



800.336.2036
731.668.4300
fax 668.7554
westtn@wtia.org

the **POWER CONNECTION**
A Newsletter for the Site Search Professional

26 Conrad Drive
Jackson, Tennessee
38305

on the Market

WHIRLPOOL BUILDING-Madison County

Square Feet: 568,606
Acreage: 50
City: Jackson
County: Madison
Loading: 36 dock doors; 4 drive-in doors
Ceiling: 28' - 32'
Rail: Rail spur enters building
Description: 40-ton and 20-ton cranes; fully sprinklered



LIBERTY BUILDING-McNairy County

Square Feet: 66,274
Acreage: 10.1
City: Selmer
County: McNairy
Rail: no
Loading: 1 dock door; 4 drive-in doors
Ceiling: 26' - 32'
Floor Thickness: 8
Description: 4,000 sf of office space; 6 bridge cranes (largest: 5 ton)



CONGRATULATIONS!

Don Schjeldahl

You WON the iTouch® Grand Prize!

And now it's going to be easier than ever to stay inTouch and inFormed while you're on the road. Just find a wi-fi spot and type in www.wtia.org to stay up to date on all the latest advantages that will make you want to get inTouch with West Tennessee!

We think you'll agree...West Tennessee is the place to be.

Enjoy!

Technology That Changes Your Life



An interview with

Don Schjeldahl - Winner of the WTIA Annual Contest
Vice President
Austin Consulting

WTIA really chose a great prize this year and I am so happy to have won it. The iTouch is technology that changes your life. Now that I've started using it I can't believe I didn't get one earlier. There have been a few things over the past several years – like fax machines and overnight package delivery - that changed the way we do business. This technology is changing the way people conduct day to day business and I thank WTIA for introducing it to me.

⌚ What is your economic outlook for the months ahead – are there any economic sectors that are active right now?

We're doing a great deal of work in renewable energy. Forecasts say that the expected growth rate for this industry is expected to be up by 15% for the next year. That's a much smaller growth projection than in past years but in the overall economic environment 15% growth in a sector is huge.

⌚ What types of projects are you seeing in renewable energy?

There are two distinct sets of technology, wind and solar are two different animals. Wind is older, proven technology that is not changing fast. It is also geographically restricted.

Solar is not as geographically restricted as wind. As the costs of producing solar power decrease and the costs of generating non-renewable power increase, there will be an explosion of growth when the cost of solar is near or below non-renewable power.

⌚ What locations do you find most suitable for these types of projects?

Most economic developers are not doing a good job of going after these projects because there is not a good understanding or definition of this industry. These projects build on the traditional economic base. An economy with lots of metal machining capacity, wire winding capabilities or tower construction experience can readily adapt to building wind power equipment. If you can make refrigerators you can make wind power components.

Solar projects can locate anywhere there is a base of electronics manufacturing experience. West Tennessee is a good location for this industry and there are some pioneering projects going on with companies like Sharp.

⌚ Are there any other economic sectors that are in a growth mode?

A large percentage of our work right now is in the food industry. We often look at West Tennessee for these types of projects because there is a long tradition of food-related manufacturing in the area. There is a good workforce. The cultural diversity of the workforce appealed to a west coast client who visited the area. West Tennessee is where country meets the blues and it has a more diverse culture than surrounding areas.

The Austin Group, owned by the Japanese company Kasima, is a 131-year-old design engineering and construction company with a long history of industrial project location. The site location group is a stand-alone entity focused on pharmaceuticals, aerospace, chemicals, and food processing.

a message from Mike

Mike Philpot

In looking back over past Annual Reports for the association I've noticed how West Tennessee has never taken for granted the successes and growth that have occurred. Traditionally our low unemployment rates, productive workforce and progressive attitudes have been waypoints that have helped to guide our paths. Also, the proactive and "can-do" attitude of all our partners and communities has allowed us to leverage our assets and maximize all the challenges and opportunities that we have witnessed. Past reports speak of "uncertain times" and a volatile stock market. Sound familiar?

WTIA has always tried to be an entity that promotes change. In 2008 we can certainly say that our country and world has seen and felt change. Never before in our history has the global marketplace been more evident or more personal. We have witnessed just how interconnected our world has become. The time of focusing only on local issues and concerns has now passed. West Tennessee impacts and is impacted by the global marketplace. Our past efforts to think globally and act regionally are what have sustained us over the years and will for years to come. We are concentrating on "sharpening our axes" and assisting our communities to be prepared for any development opportunities that come their way. Web site enhancements, additional Deal Ready™ industrial sites are being certified and updated information are just some of the things we are working on.

Scrutiny and precision on projects have never been keener. Call me today if we can assist you with your project needs.



Annual Contest Prize Winners

In addition to the grand prize, the following people won a flash drive.
At WTIA, we like making a winner with every project.

Mr. Raymond Celli, President
Optiera, Inc.

Ms. Kate McEnroe, President
Kate McEnroe Consulting

Mr. Ron Donohue, Executive Vice President
Hoyt Advisory Services

Mr. Todd Thoman, Director Business Development
Agracel, Inc.

Mr. Scott Kupperman, Senior Vice President
Strategic Services
A. Epstein & Sons International

Mr. Jim Fraser, Managing Director Corporate Services
GVA Williams

Mr. Mark Sweeney, Senior Principal
McCallum Sweeney Consulting

Ms. Rebecca Truelove, Senior Manager
Ernst & Young LLP

Mr. Mike Mullis, President/CEO
J. M. Mullis, Inc.

Mr. David Jacobs, Affiliate Broker
Karr Investment Group

Mr. Robert Ericksen, Real Estate Manager
AT&T

Ms. Joan Herron, President
Herron Consulting Ltd.

Mr. George Tobjy, Managing Director
KPMG LLP

Mr. Saul Grohs, Partner
Location Advisory Services

Ms. Jeannette Goldsmith, Principal
McCallum Sweeney Consulting

Mr. Jay Garner, President
Competitive Strategies Group LLC

Mr. Bart Hardison, Broker
Hart Corporation

Ms. Danielle Campolo, Director of Operations
Strategic Development Group, Inc.

Mr. Colm Ralph, Senior Manager
Ernst & Young

Mr. Damien O'Keefe, Project Analyst
ADP, Inc.

Mr. Michael Henderson, Vice President Research
DTZ Rockwood

Mr. Jim Lawler, Director
Global Facilities & Real Estate, Steelcase, Inc.

Mr. Art Wegfahrt, Corporate Managing Director
Studley, Inc.

Mr. Robert Price, Director
Herron Consulting

Mr. Gary Laffoon, Real Estate Manager
Wal-Mart Stores, Inc.

Mr. Bob Goforth, Partner
Leak-Goforth Company, LLC

Mr. Les Cranmer, Senior Managing Director
Studley

Mr. Ron Ruberg, Partner
Location Advisory Services



New Faces in Economic Development

26 Conrad Drive
Jackson, Tennessee 38305



DUANE LAVERY
President/CEO
Southwest Tennessee Economic
Development Authority

Duane Lavery, CECD is very excited about his new opportunity as the first President/CEO of the Southwest Tennessee Economic Development Authority (STEDA). He hopes to apply his expertise to bring new business and industry to the three-county area in southwest Tennessee. Tipton, Haywood and Lauderdale counties have partnered to promote the regional assets including the Haywood County I-40 Megasite. The I-40 Megasite is a "jewel" of an economic opportunity. Landing a major industry at the 1,720 acre site would transform all of West Tennessee. Duane also can't say enough about the "foresight and vision" of the political leadership in this area. Their idea of creating an economic development organization to promote the entire region shows the Board's willingness to look at this issue from a broader perspective. "If we do the same old thing, we'll get the same old results," said one STEDA Board member. "If we do nothing, we get nothing," said another. The STEDA Board understands that business does not look at county lines when they are looking to expand or relocate.

Duane hopes to continue this philosophy of focusing on what it takes to make the business or industry successful. "Tailoring proposals and incentives to fit the company so the business can flourish makes a lot of sense. Our job is to create a business environment for industry to succeed because they are the ones who actually create the jobs, not the Authority."

In this first year, Duane plans to focus on strategic planning, infrastructure development, workforce and education, industrial recruitment and expansion. He also plans to work with regional political leadership to advocate for resources to enhance the economic development environment here in southwest Tennessee. "During this recession it is time to sharpen our pencils and get our message right so when the economy comes back we will be ready!"

Mr. Lavery has over twenty years of management and development experience working on a variety of planning and economic development projects. He received his designation as a Certified Economic Developer (CECD) from the International Economic Development Council (IEDC) in 2003.

on the Market

BOWATER BUILDING-Tipton County

Square Feet: 132,000
Acreage: 16
City: Covington
County: Tipton
Rail: Canadian National
Loading: 8 dock level doors
Ceiling: 30' - 35'
Rail: Canadian National



On The Road A quick look at where you'll find WTIA staff

Feb. 19-20	TVA Developer Summit	Nashville, TN
Feb. 24	TCCE Annual Meeting	Nashville, TN
Mar. 04	TEDC Legislative Reception	Nashville, TN
Mar. 8-10	TCCE Institute	Murfreesboro, TN
Mar. 9	Allies Meeting DoubleTree Hotel	Jackson, TN
Mar. 12	Prospect Event	Nashville, TN
Mar. 24	SEDC Meet the Consultants	Dallas, TX
Apr. 1-3	Food Show SIAL North American Food Marketplace	Montreal
Apr. 15-16	Area Development Consultant Forum	Chicago, IL