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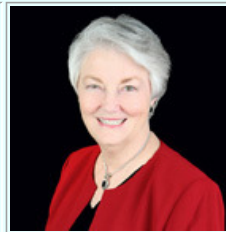
Who is Johnson & Associates?

If you're receiving this news brief for the first time, you're probably wondering who in the world is Johnson & Associates (J&A) and why am I receiving this information? We've been in operation since 1986 providing economic development, community development and executive search assistance on both a national and international level. Review our web site at www.jatoday.com and learn more about us and our products. And if you decide you don't want to receive any mailings ever again, just let us know and we'll **remove** your name immediately. But remember, if we remove your name, you won't be receiving notice of what may be the perfect position or program for you. If you are receiving duplicate e-mails, let us know which e-mail address you prefer we use. Keep JAToday coming! Please add us to your address book or approved sender list.

Greetings

Happy New Year across the country to all our friends and clients! At J&A we wish you and your business a healthy and prosperous 2009!

Chloe Johnson



We hope you enjoy our first newsletter of the New Year that showcases two new position postings and the importance of creating new opportunities for your organization in 2009. We hope you enjoy the article about playing offense in the game of Talent and the new recycling fast facts.

Our resolution is to bring you valuable services and products at a reasonable price!

**Athens (TX) Economic Development Corporation
President/CEO**

Johnson & Associates is accepting resumes on behalf of the **Athens Economic Development Corporation** for the position of **President/CEO**.

Position Description

Plan, develop, market and manage all aspects and activities related to industrial/economic development, including business recruitment, existing industry retention and expansion and act as representative for the Athens EDC with local, county, regional and state organizations. Adhere to the legislative requirements and intended use of 4B Sales Tax for economic development and work under direction of the seven-member board of directors. Work independently and with minimal supervision.

Duties and Responsibilities

Business Recruitment:

- All activities related to recruitment of new industries to community- Respond to, and prepare proposals for industrial prospects in timely manner
- Host industry site visits, lead negotiation process, develop incentive packages for consideration and present to

governmental entities

- Work closely with company representatives from initial proposal through operational start-up and then on-going as existing industry
- Work with city administration and departments on economic development issues, such as infrastructure, incentives, grant preparation and administration.
- Support city and other community organizations in other business attraction efforts

Existing Industry Programs:

- Identify needs and develop programs to support existing industry and encourage local expansion of jobs, annual payroll and capital investment
- Identify local workforce issues and work with industry, local and state entities to develop programs to meet needs
- Meet on a regular basis with existing industries and maintain relationships to assure first hand knowledge of potential issues, expansions, etc. Work closely with local and corporate officials to resolve problems and concerns related to local operation

Marketing/Strategic Plan:

- Develop and implement marketing initiatives
- Work with outside firms to develop marketing materials and collateral materials
- Represent city and EDC at seminars, tradeshow and other economic development functions and activities
- Market directly to site location consultants, industrial brokers and industry officials to bring new jobs and capital investment to city
- Develop and update EDC website, community profiles and other demographic information
- Work with EDC and city volunteer committees in developing and implementing strategic plan for economic development

Public Relations:

- Actively represent EDC before city council, civic organizations, county and regional organizations
- Establish and maintain relationships with local civic and government officials and organizations, members of local industries, public and higher education, regional organizations, Texas Department of Economic Development & Tourism and other state organizations to foster positive image for EDC and community
- Serve on board of directors of various local, county and regional organizations to further economic development opportunities
- Present programs to civic, educational and other organizations to update and educate audiences on economic development issues and legislative changes

Administrative:

- Preparation of annual budget based on historical and strategic information with assistance of Budget Committee
- Prepare all necessary monthly and annual reports related to EDC, industry incentives and work with city staff on required local and state reports
- Manage database of business contacts and prospect activity
- Complete all office, clerical duties as required in two person office

Salary

\$80,000+/- DOQ

Preferred Requirements

- Bachelor's degree from an accredited four year college, plus 5 years experience in economic development or related experience
- Certified Economic Developer or Economic Development Finance Professional
- Excellent interpersonal, organizational and team building skills
- Experience in developing projects from initial contact, proposal submission, site visits, negotiating incentives through start up and ongoing existing industry support
- Knowledge of financial packaging and grant and loan programs
- Ability to work with area, regional and state economic development partners

Area Information

Just 75 miles southeast of Dallas/Fort Worth and thirty-five miles west of Tyler on State highways 19 and 31 and U.S. Highway 175; and is the seat of Henderson County. With a population of an estimated 11,297, Athens combines the charm of a small southern town with many amenities offered by larger cities. With its rolling hills, lakes and streams,

Athens is a favorite getaway for picnics, country walks, fishing and boating, scuba diving or just plain relaxing.

Application Process

Cover letter, resume and at least four references should be directed to Johnson & Associates; c/o Athens EDC Search; 8308 Tecumseh Drive; Austin, TX 78753-5745 or johnson@jatoday.com. Resume packages will be accepted until **Friday, February 27, 2009**, or until the position is filled. References should include a supervisor, a subordinate and peers. Candidates desiring to provide a video showing communication and presentation skills may contact Johnson & Associates at 512.339.9000 for specifics and a how-to checklist. Submitting a video, which is OPTIONAL, allows the selection committee an opportunity to review communication skills that are impossible to fully showcase on a resume. The Athens EDC is an Equal Opportunity Employer valuing diversity at all levels of its workplace. Applicants for this position selected as finalists may be subject to a background investigation prior to final interview. Information from your resume may be subject to release to the public in the final stages of the search process.

***In accordance with the Texas Public Information Act,
please note that resumes may be subject to public disclosure.***

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**City of Taylor, Texas  
City Manager Position Update**

Johnson & Associates has been accepting resumes on behalf of the **City of Taylor** for the position of **City Manager**. That process closed January 15, 2009.

We are elated at the number of applicants and are beginning the next stages of screening and placement. Stay tuned to see who Taylor, Texas selects as their next City Manager...

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**Texas Historical Commission
Heritage Tourism State Coordinator
Hiring Announcement**

Please note that this position advertisement is **NOT** a J&A placement.
Please follow the application process below to apply directly to the THC

The **Texas Historical Commission** is accepting applications for the position of Heritage Tourism State Coordinator.

POSITION DESCRIPTION:

The Heritage Tourism State Coordinator oversees all aspects of the award-winning Texas Heritage Trails Program (THTP) including program development, product development and marketing. Provides dynamic leadership and motivation for the eight-member THTP staff and administers the multi-million dollar federal transportation enhancement program. Provides guidance for ten regional trail coordinators and trail boards located throughout the state.

EXAMPLES OF WORK PERFORMED:

- Develops and coordinates a comprehensive statewide heritage tourism program which includes marketing efforts with the THC's Marketing Communications Division.
- Provides training and strategic planning for regional coordinators and regional boards.
- Coordinates recruitment, hiring and oversight of regional coordinators. May represent THC on multiple boards and councils involved in tourism industry.
- May represent THC in heritage tourism related efforts with other state agencies or independent organizations.
- Makes presentations on heritage tourism to varied audiences. Performs responsible professional organizational work for the THTP, the development of program guidelines, procedures, policies, rules and regulations; the development of program budget, schedules, priorities and standards for achieving program goals; and the evaluation of program activities.
- Works under direction of the Community Heritage Development Division Director with considerable latitude for use of initiative and independent judgment.

MINIMUM QUALIFICATIONS:

- Graduation from an accredited four year college or university.
- Major course work in tourism, planning, historic preservation, business administration, public administration, marketing/communications, economic development or related fields is preferred.
- Experience in organizing and managing regional or statewide efforts and providing guidance to volunteers with a wide variety of backgrounds and expertise is preferred.
- Experience in managing a tourism or heritage tourism program is preferred.
- A minimum of four years historic preservation related experience and team leadership experience is required.

KNOWLEDGE, SKILLS, AND ABILITIES:

- Strong organizational skills and attention to detail is required.
- Excellent verbal and written communications skills required.
- Excellent skills with Word, PowerPoint and Excel required.
- Must be capable of making public presentations on heritage tourism.
- Must be capable of developing and maintaining positive relationships with all partners involved in tourism and historic preservation.

STATE OF TEXAS EMPLOYEE COMPENSATION

- Position Title: Heritage Tourism State Coordinator (Program Specialist V)
- Salary Group / Class #: B13/1574
- Salary Range: \$55,000 to \$70,000 annually
- Benefit package in accordance with State of Texas policies.
- For New Hires/Rehires: Health Coverage/Retirement Waiting Period: There is a 90-day waiting period for health coverage and retirement contribution.

APPLICATION PROCEDURE

- Applications must be submitted on the State of Texas Application for Employment form available on the web at <http://www.thc.state.tx.us/jobs/jbdefault.shtml>
- Please mail applications to P.O. Box 12276, Austin, Texas 78711 or deliver them in person at 1700 N. Congress Avenue, B-65, Austin, Texas.
- Resumes and cover letters can be attached, but are not required. Resumes cannot be submitted in lieu of applications.
- Applications will be reviewed, and top applicants will be contacted for interviews.
- After a qualified person has been chosen for the position, letters will be mailed to all interviewed applicants letting them know that the position has been filled.
- Disability access for application submission, testing and interview accommodations can be provided upon reasonable notice.

Additional information on the Texas Heritage Trails Program can be found at <http://www.thc.state.tx.us/heritagetourism/htdefault.shtml>

The Texas Historical Commission is an Equal Opportunity/Affirmative Action Employer.

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Executive Recruitment

Is the New Year calling you to make changes at your organization?

We specialize in executive placement services for community leadership positions. Our network is worldwide and our strong reputation helps fuel our repeat customer base.

Executive Recruitment has been the foundation of our business at J&A and we find ways to improve the process a bit every year. We go to great lengths to identify qualified applicants for your position, screen them for your selected criteria, present you with ideal candidates, and orchestrate the interview process to meet your needs. At J&A, we recognize every client has different needs and we tailor our services to exceed your expectations. You can see from our website at www.jatoday.com the testimonials from happy clients. Call J&A today to learn about our unique process and very affordable rates.

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New Year – New You

It seems each New Year, we are bombarded with advertisements of ways to improve your health, wealth, mind, and spirit. The fitness centers and gyms across the nation begin to fill up, we spend less after the holidays, and many of us set goals to improve our knowledge and nurture our spirit.

Thinking about how to improve the health, wealth, mind, and spirit of your organization as well?

HEALTH - J&A offers so many tools to help make your team stronger and function more effectively. We provide Building High Performance Teams and Dynamic Communication to improve the overall health of your team!

WEALTH - We want to help you be more profitable this year, too! We can facilitate a strategic plan for your organization that will help you streamline efforts, focus on what really needs to happen, and prioritize your goals! By getting lean and mean, you can invest your organization's wealth wiser. We pledge to make your money go farther by providing you the services you need at the prices you want.

MIND- J&A has developed many programs that will aid in the development of the "mind" of your organization. By helping you articulate your team's vision and by delivering the training courses you need, the collective wisdom of your organization grows and continually improves in communication and decision making. Get smart with J&A as your partner!

SPIRIT - Never overlook the value of spirit in an organization. In a down economy, morale often diminishes quickly in organizations. Regardless of financial issues, keep your company's confidence and drive high by giving team members the benefit of services like Team Talk and experiencing our team building exercises. Call on us to conduct a current assessment and make recommendations on process improvements.

We encourage you to consider making your organization thrive this year by calling us today to learn more! Cheers to a great 2009!



Armillary, Inc.

The Baileyton RV Park is a lovely 40 acre park located in **Baileyton, Tennessee**. The Park can accommodate tent campers, fifth wheelers, and class A, B, and C RV's. The majority of their sites are pull-through and in addition to the camp sites, Baileyton offers two brand new log cabins for rent along with remodeled bathing and laundry facilities.

Three fishing ponds and a huge golf driving range are available for campers and a public golf course can be found just a mile from the campground.

In the spring of 2008, owners Richard and Patricia Linn were investigating ways to improve their website and were considering having a company take their still pictures and enlarge them and make them active images (rolling in and out as the viewer browsed the website). The cost and time to have this done was more than they thought the benefit would be worth.

In late July one of Baileyton's guests was **Jim Lair** of J&A's partner, **Armillary Inc.** Jim spoke with the Linns about the use of spherical imaging to enhance their website. They liked what they saw and hired Armillary to produce four images that would show the large camping area, the golf driving range and the interior of the log cabins. The images took about an hour to shoot and were made available to the Linns within a few days.

Once the images were installed on the website, Patricia reported that their business immediately began receiving reservations as a result of the virtual tours. In the first few weeks there were several hundred direct hits on the spherical images and their new customers were very impressed with the campground based on the website! Please visit www.baileytonrvpark.com to see how spherical images are being used to support their website.

Visual communications through spherical imaging can support not only towns (like Pflugerville, TX, Canton, GA, Woodstock, GA) but also individual businesses, just like yours! So get on board to updating your websites through the use of spherical imaging technology. Contact J&A today or visit www.armillaryinc.com and see samples of this technology in action!



Play the Offense in the Game of Talent

At J&A and HRGroup, we like to share interesting articles, even if they aren't written by us.

This information from the "Herman Trend Alert: Navigating the Next Year," caught our attention. A recent study by the well-respected organization, the Corporate Executive Board, offers some sage advice for corporate leaders about how to successfully navigate the next year. Speaking on MSNBC, Tom Monahan, Chairman and CEO of this unique peer-to-peer network, shared the results of their recent research.

When asked which issues would be most challenging in 2009:

- 30 percent of the corporate leaders who responded answered "protecting growth initiatives"
- 24 percent said "making critical talent plays"
- 21 percent answered "exploiting risk opportunities"
- 17 percent replied "improving cost discipline"

To gain competitive advantage in this time of economic uncertainty, now is the time to "make critical talent plays", to "court and cultivate tomorrow's winners":

- Take the opportunity to close critical skill gaps with less-occupied talent.
- Reward outstanding performance.
- Use the economic crisis to sharpen the acumen of future executives.

Monahan closed his interview with an astute observation: "Companies playing offense on talent have a remarkable

opportunity right now.”

Ted Szaniawski stands ready to tell you more! Call or email Ted at **HRGroup** to schedule a presentation on Building a High Performance Team. Tell him Chloe sent you!

Phone: 480.753.6188
Email: ted@hrgrouponline.com
Web: www.hrgrouponline.com

“Green” Fast Facts - Recycling

*Our Partners at **HRGroup** recently included this message in a correspondence with customers and we at J&A wanted to share it with you:*

Consider the contributions your business makes in the world of paper recycling. Are you contributing to the waste or to the recycling effort? Could you do more this year? Food for thought...

- More than 56 percent of the paper consumed in the U.S. during 2007 was recovered for recycling - an all-time high.
- In total, 54.3 million tons of paper and paper board products were recovered last year in the United States - approximately 360 pounds for every man, woman, and child in the country, up from 233 pounds per person in 1990.
- The amount of paper being recovered far exceeds the amount sent to landfill sites. Every ton of paper that is recovered saves 3.3 cubic yards of landfill space.
- Enough paper was recovered for recycling last year to fill 130 Empire State Buildings.
- Since 1990, when the paper industry established its first recovery goal to advance recycling in the United States, paper recovery has grown by more than 87 percent.

Source: American Forest & Paper Association

Keep up the good work! Think Recycle!

Where We've Been

Chloe Johnson just recently conducted the wildly successful **Team Talk** for members of the Council and the Department Heads of the City of Taylor, Texas. Team Talk consists of any of a series of communication skills workshops.

Take a look at the components of Team Talk and what they could mean for your organization at:

http://www.jatoday.com/services.html#team_talk

Upcoming Events

Mark your calendars now to attend the **Texas Community Development Institute (CDI)** in The Woodlands on March 2-6, 2009. Find more information at www.lonestar.edu or email them at cdi@lonestar.edu

**Johnson & Associates, A Full Service
Community Economic Development Provider.
We deal in futures yours!**