

# NEWSLETTER

## RICHARDSON CHAMBER

Our mission: we develop and provide leadership for our members and community through advocacy, alliances, economic development and education to advance economic prosperity.



## REDP helps spread seeds of economic gardening for Richardson businesses



*Alicia Makaye, Sheneka Rains and Monica Scott*

GXA was experiencing a growth stage when the pandemic hit. The managed service IT provider had recently moved into new offices to accommodate additional team members. Within six months, 90% of staff was sent home.

Information technology, already a fast-paced, continually evolving field, suddenly became the lifeline to keep their customers' businesses, and their own, up and running.

With the support of the [National Center for Economic Gardening](#), Alicia Makaye and GXA were able to weather the storm while maintaining and expanding their own company. Alicia found economic gardening through the [Richardson Economic Development Partnership](#), a program led by the City of Richardson and the chamber.

"By participating in the program, we were able to understand what were the key issues that businesses were experiencing with technology as it is related to employees working from home," Alicia said in her testimonial about the program.

"We were able to understand what were the unique problems to certain industries. As a result, we refined our website and begin to implement search engine optimization, and we re-strategized our efforts we needed to put in place to keep our client's users safe. We were able to use geographic information systems to understand spot densities of our customers, potential markets and our competitors," she said.

"Overall, the program was successful and gave us access to do our own market research and help understand how to use social media to help us refine our market search efforts and increase our sales."

Following Alicia's lead, RCC board member Monica Scott with Logotology is close to completing her EG commitment, and Sheneka Rains with Emeritus Cyber has just been accepted.

For more information about the program, contact [Beth Kolman](#), Economic Development Director.



growing local companies (economic gardening).

The concept of economic gardening was created by Chris Gibbons. It is an economic development program focused on helping local, stage 2 companies (10-100 employees) grow. Traditional economic development focuses on recruiting companies to come to town (economic hunting). This program focuses on

## Small Business Task Force update

The Small Business Task Force, under the leadership of Marta Frey, is studying ways to increase the chamber's value to its small business community.



The task force recently presented several recommendations offered by its sub-committees:

### Marketing and Communications Subcommittee

Kathy Rogers, David Ebenezer, Grant Tonne, Manasseh Durkin

*Goal: Improve communication*

Establish submission process for RCC committees to provide staff with proposed content.

*Intended result: Provide Chamber with content.*

### Community Connections Subcommittee

Vicki Ratliff, Michael Bahr, Huseyin Peker

*Goal: Promote sense of community*

Develop new member support and mentoring

*Intended result: Create a new and prospective member program to compliment the Ambassadors.*

### Education and Networking Subcommittee

Alicia Makaye, Cindy Shafer, Janelle Teng, Sally Batt

*Goal: Strengthen connections*

Add "Smart Business Resources and Tools" page with updated resources. Ensure links are to specific people and/or programs. Encourage programs to backlink to the Chamber for added SEO.

*Intended result: Communicate the vast connections the Chamber can make for our members.*



## Small business resources: **SCORE**

SCORE mentor **Mary Cooley** will be at the chamber office from 9-11 a.m. Thursdays. SCORE provides free and



confidential one-on-one business counseling by phone, video, email and in-person. It also conducts workshops for both start-up entrepreneurs and seasoned small business owners.

## DEI committee update

The Chamber's Diversity, Equity and Inclusion Task Force has been working on preparing a draft strategic plan for the Chamber's leadership to review.



The group began in 2021 by working with Insperty to deploy a DEI survey to Chamber stakeholders to gather information about the strengths and opportunities around diversity, equity and inclusion.

More than 270 members responded to the questionnaire. Raul Hinojosa of UTD and committee chair has presented the findings to the board and is working with the other 11 members of the team to draft the DEI Strategic Plan, which is expected to be completed in the next several months.

Respondents identified three key strengths:

- Existing diversity within the Chamber and our community
- Value diversity as important to the Chamber and its leaders and staff
- The Chamber provides value to its members

They also named three opportunities:

- Highlighting and communicating about the diversity of our businesses and community
- Engaging diverse leaders in our programs
- Addressing the needs of minority-owned, women-owned, and veteran-owned businesses

In addition to finalizing a strategic plan, the committee also plans to find ways to align with the Small Business Task Force.

Members of the committee are:

- Raul Hinojosa Jr., UT Dallas
- Eric Peltier, Prosperity Bank
- Marta Frey, Collin SBDC
- Alix Foster, Edward Jones
- Johnny Lee, DFW Chinatown
- Charlie Chen, DFW Technology
- Celia Thomas, Texas Instruments
- Greg Sowell, City of Richardson
- Arefin Shamsul, Stream Water Group
- Kory Aoyama, Blue Cross Blue Shield of Texas



**Community Career Fair**

*Get connected with employers who are hiring and find your next big move!*

WEDNESDAY, JULY 27  
9 TO 11:30 A.M.  
1500 INTERNATIONAL PARKWAY STE 300  
Featuring refreshments and door prizes of gift cards, snacks and more!  
#GetHereGetHired




## AMBASSADOR OF THE MONTH



*Congratulations*

Roni Carrasco  
RICHARDSON CONVENTION & VISITORS BUREAU

If your business is hiring, please contact  
[pathways@network.org](mailto:pathways@network.org)

## Welcome to the chamber's summer intern: Brooke Jaye

Hello! My name is Brooke and I am an intern at the Richardson Chamber of Commerce this summer under the Mayor's Internship Program!



So far the internship is amazing, I have helped with events, take pictures to post on our social media, help edit the Chambers website and assist with some other little tasks.

When I'm not at the RCC I love reading and listening to true crime podcasts. I've played the trumpet for six years now so I'm a true band nerd. I am in Academic Decathlon and right before summer break won first place at state for my speech!

I'm so blessed to be a part of this program and I cannot imagine being an intern for anyone else! I



hope to continue learning, meet new people, and build new connections!

"Brooke is a wonderful addition to the chamber family," said Kim Quirk, interim president of the chamber. "She has brought great ideas, enthusiasm, a zest for learning and a bright smile. We can't wait to see how much more she will add."

## Strike!

The 5th annual chamber bowling tournament was fun and successful! And for the third year in a row, the team from the University of Texas at Dallas won. More pictures are available [here](#).



## Upcoming

### Growth & Mobility Lunch Supply chain innovation in 2022 and beyond



Chris Hanebeck is a seasoned professional, innovator and technology strategist focused on supply chain management. His experience in management consulting, technology startups and senior operating roles spans well over two decades and includes successful private-equity led turnarounds.

Throughout his career, Chris has worked with inventors to market and monetize their innovations, ranging from hardware devices and software applications to abstract mathematical algorithms. He teaches supply chain technology at the University of North Texas.

Chris is currently building a new venture, Truckl, focused on highly innovative supply chain applications enabled by blockchain technology.

**Wednesday July 20, 2022**  
**11:30 AM - 1:00 PM**  
**Hexa Conference Center**

### Senior Service Networking



Laughter is the best medicine! Some would say laughter is the best medicine. Some would ask how can laughter be the best medicine? Come learn about the benefits of laughing daily! Be prepared to laugh and giggle your way through this presentation!

Jennifer Reagan is a licensed master social worker who started her healthcare career during her college studies. She fell in love with the senior community and has spent most of her career enjoying all the stories and knowledge gained from her residents throughout the years. She also loves spending time with her husband and three children.

**Thursday July 21, 2022**  
**8:30 AM - 9:30 AM**  
**Richardson Chamber of Commerce**  
**411 Belle Grove Dr.**

2100 North Greenville Ave.,  
\$20; RCC members only  
24 hours prior to the event and at the door: \$30



## **Golf Classic, Sept. 27**

It's time for the Richardson Chamber Golf Classic! Come and network with current and potential clients, suppliers, and business and community leaders. This popular tournament sells out, so secure your spot today!

**See all of our sponsors >>**

**Tuesday Sept. 27, 2022**

**10:00 AM - 5:00 PM**

**Check-in and brunch: 10 am**

**Shotgun start: 11:30 am**

**Outdoor happy hour networking & awards immediately following golf at Canyon Creek**

**Canyon Creek Country Club**

**625 W. Lookout Dr.,**

**Foursome \$650**

**Twosome \$350**

## **Events calendar: save the date**

**7:15 a.m. Business Network Breakfast – Every Wednesday**

8/3 5:30 p.m. **Women4Women**  
8/18 11:30 a.m. **Broker-Developer Series**  
9/6 11:30 a.m. **Women in Leadership**  
9/21 11:30 a.m. **Growth & Mobility**  
9/27 10:00 a.m. **Golf Classic**

## **Women4Women Networking**

We live, work and play in fabulous Richardson, Texas, but how does it all operate?



Join Richardson City Councilwoman Jennifer Justice for a tour of the city Service Center, where

the dedicated employees keep our city running smoothly. Traffic signals, water, signs, control room and more; these are services we all enjoy every day. We'll finish up with a networking happy hour and a chance to visit with Jennifer and other city staff.

**Wednesday Aug. 3, 2022**

**5:30 PM - 7:30 PM**

**City of Richardson Service Center**

**1260 Columbia Dr.,**

**This event is free to attend**

## **What else is going on?**

Have you checked out our social media lately?

Each Monday we feature a special Marketplace Member and post testimonials on Tuesdays.

**SPOTLIGHT:  
MARKETPLACE  
MONDAY**

Follow us on Facebook, Instagram, Twitter or LinkedIn to be in the know.

Click on the icons below



**RICHARDSON**  
**CHAMBER of COMMERCE**  
**FOUNDATION**

The Richardson Chamber of Commerce Foundation is now open for business... and donations!

Because the foundation is a 501c3, it is now eligible for donations from more companies.

Donations will fund tuition assistance for Leadership Richardson participants and activities through the Education and Workforce committee, such as iDream and the Richardson Mayor's Summer Internship Program.

## Tech Titans: Mission to Mars



Tech Titans STEM volunteers participated in a summer camp held for Richardson ISD students.

“Mission to Mars” had students working all week in one of four areas: Rover, Missile, Drone or Environment with the end-of-week culmination to send a rocket to Mars, and then retrieve items with a rover after reconnaissance using a drone.



Principal



MOTOROLA SOLUTIONS



## Ribbon cuttings



Welcome **CPS America** to the Richardson community!

**CPS America** is a smart energy solution provider focused on value and performance for our customers. With over 85,000 PV inverters in the U.S. and an



Congratulations to **Athleticco Richardson East** and welcome to the Richardson community!

As one of the largest physical and occupational therapy providers in the country, we offer a wide range of services



Welcome **West Coast University** to the chamber and to Richardson!

WCU was founded with a bold objective and a compassionate spirit: to make healthcare education accessible to everyone who meets our

exceptional engineering and service team based in Texas, CPS America is ready to support your next smart energy project.

1380 Presidential Drive  
855-584-7168

to help you move pain-free and get back to the life you love, fast.

3501 Custer Pkwy., Ste. 129  
469-751-8881

admissions criteria, while leading the way for market-responsive programs that adapt to the complex and changing landscape.

2323 N. Central Expressway  
214-453-4533

## Member news

### President's Club profile: Prosperity Bank

Since 1983, Prosperity Bank has provided banking services throughout Texas and Oklahoma.

It focuses on local, community-minded banking.

Former chamber chair Eric Peltier is senior vice president at Prosperity.

"We believe in building genuine relationships, providing positive experiences at every touchpoint from in-person to our digital channels, and backing our customer's information and financial records with the highest level of security," according to its website.

Prosperity Bank employs knowledgeable associates ready to serve customers with accuracy and a smile. It operates 272 full-service banking locations.

Prosperity believes in a community banking philosophy, taking care of customers, businesses, and communities in the areas it serves by providing financial solutions to simplify everyday financial needs.

In addition to offering traditional deposit and loan products, Prosperity offers digital banking solutions, credit and debit cards, mortgage services, retail brokerage services, trust and wealth management, and cash management.

Prosperity Bancshares, Inc.<sup>®</sup> is a \$38.271 billion Houston, Texas-based regional financial holding company providing personal banking services and investments to consumers and small to medium-sized businesses throughout Texas and Oklahoma.



### President's Club profile: Advocare

In 1993, Charles E. Ragus founded AdvoCare, a health and wellness company, with the commitment to be an advocate who cared. AdvoCare provides innovative nutritional, weight-management and sports performance products.

Ragus built the company to empower others to become better versions of themselves by providing world-class products, education, and inspiration designed to help people look better, feel better, perform better.

Today, the company continues following the 10 principles outlined by Ragus:

1. Honor God through our faith, family and friends.
2. Respect and strengthen the family.
3. Believe in the dignity and the importance of the individual.
4. Create a standard of excellence recognized as superior by the direct sales industry.
5. Believe that honor, integrity and principles are the foundation of a great life and company.
6. Commit to mutual loyalty and trust between AdvoCare and its distributors.
7. Establish and continually improve the vehicle of opportunity and the pursuit of financial freedom for all AdvoCare distributors.
8. Commit to ongoing personal growth and development through professional training and educational programs.
9. Build self-esteem by promoting a sense of personal worth among all people.
10. Continually expand our market by providing the most effective and highest quality products and service available.



AdvoCare products focus on four areas:

- Energy: An active lifestyle needs energy. From drink mixes to bars and ready-to-drink products, AdvoCare Energy provides mental focus, hydration, and on-the-go nutrition.
- Sports Performance: Make the most out of your workout with supplements to support muscle performance, endurance and repair — before, during and after training.
- Weight Management: Safe and effective weight-management solutions. Slim down, tone up and take control with the help of shakes and supplements to fit your lifestyle.
- Wellness: Designed to help you reach and maintain a well-balanced lifestyle, Wellness provides essential vitamins, minerals and nutrients for a healthier you.

## President's Club profile: KDC



For more than 30 years, **KDC** has developed “custom corporate homes” for some of the country’s most successful companies. Be it a regional facility with a hundred employees, a consolidated office with a few thousand or a corporate headquarters with 7,000 employees, its clients’ underlying goals are the same – to attract and retain the best talent to a facility reflective of the company’s culture, rich with amenities and flexible work spaces to unlock collaboration, creativity and productivity.

The path to this goal, however, is different for each firm. KDC takes the time to listen and ask questions to truly understand each one of its clients’ business, human resources, marketing, strategic – and by extension, corporate real estate needs. The results are headquarters and regional facilities perfectly tailored and customized to each individual company’s culture, talent acquisition and operating needs.

“KDC has built North Texas corporate campuses for clients including Toyota, JPMorgan Chase, State Farm Insurance and Pioneer Natural Resources. Now the developer is pivoting to also do multitenant office projects in Uptown Dallas, Plano, Frisco and Richardson,” according to a recent article in the [\*\*Dallas Morning News\*\*](#).

North of Dallas in Richardson, KDC is heavily marketing the next phase of office construction at its \$1.5 billion CityLine development. KDC has been working on the more than 200-acre mixed-use project at Bush Turnpike and Plano Road since 2013.

CityLine is the site of four office towers occupied by State Farm Insurance and a low-rise corporate campus for Raytheon. The last office building in the Richardson project opened in 2016.

KDC is making a push to build three more office high-rises on the south side of Bush Turnpike.

“At CityLine, we have over 2 million square feet of planned office development where we have flexibility,” KDC executive vice president Eric Hage told the newspaper. “Along with the towers, we have additional acreage at CityLine for more low-rise and mid-rise office that are planned.”

Hage said a CityLine office address is getting a boost from the DART’s new rail line running from Plano through Addison to DFW International Airport. The 26-mile Silver Line will open in 2024 with a major station at CityLine.



### New and renewing members

Please welcome our new and returning members through June.



### New members

Welcome! We're so glad to have you!

Jovaria Baig  
Emeritus Cyber Solutions  
Claro Enterprise Solutions  
PINSTACK  
Dean's Plumbing  
Kiddie Academy of Far North Dallas  
Focus On Eyes  
RD Images  
Chint Power Systems America  
DG's Mancave and Spa  
The Chicago School of Professional Psychology  
Goldman Sachs 10,000 Small Businesses

### 30+ years

Vent-A-Hood Limited  
Blanchard and Associates  
DART (Dallas Area Rapid Transit)

### 20+ years

Warren Center  
Heights Baptist Church  
Smith Anglin Financial, LLC  
North Central Ford

### 10+ years

Courtyard by Marriott - Spring Valley  
Sushi Sake Japanese Restaurant  
Lute Riley Honda

### 5+ years

Richardson Woman's Club Charitable Foundation Inc.  
Advanced ObGyn Associates  
Erin Williams, CPA & LPL Financial Advisor

### 1+ years

#### President's Club

DebtBlue LLC

Drury Plaza Hotel Dallas Richardson  
Bike Mart  
Raising Cane's Chicken Fingers  
Pillar Commercial, LLC  
Greenville Avenue Pizza Company (GAPCo)  
Stinson LLP  
GO Heating, Air & Plumbing  
Pure Plumbing  
Tejano Brothers New Texas Catering  
Russel Hankins  
Sonesta ES Suites  
USI Southwest, Inc.

**Submissions policy:** If you feel you have a worthy submission for the Chamber newsletter (including member news), please email Andrea Young at [andrea@richardsonchamber.com](mailto:andrea@richardsonchamber.com). Our goal is to create a communication vehicle interesting for the largest number of our members, so unfortunately not all submissions will be accepted. Also contact Andrea for advertising possibilities.

Richardson Chamber of Commerce  
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