



# THE HOLLADAY INSIDER

## April - June 2011

## MISSION STATEMENT

"Committed to Excellence in Service to You!"

### Message from Tom Gibson, Sr. VP



I just returned from my summer vacation visiting a lifelong friend in New Zealand. My friend organized a five day bicycle excursion to ride the 160 kilometer Otago Rail Trail. This is an abandoned rail line that runs from Clyde to Middlemarch. The trail is remote and the areas that you ride through are sparsely populated. The scenery is truly spectacular.

Riding a bike forces you to slow down and really take in the scenery much more than you would in an automobile.

Both the US and New Zealand speak English, but I did come to learn that communication can still be a challenge. A few Kiwi words that I learned are as follows:

- A *long drop* is a port-a-potty. They fortunately have several stationed along the trail.
- New Zealanders pronounce the word school as *skull*.
- A *tramp* is a hike in the wilderness.
- A *jumper* is a sweater.

Communication is an important element to our daily lives. This requires us to understand culture and to be clear concise and polite as you deal with others.

The Tenants Surveys for HCP are currently out and this is an opportunity for all of us to receive independent feedback on how we are perceived by our tenants. This should be a learning experience and we all need to step back and be objective with regard to the survey input and take a hard look at what we can do as a company and as individuals to improve our scores over the prior year. As we do this, I would ask everyone to come up with ideas that are effective and to share with our co-workers. It is the many small things in the property management business that are so very important to our success and our client's success.

If you did something that really worked this year, I would encourage you to share it with me or your Regional Managers. If you had a problem area and are looking for solutions, raise your hand and ask for help and ideas. Your efforts and cooperation in this regard will be appreciated.

Our employees in the Nashville office can see the second phase of Ameriplex coming out of the ground as the wall panel erection was started on April 7<sup>th</sup>. We are 100% leased in Building A, have approximately 56,000 square feet pre-leased in Building B with prospects for additional space. Building B will be 135,000 square feet and will be finished in mid to late June. We have room for a third building on the lower seven acres. We are currently in the planning stages of that project.

Building A received its LEED certification designation after a lengthy application process. We are pleased to now be able to advertise it as a LEED certified structure. Ameriplex is the first LEED certified multi-tenant, office, warehouse project in the state of Tennessee. Our commitment to sustainability is something that I am very proud of and want to foster in all areas of our company.

Corporately, Holladay has elected to expand and grow their healthcare development. This effort will focus on medical development opportunities in our primary markets in the Midwest and elsewhere that we have existing client relationships.

This is an exciting opportunity and plays to the strengths of the company. We are currently working with Cain Brothers in Chicago on long term funding for this effort. Where we don't have conflicts with HCP, we certainly want to ask all our employees to be on the lookout for properties that can be repositioned and purchased or new development opportunities with existing health systems in their communities.

We have completed the first quarter and our HCP portfolio is performing slightly below our target. We have some challenges to increase occupancy and control expenses in order to meet or exceed our target goals for 2011. Everyone's hard work and attention to this issue will certainly be appreciated. We will be giving this topic increased focus in our monthly management meeting and your Regional Managers will be talking with you related to your individual properties.

In closing, let me again thank all the employees for their diligence and efforts as we move forward through 2011.

## Benefits Info.

A benefits meeting has been scheduled for Tuesday, June 14<sup>th</sup> at the Nashville (Elm Hill Pike) office.

\*\*Stay tuned to "The Wire" for additional details on forthcoming information.



Ken Whitaker is Nashville's representative on the company's internal 401(k) committee that reviews our fund choices & their performance on a quarterly basis to determine if any fund changes need to be made. If you have comments or questions about fund choices, performance, etc., let him know and he will be happy to bring it up to the entire committee. If you have administrative questions about the 401(k), please contact Kathy Dean.

### ★ Edit Your Profile ★

Have you updated your Employee bio on "The Wire" lately? With so many new employees coming on this would be a good time to do so. Be sure to include your job title and add a picture as it's nice to put a face with a name.

# AmeriPlex Update

We would like to welcome our newest tenant for Building A. Thanks to the efforts of Ronnie Wenzler and Allen Arender we just secured NRT, a recycling equipment manufacturer and engineering company who plan to move into their 20,000 SF suite in June. This addition, along with DHL, will bring building A to 100% occupancy.

As Tom mentions in his message, a press release went out in March regarding this complex becoming Tennessee's First LEED® Certified Multi-tenant Industrial Facility. This information has been posted on The Wire under [Documents>Office Management] if you're interested in reading it.



# Employee Spotlight

Fred Scott, formerly with Dasco, joined Holladay Properties in December 2010 as a Director of Engineering based out of Chicago, IL. Fred and Jeff Howell have split the portfolio and share duties working with the property managers and maintenance staff on their assigned portfolio of buildings.



Fred was born in Lafayette, IN but grew up in Ann Arbor, Michigan. He and his wife, Sue have been married for 2 years. He has 4 teenage sons ranging in age from 17 to 21! He's currently living in Winfield, IL, which is 27 miles west of Chicago and plans on moving to Nashville in 2012.

His hobbies consist of camping, fishing, hunting and environmental issues so he should enjoy his move to beautiful Tennessee! He has a HVAC Service Tech Certificate from College of DuPage in Illinois and is currently working on the degree program in hopes of finishing in 2012.

His work experience in all facilities and property management range from 18 years in residential, 5 yrs, commercial, 7 yrs. Corporate and 4 years Medical.

## Welcome

We would like to welcome the following new employees to Holladay:

### Ellicott City, MD:

- Errica Stokes, Property Manager
- Brandi Erickson, Assistant Property Manager
- Terry Rainge, Building Engineer

### Fairfax, VA:

- Eddie Campos, Building Engineer

### Minneapolis, MN:

- Bryan Monahan, Property Manager

### Tampa, FL:

- Chris Ciavarella, Property Manager

### Nashville (Elm Hill Pk. office):

- Franchatta Howard, Accounting Assistant
- Sherrie Doscher, GL Accountant

## 2010-2011 HCP TENANT SURVEYS

Holladay's Goal 80%

Current response percentage: 77.3%

GREAT JOB to the following property managers for meeting the 80% goal:

Janine Cecil, Julie Bandy, Bryan Monahan, Craig Fennell, Clarence Evans, Tina Rogers, Ken Whitaker, Laura Swesey, Teresa Kuhrts, Gloria Dowling, Heather Sullivan, Gail Erickson Gilliland, Errica Stokes

HCP Conference – Las Vegas, NV  
May 10 - 12, 2011

# Service Recognition



### April:

- Mike Krantz 12 Years
- Eddy Medrano 7 Years
- Angie Cox 3 Years
- Keona Smith 3 Years
- Tina Pool 3 Years

### June:

- Gordon Morris 8 Years
- Ken Whitaker 7 Years
- Richard Gregg 7 Years
- Peggi Hearn 6 Years
- Cynthia Craft 5 Years
- Michelle Estrella 4 Years
- Allen Arender 4 Years
- Brian Swisher 4 Years
- Gil Larribas 1 Year
- Janine Cecil 1 Year
- Sue Frizzell 1 Year

### May:

- Chad DeRossett 8 Years
- Tia Charles 6 Years
- Angie Wrather 1 Year



# Memorial Day Holiday May 30, 2011

**Reminder:** We're still recycling cans and/or accepting donations for military care packages. If you have a family member or close friend serving overseas and would like a care package sent to them on your behalf, please contact Susan Hartman.