

GSWIDA ★ Newsletter

corporate citizens building a better tomorrow

Countdown to Super Bowl XLV *A Century in the Making: 02.06.2011*

Through countless regional cooperation, North Texas was awarded the bid for Super Bowl XLV in 2007, and as a result, the North Texas Super Bowl XLV Host Committee was born. It is the North Texas Super Bowl XLV Host Committee's mission to plan and prepare for the first ever Super Bowl in Cowboys Stadium.

Not only will the upcoming event bring an estimated 200,000 people to the region, there will be numerous NFL and Host Committee events happening simultaneously throughout the area. Other regional opportunities include the Emerging Business program, community outreach efforts such as SLANT 45, and many ways for fans and locals to get involved through volunteering.

With all the excitement of Super Bowl XLV building, the GSW Association is privileged to present our featured keynote speaker, Mr. Glenn Menard, Director of Operations of the Super Bowl XLV Host Committee.

With an extensive background in event and facility management, Glenn has directed operations and managed facilities for nearly every major sport-



Glenn Menard, Director of Operations, North Texas Super Bowl XLV Host Committee

(Quarterly Luncheon, continued page 3)

Quarterly Luncheon

Countdown to Super Bowl XLV

Featuring Glenn Menard
Director of Operations
North Texas Super Bowl XLV Host Committee

**Thursday, September 2, 2010
11:30 a.m.**

Crowne Plaza Hotel, Crown Ballroom
700 Avenue H East • Arlington

Lunch and Program begins promptly at 11:45 a.m.

Register online www.gswida.org

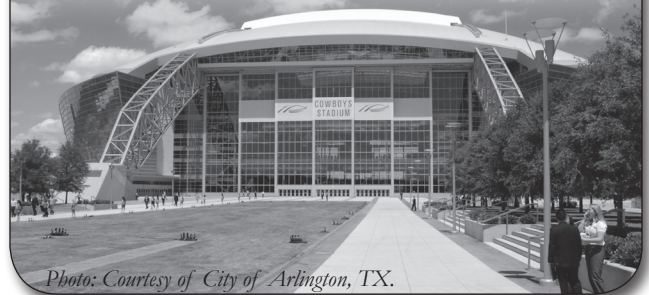


Photo: Courtesy of City of Arlington, TX.

President's Message: My Glass is Half Full



*Jim Hazard
GSWIDA President*

Since I am not a trained journalist, I do not feel obligated to follow the doom and gloom path the daily periodicals feel is necessary. I am not sure if negativity sells better or if writers have simply lost all their creativity, but I fail to see the need for so many pages being dedicated to what's going wrong as opposed to what is going right.

Please do not mistake me for being naïve or indifferent to the challenging times we face. I simply see no need to govern my life by focusing on the negative. After all,

if you're reading this newsletter, whether you are breaking even or recording record profits, you are still in business, which shall be the first positive point of this article. Now here are some more:

- The Dallas/Fort Worth job market had positive gains May 2009 to May 2010.
- DFW has lower unemployment compared to the rest of the nation and is one of the national leaders in job creation.

We have been, and will continue to, lead the national recovery.

- There are 57 Fortune 500 companies in Texas, 24 of which are in DFW! With a low cost of living, preferred tax rate, tort reform, and many other positive factors, expect more big name companies to call Texas, and especially DFW, home.
- The GSWIDA is launching a Business to Business website, free to all members, to create more commerce in the Park as well as showcase all of the wonderful business located here.
- The Texas Rangers are in first place! Remember last year when you could not give tickets away?
- Manufacturing activity is increasing in North Texas; the Federal Reserve Bank of Dallas reported Texas Factory activity has increased for six straight months.
- DFW's housing prices are showing increases of 4-5% while the median U.S. price is down almost a percent in comparison.
- Fed Chairman Ben Bernanke stated the worst of the financial crisis is behind the nation and the economy is growing and improving.

Times may be tough, but the troubled past is behind us and I

(President's Message, continued page 3)



Coming Soon ShopGSW.com

What Matters Most ... Building Relationships

After a year of coordinating and organizing, the Association will soon launch a new Business to Business Member Program to “Shop” the GSW Industrial Park. We are very excited as this program will meet two important goals of the Board. First, ShopGSW.com will create a strong link between national and local business savvy executives and the GSW Industrial Park’s enormous manufactured goods product lines and services. Second, this program will also enable the GSW Industrial Park to gain national recognition to companies searching North Texas to expand or relocate. Our message will be solid... Locate to the GSW Industrial Park and become a business neighbor to more than 3,000 companies and 60,000 employees! The more we learn about the businesses in

GSW and the more we increase communication amongst one another, the more value we can create throughout the Park.

The ShopGSW.com website will provide the Great Southwest Industrial Park with a central showcase for the Association members to display exclusive offers as well as business savvy executives and citizens directly to each individual business.

Our goal is and remains to promote products and services within the Great Southwest Industrial Park by improving marketing and increasing sales so that each member has another resource to thrive; members will have the ability to display logos, photos, contact information, news and events, offers and coupons so that viewers can be reminded of the businesses that make our Industrial Park unique. Hopefully everyone will Shop GSW before they Shop Anywhere else. This advertising program will be FREE to Association members!

Member businesses set themselves up at no cost

1. Business Description and logo

Association members have the freedom to upload their own logos or photographs, along with any description desired.

2. Business Info

Contact information, business hours and locations are displayed and allows viewers to take advantage of the new Facebook “Like” feature.

Free to Association members!

3. Links and News & Events

Association members can add multiple links to other websites or information about upcoming news and events, with accompanying images and dates.

4. Subscribe to Business

Viewers can subscribe to their favorite businesses and be automatically notified when new coupons or special offers appear.

Health Care Reform – Affecting You and Your Business

A round of thanks to John O'Shea, President of Worthington National Bank, for opening his doors and inviting the GSWIDA members.

I had the pleasure of speaking recently at an event hosted by Worthington National Bank. After the presentation, I was asked to summarize the top changes brought about by healthcare reform. I will focus on top line of the immediate impact and what should be considered.

Small Business Tax Credit – An employer who maintains a qualified health plan and has fewer than 25 full-time equivalent employees, who earn less than an average of \$50,000, is eligible to receive a tax credit for up to 35% of group health insurance premiums paid under the plan.

But, it is estimated that employers will begin to see an added cost in renewals beginning October 1, 2010. The added cost will be sought to account for the following mandated changes that are to take effect on an employer's first plan year following September 23, 2010: Coverage of Dependents up to Age 26, Enhanced Coverage for Preventive Services, Pre-Existing Condition Limitation Exclusion for Dependent Children under 19, Plan Maximum Elimination.

Additional items to be considered in 2011 are: highly compensated nondiscrimination rules will now apply to fully insured plans, a national long term care program is to be established, limits on over-the-counter medications under flexible spending accounts and the costs of benefits are to be reported on W-2's.

There are also several new mandated notice requirements that will begin in the first plan year on or after September 23, 2010.

Employers should be reviewing the changes and consider the impacts to their plans. If you would like to discuss in more detail how healthcare reform impacts your business, please do not hesitate to contact my office at 877-893-6057.



*Michelle L. Dortch
Vice President
Resolution Benefits Design*

(President's Message, from page 1)

know I am not the only one who sees the light at the end of the tunnel. Dallas/Fort Worth is perfectly positioned for a strong economic recovery and I am quite proud and happy to be in business here. I wish you all the best and if the GSWIDA can do anything to help I hope you won't hesitate to email me at jim.hazard@transwestern.net.

Thank you for your support of the Association and I hope to see you at our September 2 luncheon featuring the Countdown to Super Bowl XLV.

**All stats accumulated from Delta Associates as well as various news sources such as foxnews.com and cnn.com.*

(Quarterly Luncheon, from page 1)

ing event, including Super Bowl XXVI and NCAA Final Four in New Orleans, Olympic tennis in Atlanta and World Cup Soccer in Dallas.

As General Manager of the Louisiana Superdome and New Orleans Arena from 1998 to 2007, Menard led the rebuilding and reopening of the two facilities following Hurricane Katrina, most notably the renovation of the Superdome for the historic return of the New Orleans Saints a year following the devastating storm, as well as the NBA's New Orleans Hornets the same year.

In addition to directing all aspects of NFL (Saints) and NBA (Hornets) games at the Superdome sports and entertainment complex, Menard brought to the city such musical acts as Paul McCartney, Green Day/U-2, Bruce Springsteen, Sting, Elton John, Tim McGraw and Faith Hill, and Kenny Chesney, among others, who performed at the New Orleans Arena.

Prior to returning to his native New Orleans, Menard managed the 30,000-seat Olympic tennis facility, overseeing the planning, construction, opening and operation of the stadium from groundbreaking through the Olympic Games in 1996.

In Dallas, Glenn directed the World Cup soccer tournament at the Cotton Bowl, the site of six World Cup matches in 1994. Most recently Menard managed the Texas Motorplex, the first stadium-style NHRA facility in the country, and home to the NHRA O'Reilly Auto Parts Nationals.

Health Care Reform: Top 10 Summary for Consumers

More Young Adults Covered on Parents' Plans. Cut-off age to continue to be covered by their parents' health insurance rises to the age 26.

End to Pre-Existing Conditions. Health Insurers cannot deny children health insurance because of pre-existing conditions. A ban on the discrimination in adults will take effect in 2014.

Adults with Pre-Existing Conditions Covered. A temporary high-risk pool will be set up to cover adults with pre-existing conditions. Health care exchanges will eliminate the program in 2014.

No Lifetime Caps. Lifetime caps on the amount of insurance an individual can have will be banned. Annual caps will be limited, and banned in 2014.

New Insurance Plans Must Include Preventative Care. New plans must cover checkups and other preventative care without co-pays. All plans will be affected by 2018.

The End of Recissions. Insurance companies can no longer cut someone when he or she gets sick.

Seniors Get 'Donut Hole' Rebate. Seniors will get a rebate to fill the so-called "donut hole" in Medicare drug coverage, which severely limits prescription medication coverage expenditures over \$2,700.

Medicare Expansion to Rural Areas. Medicare payment protections will be extended to small rural hospitals and other health care facilities that have a small number of Medicare patients.

Better Coverage for Early Retirees. The bill establishes a temporary program for companies that provide early retiree health benefits for those ages 55-64 in order to help reduce the often-expensive cost of that coverage.

Transparency in Insurance Companies. Insurers must now reveal how much money is spent on overhead.

Leads Anyone?

Are you looking for a way to get more business exposure and do more business with your neighbors? Join us for our monthly Business Networking Breakfast.

Last Tuesday of Every Month
7:45 a.m. - 9 a.m.
Great Southwest Golf Club
612 East Avenue J
Grand Prairie, TX 75050

Bring plenty of business cards and let's maximize the benefits of our Industrial Park and really utilize the companies we have within our Park.

Free for GSWIDA members.
\$10 for non-members.

RSVP to Jessica at 469-879-5377.



2010 Event Calendar

August 31, 2010

Leads Networking Breakfast
GSW Golf Club

September 2, 2010

Quarterly Member Luncheon
Crowne Plaza

September 28, 2010

Leads Networking Breakfast
GSW Golf Club

October 26, 2010

Leads Networking Breakfast
GSW Golf Club

November 30, 2010

Leads Networking Breakfast
GSW Golf Club

December 2, 2010

Annual Holiday Luncheon
Cacharel Restaurant

December 28, 2010

Leads Networking Breakfast
GSW Golf Club

Consider joining the Association

Our mission: to promote, maintain and continue development of the park based on the common interests of the property owners and businesses of the Great Southwest Industrial Park.

Business Membership: \$250 annually. To join, visit us at www.gswida.org, click on Membership, pay online or download an application to mail.

Great Southwest Industrial District Association Newsletter • Editor: Terry Jones • Design: Whitney Fowler



P.O. Box 535127
Grand Prairie, Texas 75053
(817) 709-9141