



August 2007

#### Calendar of Events

##### [REDCo Board Meeting](#)

**Monday -**  
August 20, 2007  
11:30am  
The El Paso Club

##### [Quarterly Investor Meeting](#)

**Wednesday -**  
October 17, 2007  
4:00pm  
The El Paso Club

##### [REDCo Advisory Team Meeting](#)

**Fall Meeting Date TBA**  
11:30am  
PDN Conference Room  
"C"

#### Quick Links

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[News and Events](#)  
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## **A Message from REDCo President, Bob Cook**

### **Texas Economic Developers Coming to El Paso in 2008**

REDCo is delighted that the Texas Economic Development Council (TEDC) has selected El Paso for its Spring Conference in April 2008. Back in January, our partners at the El Paso Convention and Visitors Bureau (CVB) asked for our support in bringing the event to El Paso and our combined efforts were successful.

As you know, REDCo works with dozens of Texas communities throughout the course of each year to promote our state to potential new businesses. It is our particular pleasure to bring our counterparts from the rest of the great State of Texas to El Paso for this event, as the conference has not been held here since the late 1980's.

Why is El Paso a perfect location for the conference? We feel our region offers something that the rest of the state can't - - an opportunity to experience the best of three states, two countries and the Army's most valuable installation -- all within an arm's reach. Blending efficient meeting and networking opportunities with unique hospitality venues is one of our community's strengths. We echo the message that the CVB sends, which is that the attributes of the borderplex are like nothing found anywhere else.

As plans for the conference are made, we intend to bridge our corporate relationships here in El Paso to TEDC. REDCo promised \$10,000 in sponsorship funding from El Paso businesses and if your business would benefit from statewide exposure, please contact our Director of Marketing & Communications, Alix Duchouquette. She'll provide you with detailed sponsorship information from TEDC.

I'll be making the first "pitch" to my colleagues at the TEDC Annual Meeting in Dallas next month, and we are looking forward to a great turnout.

### **REDCo Welcomes New Director of Research**

As we say goodbye to Cecily Cannavale, who is relocating to San Antonio later this month, we welcome Casandra Casarez as the new Director of Research. Her role is to maintain and update economic data for the website and Business Barometers, provide requested economic data to clients, design new research projects, collect and interpret data, initiate and maintain contact with community groups, and coordinate research teams. Casandra graduated from the University of Texas at El Paso in May 2006 with a Bachelors degree in business marketing. She has two years experience in sales for Cbeyond Inc., located in Dallas, and she previously managed sales for Curves Fitness Center and West Telemarketing here in El Paso. Her other experiences include substitute teaching with Ysleta Independent School District and a Fitness Technician with Curves Fitness Center.

### **Activity Remains Strong—Watch for Coming Announcements**

As you will see from the activity reports below, we are still in active discussions with about 100 companies considering expansion/relocation to the El Paso area. We will be making several new company announcements before year's end.

### **REDCo Involved with High Level Pentagon Visits**

Since we sent you last month's newsletter, Fort Bliss leadership has reached out to REDCo on two occasions to tell the El Paso story to the number one and two ranking officers within the United States Army. On July 10<sup>th</sup>, REDCo joined MG Bob Lennox and other members of Team Bliss to brief General George Casey, Chief of Staff of the Army. This was the Chief's first visit to Fort Bliss/El Paso since he was assigned to his current post in April. On August 13<sup>th</sup>, REDCo once again joined members of Team Bliss to brief the Vice Chief of Staff of the Army, General Richard Cody. It has been our privilege to serve on Team Bliss in the capacity of informing both of these leaders about the great things that are going on in El Paso ranging from our local government, public schools, Greater El Paso Chamber of Commerce, REDCo and others in support of the troops and missions at Fort Bliss, White Sands Missile Range and Holloman AFB.



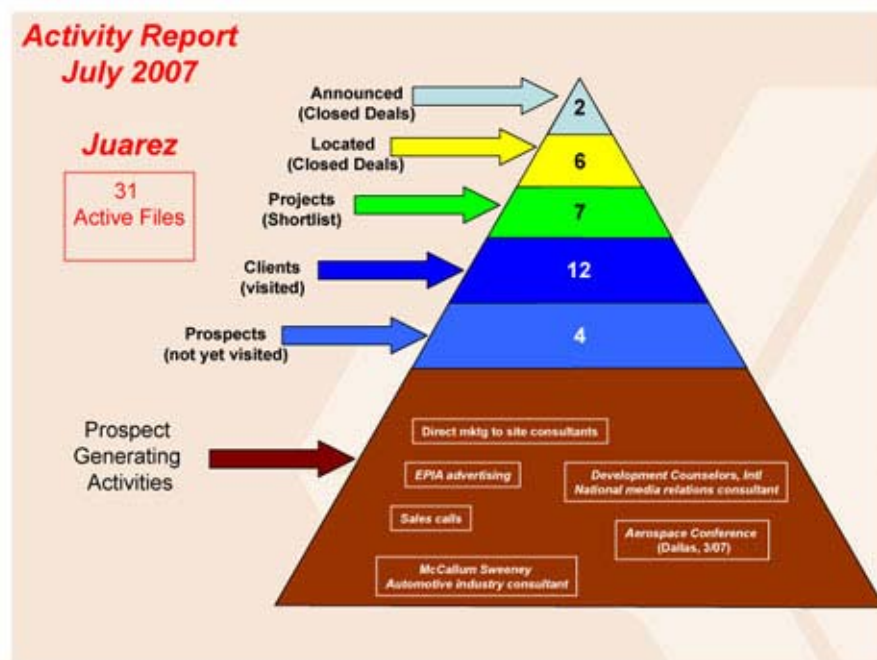
General George Casey  
Army Chief of Staff



General Richard Cody  
Army Vice Chief of Staff

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### **July Activity Reports**



To view downloadable versions of the July Activity Reports, [click here for El Paso](#) and [click here for Juarez](#).

### Upcoming Quarterly Investor Meeting


The next Quarterly Investor Briefing is scheduled for Wednesday, October 17th at 4:00pm at the El Paso Club. We look forward to hosting a special presentation by Richard A.A. Hall, President of Champlain Cable Corporation. Formal invitations will be mailed to all investors in early October, but please save the date. To view the Champlain Cable press announcement from April, please click on the following link.

<http://www.elpasoredco.org/PressView.aspx?ID=86>

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