Prairie | Fiberglass equip. & acc. | 35 | 62 | \$ 247,235 | \$ 21,564 | \$ 16,197 | \$ 1,431,258 | \$ 4,021,835 |
| Solarcell Corp. | Arlington | Cellulose insulation | 20 | 36 | 141,277 | 12,322 | 9,256 | 817,862 | 2,298,192 |
| Sun Gas Gathering Co. | Carrizo Springs | Natural gas | * | * | * | * | * | * | * |
| Texas Aluminum Industries | Weslaco | Skirts and awnings | 8 | 14 | 50,287 | 3,962 | 2,885 | 310,390 | 800,806 |
| Texas Instruments, Inc. | Lewisville | Electronic components | 120 | 127 | 474,517 | 42,872 | 34,206 | 3,221,390 | 8,085,689 |
| The Key Co. of Dallas | Dallas | Commercial printing | 5 | 10 | \$ 39,455 | \$ 2,977 | \$ 2,209 | \$ 191,424 | \$ 526,416 |
| Thermonetics, Inc. | Hereford | Methane gas | 40 | 120 | 440,267 | 61,022 | 33,887 | 3,026,405 | 8,171,294 |

TOTALS:**

| | | | | | | | |
|----------------|-------|-------|--------------|-------------|-------------|--------------|---------------|
| Companies - 22 | 2,314 | 3,164 | \$10,994,573 | \$1,110,082 | \$1,027,813 | \$66,143,713 | \$184,636,761 |
|----------------|-------|-------|--------------|-------------|-------------|--------------|---------------|

* Information not available.

** Totals reflect only those plants where information is available.

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

NOTE: IMPACT CALCULATIONS PRODUCED BY THE TEXAS INDUSTRIAL COMMISSION USING ECONOMIC MULTIPLIERS DERIVED BY THE TEXAS DEPARTMENT OF WATER RESOURCES INPUT-OUTPUT BRANCH.

SIDC to meet in San Antonio

"Meeting Your New Partner in Industrial Development" is the theme of the 33rd annual Southern Industrial Development Council (SIDC) conference to be held in San Antonio October 28-31 at the Hilton Palacio del Rio.

This year's conference is geared to giving answers about working with various branches and agencies of local, state and federal government (your new partner in ID).

"Since the conference is in San Antonio, this is an excellent opportunity for everyone, especially non-members, to find out more about SIDC and at the same time have experts bring them up to date on the government's role," said Jerry Heare, director of TIC's Community Development Division and SIDC state director.

Senator Lloyd Bentsen will deliver the keynote address "Government Involved in the Free Enterprise System and Industrial Development."

Expert speakers from various states will round out the agenda.

Registration received prior to October 7 is \$75.00 (make check payable to SIDC Conference Committee). For more information contact the Conference Committee, Box 1628, San Antonio, 78296.

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Economic growth — Whose choice?

The Army Corps of Engineers recently held a public hearing in Corpus Christi to receive input on the Draft Environmental Impact Statement and the feasibility of the "Deepport" project at Harbor Island. At press time the results were unknown.

However, in an article dated August 2 the *Corpus Christi Caller-Times* reported that the Corps of Engineers had received 3,800 responses on the project, nearly all of them negative.

The Corpus Christi Chamber of Commerce, working in support of "Deepport", decided to research the response. It was revealed that more than 80% of the "predominately negative responses" were from individuals living in Austin, Houston, Fort Worth, and even out of state. In fact, 32 were from first grade students in San Antonio.

In view of these facts, the chamber began a campaign to urge citizens to sign a petition in favor of the project and/or attend the public hearing to voice their opinions.

However the issue is resolved, the voice of area residents should be heard over those of outsiders.

VIDY WINNERS

(CONTINUED FROM PAGE 1)

the announcement of both Hughes Tool and Guardian Industries.

Albritton received his award in the TIDC's first population category...communities of less than 50,000 people. Charles Priddy received his award in the second category...communities over 50,000 people.

Priddy was selected for his role in organizing and promoting a plan for Midland's downtown area that includes the construction of a 25,000 square foot exhibit center. The effects of the exhibit center project are already visible in the city's central business district as previously abandoned retail space has been removed or replaced with many new or refurbished store fronts and tree plantings along Midland's Main Street.

Priddy was also recognized for his long-time involvement in the city's industrial diversification effort. He was responsible for establishing many of the guidelines for a unique community energy program in Midland that provides an important back-up energy supply for local industry.

He has served as a volunteer leader of the Midland YMCA, Chamber of Commerce and the United Way and is currently president of the Midland Area Foundation.

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