

CONTACT:

Amy Stansbury
Stansbury Public Relations for the
Pflugerville Community Development Corporation
512-968-4511
amy@stansburypr.com

PFLUGERVILLE COMMUNITY DEVELOPMENT CORPORATION
MAKES TWO NEW HIRES

*Business Recruitment Specialist and Business Retention Specialist
begin working at PCDC in January*

PFLUGERVILLE, Texas—January 25, 2010—The Pflugerville Community Development Corporation (PCDC), which promotes economic development and employment in the city, today announced it has hired two new staff members. Mary Poché began working Jan. 19 as PCDC’s Business Recruitment Specialist, and Elizabeth Leasure began working at PCDC today as the Business Retention Specialist. Both positions are new to the economic development corporation.

“These positions are important to Pflugerville’s economic development efforts in that they will support PCDC’s mission to bring good businesses to the city, and keep the businesses flourishing that already exist here,” said Charles Simon, Pflugerville economic development director. “Mary and Elizabeth bring relevant experience and a solid understanding of the economic development landscape.”

Poché comes to PCDC with more than 20 years of experience in marketing. Most recently, she was the Director of Marketing and Public Relations at the Temple Economic Development Corporation where she was responsible for developing marketing collateral and advertisements, coordinating the corporation’s presence at trade shows, managing the marketing plan and budget, and managing lead generation efforts. Poché graduated Summa Cum Laude from The University of Texas at Austin with a Bachelor of Science degree in Communications.

Most recently, Leasure was the office manager for U.S. Representative Ed Whitfield, Kentucky (R)-District 1, based in Wash., D.C. She has also previously held economic development positions at the City of North Richland Hills, Texas, and Madisonville, Ky. Leasure earned a Bachelor of Business Administration degree from The University of Mississippi.

About the Pflugerville Community Development Corporation

The Pflugerville Community Development Corporation supports the city’s goals of smart growth while diversifying the city’s tax base and providing support to both commerce and the community. PCDC promotes Pflugerville as a desirable place for new businesses to operate, and supports existing businesses by helping to address their needs. PCDC can

provide funding for use as an incentive to businesses to begin doing business in Pflugerville. PCDC funds, which is 4B money generated from a half-cent of the city's sales tax revenue, can also be used to construct needed infrastructure such as roads, utilities and drainage projects.

Located 16 miles northeast of Austin and just south of Round Rock, Pflugerville is well-situated in a growing region. Recent transportation improvements, such as state highways 45 and 130, offer further linkage and direct access to other nearby cities and the region's main airport. For more information, visit www.pfdevelopment.com.

###