



IAMC

INDUSTRIAL ASSET MANAGEMENT COUNCIL

Dispatch

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Ethics & Economic Realty Fall IAMC Forum Tackles Tough Issues

The Fall 2003 IAMC Professional Forum will be held September 7–10 in suburban Boston, Mass., at the Sheraton Ferncroft Resort and will develop the theme of *Agile Leadership for the Bottom Line: Dealing with Corporate Governance, Ethics and Economic Reality*.



**Dr. Richard
Schroth**

The outline of the Fall Forum is already in place and is shown in the boxed area on page 3. Already selected as the opening keynote speaker is **Dr. Richard Schroth**, a noted consultant and advisor on emerging technology to many of the world's leading corporations.

In addition to the programmed three-day conference, a select group of IAMC members and managers in the corporate real estate arena will be invited to participate in a special roundtable program designed to bring a new perspective to the roles and duties of the corporate real estate professional.

"The Fall 2003 Professional Forum topics are chosen for their relevance in today's business climate," said IAMC Treasurer and Program Committee member Charles McSwain. "IAMC members work with each speaker to sharpen their focus on our professional needs, and make the content as current as possible. I think that every IAMC member will take important and useful information home with them from this Forum. And as a Forum, it's also a great place to hone your own new ideas with industry peers before trying them on internal customers."

To register for the Fall IAMC Professional Forum, log on to www.iamc.org and click on the registration icon. For reservations at the Sheraton Ferncroft Resort, call 978-777-2500.

IAMC Board Develops New Corporate Member Forum Attendance Policy

The IAMC Board of Directors continued to establish the new organization as one of the most innovative and forward-thinking professional associations by creating a policy that encourages and rewards Professional Forum attendance by its Corporate members. Effective immediately, IAMC will waive the Professional Forum registration fee for Corporate members (formally called Active members) who attended and paid for the immediately preceding Forum.

"This is the type of creative thinking that a young, flexible organization can do to lead the way," said IAMC Chairman Jack Brophy. "I am pleased that our Board developed this policy, and I look forward to seeing the tremendous benefits that it will bring to this organization."

All IAMC Corporate members who attended the Spring '03 Professional Forum in Palm Harbor are already eligible to take advantage of this program at the next Professional Forum in Boston.

Spring '03 IAMC Professional Forum Spotlights Effectiveness

The banner for the Spring 2003 IAMC Professional Forum read, *Getting It Done Right*. After getting rave reviews from the corporate real estate professionals, economic developers and service providers that attended the meeting, IAMC more than lived up to its billing.

From the opening session with Larry Winget, to the closing session that featured Tulane University economics professor Dr. Peter Ricchiuti, the Spring Forum brought a focused and cohesive message to the record crowd that attended.

Winget's message that "Success is Simple, Money is Easy and Life is a Hoot," helped crystallize the thinking of the IAMC members in the room and engendered lively discussion that rippled throughout the day.

Mark Snyder, Vice President of Real Estate for Linatec, a medical instruments manufacturer headquartered in Tampa, followed Winget with an up-close

and very personal look at the challenges facing a small firm that is on a fast-growth track.

The top-ranked workshop among the Palm Harbor conference attendees was the *Industrial Market Report* with Jim Dieter of Insignia E.S. Gordon. In his presentation, Dieter addressed the issue of how high vacancy rates and low pricing trends in the country are influencing corporate real estate decisions on whether to buy, sell or lease properties.

Dieter's presentation meshed well with the second Monday workshop on *Industrial Portfolio and Infrastructure*

Management presented by J. Van Cunningham, Assistant Vice President of Economic Development with Burlington Northern Santa Fe Railroad; Eric T. Dillinger, Principal and Vice President of Facilities Management Services for Carter & Burgess; and David W. Keil, PE, Associate Program Manager for Carter and Burgess.

The trio, with moderator Charles McSwain of CSX Realty, presented a two-part program covering portfolio management and methods of prioritizing capital investment strategies.

Other IAMC sessions included the traditional Industry Roundtable sessions for both Corporate and Associate members and a Tuesday luncheon and

breakout session with noted creativity tutor Roger von Oech. In his luncheon presentation, von Oech outlined four hats worn by individuals as they go through the creative process. Von Oech began with the hat of an

explorer, which searches for solutions, and followed that with the artist's beret, which is worn while developing the creative answers. The third hat is that of the judge in which the various creative ideas are weighed to determine the optimal one. Finally, the helmet of warrior is worn in the implementation process.

The Tuesday sessions began with Wayne Schroeder of INCO Thompson Operations in Canada reporting on his company's aggressive power conservation efforts and the tremendous savings the effort has generated. The efforts of Schroeder and his team have

delivered the equivalent of a \$2 million annuity to INCO's bottom line.

Ricchiuti, Professor of Economics at the A.B. Freeman School of Business at Tulane University in New Orleans and the coordinator of the *Burkenroad Reports*, a student-generated stock portfolio of small southern companies, provided the final presentation of the Forum.

Ricchiuti, who routinely garners "top professor" honors at Tulane, kept the IAMC faithful spellbound through his presentation on "What Wall Street is Saying About the Manufacturing and Industrial Sectors." With a humorous touch, Dr. Ricchiuti drove home the point that the manufacturing and industrial areas of the stock market are recovering, but that the recovery was going to be slower than most CEOs would prefer.



Larry Winget



Charles McSwain



Dr. Peter Ricchiuti

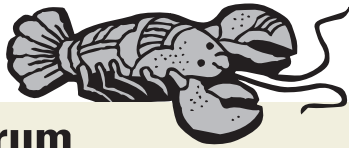


Roger von Oech



IAMC conducted its first Research Roundtable at the Spring '03 Professional Forum. The initial Roundtable, composed of 10 corporate members of the organization, met on the Saturday preceding the start of the Forum and focused on finding the place within the corporate organizational structure that enables the corporate real estate function to maximize its value to the company. The report to be generated from this effort will be distributed this summer.

DADCO Consulting and United Systems Integrators Corp. were the generous sponsors of this first IAMC Research Roundtable effort.



Fall '03 Professional Forum Tentative Program Schedule

**Agile Leadership for the Bottom Line:
Dealing with Corporate Governance, Ethics and Economic Reality**

Saturday, September 6

10:00 a.m. – 5:00 p.m. Research Roundtable

Sunday, September 7

7:30 a.m. – 12:30 p.m. Golf Outing
1:00 p.m. – 2:00 p.m. Board of Directors Luncheon
2:30 p.m. – 5:30 p.m. Board of Directors Meeting

Monday, September 8

8:30 a.m. – 9:30 a.m. Opening General Session
10:00 a.m. – 10:30 a.m. Industry Roundtable
10:00 a.m. – 11:30 a.m. Peer-to-Peer Sessions
Part I – Speaker Presentation
Part II – Roundtable Discussions
12:00 noon – 1:00 p.m. Luncheon and Keynote Presentation
1:30 p.m. – 5:00 p.m. Workshops

Tuesday, September 9

8:30 a.m. – 9:30 a.m. General Session
10:00 a.m. – 11:00 a.m. Workshop
11:30 a.m. – 12:30 p.m. Luncheon and Keynote Presentation
1:00 p.m. – 3:30 p.m. Workshops

Wednesday, September 10

7:30 a.m. – 8:30 a.m. Breakfast & Closing General Session

The “Art” of Associate Membership

Art Murray Named Chair of IAMC Associate Advisory Committee

Art Murray, an Associate Broker with Lavista Associates in Norcross, Ga., is the new Chair of the IAMC Associate Advisory Committee. He comes to the position with over 26 years in the corporate real estate business and is a veteran of IDRC. He was the chair of the Associate Members committee of IDRC in 1996 and '97, and served on the Board of Directors of that organization from 1994 through '97.



Art Murray

A specialist in the acquisition and disposition of corporate property, Murray has sold or leased over 16 million sq. ft. of corporate facilities with a value of more than \$600 million in his career.

Murray gravitated to the corporate real estate field immediately after completing his MBA from the Wharton School of Business at the University of Pennsylvania in 1976. “It just seemed natural to take my academic training and apply it toward real estate,” Murray said.

One of his early projects with Lavista, a 1980 single facility deal with CIBA's contact lens division, turned out to be one of his most memorable as the Lavista-CIBA relationship is still going strong. CIBA has since had over 25 transactions in the Atlanta market with over 1.25 million sq. ft. of space hosting over 3,200 employees. The economic impact of this relationship is impressive as more than 300 of those employees were Ph.D.s.

After many years of involvement with IDRC and the new Industrial Asset Management Council, Murray is well suited for his leadership role on the Associate Advisory Committee. “From a personal standpoint,” he said, “I have been attending the meetings for 25 years, so I see the strong social side to the organization.”

IAMC Hosts Initial Inductions to Development Hall of Fame

The first three initiates into the Development Hall of Fame were honored at the IAMC Professional Forum in Palm Harbor with the late president Dwight D. Eisenhower, Puerto Rican visionary Teodoro Moscoso and Tampa Bay Water Executive Director Jerry Maxwell all earning spots in the newly formed Hall.

Eisenhower was enshrined for creating the U.S. Interstate Highway System, an economic development effort that has been called one of the most important events in post-war America.

Moscoso, who, like Ike, was enshrined posthumously, created Puerto Rico's “Fomento” program in the 1950s and '60s which still stands today as a model of development for underdeveloped nations. Maxwell, the creator of Tampa Bay Water's pioneering innovative and cost-effective water desalination project was on hand to receive his honor.

Sergio Moscoso, grandson of Teodoro, accepted the award for the “Fomento” program, while Stewart Etherington, President of the Eisenhower Foundation in Abilene, Kansas, represented the former president.



Sergio Moscoso, Stewart Etherington, Jerry Maxwell

Speaking and Moderating Opportunities!

To learn about speaking and moderating opportunities at the Fall 2003 IAMC Professional Forum, Sept. 7-10, at the Sheraton Ferncroft Resort, Danvers, Mass., please contact Hazel Pankey at (770) 325-3476 or hazel.pankey@conway.com.



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(www.siteselection.com), an official publication of IAMC.

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