



GREATER HOUSTON  
**PARTNERSHIP**

Making Houston Greater.

**CONTACT:**            **Clint Pasche**  
Vice President, Communications  
(713) 844-3645 – Office  
[cpasche@houston.org](mailto:cpasche@houston.org)

**Ashley White**  
Coordinator, Communications  
(713) 844-3640 – Office  
[awhite@houston.org](mailto:awhite@houston.org)

## PRESS RELEASE

---

**FOR IMMEDIATE RELEASE:**

**January 15, 2015**

### **Gina Luna Assumes Role as Chair of Greater Houston Partnership at Annual Meeting**

Partnership Leaders Discuss 2015 Priorities and Unveil New Logo

HOUSTON – The Greater Houston Partnership held its 2015 Annual Meeting today at the Hilton Americas in downtown Houston. As part of the event, Gina Luna, Chairman of JPMorgan Chase in Houston, assumed her role as chair of the organization’s Board of Directors. Most recently, Luna served as vice chair and secretary of the Partnership and as co-chair of the organization’s Regional Workforce Development Task Force. Luna is the current chair of the resulting *UpSkill Houston* workforce development initiative.

“Gina will be an enthusiastic, effective leader and a great spokesperson for the Partnership and the Houston region,” said Bob Harvey, GHP President and CEO. “She will serve as a key player in driving the Partnership’s agenda going forward,” he added.

In her remarks, Luna focused her attention to the business organization’s need to focus on investing in people.

“Houston is about the people. Our resilient, open hearted and open minded residents make Houston the great city it is,” she said, “To build the future of Houston, we must invest in people.”

She outlined the Partnership’s plans including the *UpSkill Houston* workforce program, the organization’s Talent Attraction initiative and Early Matters, a coalition of organizations focused on early childhood education.

She also discussed investments needed in transportation infrastructure, along with the state of the City of Houston’s finances and need for action in these areas.

-MORE-

[www.houston.org](http://www.houston.org)

1200 Smith, Suite 700 | Houston, TX 77002

Austin | Brazoria | Chambers | Fort Bend | Galveston | Harris | Liberty, Montgomery, San Jacinto | Walker | Waller



“No question, these are not easy issues, but as leaders, we did not sign up for the easy ones,” Luna remarked, “True leadership overcomes adversity with a vision of greatness and the work we undertake today has the potential to make an impact well into the future.”

Partnership President and CEO Bob Harvey then outlined the organization’s accomplishments from 2014 and noted that the organization must move beyond planning and into active execution mode.

“It’s time for a change in focus,” he challenged the audience, “We must begin to judge our progress and our success based on our impact, not just our ambitions.”

He then challenged the audience of Partnership members and other civic leaders to engage in the work of the Partnership with the goal to make the Houston region greater.

### **New Leadership**

As part of the meeting, the Partnership held the election for incoming vice chair and secretary, Jamey Rootes, President of the Houston Texans. Rootes has played an active role at the Partnership for several years. He has served as chair of the organization’s Regional Economic Development Advisory Committee and leads the Houston Image Coalition, responsible for execution of the *Houston: The City With No Limits* image campaign.

### **Partnership’s New Brand Image**

In addition, the Partnership unveiled a new logo and brand for the organization. As the Partnership plans to move to a new building in 2016, the move sparked a unique opportunity to present a fresh, modern face to both the local community and the region’s visitors from across the U.S. and beyond.

The mark itself contains a multi-faceted “greater than” sign that is part of an abstract “H,” representing the Houston region. The word “Partnership” is shown in a bold, vibrant blue color to emphasize the true partnership that is the organization and its members.

“Inherent in the new logo’s tagline ‘Making Houston Greater’ is our recognition that Houston is already ‘great,’” said Harvey, “But together with the business community, we are working to take our city to even greater heights.”

###

**Files of the new Greater Houston Partnership logo are attached in both .jpg and .eps format. Please discard any previous versions of the logo you have on file. For any questions about logo usage to obtain the mark in a different format, please contact Ashley White at 713-844-3640 or [awhite@houston.org](mailto:awhite@houston.org)**

Greater Houston Partnership works to make Houston one of the world’s best places to live, work and build a business. It represents 11 counties: Austin, Brazoria, Chambers, Fort Bend, Galveston, Harris, Liberty, Montgomery, San Jacinto, Walker and Waller. With more than 1,400 member organizations, the Partnership represents approximately one-fifth of the region’s workforce. Visit the Partnership at [houston.org](http://houston.org).

[www.houston.org](http://www.houston.org)

1200 Smith, Suite 700 | Houston, TX 77002

Austin | Brazoria | Chambers | Fort Bend | Galveston | Harris | Liberty, Montgomery, San Jacinto | Walker | Waller