



IAMC

INDUSTRIAL ASSET MANAGEMENT COUNCIL

Dispatch

a newsletter for corporate real estate executives

Vol. 3, No. 3

March 2004

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Momentum is Byword for IAMC in 2004

As outlined in the previous "IAMC Dispatch," the achievements of the Industrial Asset Management Council in 2003 were varied and substantial. The primary challenge for 2004 is to continue the emphasis on "Quality Growth" and increase the array of offerings to members. Here's a preview of plans to grow IAMC in 2004:

- IAMC will launch a comprehensive Education Program, under the leadership of Education Committee co-chairs Phil Hammel and Pat McKee and IAMC staff member Joel Parker.
- IAMC will launch a Leadership Development Program, under the leadership of Chairman Bob Zane, Ed Kelley and IAMC staff member Hazel Pankey. The first program in Leadership Development took place on Saturday, March 13, in Tucson.
- IAMC will develop a plan for Chapters/Regional Groups.
- IAMC will develop a plan for a revamped and re-organized

(continued on page 2)

Tucson Vice Mayor to Welcome IAMC

Fred Ronstadt, a fifth-generation Tucsonan who serves as the city's vice mayor, will address the opening general session of the IAMC Spring Forum on Monday, March 15.

Since first being elected to the city council in 1997, Ronstadt has worked tirelessly to promote partnerships between neighborhoods and businesses, pushing for infrastructure improvements all the while. He helped to form the Downtown Alliance, and has been integral in the formation of central city neighborhood associations.

A recent study of Tucson's potential for retail development by Marcus & Millichap noted the area's expected addition of 7,500 business and professional employment opportunities in 2004 and the imminent attainment of the one million mark in population.

Among the city's many amenities for corporate operations is its status as the grantee of U.S. Foreign-Trade Zone No. 174. Among the areas benefiting from this designation are the Southpointe Industrial Park (home to operations of, among others, IAMC member company **Hallmark**), Century Park Research Center, Parque de Santa Cruz and Downtown Commerce Park, home to Pima Community College's Corporate and Community Education Campus.



**VICE MAYOR
RONSTADT**

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

Momentum is Byword for IAMC in 2004

(continued from page 1)

Web site to provide even better services and value to members.

- IAMC Research Roundtables will become more focused and more targeted toward the immediate needs of Corporate Active Members. Case in point: An in-depth discussion of the impacts of Sarbanes-Oxley will be the topic of the Research Roundtable on March 17 in Tucson.

- IAMC will develop guidelines for the implementation of the new Honorarium Program, designed to recruit new Corporate Actives into the association.

- IAMC will clearly establish its identity and value proposition and develop/implement a Strategic Marketing Plan that communicates this unique message across all media platforms.

- IAMC will establish a Rewards Program that incentivizes existing members to recruit new Corporate Active Members.

- IAMC will work with Forum host sites to secure new Corporate Active members and attendees from each region.



RON STARNIER

*Ron Starnier, Executive Director
Industrial Asset Management Council*

Fall 2004 Forum and Memphis Are Both in High Gear

With more than 15 sponsors already signed up and an exciting and timely slate of programming in the works, the IAMC Fall 2004 Professional Forum at the Peabody Hotel in Memphis, Tenn., is gaining momentum fast. That's only in keeping with the city's own momentum.

New private business openings and existing facilities expansions resulted in more than \$1.3 billion in capital expenditures in the Memphis MSA in 2003. According to data compiled by the Memphis Regional Chamber, there were 19 relocations and 123 expansions by existing companies in 2003. Together, these projects generated over 7,852 new jobs and absorbed more than 8.9 million sq. ft. (826,810 sq. m.) of office and industrial space.



other countries are purchasing more and more high-end products from American manufacturers like those in Memphis. But numerous American-based organizations are outsourcing jobs to other countries. Is job migration a problem or a unique opportunity for corporate America? "Corporate Real Estate In a Changing World Economy" is the theme for the IAMC Fall 2004 Professional Forum. Educational and interactive content will include focuses on outsourcing, structural economic changes on a global scale, flexible business strategies and redefined organizational vision.

To register for the Memphis Forum and take advantage of the "bright & early" discount, go to www.iamc.org. You will have until April 30, 2004, to pay.

Forum Sponsorship at Record High

At press time, 24 sponsors had been confirmed for the Tucson Forum. Below are their names, sponsor levels and events.

FORUM PARTNER

Tennessee Economic Partnership
Sponsor of the Monday Evening Reception

Corpus Christi Regional Econ. Development Corp.
Sponsor of the Monday Opening General Session

PLATINUM SPONSOR

*Mississippi Development Authority**
Sponsor of the Welcome Dinner

*DADCO Consulting**
Sponsor of the Research Roundtable

Greater Phoenix Economic Council
Sponsor of the Tuesday Morning General Session

GOLD SPONSOR

The Texas Marketing Team
Sponsor of the Sunday Evening Hospitality Lounge

Greater Tucson Economic Council
Sponsor of the Tuesday Morning General Session

SILVER SPONSORS

Greater Dallas CC
Sponsor of the Monday Luncheon Program

LG&E Energy
Sponsor of the Monday Networking Breakfast

PECO Energy
Sponsor of the Forum Registration Bags

Longview Economic Development Corporation
Sponsor of the Tuesday Morning Networking Break

Research Valley Partnership, Inc.
Sponsor of the Leadership Development Seminar

*McCallum Sweeney Consulting, Inc.**
Sponsor of the Monday Luncheon Program

San Joaquin Partnership
Sponsor of the Name Badge Lanyards

*North Dakota Department of Commerce**
Sponsor of the Internet Connection

*State of Oklahoma**
Sponsor of the Welcome Reception

*Savannah Economic Development Authority**
Sponsor of the Monday Opening General Session

Virginia Economic Development Partnership
Sponsor of the Tuesday Networking Breakfast

Scannell Properties
Sponsor of the Monday Afternoon Networking Break

BRONZE SPONSORS

*Bowling Green Area (KY) Chamber of Commerce**
Sponsor of the Monday Networking Breakfast

Sierra Vista Economic Development Foundation
Sponsor of the Registration Area

*CN**
Sponsor of the Monday Morning Networking Break

St. Louis Regional Chamber & Growth Assoc.

Central South Carolina Alliance
Sponsor of the Program Back Cover

Sponsor of the Tuesday Luncheon Program

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Research and Resources

As of Monday, March 1, **European Union trade sanctions** went into effect for certain U.S. exporters as a result of a 2000 World Trade Organization ruling that called tax breaks for "foreign sales corporations" illegal. Under pressure from the Bush Administration to resolve the situation, Congress continues to debate the best way to offer tax breaks that would offset the loss of the current arrangement, which allows companies to realize as much as \$4 billion in savings, according to the *Wall Street Journal*. By year's end, the sanctions covering some 1,600 products could reach \$315 million. For more on this topic straight from the EU, go to europa.eu.int/comm/trade/index_en.htm.

According to an article in the Feb. 19th edition of *The Economist*, **China in 2003 accounted for 50 percent of global cement consumption**, 30 percent of coal consumption, and 36 percent of steel consumption, based on figures from China's National Bureau for Statistics. The continuing pace of development is driving a bevy of raw materials and commodities companies to build processing plants throughout the country. But it's also driving Chinese companies to build plants throughout Asia and elsewhere, including a potential \$2-billion steel mill complex in Brazil and a \$1-billion aluminum plant in Vietnam. For the complete article, go to www.economist.com.

Committee News:

As IAMC 'Arrives,' Membership Committee Stands Ready

IAMC Membership Chairman Pete Garra, director, real estate, for **The BOC Group Inc.**, in Murray Hill, N.J., says extremely hard committee work is beginning to pay off in the corporate real estate community. One look at the IAMC roster — and at the status of new members listed on this page — explains why.



PETER GARRA

"We have had tremendous success not only due to the dedicated efforts of the committee members, but by virtue of the message of what IAMC was initially created for and has now become," says Garra. "IAMC has 'arrived' and is uniquely poised as the serious organization to serve corporate real estate and its membership.

"The message of IAMC is crystal clear," continues Garra. "It is committed to providing and maintaining a focused, balanced and manageable sized organization to serve and promote the needs of manufacturing and industrial corporate real estate users. While you can certainly take my word on this, I believe the greater testimony is letting the numbers speak for themselves ...the word is out.....IAMC is the place to be!"

SPONSOR spotlight State of Oklahoma

A happy business mood was certain to hover over the swearing in of Oklahoma City's newly elected mayor, Mick Cornett, in March 2004, when the Dept. of Defense Logistics Agency awarded a \$103.9-million jet fuel contract to **Conoco-Phillips**. Much of the work for that contract will be performed at company facilities in Oklahoma City and Ponca City. But that's not all.

That same week, **Jasco** Products, a primary distributor of GE Consumer Electronics products, announced it would almost double its work force with the addition of 120 employees, due in part to the company's new agreement with GE extending to its line of home electric products. Even better, those Jasco employees will occupy space at the 409,000-sq.-ft. distribution center disposed of by grocery distributor Fleming in 2002.

Believing in the American Dream.



IAMC

NEW MEMBER UPDATE

New Corporate Members:

- Steve Diffenderfer**, director, real estate, **Dal-Tile**, the largest U.S. ceramic tile manufacturer.
- Jeffrey Georger**, manager of real estate, **Boise Cascade Corp.**
- Blaine Bilderback**, director of development and acquisition, **Burlington Northern & Sante Fe Railway Co.**
- T. Anthony Ryan**, vice president, and **John Haydon**, director of real estate, **Iron Mountain**. Iron Mountain stores and manages paper records, electronic images, film and sound assets.
- Steven Kohler**, senior vice president, **Winner International Inc.**, maker of The Club and other safety and security products.

New Associate Members:

- Mark Long**, senior vice president and director of sales, for Kansas City, Mo.-based **Zimmer Real Estate Services Inc.** Mark is the son of IAMC board member **Greg Long of Hallmark Cards**, making them IAMC's first father-son combo.
- Jim Colson**, president and CEO, **New Mexico Economic Development Partnership.**
- Kent Foster**, director of Dallas-based design and construction firm **The Beck Group.**
- John Horan**, senior vice president, **Coldwell Banker Commercial/Feist & Feist Realty Corp.**, based in New York City.
- Rodney Johns**, vice president, global business solutions, for **Arcadis G&M**, based in the firm's Atlanta office.
- Rob Metcalf**, senior vice president, **Trammell Crow Co.**, based in Dallas, Texas.
- William C. Hanson**, president, **NAI James E. Hanson, Inc.**, serving the Northern New Jersey business community.
- Frank Tamberrino**, chair, **Tennessee Economic Partnership**, based in Nashville.
- Frederic Bouisset**, general manager, North America, **Lorraine Development Corp.** of Lorraine, France. Bouisset is based in Atlanta.
- David Dodd**, president, **DADCO Consulting, Inc.**, based in Shreveport, La.
- Jimmy B. Leonard**, senior manager, **KPMG LLP**, based in Baton Rouge, La.
- Steven W. Moran**, vice president, national accounts, **The RJA Group Inc.** The Chicago-based firm provides life safety consulting, security consulting and systems design services.

Members on the Move:

- John Lucas**, formerly with PeopleSoft, has taken a new position at **Juniper Networks** as director of worldwide real estate and workplace services.



**Fall 2004
IAMC Professional Forum,
Memphis, Tenn.,
Sept. 26-29, 2004**



www.IAMC.org
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Beginning with the April "IAMC Dispatch" newsletter, monthly distribution will alternate between e-mail (in PDF format) and printed copies sent by mail. Please share your feedback on this new delivery method or any other IAMC issue by writing us at hq@iamc.org.

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McKinley Conway, Founder

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Tucson, Ariz., March 14-17, 2004**

- DADCO Consulting*
- Bowling Green Area Chamber of Commerce*
- CN*
- The Savannah Economic Development Authority*
- Mabile-Carter*
- The State of Oklahoma*
- North Dakota Department of Commerce*
- State of Oregon*
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