



Austin
Chamber of Commerce

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Creating Opportunity.

Austin Chamber of Commerce Monthly Newsletter

Member V.O.I.C.E.

Vision • Opportunities • Involvement • Connections • Events

www.austinchamber.com
September 2009

Richard Fisher to Keynote State of Education Event December 8



Richard Fisher

Richard W. Fisher, president and CEO of the Federal Reserve Bank of Dallas, will be the keynote speaker at the Austin Chamber's 4th Annual State of Education in

Austin luncheon. The event will take place on the arena floor of the Frank Erwin Center, 11:30 a.m. to 1 p.m. on Tuesday, December 8, 2009.

Fisher, assumed the office of president and CEO of the Federal Reserve Bank of Dallas in 2005. Since then, he has served as a member of the Federal Open Market Committee, the Federal Reserve's principal monetary policymaking group.

The goal of the State of Education event is to challenge the local business community to enhance the competitiveness of our local talent pool and "grade our own paper" on the Chamber's efforts to improve the quality and availability of talent for your company's next hire. The event has sold out each of the last three years.

Title sponsors are AT&T and Bank of America. Sponsorship opportunities are still available. Contact Teresa Villalobos at 512.322.5645.

Greater Austin Business Award Winners Announced August 26

An audience of nearly 900 community leaders recognized Austin-area Heavyweights of Business for outstanding accomplishments during the Ninth-Annual Greater Austin Business Awards. The Chamber congratulates each of the nearly 300 companies that were nominated.

The 2009 winners are:

Bury+Partners Innovation Award

Small: Flashback Data, LLC

Medium: Volusion

Large: Texas Cardiac Arrhythmia Institute at St. David's Medical Center

Non-Profit: PeopleFund

Texas Gas Service Customer Service Award

Small: Texas MedClinic

Medium: Truluck's Seafood, Steak and Crab House

Large: Grande Communications

Non-Profit: Meals on Wheels and More



Austin Business Journal Community Relations Award

Small: Austin Aztex FC

Medium: University of Phoenix

Large: Silicon Laboratories

Non-Profit: Capital Area Food Bank

Austin Energy Environment Award

Small: Pfluger Associates Architects

Medium: C3 Presents

Large: Waste Management of Texas

Non-Profit: Foundation Communities

Time Warner Cable Education Award

Small: Risas y Sonrisas, L.L.C.

Medium: O'Connell Robertson

Large: H.E.B.

Non-Profit: Big Brothers Big Sisters of Central Texas

ABC Home & Commercial Services Take On Traffic Award

Small: Dadnab

Medium: Yellow Cab Austin

Large: Advanced Micro Devices

Non-Profit: Hill Country Conservancy

Special thanks to Title Sponsors: Austin Business Journal, Hilton Austin Hotel and PSAV. Award Sponsors: ABC Home and Commercial Services, Austin Energy, Bury + Partners, Texas Gas Company and Time Warner Cable. Contributing Sponsors: Creative Kong, Oxford Commercial, Cerqua and BuildASign.com.

Inside this Issue . . .

3 Samsung Fab to Upgrade

Samsung will upgrade its existing 8" semiconductor fab.

4 Life Science Spotlight

The Austin region is home to over 100 life sciences companies.

6 ED Recruitment Team

Meet the team that works to bring new businesses to the region.



Message from the Chair

As summer begins to fade and temperatures hopefully begin to drop, I find myself excited and ready for the challenges that await my final few months as Chairman of the Austin Chamber.

One of the more pressing and controversial challenges facing Austin today is the issue of water, headed by the planning of a third water treatment plant, or WTP 4, to supply the City of Austin. The Chamber has publicly announced its support of a comprehensive strategy to plan for future water needs including conservation, increased use of reclaimed water and construction of the new plant but now we need you, the community, to get out there and make your voice heard.

Even with increased water conservation, Austin's projected demand will necessitate the development of this water treatment plant in the near future.

Moving forward with WTP 4 will:

- Reduce energy consumption by relying less on the current electrical and mechanical pumping systems, saving up to \$1.7 million per year
- Ensure access to clean water, allow for repairs and upgrades to be made

to the two current aging plants (one is 40 years old and the other is 55 years old) without jeopardizing service

- Save the City millions due to our current highly-competitive project bidding climate
- Create nearly 3,800 direct and indirect jobs
- Continue the worthwhile investment in long-range planning for Austin

Although the final City Council vote isn't expected until March 2010 the City will host a town hall meeting on September 17 to discuss WTP 4. I encourage each of our 2,500 member companies to attend and share your comments and thoughts.

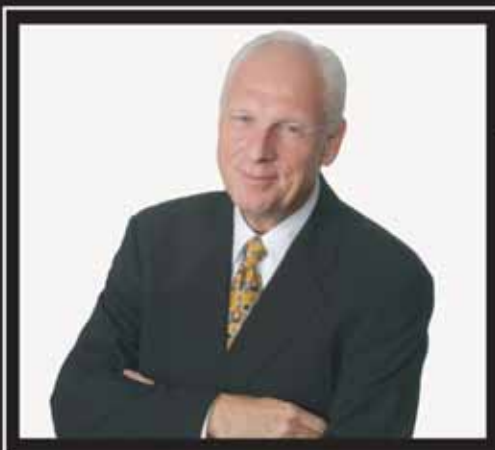
As of August 24, Austin was placed under Stage 2 water restrictions, limiting water use even further. What can you do as a local business to help Central Texas conserve as much water as we can? Create an incentive program to encourage employees to save not only at work but at home as well, follow the new guidelines for watering and be aware and proactive about water waste issues such as leaks in

your building or property. We can each do our part by helping in these efforts to conserve and preserve where we can. Go to www.austinchamber.com/water for more information on WTP 4 and water conservation efforts.

When you use water wisely, you not only help the environment, you actually end up saving energy and more importantly saving money and, as many of us know, in this economy every penny counts.

www.austinchamber.com/water

Paul Bury, 2009 *Chamber Chair*
President
Bury+Partners



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Executive Director, the Long Center.

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eDOORWAYS Corporation Announces Official U.S. Headquarters

The Austin Chamber is pleased to announce that eDOORWAYS Corporation, the web-based consumer problem solving gateway, lifestyle information source and online business-to-consumer marketplace, has officially established its U.S. headquarters here in Austin.

“eDOORWAYS is a perfect fit for Austin and we are proud to welcome such a successful and innovative company as a new corporate citizen to not only our community but as a member of the Austin Chamber as well,” said Gary Farmer, Chair of Opportunity Austin and President of Heritage Title. “Since Austin is such a great place to live and work, it makes it an excellent home and eDOORWAYS will help to further the momentum behind Opportunity Austin, the Chamber’s initiative to create new jobs.”

Committing to a soft launch of its web-based platform scheduled for Thursday, October 1, 2009, eDOORWAYS’ first doorway “SOLVE” will make its debut in Austin, with a national rollout to follow. Currently the company, which is primarily operated by 18 consultants, relocated its headquarters to a 2,500 square foot location in downtown Austin.

Austin is a particularly attractive market for national and international business due to its low cost of stable power, an abundance of highly skilled technical labor, minimal risk for natural disasters and predictable weather conditions. Opportunity Austin is the Austin Chamber of Commerce’s five-year economic development initiative to foster sustainable growth through the creation of new jobs and increased payroll in the Central Texas region.

Samsung to Upgrade 8” Memory Fab Over Next Year

Samsung Austin Semiconductor recently announced that it will upgrade its existing eight-inch semiconductor fabrication plant to a state-of-the-art 12-inch facility. The upgrade will necessitate current Fab 1 operations to stop in October to allow reconstruction of the manufacturing area and the re-equipping of the tool set. Samsung’s Fab 2, a two-year-old 12-inch wafer fabrication facility, will remain fully functioning while the scheduled remodeling of Fab 1 will begin next year with the new facility ready for initial operation in 2010.

“In order to upgrade and convert the older facility, we must take the manufacturing area back to the bare walls,” Dr. Y. B. Koh, president of Samsung Austin explained. “The new facility will add a great deal of flexibility to our existing 12-inch plant.”

An economic analysis of such a conversion and the operation of the complex as a 12-inch fab show that the total economic impact, including the ripple effect throughout the community, would likely be about \$1.3 billion annually and create as many as 5,500 jobs with an estimated payroll of \$196 million.

“The conversion of the old 8-inch plant to a new 12-inch facility is good news for Austin,” said Mike Rollins, President of the Austin Chamber.

Over the past 12 years, Samsung has invested more than \$4 billion in Austin. The company has paid more than \$118 million in property taxes to local governments during that time period and contributed more than \$6 million to Austin non-profits.

Economic Indicators

	2009 July	2008 July	July '08-July '09
Labor Force	902,546	869,965	3.7%
Employment	836,593	829,405	0.9%
Unemployment	65,953	40,560	62.6%
Unemployment rate	7.3	4.7	
Employees on nonfarm payrolls	770,300	771,700	-0.2%
	2009 Aug	2008 Aug	Aug '08-Aug '09
Sales tax allocations			
City of Austin	\$12,797,976.45	\$13,755,864.73	-7.0%
	2009 July	2008 July	July '08-July '09
Home sales, listings & prices			
Sales	2,288	2,292	-0.2%
Median price	\$189,700	\$190,900	-0.6%
Months inventory	7.0	6.2	12.9%
	2009 June	2008 June	June '08-June '09
Building permits			
Number of housing units	1,269	1,089	16.5%
	2009 Q2	2008 Q2	Q2'08-Q2'09
VC Investment (Mil.)	\$44.7	\$66.4	-32.7%
	2009 July	2008 July	July '08-July '09
Patents	191	194	-1.5%
	2009 July	2008 July	July '08-July '09
ABIA passengers	765,577	869,308	-11.9%

Life Science Spotlight

Austin has been voted time and time again as one of the best places in the world for business due to the progressive, innovative and environmentally friendly nature of the city. With a growing biotechnology and life sciences industry sector, the region is home to over 100 life sciences companies and The University of Texas at Austin which houses more than 100 collaborative research units and a growing medical research campus.

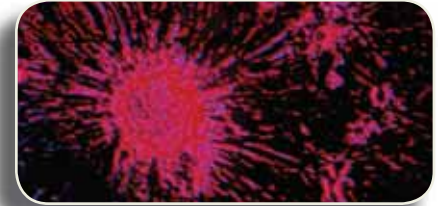
Additionally, with the availability of over \$200 million in funding from the Texas Emerging Technology Fund for start-up

companies commercializing disruptive technologies, the Austin Chamber houses the Central Texas Regional Center of Innovation and Commercialization, a virtual center that serves as the catalyst for emerging technology research, development, commercialization and start-up incubation.

In order to boast the many benefits of expanding existing business in the Greater Austin region, Chamber staff plans to attend upcoming industry-specific trade shows across the country including October's AdvaMed 2009, the premier

MedTech Conference for CEOs, business executives, policy-makers and other MedTech leaders from around the world.

To learn more visit www.CentexRCIC.org and www.BioAustin.com.



Smooth-Stone Selected As Texas Emerging Technology Fund Recipient

Smooth-Stone, Inc., a portfolio member company of the Austin Technology Incubator, a key program of the IC2 Institute at The University of Texas at Austin, has been chosen as a recipient of a Commercialization Award through the Texas Emerging Technology Fund (ETF).

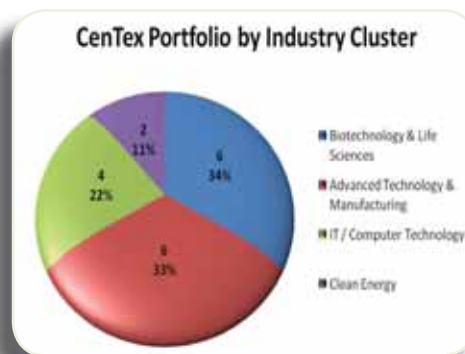
"We're pleased to announce another State of Texas Emerging Technology Fund investment to create jobs right here in Central Texas," said Jack McDonald, Chairman and CEO of Perficient, Inc. and Chairman of the CenTex RCIC. "Smooth-Stone's innovative architecture has the potential to change the server market and keep Texas on the cutting edge of technology."

Smooth-Stone, the leader in ultra-low-power server technology, will receive an initial \$250,000 pre-seed investment, with potential for \$1 million in total investment, for the commercialization of its breakthrough technology.

"The server market is realizing what the mobile phone market has known for nearly 20 years – power consumption matters. Moore's law delivers amazing gains in server compute performance, but power and cooling challenges are now front and center. Smooth-Stone is bringing low-power mobile phone technology to servers," said Barry Evans, CEO of Smooth-Stone. "We are proud to partner with the Austin Chamber of Commerce, the Central Texas Regional Center of Innovation and Commercialization, the state of Texas and the Austin Technology Incubator to

lead the push for truly green datacenters."

The emergence of Web 2.0 services such as Software-as-a-Service, social networking, and consumer media delivery drive continued growth in web and cloud-based computing. To support these services web infrastructure compute density and power



Central Texas Investments by Texas ETF

consumption are growing rapidly. However, corporations and governments are becoming alarmed at the accelerating rate of energy consumption by datacenters. In fact, supply of electricity is the constraining factor today in data centers' ability to supply the needed power to keep businesses productive and satisfy consumer demand.

"Smooth-Stone shares our vision of true, energy efficient computing. ARM low power products are proven in billions of high performance, battery-powered devices. With Smooth-Stone's innovative technology, we foresee bringing that same truly low power, high performance value to data centers," said Ian Ferguson, Director of Segment Marketing, ARM.

"There is a tremendous amount of improvement potential in reducing data center power consumption. This is a huge problem and we are pleased to be working with Smooth-Stone on a solution."

Smooth-Stone was selected by the CenTex RCIC after an extensive due diligence process based on multiple criteria including a stringent analyses of the market and financial opportunity, technology potential, management team and economic impact to Texas.

The CenTex RCIC is a virtual center that operates out of the Austin Chamber of Commerce and serves as a catalyst for emerging technology research, development, commercialization and start-up incubation. In an effort to keep Texas globally competitive, the CenTex RCIC focuses on integrating technology development and commercialization in a 15-county region.

Smooth-Stone, founded in January 2008, brings ultra-low power mobile phone technology to the datacenter. Its products and technologies enable datacenter managers to increase the density of their compute resources while significantly reducing energy consumption. Smooth-Stone has brought together leading engineers with experience in mainframes, server CPUs, network processors, telecom infrastructure, blade server platforms, and high performance cellular application processors and cell phone system-on-chips. Smooth-Stone technology combined with the industry-standard ARM architecture and tools enable truly green datacenters.

Meet The Chamber's Economic Development Recruitment Team

If you've ever wondered who works to recruit new businesses to the Austin area, then look no further. Our Economic Development Recruitment Team works hard to secure and retain a diverse industry base throughout the Austin regional business community.

Dave Porter, Sr. Vice President,



oversees the recruitment team and initiates and implements programs that will result in growth and development for existing industries in the area. Porter also maintains Opportunity

Austin investor relations, leads the Chamber's Economic Development Corporation and cultivates the economic expansion of new business prospects to the Central Texas Region.

Adriana Cruz, Vice President, Global Recruitment,



is responsible for creating recruitment strategies in the areas of corporate headquarters, convergent technologies (semiconductor, nanotechnology and software) as well as international marketing.

Cruz also coordinates the Chamber's signature site consultant events, Showcase Austin and Texas Tour and attends international and domestic out-of-market recruiting trips and industry trade shows.

Charisse Bodisch, Vice President, Economic Development,



develops recruitment strategies for life sciences, data centers, contact centers/back office operations and general manufacturing. Bodisch coordinates the annual New York Marketing Mission and

attends industry-related trade shows, recruitment trips, networking events and meetings with industry leaders.

Jose Beceiro, Director, Economic Development,



is responsible for all aspects of clean energy related marketing, lead generation, proposal preparation and project management. Beceiro represents regional

communities in activities related to business attraction and foreign direct investment including trade shows and marketing trips. He also serves as the Chamber's liaison with Austin Energy and Clean Energy Council as we work towards mutual goals of marketing Austin to clean energy companies around the world.

Tony Schum, Director, Economic Development,



oversees opportunities in the areas of creative media, including film and gaming, as well as the wireless and automotive technology industries. As the Chamber's representative in an ever-evolving and expanding

industry set, Schum attends trade shows, marketing trips and business development missions across the country to tout Austin's competitiveness.

Michelle Johnson, Manager, Economic Development,



provides assistance to the recruitment team in managing prospect activity as well as managing and leading assigned prospects. She works to assemble proposals for new and

existing prospects, coordinates prospect visits, schedules appointments for sales missions and manages the Prospect Tracking System.

The Austin Chamber's Economic Development department operates under Opportunity Austin 2.0, a five year, regional economic development initiative designed to create 117,000 new jobs, increase regional payroll and diversify the regional economy. The Chamber's goal is long-term sustainable and focused economic growth through high-wage, high-impact jobs – providing opportunity for the region's residents, businesses, entrepreneurs and surrounding communities. For more information about how the Chamber is helping the Greater Austin region visit www.austinchamber.com.

Upcoming Industry Conferences and Events

Below is a listing of upcoming out-of-market trips and industry conferences that the Chamber's Economic Development and Business Retention & Expansion teams will be attending.

September

- 13-16 Marketing/Headquarter Visits, San Francisco, CA
- 17 7th Annual Rice Alliance Energy & Clean Technology Venture Forum
- 21-22 11th Renewable Energy Finance Forum, London
- 24-30 Fantastic Fest, Austin

October

- 1-3 Showcase Austin, Austin
- 6-9 CTIA Wireless IT & Entertainment, San Diego, CA
- 14-15 Clean Energy Venture Summit, Austin
- 22-29 Austin Film Festival & Conference
- 27-29 Solar Power International 2009, Anaheim, CA

November

- 1-6 International Test Conference, Austin
- 3-5 Texas Wireless Summit, Austin
- 13 Automotive News Green Car Conference/Exhibition, Novi, MI
- TBD SIA 2009 Annual Forecast & Award Dinner, San Jose, CA

December

- 6-9 Annual New York Marketing trip, New York, NY
- 10 Global Semiconductor Alliance Dinner, Santa Clara, CA

Call For Speakers

The Austin Chamber is holding an open call for professional speakers, trainers and facilitators for our small business programs. Submission deadline is September 3. Contact dwoodhead@austinchamber.com for more information.

What Can the Austin Chamber Offer Your Small Business?

The Austin Chamber of Commerce has more to offer your small business than you might think. Through our Speed Networking, Building Blocks of Business and Business by Referrals events, you can meet and network with hundreds of other local business owners looking for the same opportunities you are.

The Chamber also offers membership in our local Business Councils. Membership in either the Northwest or South Austin Business Councils is only \$25 and provides


you with six business-boosting events per year at an affordable, members-only price, as well as the opportunity to network with hundreds of other Business Council members.


The next Building Blocks of Business luncheon will take place September 16 and will look into the 'Science of Compliance'. You will learn how to easily increase the response to your company's sales pitches with guaranteed results. The next Speed Networking event is September

10 at Dave & Buster's and will provide even the busiest business owner with the perfect opportunity to network in a comfortable, fun environment.

The benefits will only continue as the Chamber is currently planning its 2010 small business event calendar. To register for any of these exciting events, visit www.austinchamber.com/events. Contact Dustin Woodhead at 512.322.5613 or dwoodhead@austinchamber.com for more information.

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Phoenix Chosen for InterCity Visit

Are you interested in learning from the successes of another community? The Chamber's annual InterCity Visit will give Austin area business, community and elected leaders the opportunity to do just that as they travel from Austin to Phoenix October 25–27. Chamber Chair-Elect Barry Mayer, President, Tokyo Electron U.S. Holdings, Inc. will lead this Central Texas delegation on a best practices visit aimed at learning from other cities that have faced similar issues.

This year, Phoenix stood out as the top choice because of its great examples of thriving regionalism and establishing the country's newest medical school. Topics to be discussed include regional transportation supported by the Valley Metro Bus System and the country's newest light rail, billions of dollars for new highway infrastructure secured by the Maricopa Association of Governments and the recent addition of the downtown medical school. Additional topics such as downtown development, regional spotlights on Tempe, Mesa and Glendale, regional collaboration of law enforcement entities, Sustainable Cities Network and economic development will also be discussed. In the past, the Chamber has taken this trip to Seattle, Denver, Portland, San Diego and Vancouver.

Now, more than ever, Austin must look at how other thriving regions are handling critical community and regional infrastructure issues. To be a part of this exciting trip or for more information, contact Vicki Segna at 512.322.5605 or vsegna@austinchamber.com.

Follow the Austin Chamber



Austin Chamber of Commerce — Official Group

Austin Chamber Teams Up With ARG Publishing

The Austin Chamber of Commerce is pleased to announce a new partnership with Austin-based ARG Publishing, an industry leader in relocation publications. ARG will be working with the Chamber to continue publishing the popular Austin Relocation Guide and Business Meetings and More directories.

The new partnership is aimed at increasing distribution and readership to over 40,000 Relocation Guides and Business Meetings and More publications. ARG will be responsible for selling advertising and printing the publications, while the Chamber will continue to write and edit the articles and information contained within.

ARG Publishing is located in Austin but publishes relocation guides in four

additional markets including Dallas, Denver, Phoenix and Tucson, along with other publications and websites. Brown Publishing, the parent company of ARG, has been in business for over 90 years. Brown publishes 16 business journals and relocation guides across nine states and has a total combined readership of over 1 million business decision makers.

Of all the publishers interviewed by the Chamber, ARG was the only Austin-based company. The decision within the Chamber to partner with ARG stemmed from their local presence as well as ARG's ability to bring in a larger audience and higher revenue for the Chamber's publications.

"ARG is a top-tier publishing company located right here in Austin," said Nan

Matthews, Senior Vice President of Communications at the Austin Chamber. "We chose to team with ARG, not only for their ability to increase revenue, but to employ the highest quality products available to our members and community."



To purchase Relocation Guides, Business Meetings and More or other Chamber publications visit the Chamber Store!

Please Welcome the Newest Chamber Members!

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P- Cellular Center-Barton Creek Zachary Bailey www.mycellularcenter.com 512.329.5519 Telecommunications	KeyStaff Inc. Jason Stoneberg www.ketstaffinc.com 512.323.6055 Employment Services	Solar Community Audrey Walker www.solarcommunity.net 512.904.9006 Solar Products & Services	



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September Events

10 Speed Networking.

Quickly and efficiently meet a large number of business professionals and arrange time to speak with significant contacts at length afterward. This event will take place from 5:30 to 7:30 p.m. at Dave and Buster's, 9333 Research Blvd., Suite A600 and will offer an opportunity to enjoy business networking in a relaxed atmosphere. Food and drinks will be available to make this a business building opportunity as well as a fun evening.

16 Building Blocks of Business: Ways to Get Your Prospects to Say Yes! Learn how to easily increase the response to a sales pitch or a marketing brochure or an email with little or no extra cost and with guaranteed results. We will describe and analyze the principles of the science of compliance and their practical applications for small businesses at this luncheon from 11:15 a.m to 1 p.m. the Monarch Events Center, 6406 N. IH35.

17 Member Orientation and Reception. This afternoon reception at the Chamber office, 210 Barton Springs Road, Suite 400 from 4 to 5:30 p.m. is intended for both new and existing members looking to learn more about the benefits of their Chamber Membership. Key staff members will highlight the many aspects and opportunities in the Chamber during a brief presentation. Attendees will have the opportunity to network with fellow members, discover how to maximize their membership and introduce their business in an upbeat atmosphere.

23 Business Connections After Hours at Sullivan's. Come join us for Business Connections After Hours at downtown Austin's very own Sullivan's Steakhouse from 5:30 to 7:30 p.m. Treat yourself to an evening of networking your business while enjoying drinks, cuisine and downtown Austin. Don't forget to bring your flyers or brochures to place on the member information table as well as plenty of business cards for networking!

View all Chamber events and register online at www.austinchamber.com/events

Member V.O.I.C.E.

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Michael W. Rollins, *CCE, President*
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Contact us at 512.322.5692 or email communication@austinchamber.com.

