



IAMC

INDUSTRIAL ASSET MANAGEMENT COUNCIL

Dispatch

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Vol. 2, No. 5

June 2003



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Fall Forum Adopts Agile Leadership Theme

The Fall 2003 IAMC Professional Forum, slated for the Sheraton Ferncroft in suburban Boston on September 7–10, is being developed under the theme: “Agile Leadership for the Bottom Line: Dealing with Corporate Governance, Ethics and Economic Reality.” The various sessions and speakers selected for this conference were done so with an eye toward delivering the intellectually stimulating and practical content which IAMC members have come to expect.



Dr. Donald Sull

In timely sessions dealing with some of the most important topics facing business leaders today, this IAMC Professional Forum features such outstanding speakers as Harvard University Professor **Dr. Donald Sull**, Enron whistle-blower **Lynn Brewer**, noted corporate ethicist **Dr. Richard Schroth** and economist **Dr. Lowell Catlett**, of New Mexico State.

In addition, a panel of IAMC members that include **Dr. Phil Hammel** of Honeywell and **David Hirsch** of Masco, will host a first-person experience panel on “Enhancing Value Through Mergers & Acquisitions.”

Dr. Schroth will deliver the opening address titled, “Understanding Reality: The Fear of All Sums.” Schroth has advised many of the world’s top corporations on the ethical side of issues such as technology shifts, global terrorism, privacy and security concerns, and public distrust of corporations. With over 30 years of experience directing strategic technology initiatives, he is well known for his work in these areas. His talk before the IAMC membership will focus on corporate leadership and business ethics with an emphasis on the new management changes and imperatives that get down to the foundations of performance reality.

Dr. Schroth is a co-author of one of the most thought-provoking books

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The Sheraton Ferncroft Resort

Register for the Fall 2003 IAMC Professional Forum on line at www.IAMC.org, or call Diane Van Deusen at (888) 299-9848.

Fall Forum Adopts Agile Leadership Theme

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of the year, *How Companies Lie: Why Enron is Just the Tip of the Iceberg*. A former Wharton Fellow and AT&T executive faculty member, Schroth holds a Ph.D. from Indiana University, an M.S. from the University of Illinois and a B.S. from Western Illinois University.

In a Peer-to-Peer session, Dr. Sull will show IAMC members how to help sustain their organizations' competitive advantage as well as see how managerial commitments can provide internal and external benefits. The popular Harvard professor uses a three-step *transforming commitments* model and will engage the audience in discussions designed to enhance understanding of how to:

- Determine which transformation commitments are right for a specific situation;
- Appoint the right leader;
- Ensure that new commitments stick;
- Avoid common mistakes that can sabotage transformation;
- Weigh personal risks associated with leading corporate change.

Much has been written about how companies can go from good to great, but the reality is that many companies go from good to bad — or worse — with only a handful ever returning to their former glory.

Ironically, argues Sull in his book, *Revival of the Fittest*, corporate leaders sow the seeds of failure during a company's most successful times, when they make a set of commitments — whether to a core strategy, a key

customer, or an innovative manufacturing method — that constitute the company's success formula. Managers become so married to the formula that they can't divorce themselves from it when the next wave of change comes — a phenomenon Sull calls "active inertia."

Based on extensive research into successful and failed transformations in many industries, Sull unveils a new model for effecting change that centers around transformational commitments — specific actions that help eliminate status-quo behaviors in five areas: strategic frames, relationships, processes, resources, and values. He introduces practical tools that managers can use to diagnose and fight active inertia and to choose — and successfully implement — the right commitment for the right dilemma.



In addition to conducting the Peer-to-Peer session, Sull will be the moderator of the second IAMC Research Roundtable program on Saturday, September 6. In this session, Sull will apply his concepts in more specific ways to the issues being faced by the individual participants. Corporate members interested in participating in this Research Roundtable should contact Joel Parker at IAMC headquarters toll-free (888) 299-9848 or via e-mail at joel.parker@iamc.org.

Enron Whistle Blower and Economic Futurist Complete IAMC Fall Professional Forum Line-Up

When the Enron debacle finally came to light, it was Lynn Brewer who was one of the bright lights of honesty in an otherwise sordid chapter of free enterprise. IAMC members will gain first-hand knowledge of the consequences that sometimes arise from ethical dilemmas when she delivers the luncheon keynote on Tuesday, Sept. 9.

The Fall Forum will finish on Wed., Sept. 10, at 7:30 a.m., with an up-to-date economics lesson, courtesy of Dr. Lowell Catlett. During the longest continual growth cycle in history, many argued that the old rule of economics had been repealed. The bear market of the last three years has shown everyone that those "old" rules worked exactly as expected.

Site Selection Web Site Wins Again

For the second consecutive year, IAMC official publication *Site Selection* has earned prestigious recognition from the Magazine Association of Georgia and the Southeast (MAGS).



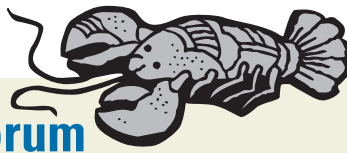
Competing in the Business-to-Business category, the *Site Selection* Web site (www.siteselection.com) garnered the 2003 Silver Gamma award. In 2002, the Web site won the same accolade, while the print magazine also won two awards: a Silver Gamma for General Excellence and a Bronze Gamma for Best Feature. The publication also won a 2002 APEX Grand Award for Publication Excellence.

While much of the Web site's content comes from the magazine, special online content is penned and edited every other week by *Site Selection's* Executive Editor of Interactive Publishing, Jack Lyne, with occasional contributions from the magazine's editorial staff. The *Site Selection* Online Insider is distinguished by breaking-news coverage of major projects and deals, as well as incentives and snapshot features about issues of interest to the practitioners of corporate real estate and economic development.

The site also benefits from content partnerships with U.K.-based global trade research firm Oxford Intelligence (www.oxint.com) and *Wall Street Journal's* Real Estate Journal (www.realestatejournal.com).

The manager and Webmaster for both the *Site Selection* and Sitenet (www.sitenet.com) Web sites is Gary Nickerson. Nickerson also handles the Webmaster duties for IAMC.

www.siteselection.com
www.sitenet.com
www.iamc.org



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
6:30 p.m. – 8:00 p.m. Early Arrivals Reception

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
6:30 p.m. – 8:00 p.m. Welcome Reception
7:30 p.m. – 10:00 p.m. New England Clambake

Monday, September 8

8:30 a.m. – 9:30 a.m. Opening General Session
Understanding Reality: The Fear of All Sums

Dr. Richard Schroth

10:00 a.m. – 10:30 a.m. Industry Roundtable
10:00 a.m. – 10:30 a.m. Peer-to-Peer Session

Revival of the Fittest

Dr. Donald Sull

10:30 a.m. – 11:30 a.m. Corporate Members Roundtable
10:30 a.m. – 11:30 a.m. Econ. Developer & Serv. Provider Roundtable
12:00 noon – 1:00 p.m. Luncheon and Keynote Presentation

Enhancing Value Through Mergers & Acquisitions

**Dr. Phil Hammel (Honeywell)/Bill Pearson (BASF)/
Chuck Manula (Pfizer)/Mert Livingston (Pharmacia)/
David Hirsch (Masco)**

1:30 p.m. – 5:00 p.m. Workshops
6:00 p.m. – 7:00 p.m. Reception
7:30 p.m. – 9:30 p.m. Networking Evening

Tuesday, September 9

8:30 a.m. – 9:30 a.m. General Session
Environmental Sustainability
10:00 a.m. – 11:00 a.m. Workshop
11:30 a.m. – 12:30 p.m. Luncheon and Keynote Presentation
False Prophets: Rebuilding Trust In Relationships
Lynn Brewer, former Enron manager of Risk Management in Energy Operations
1:00 p.m. – 3:30 p.m. Workshops
6:00 p.m. – 8:30 p.m. Reception and Dinner Buffet

Wednesday, September 10

7:30 a.m. – 8:30 a.m. Closing General Session
New Economic Order
Dr. Lowell Catlett



Schroth



Sull



Brewer



Catlett

IAMC Growth Continues

When the founding board members of the Industrial Asset Management Council (IAMC) first began to establish the direction for the organization, they set an ambitious 18-month membership goal of 235 members by December 31, 2003. On May 15, 2003 — less than 10 months after IAMC enlisted its first member, the 235th individual signed on as a member.

The growth rate of IAMC has been well ahead of the most optimistic thoughts by its founding members. IAMC now has Corporate members in 25 states as well as Service Provider Associates and Economic Development Associates in 34 states plus two Canadian provinces and the United Kingdom.

IAMC is looking to begin establishing chapters in a number of areas of the country. Areas with enough current members to begin forming chapters include New York/New Jersey, Dallas/Fort Worth and Chicago. IAMC also has a large number of members in California, and will begin looking at that state as the site of a new chapter as well.

IAMC Fall 2003 Forum Sponsors

**Bowling Green Area
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**North Dakota
Department of Commerce**

**Savannah Economic
Development Authority**

San Joaquin Partnership

State of Oklahoma

State of Oregon

Tennessee Economic Partnership

IAMC to Bring New Officers Slate to Fall Forum

The IAMC Board of Directors will have a new look in January 2004 when at least four new members are named. The Nominating Committee is currently considering candidates for the open officer and director positions.

Among those slots are chairman, treasurer, secretary, three corporate

board members and one service provider position. Jack Brophy, the inaugural IAMC chairman, will become the Immediate Past Chairman.

IAMC members may send any Board recommendations to the Nominating Committee to Larry Edge at larry.edge@iamc.org by July 15th.

DID YOU KNOW ...

IAMC corporate members come from a wide variety of business backgrounds to solve a common set of perplexing problems — the development, acquisition and disposal of land and building assets. Some of the businesses represented by IAMC Corporate members include: agricultural products, chemicals, computer equipment, consumer goods, electronics, food & beverage, government, industrial and farm equipment, motor vehicles and parts, petroleum refining and marketing, pharmaceuticals, printing and publishing, railroads, rubber and plastic products.

Speaking and Moderating Opportunities!

To learn about speaking and moderating opportunities at IAMC Professional Forums, please contact Hazel Pankey at (770) 325-3476 or hazel.pankey@iamc.org.

The Organization:

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IAMC is managed by Conway Data, Inc.
McKinley Conway, Founder
Conway Data, Inc. also publishes *Site Selection* magazine
(www.siteselection.com), an official publication of IAMC.

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Fall 2003 IAMC Professional Forum Boston (Danvers), Mass., September 7-10, 2003

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