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

[How the talent shortage affects kids](#)

by Kim Quirk, education director

The talent shortage is affecting businesses across a variety of industries. As our world has moved firmly into the digital age, more and more employers are looking to hire those who have digital and analytical skills. In the construction and trades that aren't glorified in the media, students are missing out on the advantages to these 'old' professions. Many businesses are finding that there just aren't enough job applicants who possess the required skills for their businesses, resulting in a talent shortage.

It is not that recent graduates aren't getting quality educations, but rather that educational institutions are struggling to incorporate the needs of today's job market into their curricula and to connect professionals to their students. The end result is that numerous jobs are available in various areas of business, but applicants don't have all the skills required.

[Read more](#)



[It's the most wonderful time of the year ... for businesses too!](#)

Ahhh, it's the holiday season. This time of year is not only stressful and exciting on a personal level, it affects business as well. Some companies make the majority of their revenue in the 4th quarter. Others try to coast through with absentee employees.

Like their retail counterparts, service businesses can take advantage of the holidays to reach customers. Use it as a time to catch up, or get the jump on next year. Spread holiday cheer through themed communications. Celebrate with your employees and give a few days off. [Small Business Trends](#) offers more than a dozen ways to take part in the holiday season. Find ways to create a successful holiday marketing campaign [here](#).



On the personal level, [reduce the stress of the holidays](#) by not overcommitting and keeping to your boundaries. And instead of being controlled by your smart phone, learn how [technology](#) can actually help you relieve stress.

After you take a breath during the holiday season, jump into 2020 with specific business-related goals. A few trends to follow next year include [optimization and partnership](#).

Happy Holidays from the Richardson Chamber of Commerce!

[New and growing companies in the Richardson landscape](#)

by John Jacobs, executive vice president

Richardson has recorded 25 expansions and relocations through Q3 2019 that will result in the addition of 3,547 new and retained jobs and the occupancy of 1,877,310 SF of office, flex and industrial space.

Some notable projects include DXC Technology (think EDS now), Common Desk (coworking), Hedera Hashgraph (distributed ledger tech which you've probably heard as blockchain) and Brazen Animation.

[Read more](#)

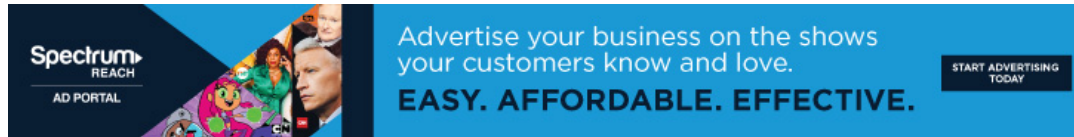
[Podcast: RISD incorporates trades feedback into high school academies](#)

We sat down with Sari McCoy and Creighton Bryan to talk about how RISD has taken on the trades and technical fields in preparing students for careers where they'll be ready to work or continue college as soon as they graduate.



Trade training isn't the old shop and home ec classes the other generation may remember. RISD is presenting occupations and industries beginning as early as elementary school. Middle and high school students can choose from multiple industry paths to ensure they have hands-on, hireable skills, as well as the "soft" skills that help them sustain that employment for the long term. Partnership with local businesses is helping drive these curriculum changes. Find out what they're doing and how you can help in their efforts.

[Listen now](#)



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Member survey reveals business growth, chamber value

Business success is important, both to your individual business and to the Richardson community. The purpose of the chamber's membership survey is to gain a better understanding of what impacts your business and how we're doing in helping you succeed.

In a recent chamber survey, two-thirds of respondents say that their businesses are growing, a similar number to the results in 2014. Sixty percent plan on hiring within the next year.

In the same survey, 89% of members find value in their Chamber membership. Likelihood to recommend for all respondents was 85%. The highest satisfaction rating was for Leadership Richardson.



A drawing for a \$100 Amazon gift card was held, and the winner was an appreciative new dad whose newbie baby is finishing up a long jaunt in the hospital.

President's Club Platinum



BlueCross BlueShield of Texas
Through it all.

GEICO

State Farm

Consumers are looking for your business on Discover Richardson

The City of Richardson is placing a promotional flyer featuring Discover Richardson in each envelope that contains a water bill. Consumers will be visiting the site. Will they only find your simple listing? Make sure to get the full impact of this visibility.



If you have a marketplace membership, your listing will have expanded offerings like logo, location/directions/map, phone number, website link, contact form, hours of operation, business description, news posts, deals/coupons (B2B/B2C), upcoming events, photos, videos, social media buttons, Facebook page feed, Instagram feed, Yelp reviews, ratings,

restaurant/bar menu, OpenTable reservations, categories, primary category and keywords. All of this can be managed via the member dashboard.

[Read more](#)



[Richardson in the news](#)

A recap of news from and about Richardson. Read about the new Innovation District, DART updates and the 2020 Census.

[Read more](#)

[Multiple services available for senior care in Richardson](#)

By Suellen Price, editor

Having senior parents is a familiar story, but it became personal for me a few years ago. And it came quickly. Two teen-agers, a crazy job...and now my parents were the ones needing help. Sure, they were only 100 miles away. Close enough to get there in an emergency, but not close enough to run to the grocery store or figure out why the TV remote didn't work. If you haven't experienced it yet, you someday will.

By 2030, as the last Baby Boomers turn 65, older adults are expected to reach 20 percent of the population. After that, the proportion is expected to level off, but the absolute number of individuals age 65+ will keep growing, according to the Institute on Aging.



[Read about which members can help](#)



A broad recap of happenings and accomplishments from various chamber members in the media. Texas Instruments, Blue Cross Blue Shield, Asian Mint, Jacobs Engineering Group, Reflect Systems, Bottle Rocket, UT Dallas.

[Read more](#)

[The University of Texas at Dallas celebrates 50 years](#)

Fifty years ago, The University of Texas at Dallas was created by the stroke of a gubernatorial pen, merging the efforts of three visionary entrepreneurs and The University of Texas System



Board of Regents to increase the number of science and technology graduates in North Texas.

This place of learning was the culmination of a dream launched by Texas Instruments co-founders Cecil Green, J. Erik Jonsson and Eugene McDermott. The visionaries were keeping bright young engineers in the region by establishing the Graduate Research Center of the Southwest, which in 1967 was renamed the Southwest Center for Advanced Studies.

[See an interactive timeline of UTD's history](#)

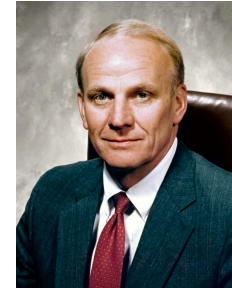
[Read UTD's news release](#)

[Read the school's newspaper article](#)

[Former board member, UTD President Dr. Robert H. Rutford dies](#)

Dr. Robert H. Rutford, former president of The University of Texas at Dallas, died Dec. 1, 2019. Rutford served as president of UT Dallas from 1982 to 1994 and was named president emeritus by the UT System Board of Regents in 2007.

He also was a long-time member of the Richardson Chamber of Commerce and served on its board of directors.



[Read more](#)

[Chamber board gains seven new members](#)

Our dedicated board members give their time and commitment to the success of businesses in Richardson. The leadership provided by the board of directors is part of what makes the Richardson Chamber so strong. During a typical three-year term, the board members spend countless volunteer hours ensuring that the chamber maintains financial stability and stays true to the mission. This month, seven valued members will complete their tenure on the board, as defined by chamber bylaws. Please join us in thanking them for their commitment to making the chamber the best it can be.

[Read more](#)

[Silicon Valley company picks Richardson for office with capacity for 250 employees](#) *from the Dallas Business Journal*

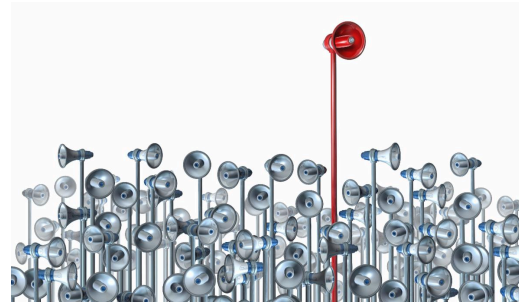
A Silicon Valley technology company has picked the Dallas region for a new expansion. Infinera Corp., a supplier of networking products that assist carriers, cloud operators, governments and enterprises, has opened an office in Richardson with capacity for over 250 employees, according to David Heard, the company's chief operating officer. The site opened earlier this year for the company that's forecasted to reach more than \$1 billion in sales this year.

[Read more](#)

Enhance your reputation and credibility

Sponsor an event or increase your investment for more benefit

Your chamber membership already benefits your business. Continue to gain valuable recognition in the Richardson community by sponsoring a chamber event or even upgrade your membership to higher investment levels that offer increased benefits.



Why should you invest in a sponsorship or membership upgrade?

[Read more](#)



A very special thank you Salute to our President's Club Principal members

The Richardson Chamber companies in the top tiers of investment are true business and community leaders who have chosen to go the extra mile in their volunteer leadership and financial support of the chamber.



Through their significant commitment, President's Club Principal members help the Chamber realize its vision to enhance the business environment for its members and the community. Many chamber activities would not be possible without the contributions from these corporate leaders.



BlueCross BlueShield of Texas

Read more about **GEICO, Blue Cross Blue Shield of Texas and State Farm**



[Read more](#)

New and renewing members

Please welcome our new and returning members from October.

New members

Welcome! We're so glad to have you!

Family Praise Tabernacle
The Bridgemoor at Plano
Venezia Italian Cafe
Insperity, Inc.
Pineda's Mexican Cuisine
Flourish Dental Boutique
Emmanuel Dental P.A.
Laura Caston

40+ years

President's Club

Bank of Texas - Richardson

Richardson Independent School
District

30+ years

Make Your Mark Printing

15+ years

President's Club

Alliance Architects, Inc.

10+ years

President's Club

Transwestern Commercial Services

JAH Realty LP

Hudson Peters Commercial

5+ years

President's Club

State Farm

Pampillonja Jewelers

Bell Nunnally, LLP

Repertory Company Theatre

PS Business Parks

Resource One Credit Union

1-4 years

President's Club

BAL Global (Berry Appleman &
Leiden LLP)

Blue Axis Shipping & Freight, Inc.

Frisco RoughRiders

Financial Benefit Services, LLC

Hampton Inn & Suites

Dallas/Richardson

Dallas Coffee News

Farmers Insurance - Gavin Nichols

Agency

PPG PAINTS

Tri-Tex Construction, Inc.

Ampex Brands

City Line Property Management

Zoes Kitchen

First Baptist Church Richardson

Submissions policy:

If you feel you have a worthy submission for the Chamber newsletter (including member news), please email Amy Alexander at amy@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 Amy for advertising possibilities.

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