



IAMC

INDUSTRIAL ASSET MANAGEMENT COUNCIL

Dispatch

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Distinctive & Collegial Atmosphere Marks IAMC Professional Forum

The praise coming from those IAMC members attending the organization's first Professional Forum in Savannah, Ga., last fall was effusive. Comments to the effect that this conference was the best they had ever attended, or that IAMC was the right organization at the right time were heard at almost every turn.

The challenge before the IAMC Membership and Program Delivery committees became two-fold. First the membership group had to find a way to describe the experience to those prospective IAMC members who had not been in Savannah. Second, the Program Delivery Committee had the challenge of replicating an outstanding inaugural conference.



Bill Pearson

Both committees will have a chance to measure their success when the Spring 2003 IAMC Professional Forum convenes April 6-9 at the Westin Innisbrook Resort in Palm Harbor, Fla.

"Describing the atmosphere in Savannah is a little like trying to describe the taste of an apple," said **Bill Pearson**, of BASF Corp., chairman of the IAMC Membership Committee. "We settled on the word 'collegial' to describe the conference, but I'm not sure that does it justice."

However it is described, the atmosphere of the IAMC Professional Forum is an outstanding one for all concerned. For Active IAMC members, the conference had the right balance of Actives and Associates — enabling easy and comfortable networking opportunities to take place — as well as outstanding and relevant program content. For Service Provider Associate members and the Economic Development professionals in attendance, the Forum allowed an opportunity to learn more about the challenges facing the corporate real estate profession and did so in a relaxed networking climate.

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Westin Innisbrook

The Westin Innisbrook Resort in Palm Harbor, Fla., will be the host site for the Spring 2003 IAMC Professional Forum slated for April 6-9. The hotel is noted as one of the best facilities in the worldwide Westin chain.

The Westin Innisbrook is located 25 miles northwest of the Tampa Bay area on the Gulf of Mexico. It features a championship golf course and outstanding amenities, including restaurants, meeting space and a spa.



Forum Speakers Bring Conference Theme Home

The line-up of speakers for the 2003 Spring IAMC Professional Forum slated for April 6-9 in Palm Harbor, Fla., show a wide diversity of content and style. The three keynote speakers, as well as the presenters chosen from the asset management profession, all have a message that revolves around the theme, "Industrial Asset Management Approaches to Proficiency and Profitability."

From the humor of **Larry Winget's** opening presentation, to the thought-provoking and innovative **Roger von Oech** and the popular academic approach of **Dr. Peter Ricchiuti**, this Professional Forum is geared to putting topical information into the hands of the corporate real estate professional and service provider in a manner that is both meaningful and memorable.



Larry Winget

In addition to the three keynote speakers, the Spring Professional Forum features a presentation by **Wayne Schroeder**, chief power engineer of INCO/Thompson Operations on an extraordinary energy savings project that netted that company the equivalent of a \$2 million annuity. Schroeder's general session presentation takes place on Tuesday, April 8 from 9:00-10:00 a.m.

Gerald Trigger, of Detroit, Mich., offers a Tuesday morning workshop from 10:30-11:15 a.m., on the topic,

"New Value From Old Assets — Turning Excess Property Into Profits the Brownfields Way." Trigger, who is a noted specialist on the conversion of



Dr. Peter Ricchiuti

brownfields into useable property, has already completed several projects of this type, including a 1-million-sq.-ft. retail center and a downtown Detroit corporate headquarters.

The Monday afternoon workshop sequence begins at 1:30 p.m. with **Jim Dieter**, of Insignia Financial Group, delivering his "Industrial Market Report," which will deal with how high vacancy rates and low pricing trends across the country are influencing corporate decisions to buy, lease or dispose of properties as well as other issues related to real estate and the economy.

The second and third sessions on Monday afternoon offer a two-part workshop on Industrial Portfolio and Infrastructure Management. The sessions will offer specific how-to's and actual examples for managing these assets with a focus on organizational size, growth and planning approaches.

The Tuesday afternoon workshops include a breakout session with Roger von Oech, the luncheon speaker that day, and a session on "Negotiating Industrial Leases in Today's Business Environment" with **James S. Gray**, of Alzheimer and Gray.

Distinctive & Collegial Atmosphere Marks IAMC Professional Forum

(continued from pg. 1)

The program content for the Spring IAMC Professional Forum is just about complete. The three major speakers include **Larry Winget**, who uses humor to raise productivity;

Roger von Oech, one of the nation's top experts on creativity and innovation; and Tulane University professor **Dr. Peter Ricchiuti**, on Wall Street's view of the industrial and manufacturing sectors.

The Spring 2003 Professional Forum Sponsors



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September IAMC Forum Set for Danvers, Mass.

The Fall 2003 IAMC Professional Forum will take place in Danvers, Mass., a suburb of Boston, Sept. 8-10, and will again feature some of the top speakers and professionals in the field of corporate real estate and industrial asset management.

The IAMC Professional Forums are continually adding new professional education opportunities designed to make the organization the best and most relevant professional association for executives in the corporate real estate field from the manufacturing and industrial sectors.

While the formal sessions of the Forum begin on Monday, Sept. 8, there are opportunities for IAMC involvement as early as Saturday, Sept. 6, as the second IAMC Research Roundtable will be held that day.

The host site for the Fall '03 IAMC Professional Forum will be the Sheraton Ferncroft Hotel. Danvers is only 17 miles from Boston's Logan International Airport, and features its own Robert Trent Jones-designed golf course.

The combination of collegial networking and professional education in suburban Boston provides the perfect conditions for an outstanding IAMC Professional Forum. More details will be posted on the IAMC Web site (www.IAMC.org) as they become available.



The Sheraton Ferncroft in Danvers, Mass., features a Robert Trent Jones golf course.

Three IAMC Officers Named to Site Selection Editorial Advisory Board



Site Selection magazine, the official publication of IAMC, has named three of the organization's officers to serve on a select Editorial Advisory Board. The three — **Jack Brophy**, the 2002-2003 IAMC Chairman, of Chicago; **Roger Beck**, a retired Dow Corning executive from Holt, Mich.; and **Pat McKee**, Director of Business for McGough Construction Company in Phoenix, Ariz., have agreed to serve on the advisory board with seven other representatives of the corporate real estate, economic development and site selection community.

Mark Arend, editor of *Site Selection*, selected the Board, which also includes IAMC Academic member **Dr. John Lombard**, of Old Dominion University in Norfolk, Va.; **Mark Kilduff**, executive director of the Virginia Economic Development Partnership; **Mark Krauseneck**, president of the Grand Forks (N.D.) Region Economic Development Corp.; **Ed Rondeau**, global operations director, Association Management Division at Conway Data in Norcross, Ga.; **Jay Biggins**, with the law firm of Stadtmauer Bailkin Biggins, based in New York City and Princeton, N.J.; **Tom Bomba**, senior director of global consulting with Jones Lang LaSalle in San Francisco; and **Dr. Eric Hansen**, president of the Economic Transformations Group in Sausalito, Calif.

For more on this board, see the March 2003 issue of *Site Selection* magazine.

Energy Savings: INCO/Thompson's Schroeder to Speak at IAMC Forum

In 1998, INCO, the world's largest nickel producer, decreed that all of its operations needed to trim energy consumption by 10 percent. INCO's facility in Thompson, Manitoba met that challenge and did even more under the direction of **Wayne Schroeder**.

Wayne Schroeder is the Chief Power Engineer for INCO/Thompson Operations' Canada/UK Division and has been at that facility since 1991. Schroeder has been a First Class Power Engineer for 20 years and in his role at INCO is in charge of all of the utilities for the mine site which includes a water treatment plant for the city of Thompson.



Wayne Schroeder

In his presentation for IAMC, Schroeder plans to share how Thompson set itself up for success and then managed the process to ensure it could deliver sustainable reductions in the site's energy costs. Additionally, his discussion will show how energy management is now integrated as a component of the operation's long-term capital planning process.

According to Schroeder, the two key elements of INCO Thompson's success were looking at the operation from an integrated perspective and bringing a representative from the company's energy provider onto the internal team. The advantages of developing a cooperative relationship with an energy provider and leveraging those skills and knowledge enabled Thompson to realize a substantial savings.

Schroeder is currently the head of the INCO/Thompson Operation's Energy Team that has a mandate to save the company at least \$500,000 (Canadian) in energy costs in the current year.

IAMC Offers Membership/Spring Professional Forum Combination Rate

Individuals eligible for Active (corporate) membership in IAMC are being offered a special discount when they join IAMC and register for the Spring Professional Forum, slated for Palm Harbor, Fla., prior to Mar. 31, 2003.

For just \$1,040 — a \$600 savings — individuals may join IAMC and register for the three-day Professional Forum that begins Monday, April 8, at the Westin Innisbrook Resort. Much of the value of the IAMC Professional Forum comes from the informal networking opportunities and the collegial discussion climate that is fast becoming a trademark of the IAMC Forums.

Active members of IAMC are individuals with direct corporate responsibility for real estate and asset management decisions. IAMC focuses on businesses in the industrial and manufacturing sectors.



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