



IAMC

INDUSTRIAL ASSET MANAGEMENT COUNCIL

Dispatch

a newsletter for corporate real estate executives

Vol. 3, No. 2

February 2004

2004 IAMC BOARD OF DIRECTORS

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IAMC Made Major Progress in 2003

The January 2004 board meetings were successful in several respects, with the end result that a lot of valuable work was accomplished.

The board made decisions in every area of IAMC activity, making progress in Forum planning, research and education, membership, and leadership development. A three-year research plan was approved. And in early February, also pursuant to board approval, an education needs survey was sent to the entire membership.

There is a strong consensus emerging with regard to the future direction of the organization. That said, the past looks pretty good too:



by **RON STARNIER**
Executive Director,
IAMC

- IAMC capped off a very strong 2003 — our first full calendar year in existence — with 260 dues-paying members. As we approached mid-February, a flurry of new corporate and associate members was making IAMC their corporate real estate association of choice.

- IAMC held two very successful Professional Forums in 2003: the Spring 2003 Forum in Palm Harbor, Fla., and the Fall 2003 Forum in Danvers, Mass. Each event attracted about 200 registrants and, more importantly, strongly positioned IAMC as the No. 1 organization for corporate real estate executives who are serious about managing their companies' industrial assets.

(continued on page 2)

IAMC Launches Leadership Development Program

Corporate leaders currently face two major challenges: restoring the public faith in corporate ethics and ensuring that they have the skills to manage effectively in our rapidly changing, global business environment. Meeting these challenges will require updated leadership skill sets.

Ed Kelley — president & CEO of USAA Real Estate and the chair of IAMC's Leadership Development Committee — has designed a leadership development program that promises to greatly benefit IAMC, its members and the organizations they represent.



Ed Kelley

"No matter what kind of business, quality leadership is important to success and fulfillment," says Kelley. His leadership development program plan features:

(continued on page 2)



Spring 2004 IAMC Professional Forum, Tucson, Ariz., March 14–17, 2004

IAMC Made Major Progress in 2003 *(continued from page 1)*

- IAMC capped off a year of extremely strong financial performance with a strong balance sheet.
- IAMC staff in Norcross, Ga., was reorganized and reconfigured to assign specific tasks to individuals and teams.
- Joel Parker and the Research Roundtable completed a very successful research project on Corporate Real Estate Outsourcing, the results of which have been published in an outstanding and useful report.
- Joy Pooler raised an impressive amount of sponsorship revenue for the Danvers Professional Forum in September 2003, and has already surpassed the sponsorship budget goal for the Tucson Professional Forum in March 2004.
- Angel Fortenberry concluded successful negotiations for IAMC, which landed two premium host sites for Professional Forum events in 2004: the Loews Ventana Canyon Resort in Tucson and the Peabody Hotel in Memphis.
- *Site Selection* carried the targeted marketing message of IAMC to more than 44,000 corporate real estate executives via the "IAMC Insider" section, the bi-weekly SiteNet Dispatch and its exclusive editorial content agreement with the *Wall Street Journal's* RealEstateJournal.com Web site.
- *Site Selection* named three IAMC Board members to the Editorial Advisory Board of the magazine. IAMC Chairman Bob Zane was featured in an in-depth interview article in the November 2003 issue of *Site Selection*.
- The professional marketing team of John Gunn Marketing Partners in Arlington, Va., was hired on Dec. 1, 2003, to provide strategic marketing

support and implementation for IAMC.

There were other tangible accomplishments, to be sure, but the bottom line is that IAMC continued to grow and increase its offerings to members in 2003. The primary challenge for 2004, then, is to continue the emphasis on "Quality Growth" and increase the

array of offerings to members.

In the next "IAMC Dispatch," we'll preview Plans to Grow IAMC in 2004.



Ron Starner
Executive Director
Industrial Asset Management Council

BASF Site Receives Responsible Care Award



In December 2003, the Synthetic Organic Chemical Manufacturers Association (SOCMA) selected BASF's Evans City, Pa., site (pictured) to receive the 2003 Award for Excellence in Responsible Care.®

Responsible Care is a voluntary program by which chemical producers achieve improvements in environmental, health and safety performance. The program also emphasizes a positive relationship between the chemical industry and site communities.

"This award recognizes the facility's superior achievement and commitment to the Responsible Care program," said Joseph Acker, President of SOCMA. "I was particularly impressed with the Community Hot Line, community Earth Day activities, 'e-cycling' events, and methanol waste reduction at the site."

"We are extremely pleased to receive the association's award because it recognizes our team's hard work," said Mark Finch, manager, safety and site services for BASF in Evans City. "As the award demonstrates, we have proactive, innovative programs that lead to a better environment and protect the health and well-being of our employees and communities."

In September 2003, BASF purchased the Evans City facility from Mine Safety Appliances of Pittsburgh, Pa. Products from the Evans City site are used mainly in the pharmaceutical industry, and are also used in applications like agrochemicals, surfactants, adhesives, polymers, electronics, flavors, fragrances and automobiles.

Bill Pearson, director of real estate for BASF Corp., is an IAMC board member.

IAMC Launches Leadership Development Program *(continued from page 1)*

- A good blend of Corporate and Associate member participation.
 - Fluid seminars and other activities that provide timely information, skill sets and other tools.
 - An IAMC Leadership Development graduate program.
- IAMC will launch its Leadership Development Program with a seminar

on Saturday, March 13, 2004, 10:00 a.m.–2:00 p.m., prior to the Spring 2004 IAMC Professional Forum in Tucson. During the seminar, Kelley will introduce his program plan and answer questions regarding IAMC leadership opportunities.

All IAMC Active members, directors and committee chairs are invited to this

inaugural Leadership Seminar. Sign up by making the appropriate selection on the IAMC Professional Forum registration form. This is an added value included in the price of your Forum registration. For additional information, contact Hazel Pankey at hazel.pankey@conway.com or 770-325-3476.

Research and Resources

• In January, U.S. Commerce Secretary Donald L. Evans chose Cleveland, Ohio, as the location to release the Bush administration's detailed report on the manufacturing sector. Titled "Manufacturing in America: A Comprehensive Strategy to Address the Challenges to U.S. Manufacturers," the 90-page report is available at www.export.gov/manufacturing.

• A paper titled "Globalization of I.T. Services and White-Collar Jobs: The Next Wave of Productivity Growth," by economist Catherine L. Mann, can be found at the Web site of the Institute for International Economics, based in Washington, D.C. Visit www.iie.com.

SPONSOR spotlight

Mississippi On the Move

They say automotive manufacturing is moving south and moving to Asia. One company doing both is Troy, Mich.-based **Textron Fastening Systems**. The division of multinational Textron Corp. announced in February 2004 that it would invest \$35 million in a new plant in Greenville, Miss., the same town that is seeing investment of some \$58 million from **E.O.H. Energy** in an ethanol production facility.

"Our new Greenville facility helps us improve the productivity of our U.S. manufacturing operations while providing a strategic base for growing our business with the automotive manufacturers and tier one suppliers with operations in Mississippi and the South," said Textron President Rick Clayton. Expected to employ 500 by the end of the year, the 308,000-sq.-ft. (sq.-m.) facility formerly housed the

Nicholson Saw Co. Textron Fastening Systems opened its first plant in China — a 41,981-sq.-ft. (3,900-sq.-m.) plant in Wuxi — in March 2003, and employs some 10,000 worldwide.

In Greenville to welcome Textron was the newly appointed executive director of the **Mississippi Development Authority**, Leland Speed, named to the post in December 2003 by new Mississippi Gov. Haley Barbour. Speed is also chairman of several other entities: two real estate investment trusts, building materials company Delta Industries, civic organization Downtown Jackson Partners and the Jackson State University Development Foundation.

For more on the growing corporate community and innovation infrastructure of Mississippi, read the Mississippi Spotlight in the January 2004 50th Anniversary issue of *Site Selection*.



What You May Not Know About Tucson...

Planning to attend the IAMC Professional Forum in Tucson?

If not, you may change your mind after finding out that Tucson was voted "friendliest city" and one of the "top ten U.S. cities to visit" by the readers of *Conde Nast Traveler* magazine. It has also been named as the nation's fourth most cost-effective city for meetings, according to an October 2002 survey done by GetThere. Here are some other things you may not know about Tucson:

• Tucson has more sunshine than most cities in the world, over 300 days

of it each year.

• Tucson has city ordinances against "light pollution," designed to aid visibility at the five world-class astronomical observatories in the area.

• Saguaro National Park has the world's largest concentration of saguaro cactus.

• Tucson is the only city in the U.S. to host spring training for three Major League Baseball teams — the Arizona Diamondbacks, Colorado Rockies and Chicago White Sox. (And yes, spring training is under way during the IAMC Professional Forum.)

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NEW MEMBER UPDATE

New Corporate Members:

Sean T. Nugent, senior director, **Pfizer**. Nugent's primary duties for the Connecticut-based pharmaceutical company center on global strategic facilities planning. He joins Pfizer colleagues Merton Livingstone (executive director, operations, transition & program) and Susan Zimbelmann (manager, global real estate, Pfizer Global R&D) on the IAMC roster.

Speaking of teams, four members of the corporate real estate team at Memphis-based **Servicemaster** have joined IAMC: **Lane Johnson**, director of real estate; **Frank J. Betancourt**, vice president of real estate; **David W. McCombs**, senior project manager; and **Shannon Johnston**, project manager.

New Associate Members:

Grant Baecker, associate, **Wentworth, Webb & Postal, LLC**, a tax solutions and strategies firm based in Phoenix, Ariz.

James Coridan, president & owner, **Coridan & Associates**, the central Ohio provider of industrial and commercial real estate services. An SIOR designee since 1990, Coridan is the current Secretary of the SIOR Ohio Chapter.

Dennis H. Hiffman, chairman and CEO, **NAI Hiffman**, the largest full-service privately owned industrial, office and retail brokerage firm in the Midwest, operating out of Oakbrook Terrace, Ill.

J. Patrick Jamison, economic development project manager, **Oncor Energy Delivery Co.** Jamison has worked at the Texas firm for 31 years.

Kenny McDonald, vice president, economic development, for the **Charlotte Regional Partnership**, which represents the 12 North Carolina counties and four South Carolina counties that make up the Greater Charlotte region.

Members on the move:

Lynn Huff, former manager of business development at Centex Engineering & Construction, has taken the same post at **The Haskell Co.** in Jacksonville, Fla. **Lamar Nash**, formerly with The Haskell Co., has assumed the post of director of business development for the southern region for Michigan-based design-construction firm **Barton Malow**. He will work out of the firm's Roswell, Ga., office.

Get Three-For-One Value at Tucson Forum

March 13, 2004 — 10:00 a.m. to 2:00 p.m.

IAMC's 1st Leadership Development Seminar

March 14-17, 2004

IAMC Professional Forum

March 17, 2004 — 10:00 a.m. to 2:00 p.m.

Sarbanes-Oxley Research Roundtable



Committee News

The IAMC Future Sites Committee is hard at work locating the very best venues and facilities for 2005 and 2006 Professional Forums. Announcements regarding IAMC future meeting sites will be made at the Fall 2004 Forum in Memphis. The Research and Education Committee will meet by conference call on the March 10, April 14, May 12 and June 9, 2004.

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), the official publication of IAMC.

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