

INSIDE

What's new:

This week's paper introduces two new elements:

- **AN INSIDE LOOK** provides a preview of topics readers can look forward to in future editions, along with a resource guide on how to use the paper./PAGE 34A
- **FACE TO FACE** is the first in a weekly series of to-the-point interviews with local business figures/PAGE 35A



Energy buildup

Two recently announced office projects will add nearly half a million square feet of space to the West Houston area.

PAGE 7A



Special delivery

Private obstetrics and gynecology practice The Women's Specialists of Houston is being acquired

POWER TO THE PEOPLE:

The first biodiesel generators in the nation to plug in to the electric grid are helping power the city of Oak Ridge North near The Woodlands/PAGE 2A



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Banks still growing, but ...

... robust FDIC data covers period before subprime meltdown

BY GREG BARR
HOUSTON BUSINESS JOURNAL

Jim Stein and Don Brunson found few believers when they first floated the idea of opening a bank inside Loop 610.

In early 2004, new banks were flocking to suburban areas in pursuit of steady population growth to the north and west.

"Some bankers were skeptical because of all the big banks and heavy competition down there," recalls Stein, president and CEO of Bank of Houston.

Two years after opening in the upscale Tanglewood area in March 2005, Stein and Brunson have grown

SEE FDIC, PAGE 66A



CRAIG HARTLEY/HBJ

Jim Stein of Bank of Houston: 'Any way you slice it, \$100 oil is good for the Houston economy.'

CITYBEAT

Quilt show spreads out, sets record

Quilt connoisseurs sewed up another attendance record at the George R. Brown Convention Center this month.

The annual International Quilt Festival attracted a patchwork crowd of 54,247 patrons.

The four-day event held Nov. 1-4 now holds title to the most widely attended trade show in the convention center's 20-year history.

The previous record was 53,989 in 2004 — also set by the International Quilt Festival.

Quilts have loomed large as an annual drawing card for 37 years.

In fact, the local festival run by Houston-based Quilts Inc. ranked as largest in the world until a Japanese company got into the quilting show business.

Karey Bresenhan, festival founder and



BRIEFS

FROM PAGE 15A

Enfusia products (www.enfusia.com) are made with certified organic and natural botanical ingredients and extracts that are formulated to protect, hydrate and nourish adult and baby skin. She originally created Enfusia to solve her own affliction with eczema, and quickly came to the realization that there was probably a large demand among other people for nonirritating skin-care products.

Myers' organic recipe is so pure that it is well-suited for those who are undergoing radiation treatment for cancer. "When my mother-in-law was battling breast cancer, the radiation made her skin extremely intolerant so I developed a Clean Enfusia line that's fragrance free," she says.

• **Mail Again LLC.** Reply envelopes included in monthly statements and mail solicitations often go unused. Mail Again LLC hopes to eliminate the waste through their reusable "two-way" envelopes.

"With electronic bill payment approaching 40 percent and direct mail response rates averaging less than 2 percent, the negative environmental impact of simply creating the paper for billions of reply envelopes is staggering" says Gary Emmott, president of Mail Again.



Emmott

He says approximately 6,000 tons of paper is produced to make 1 billion reply envelopes — 102,000 trees are harvested, which affects 1,200 acres of natural forests and consumes 7,579,000 gallons of fuel, 41,718,000 gallons of water and 24,462,000 kilowatt hours of energy. In the process, 3,522,000 pounds of air pollution is created and ultimately the waste paper occupies 18,360 cubic yards of landfill.

"Manufacturing, printing, inserting, handling, mailing and transporting the reply envelopes greatly compounds the negative environmental impact of the paper manufacturing statistics," he adds.

The Mail Again envelopes feature sealing technologies that make them easier to open and reuse. They are designed to enable commingling and presorting, while ensuring any corrective U.S. Postal Service spray bar codes do not effect reply mail.

The USPS-approved two-way envelopes are available in a variety of standard sizes and have simple instructions printed on the envelope.

trees or removing over 100 cars from the road per year.

• **Environmentally friendly.** In keeping with the Aveda beauty product line, consisting of pure plant- and flower-based products and hair color derived from 97 percent natural ingredients, the Aveda Institute Houston is teaching hairstylists, skin care specialists and massage therapists how to work and live an environmentally conscious lifestyle.

The students recycle newspapers, use organic towels and munch on organic food in the break rooms. Natural lighting illuminates the school, there are no synthetic perfumes or lamination machines and there is a completely smoke-free environment.

This year, the students at the Houston Institute raised \$6,050.46 for the Global Greengrants Fund.

• **Discounted energy audits.** NewPoint Energy Solutions, a division of Standard Renewable Energy, is offering discounted energy audits to Green Mountain Energy Co.'s customers.

Green Mountain customers can receive a \$100 discount on the price of an introductory NewPoint energy audit (regularly \$200). A typical Texas residential customer can achieve as much as a 25 percent to 30 percent reduction in annual energy consumption by following energy audit recommendations, according to Paul Markovich, senior vice president of residential services for Green Mountain.

NewPoint also is offering Green Mountain customers a \$250 discount on a comprehensive audit (regularly \$750), which includes a blower-door test and thermographic inspection (infrared photography) to identify energy leaks:

NewPoint (www.newpointenergy.com) provides renewable energy and energy-saving solutions for homes and light commercial applications, including solar photovoltaic energy systems, wind energy systems, high-efficiency heating and cooling systems, high-performance spray foam insulation, and environmentally friendly backup power technologies.

Green Mountain offers cleaner electricity products using renewable sources such as wind, water and solar.

• **Biodegradable micro-emulsions.** Flotek Industries Inc. (www.flotekind.com), which develops innovative specialty chemicals and downhole drilling and production equipment, has a patent pending on green biodegradable surfactant micro-emulsions.

The micro-emulsion's additives offer superior performance for applications of drilling, stimulation and remediation fluid systems, limiting damage and improving cleanup of the formation

THE SPECTRUM

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