



THE HOLLADAY INSIDER

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MISSION STATEMENT

"Committed to Excellence in Service to You!"

Message from Tom Gibson, Sr. VP



We just recently returned from HCP's conference in Las Vegas. I was both surprised and pleased by the awards that our Holladay Team Members garnered at this conference. These awards are due to the hard work of every member of the organization and each management team.

I would also like to stay focused on increasing the number of buildings that we can achieve the Energy Star rating on. This is both a personal and professional goal that will need additional attention prior to the 2012 meeting. I am planning to form a Holladay Green Team and I am looking for employees who have an interest in this endeavor.

I thank all areas of the company for a great showing and I am grateful and profoundly appreciative for your efforts.

- We received the Diamond Award for having the highest tenant retention rate. Kudos go to Tracy and Chad along with the many fine third party brokers that we work with.
- Sue Frizzell and Fred Scott earned Energy Star awards for three buildings in the Tucson area. Those buildings are:
 - 0453 Northwest MOB
 - 0468 Rancho Vistoso
 - 0556 Northwest MOB 2

I thought the conference was one of the better HCP conferences that I have attended. I am encouraged by their efforts to focus on a customer based business strategy. I had given Jim Croy a copy of 'Seven Strategy Questions' and this book that was highlighted during the conference. I would encourage all of our managers to take the time to read this book. It has excellent content and it is written in an easy to understand style. The idea behind a customer based strategy, is that if the treatment of your customer is outstanding, then your income occupancy and operating income will grow as a result of this strategy.

As with any business, it will be a balancing act to control expenses while we are stewards of this philosophy. I would encourage all managers to be forthright with their asset managers when they feel any requested expenditure reduction will impact customer satisfaction. I will be more than happy to get involved on your behalf when the situation warrants it.

While the majority of our Team was at the HCP conference, the Nashville Historic Commission and Urban Land Institute both had award ceremonies. I am pleased to inform everyone that the Sawtooth Building won an Urban Land Institute award that recognizes best practices, sustainability and impact to the community. This building also won the Historic Commission of Metropolitan Nashville Davidson County's award for preserving our architectural heritage. A great deal of hard work went into this project by Holladay Construction, Allen Arender and our broker, Ronnie Wenzler. The entire team deserves congratulation on both of these awards.

I would mention that as an organization, we must constantly be looking for new opportunities and technology that will allow us to grow and improve our services to our clients and Holladay Properties as a whole. As I left the conference, I realized that we have challenges ahead of us as we remap HCP's new leasing process in fmLink. This will be a challenging assignment that will require the participation by several of the business units of the company.



"Outstanding Service in Accounting"
Jeff Ottman and the Accounting Department



(L-R) Peggi Hearn, Joan Celli, Craig Fennell, Amanda Harrison, and Gloria Dowling

- "Large Building Property Management" awards were won by Joan Celli and Amanda Harrison.
- "Small Building Property Management" awards were won by Peggi Hearn and Craig Fennell.
- "Most Improved Tenant Survey" award was presented to Gloria Dowling for Tampa Tower.

Thank you everyone for the event photos!



(L-R) Jeff Howell, and Fred Scott



(L-R) Jackie Fermin, Teresa Kurhts, Angie Diaz-Reyes, Gloria Dowling, and Michelle Estrella



(L-R) Jackie Fermin, Tia Charles, Raquel Monge, and Zaira Herrera



(L-R) Kirsta Holliman, Julie Hunter, and Janine Cecil



(L-R) Julie Hunter, Chad DeRossett, and Kirsta Holliman



(L-R) Lynn Celli, Jackie Fermin, and Gloria Dowling



(L-R) Brian Wilcox, and Tia Charles



(L-R) Amy Milliken, Heather Sullivan, and Julie Bandy