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FOR IMMEDIATE RELEASE**

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**RIO SOUTH TEXAS ECONOMIC COUNCIL MEMBERS
PARTICIPATE IN TWO-WEEK CORPORATE LOCATION
ASSESSMENT WITH HOPES OF VISIONING “ONE PLACE WITH
ONE VOICE”**

***PRESS CONFERENCE AND TRAINING TO BE HELD FRIDAY TO
DISCUSS RESULTS***

Rio South Texas, June 18, 2009 – Friday marks the end of a two-week tour of sites in the Rio South Texas region that could fit industries looking for the next great place to do business. The intensive tours, spanning from South Padre Island to Starr County, and numerous business interviews were organized by the Rio South Texas Economic Council for the hired corporate site selection and marketing consulting team of Austin Consulting, Chabin Concepts and Applied Economics, in hopes that the Rio South Texas region -- which currently and geographically includes entities within Hidalgo, Starr, Cameron, and Willacy counties -- can move one step closer to becoming “one place with one voice.”

With the conclusion of the tours and interviews, Friday will be a day for reflection, as the Rio South Texas Economic Council Executive Board reviews the preliminary findings of the corporate location assessment. All media are invited to attend a press conference to hear their thoughts about the region’s review.

WHAT: “One Place, One Voice” Press Conference

WHEN: 11:00 a.m. Friday, June 19, 2009

WHERE: Edinburg City Hall, 1st Floor; 415 W. University Dr.

WHO: Rio South Texas Economic Council (Speakers will be Hidalgo County Judge J.D. Salinas III, Chairman; Steve Alhenius, McAllen Chamber of Commerce; and Don Schjeldahl of Austin Consulting)

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Media are also invited to stay for a training, “How a Consultant Analyzes a Location,” immediately following the press conference from 12 p.m. to 2 p.m. Lunch will be provided. RSVP is required by 5 p.m. Thursday to Sofia Hernandez, sofia.hernandez@hidalgocountyjudge.com or (956) 318-2600.

The session, given by the Austin Consulting team, will focus on site location trends in the global economy, key drivers in a location decision, the role of incentives, the importance of regionalism, industry targeting and why professional representation is required to “close the deal.”

Media are an important piece of the puzzle, because oftentimes, how the media chooses to frame a local issue could affect decision making by a firm. Media could gain valuable insight from this opportunity, as well as be able to speak up to the Rio South Texas leaders about their thoughts on the issue as well.

“All of the members involved in this effort understand that there is significant value in working regionally, especially given today’s economy,” said Hidalgo County Judge J.D. Salinas III, RSTEC Chairman. “We wanted to know what a team highly specialized in selecting sites for corporate location sees in our region, and we needed to identify how they can help us to collaborate to compete. We hope that Friday will be a fruitful conclusion to this discovery process, and then the real work gets started. It’s going to require all of us, not just the large cities or counties, to move the concept of regionalism, coordination, communication and cooperation forward. We are looking forward to sharing our vision.”



About Rio South Texas Economic Council:

The Rio South Texas Economic Council is an alliance of local governments and economic development organizations in the Rio Grande Valley that could potentially grow to other areas of South Texas or Mexico. The goal is to develop a work plan to unify and coordinate regional marketing efforts, develop strategies for regional economic development, and to provide education and training for the purpose of strengthening community economic development efforts.

About Chabin Concepts:

Chabin Concepts is an economic development consulting firm offering strategic solutions, marketing tactics and dynamic tools for communities, regions and states.

About Austin Consulting:

Austin Consulting is an objective in-house team of location consultants offering specialized experience in identifying the right location for the client’s specific requirements.

About Applied Economics:

Applied Economics is an economic consulting firm specializing in economic and fiscal impact assessment, socioeconomic modeling, urban planning, and custom software applications.