

## Hawthorn Foundation News: September 2011



### Message From the Chairman

**Mike Esser – Edward Jones**

### A Special Thank You to Governor Nixon

Our Governor treated Hawthorn Foundation members and guests to a very special reception at our August meeting in Springfield. Those attending enjoyed about 30 minutes of open visiting time at our event at Hickory Hills Country Club. Following the reception, the Governor provided insightful and entertaining commentary. He also thanked the Foundation for providing great support to the mission of developing the Missouri economy.

### Our Next Event

We continue our work in November. Join Us in Kansas City on the 4<sup>th</sup> at the New Kauffman Center for the Performing Arts! We look forward to a great industry overview and panel discussion on Plant and Animal Biosciences in Missouri.

### Returning Excellence for your Investment

I am also pleased to share that we are the proud corporate parent of an award winning Marketing Group – The Missouri Partnership. Development Counselors International (DCI) is an internationally active economic-development marketing and PR consultancy. Every 3 years, DCI conducts its “Winning Strategies in Economic Development Marketing” survey of executives and site selectors. Among other things, the survey analyzes trends in how these individuals collect information about potential locations for doing business; the survey also asks site consultants about “best-in-class” economic

### Save the Date!

**November 4 – Hawthorn Foundation Luncheon and Annual Meeting - Kauffman Center for the Performing Art in Kansas City 11 a.m. until 1:30 p.m.**

*This is our annual meeting and will include an orientation for all members.*

**February 2, 2012 – Hawthorn Foundation Luncheon in Columbia**

**May 18, 2012 – Hawthorn Foundation Luncheon in St. Louis**

**August 24, 2012 – Hawthorn Foundation Luncheon in Joplin**

development organizations at the regional and state levels. The 2011 survey was just released this week. For the first time, the Missouri Partnership made the list of top state organizations as cited by the site selection consultants that were surveyed. The Partnership shares a spot on the list along with state groups from Texas, North Carolina, Georgia, and Kansas. (The previous survey was performed in 2008 just as the Partnership was getting off the ground.) The survey can be found at the below link, with the “best-in-class” organizations shown on Page 25. There’s also a wealth of useful information on other topics related to economic development marketing:

**<http://www.aboutdci.com/wp-content/themes/dci/docs/Winning-Strategies-2011.pdf>**

Let this stand as proof, again, that your investment in Economic Development is making a difference for Missouri.

Respectfully,

**Michael J. Esser, Edward Jones  
Chairman**

## **Membership Committee Report**

### **Marilyn Bush, Committee Chair**

The membership committee is pleased to announce the additions of the City of West Plains and the City of Cabool and the City of Clinton.

## **Missouri Partnership Update**

### **Christopher Chung, CEO**

As of the end of August 2011, the Partnership had under its management a pipeline of 86 recruitment projects that it is leading or supporting, including 11 new projects that were “opened” during the month. The total potential economic impact represented by the pipeline includes 17,600 new jobs, \$458 million in new annual payroll, and \$3.6 billion in new capital investment. Approximately 44 percent of projects in the current pipeline are being represented by site selection or third-party consultants, and 27 percent of projects continues to involve foreign-direct investment. Throughout the summer, the Partnership’s deal volume has remained constant, with 89 deals at the end of May, 85 at the end of June, and 87 at the end of July.

In early September, the Partnership, together with its state and local partners, celebrated the successful recruitment of Card Compliant, an IT and financial services firm specializing in regulatory compliance solutions for retail gift cards and other stored-value products. Card Compliant’s project will result in at least 35 new jobs and more than \$3 million in new annual payroll in Kansas City. The Partnership also hopes to soon announce the recruitment of a manufacturing company producing sealants and chemicals for the natural gas extraction industry.

### **Marketing**

in August, the Partnership held its annual hospitality event for the Chicago market. Together with regional and local economic development partners, the Partnership

hosted a number of leading site selection consultants and location advisory professionals during a St. Louis Cardinals game against the Chicago Cubs in Chicago. Because of the role that third-party consultants play in the business recruitment projects that the Partnership competes for (44% of current deals are being represented by a consultant), this remains an important audience for the Partnership’s marketing and outreach efforts.

In September, the Partnership will be hosting a similar hospitality event in conjunction with the fall conference of the Industrial Asset Management Council, a leading association of corporate real estate and site selection professionals. With the help of several local partner groups, the Partnership will be hosting corporate real estate directors from major industrial firms, as well as site selection consultants, at a private dinner event held during the IAMC conference.

The Partnership’s national advertising campaign resumes in September for the fall slate of advertising, as well. Through paid media placements in mainstream business publications and metro-area business journals, the Partnership continues to promote Missouri’s qualities as a business location. Iso, in September, the Partnership will be conducting a series of business-development meetings with investment prospects in Japan and Korea, in conjunction with the Midwest U.S.-Japan Association’s annual conference.

**As always, you are welcome to contact Chairman, Mike Esser or Executive Director, Elizabeth Bax with any comments, questions or concerns at [hawthornfoundation@gmail.com](mailto:hawthornfoundation@gmail.com) or 573-301-7202**



***We are grateful to our members and friends  
actively supporting economic development in  
Missouri.***

Terry Akins, IBEW #124  
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