

# Why Work In North Central Texas!

Response to an  
InterLink One Minute Business Survey on:  
"Nation States Replaced by Regions"  
Note: Respondents are confidential

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In his book "The Next Global Stage", Japanese management guru Kenichi Ohmae states:

"In a global economy where information and capital flow freely from place to place, turning traditional borders into "dotted lines," nation-states are being replaced by regions - city-centric hubs of 1 million to 10 million people - as the relevant units of measurement."

Survey Question: From your perspective as a business leader, how does North Central Texas rate as a unit of measurement in meeting your business needs?

For our basic needs as a small business owner it is fine. However, we use the internet for research, information, and purchases of items that are more convenient to purchase online than taking the time to retrieve from a local vendor.

The North Central Texas area ranks very high in meeting the business needs of our company, for several reasons:

- \* Local high-tech workforce (engineers)
- \* Affordable housing
- \* Reasonable cost of living
- \* Major airport (easy access to/from both coasts)
- \* Telecommunications Center
- \* Nice climate (except for the 100 plus days)

We're just beginning to link together around common business interests. The chambers and other groups have always had a presence, but there doesn't seem to be a cohesive force that brings the entire region together for the common good. Most businesses seem to focus on local competition rather than sustaining a long term vision of competing on the world stage.

As "outside" players buy more property and have more influence and presence here, maybe that will be a catalyst for making people think about our relationship as a whole to the rest of the world. Having said all that, I can't think of another area where I'd rather be.

Our needs are well met in  
North Central Texas. We  
recruit broadly and our hires  
come from all segments of the  
DFW area.

Because 2/3 of our workforce resides in "North Central Texas" it is a key benchmark for our organization.

While we are headquartered in Dallas, our clients are scattered across the country. We do not conduct business in other countries consequently we would not have an applicable global opinion. In the United States in comparison to other "city-centric hubs" North Central Texas, from our perspective, appears to be a generous unit of measurement with regard to workforce, marketplace and business opportunity.



As it relates to my business, I don't hold completely to this premise and prefer to look at "economic sphere of influence". With that view, DFW rates very high as I see most of the technological influence for not only TX, but also OK, AR, and LA centered in DFW.

The DFW area has most of the requisite features to participate and succeed as a "unit of measure" in the global economy. With almost 6 million people we certainly have the critical mass to attract interest from sellers from around the world. Our central location, good weather, and easy access to global transportation with DFW makes the metroplex a prime location for businesses of all types to locate and relocate. The positive business climate (taxes, cost of labor and real estate, access to workforce) only adds to these qualities. We need to continue to strengthen our local transportation infrastructure to enable continued growth. We also need to focus on bringing research and development to the region by fostering programs at local universities and encouraging investment by local businesses. This will ensure our participation in the next wave of new business opportunities coming in the near future.

For our company it correlates closely with our district boundaries. The Southwest region office is located within these same boundaries and the region is largely dominated by our district's results. As far as employment goes we are usually ranked in the top two largest districts of our company.