

THE INSIDER

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EAST MONTGOMERY COUNTY IMPROVEMENT DISTRICT

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INDUSTRIAL EXPANSION

By Jennifer Green

As more businesses flock to the East Montgomery County Industrial Park located on Gene Campbell Blvd., several of the newest companies tout location and growth potential as reasons to move to the area.

The EMC Industrial Park consists of approximately 800 acres of land with additional acreage for expansion and is home to more than 25 businesses such as the Walmart Distribution Center, Lowe's Distribution Center, New Caney Beverage, and a few new facilities – MultiSeal, Titan Environmental USA and Elevation Land Solutions.



For Titan Environmental USA, the location in New Caney at 18900 Ceila Way, within the EMC Industrial Park, serves as the United States headquarters for the company. The company started in Canada in 2006 and continues to expand.

Titan Environmental focuses on supplying, installing and fabricating sophisticated geosynthetics (geosynthetics are synthetic products like liners for construction projects, typically polymer based, used to solve geotechnical, environmental and civil engineering problems) and civil construction products used in projects across North America and abroad.

“Titan Environmental has experienced fast growth the in the last couple of years,” Al Florez, President of Titan Environmental USA, said. “As a company, we put together a growth strategy for 2023, including opening a new facility in New Caney.”

“We needed a larger area to fabricate the liners for our customers. This new facility allows us to increase our volume and bring in new materials, increasing our product offerings,” Florez added.

Part of the strategy also involves hiring more people, including those with 20 or more years of experience as well as employees just getting into the field.



“We focus on problem-solving; Titan is a solutions provider,” Florez added.

“There are plenty of benefits for opening our headquarters in New Caney, such as incentives provided by the East Montgomery County Improvement District and the location.”



In our next edition of The Insider, we will feature businesses set to open in the EMCID Business Park building such as Elevation Land Solutions and GTX Productions.

TOWN HALL MEETING



CATCH UP WITH THE COMMUNITY!

TUESDAY, JUNE 6TH @
THE ATRIUM CENTER

Business

BRIEFS & HAPPENINGS

What's going on in and around our community.

Denny's



Check out the Denny's that opened near the intersection of FM 1314 and the Grand Parkway/99 near Cumberland. Located at 21671 FM 1314, #100, stop in to enjoy a cup of coffee, pancakes, and usual Denny's favorites.

J&CO Vintage Market



Shop the newest, locally-owned retail shop to open in East Montgomery County – J&CO Vintage Market! Located at 20360 FM 1314 in Porter at the corner of Louis Lane, the shop specializes in unique, vintage finds for your home such as antiques, furniture, dishes, and more. J&CO Vintage Market is open Fridays-Sundays.

Domino's



Domino's Pizza opened a new location at 22800 Hwy. 242 in New Caney, across from Big Rivers Waterpark and in front of Speedsportz Racing Park. This is the first Domino's in New Caney as the company has researched locations for several years and wanted to follow the growth.

EMCID TEAM SPOTLIGHT: Kelley Mattlage, Chief Communications Officer

The Team Spotlight is a new feature of The Insider. Each issue will focus on one or two EMCID employees, written by their co-workers. We'll highlight their personality, character, work ethic and job.

Her competitive streak began at a young age, and its effect on her — if left alone — could have sidelined her future career. At six years old, Kelley Barr developed a stuttering problem while trying to read more books than her best friend. A speech impediment like that can make someone self-conscious and lacking in confidence. But with the help of her mother's cousin, a speech therapist, she overcame the problem and had a fulfilling "career" in school, becoming an award-winning public speaker and stage performer, band leader, student government officer, and Calhoun County Fair Queen.

At Sam Houston State University, with dreams of becoming a news anchor and reporter, Kelley earned a Bachelor of Fine Arts in Radio/Television/Film, graduating Cum Laude in 1996, and she won the Morris Frank/Dan Rather Excellence in Broadcast Journalism Award. She landed in Waco, TX in 1997 for her first TV job — running a teleprompter for a weekday morning news show at KWTX-TV. Not exactly *reporting* the news. At 27 hours a week for \$4.75/hour and sleeping on the floor of her friend's apartment, she knew she couldn't do that for long. Within months, seeing her potential beyond a teleprompter dial or studio camera, Kelley was promoted to Promotion & Marketing Manager. Not long after that, she jumped to KCEN-TV to be the weekend anchor and reporter. *Finally!*

After a year on the desk, she was *demoted*. But the humiliating experience only made her work harder. Kelley broke numerous stories, exposed problems within the sheriff's department, and uncovered the use of a school van by an athletic director to go to a casino in Lake Charles — both exclusive reports. She reported on the federal trial of the Branch Davidians and the compound itself, which still had residents living there years after the raid and

fire in 1993. She covered President George W. Bush when he visited his ranch in Crawford or helped build a Habitat for Humanity house in Waco. She extensively covered the murder of Baylor basketball player Patrick Dennehy and the attempted coverup of payments to players by the head coach. News was something new every day; no day was ever the same.

By 2002, she was back on the anchor desk, and by 2005 had worked her way up to the coveted weeknight anchor position. Kelley began a weekly medical segment, titled Prescription for Health, for which she won two awards from the Texas Medical Association. In 2005, she received a Lone Star Emmy Award as co-anchor.

At age 35, Kelley turned her focus to public relations. She was hired in 2009 as the first Director of Communications & Community Relations for New Caney ISD, introducing a communication and social media program that helped turn around the district's image. She briefly enjoyed a stint at St. Martin's Episcopal Church's print production house, and then found her way back to East Montgomery County when she was hired by EMCID in 2014.

She was back at it, creating a public relations and marketing program from the ground up; meanwhile, Kelley was also learning everything she could about economic development and how to best promote it. In 2018, Kelley completed a three-year course to become a certified Professional Community Economic Developer (PCED), and she earned a masters degree from Washington State University in Strategic Communication.

Today, she oversees all advertising, promotions, social media, and image campaigns for EMCID and The Atrium Center, leads community development efforts, like grants and parks, and assists in efforts to recruit companies to the area. Kelley has also been instrumental in providing expertise for the best user experience at the new convention center and aesthetics in the design.

Kelley is a workaholic and passionate about what she does; she'll fight for what she believes in and never gives up (even when she says she's ready to), and she can expect a lot from people. But her personality lends to being friendly and open. This approach has been recognized on several occasions. Her open dialogue



Left: an advertisement in the Killeen Daily Herald in 2007.



Above left: a KCEN-TV billboard campaign from 2006; above right: Kelley as Calhoun County Fair Queen in 1991; below: proud of her Czech heritage, she makes prune kolaches with her dad Ken over Labor Day weekend.



Kelley Barr Mattlage

Title: Chief Communications Officer

Hired: August 2014

Degrees: BFA, Radio/TV/Film, Sam Houston State Univ.
MA, Strategic Communication, Washington State Univ.

Certifications: Professional Community Economic Developer (PCED)

Organizations: Southern Economic Development Council, Public Relations Society of America, Social Media Marketing Society, Rotary Club of East Montgomery County

Awards: Lone Star Emmy Award as co-anchor, Outstanding Achievement Evening Newscast (Markets 61-110); Texas Medical Association Anson T. Jones Awards; Texas School Public Relations Association Gold Star Awards

Born: El Campo, TX, 1974

Hometown: Port Lavaca, TX

Heroes: her parents, Ken and Cindy Barr

Inspired by: music. "Music can take you anywhere. Make you feel anything and everything. Rock 'n' roll, classical, rap, a movie score. When I'm writing for a promotional video, for example, I search for the music first. When I find the right song, the words flow. I like to think I get that deep connection with music from my dad, who had a band in the 60s (The Bringalls) and managed a music store when I grew up."

Fun facts: Although she got married in 2004, she never went by her married name, Mattlage, until she went to work for New Caney ISD in 2009.

Has been to Garner State Park and the Frio River every year of her life. 49th year there this month!

Once spent an entire summer cataloging her dad's 45s by title, artist, date and record label. Until the last 15 or so years, she could still spout them off from memory.

If she could be anything: a rock 'n' roll singer!

Loves to: garden

Fascinated by: ancestry.com. She's discovered some royal ties, indentured servants, and many other crazy things in her family tree.



Above and left: Kelley's place of peace, her yard; right: her garden buddy Mr 2, a 15 year old chiweenie.

presents itself to an environment that produces not just a friend, but a friend for life.

However, initially, she can be hard to get to know personally. She can come off as intimidating, often guarded or observant, and then there's that constant busy thing with her. But once you get past those things, you'll see Kelley is incredibly funny and down to earth. You'll also understand how proud she is of the work EMCID does and how grateful she is to represent East Montgomery County.

Recognizing the Officers of the Year



Every year, the East Montgomery County Improvement District honors local officers at the Law Enforcement Appreciation Dinner.

The recognized officers are selected by their respective departments. In addition to honoring the East Montgomery County Officers of the Year, former WI sheriff, David Clarke, was the guest speaker and provided words of encouragement to those serving in law enforcement.

Texas' First Lady Cecilia Abbott made a special appearance at the event and greeted guests throughout the room before thanking law enforcement officers for their continued hard work.



Jeff Campbell



Kelly Horton



Chris Keen



Ethan McAdoo



Henri Mestizo



Frank Ortiz



Benjamin Polansky



David Miller



Daniel Viera III



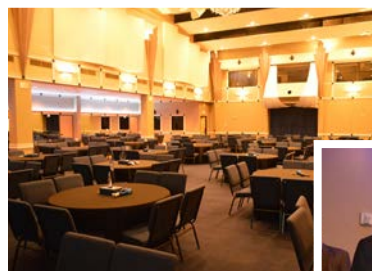
Carolyn East



Keith Billiris



Sheriff David Clarke, & First Lady of Texas Cecilia Abbott



Sheriff David Clarke, & Commissioner Matt Gray

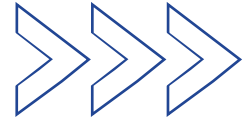


Officers of the Year recipients.



FROM THE COMMISSIONER'S DESK

Cleaning Up Precinct 4



STAY IN
TOUCH
WITH US!



936-597-4444

contactp4@mctx.org

www.mctxpct4.org

23628 Roberts Rd
New Caney, 77357



On March 25th, Commissioner Gray held Precinct 4's Heavy Trash Day event.

Over 1.2 million pounds of trash, 15 tons of tires, and almost 52,000 pounds of metal were collected between the two locations.

"A cleaner Precinct 4 starts with us. This was my first Heavy Trash Day as your new County Commissioner and I could not be prouder of the efforts by all who participated. It will be the first of many community clean-up opportunities. It's all about restoring pride in our community, and making sure our neighborhoods are clean and safe for everyone."

Free paper shredding was also available, giving constituents a safe opportunity to dispose of any documents that may have sensitive information. An estimated 2,400 pounds of paper was received.

The next heavy trash event will be held in the fall.



As we approach hurricane season, Commissioner Gray has been working with local, state, and federal leaders on funding and projects for drainage solutions across the precinct. As Precinct 4 makes these strides in flood mitigation, Commissioner Gray would like to encourage constituents to do their part and know what may be impacting the drainage in their neighborhood.

"Making sure your culverts are cleaned out, not burning leaves or debris in your ditch, and keeping your property cleaned up are all simple ways to improve drainage and help with water flow."



Commissioner Matt Gray



*****ECRWSS****

Local
Postal Customer

PRST STD
ECRWSS
U.S. POSTAGE
PAID
EDDM Retail

East Montgomery County Improvement District 21575 U.S. Highway 59, Ste. 200, New Caney, TX 77357 281.354.4419

SIGN UP

The Insider

InSights



Be the first to know about breaking news on businesses, events, and other community news with EMCID's newest eNewsletter, InSights!

Before it's online or on social media, InSights will hit your inbox, so make sure you sign up to receive the newsletter. InSights is also a great way to share important news and events with our community between The Insider editions.

Scan the QR code to sign up for EMCID's newest communication tool — *InSights* — an eNewsletter you can read any time of the day.



\$1,600

SCHOLARSHIP

for **ALL GRADUATES** within the EMCID boundaries!

