



## Real Estate Industry Rallies for Local Nonprofit



Six on Six Volleyball Classic raised \$60,000 in 2008

With the recession dragging on, and no end in sight, you could say that fundraising has taken a hard hit. The imploding economy and capital markets have shaken nonprofits and givers, according to Philanthropy Giving Index. It is during these hard times that we often find ourselves to be the most grateful and reflect on what is really important.

Thus, one of the many reasons as to why Beacon Partners teamed up with another regional, real estate developer, Childress Klein Properties, to organize the 2<sup>nd</sup> Annual Six on Six Volleyball Classic to raise funds for a local, nonprofit. After the success of the inaugural 2008 event, the Charlotte commercial real estate community rallied its collective developer, brokerage and vendor resources. Twenty-four real estate teams brought their competitive spirit to the volleyball court to follow up on a tournament that raised \$60,000 in 2008 for Right Moves For Youth (RMFY).

RMFY is a Charlotte-based organization, whose mission is to provide the motivation for its 2,000 club members to succeed in school, improve their quality of life, and become responsible members of society. With funding being slashed at the state level, they needed our support now more than ever. RMFY received 100% of the event's proceeds, which we are pleased to announce, totaled \$40,000 this year.

The tournament, which took place May 13 at Freedom Park in Charlotte, had two equally important goals that went beyond dollars raised. Not only was it fun to marshal the Charlotte commercial real estate industry onto one field for an afternoon of fun, but the bigger goal was to give back to the community that so fundamentally affects our success. Given that RMFY works within a partnership between Charlotte Mecklenburg Schools and the Charlotte Mecklenburg Police, their focus on educating at-risk children meshes perfectly with what Six on Six is trying to accomplish.

## Beacon Welcomes Our New Tenants

Beacon Partners is pleased to announce that the following tenants have recently signed a lease with us ~ Welcome!

|                                  |                              |                                |                             |
|----------------------------------|------------------------------|--------------------------------|-----------------------------|
| Accredited Relocation Systems    | Control Stop                 | NuVox Communications           | Sunny Trading               |
| Allstate                         | Elite Telecom Services       | Piedmont Metal                 | Superfici America           |
| Alpha Paper                      | Extreme Express              | Professional Pavement Products | Superior Wholesale of NC    |
| Associated Materials             | F. Joseph Floyd III          | Samsung                        | T.A. Kaiser Heating and Air |
| AutoUplink Technology            | Hobbs, Upchurch & Associates | Scott Hunter                   | Verigent                    |
| Beyond Wellness                  | Mattress Outlet              | Scottrade, Inc.                | We're Ready to Assemble     |
| BP Barber & Associates           | Multiprint Technologies      | Southeastern Metal Products    |                             |
| Capital City Mechanical Services | Navistar                     | Special Olympics NC            |                             |
| Carolina Pad & Paper             | NovaQuest                    | SPT Textile                    |                             |

## Tenant Spotlight: Singer Valve - Making Every Drop Count



With the ever increasing emphasis on the importance of water conservation globally, Canadian-based manufacturer, Singer Valve plays a significant role as a pressure management leader worldwide...making every last drop count.

In 1957, Ernst Singer developed a small domestic regulator for water systems, which a Vancouver company purchased to protect its source of water regulators. Since then, Singer Valve has been designing, manufacturing and distributing pilot operated diaphragm control valves. They offer cities and municipalities all over the world superior water loss management product solutions.

Over the years, the company grew and moved its facilities to accommodate the expansion of the company's product line. In the early '80s, the company was sold to its present-day owners, when their entire prod-

uct line was rationalized and revised to focus on its core expertise, Automatic Control Valves. Today, their valves are installed in virtually every country in the world. Whether it is water loss management in Southeast Asia, Arabia or urban distribution demands in the United States, they provide custom solutions and personal service to their clients.

Singer Valve offers their customers a half-a-century of world-class experience as a designer, manufacturer and solutions provider of quality, automatic control valves. Their commitment to service has won the confidence and loyalty of customers worldwide. They ship replacement parts within 24-hour - consistently exceeding their customer's needs and expectations.

Today, Singer Valve continues to capitalize on the success of its innovative technology, engineering expertise and dedication to provide solutions to customers.

*Singer Valve is located at Interstate West in Charlotte, NC*

## Cost-Cutting Tips for the Small Business Owner



While cash flow is important for any company, it is even more important for small businesses. Slight fluctuations can mean the difference between making payroll and going out of business. One of the keys to running a successful, small business is learning how to control and cut costs, especially in the current economic climate. Here are just a few things to consider:

**Review expenses regularly** - Review costs in detail at least once a month - even the smallest expenses can quickly add up and cut into profits. Evaluate existing contracts and service agreements - don't be afraid to shop around to find the best deal. Many small business owners know where their money comes from, but are not as clear as to where it goes.

**Buy used or last year's model of furniture, computers, phones, etc.** - There is always going to be a new product on the market with more bells and whistles than what you currently may be using, so try to separate the needs from the must haves. According to Entrepreneur, you can save up to 60% by buying used equipment or by waiting until the end of the year

when most stores hold their big clearance sales.

**Buy in bulk and buy ahead** - By buying commonly used items in large quantities at "big box stores," you can save a great deal. Replenish supplies before they run out so you will have enough to plan ahead, comparison shop and take advantage of sales.

**Buy store brands instead of national brands** - In many instances, these low cost brands are manufactured by the national brand companies, but do not carry the large marketing and sales overhead's that national brands carry.

**Take advantage of discounts** - Professional and trade associations often offer their members discounts on insurance, travel, shipping and other common expenses. Some credit cards, like the American Express Corporate Card for Small Business, may offer discounts as well.

**Save on employee costs** - For most firms, payroll is one their largest monthly expenses. You may want to consider temporary or contract help. While the hourly rate may be higher, you only pay for the hours you use and you get the expertise you do not have. Plus, you eliminate the time spent training a new employee. Finally, benefit costs are eliminated.

*\*Data Source: John Maver, Maver Management, [www.mavermanagement.com](http://www.mavermanagement.com)*

## Minimizing Vehicle Break-ins

Each year, \$1.255 billion in personal items and accessories are stolen from vehicles in about 1.85 million thefts, according to an AOL autos report. Unfortunately, property crime continues to affect many of us in the Charlotte area. Our cars are particularly vulnerable since they are left unattended, and too often, with easily seen valuables peering through the windows, for long periods of time. To help minimize crime at our business parks, Beacon Partners has investigated vehicle break-ins with the Charlotte Mecklenburg Police Department (CMPD) and private security consultants to develop a "best practices approach" that we wanted to share with our tenants.

The likelihood of vehicle break-ins increases due to two primary factors - the low probability of the perpetrator being detected and the countless number of vehicles the perpetrator has at his finger tips. Vehicle break-ins are a true crime of opportunity, with most cases involving a quick surveillance of numerous vehicles - like a mall parking lot - to identify visible merchandise. Once a target is identified, the actual crime takes place within a one to two minute span. While it may seem obvious, the best way to reduce the likelihood of your car being targeted is to

eliminate "the visible opportunity" - remove items of value from your car or hide them in your trunk. Common items criminals scan cars for are purses, wallets, laptop computers, GPS units, cds, cell phones and money.



For your safety and to prevent potential theft, always be aware of your surroundings when parking your car. Whether at a shopping center, at your place of work or in your neighborhood, it is important to report suspicious persons to the police or security as soon as possible. Try to park in a busy, well lit area, and remember to always lock your car doors, even if you are just running in to a convenience store to grab a drink - many thefts occur in cars where the doors were left unlocked.

Finally, if you are a victim of any property crime, be sure to report the incident to the police immediately as actual reports dictate where CMPD allocates future resources.

## Thanks for Partnering with Us

Beacon Partners is pleased to announce that the following tenants have recently renewed their lease or expanded their business with us.

|                             |                          |                                  |                              |
|-----------------------------|--------------------------|----------------------------------|------------------------------|
| Allied Contract Group       | ELB-America              | Kawneer                          | Southern Powertrain          |
| Cardiac Sports              | Grabants Team            | Linder Industrial Machinery      | Superior Fitness Systems     |
| Certex USA                  | Hav-a-cup Coffee Service | Merch-A-Mart                     | System Search                |
| Classic Soft Trim           | HENROB Corporation       | Northwestern Mutual              | Transtar Industries          |
| Concentric MicroTubing      | Huber Technology         | Piedmont Fire Protection Systems | Villiger North America Corp. |
| Dial Corporation            | Hydraulics Express       | Pinnacle Converting Equipment    | Wetherill Associates         |
| Dunn & Abee                 | Iron Mountain            | Power Partners MasTec            | Yodle                        |
| Eastern Industrial Supplies | Jordan & Skala Engineers | Southeast Restoration            |                              |

## Stretching Your Marketing Dollars on a Tight Budget



While marketing is essential for business growth and sales, it does not have to be expensive. Here are a few ideas to efficiently promote your business – most of which will require nothing more than a little bit of your time and creativity.

**Brand correspondence** - There are various forms of communication that are exchanged throughout the course of doing business. It is important to think of every single piece of correspondence as a marketing tool – from business cards to electronic signatures.

By branding items such as letterhead, envelopes, faxes, receipts and even stickers with your logo, contact information, as well as your promotional tagline, you can easily promote your company – just be sure that all materials maintain a consistent look.

**Write an article related to your business** - By simply writing about what you already know, not only can you get “free” advertising, but you can build recognition. The more detailed the information, the better – be sure to include a blurb about you and/or your business. Send it to publications that your target audience will likely read, such as trade publications or Ezines, which are periodic publications distributed by email or posted on websites. The goal is to make your company available as a resource.

**Press releases** - Unlike informational articles, press releases must contain useful information before the media will consider running it. Stop

and think – has your company recently expanded, made a new hire, launched a new product or service or even sponsored a charity event? The more “newsworthy” the item, the more likely newsrooms are to pick it up and run a “free ad” for your company.

**Freebies** - Plain and simple, people love free stuff. Think about small, inexpensive items you could give away with your product or service that will generate good will, but will not make them feel as though you are bribing them. Whether it is stamping your logo on a mug, sending flowers or even offering a free trial or estimate, you want to be memorable.

**Use your vehicle** - Mobile business promotion is not just for delivery vans. Think of all the people on the road who see your vehicle when you are driving - especially when you are stuck in traffic. It may be unrealistic to have your vehicle permanently branded with your logo, but magnetic signs, which can easily be removed, are an inexpensive way to advertise your business for free.

**Network** - A low cost way to build awareness and to meet people is to get involved and stay active within your community. Start by joining industry related organizations, the local chamber of commerce or social networking sites, such as Facebook and LinkedIn. Join a softball league or sponsor a team who can sport your company’s logo. Always carry your business card - you never know who you will meet and what ideas they may inspire.

The long-term goal of advertising is to build trust, which takes persistence, time and patience, but it does not always necessarily have to take a lot of money.

*\* Data Source: Susan Ward, [About.com](http://about.com),*

*<http://sbinfocanada.about.com/cs/marketing/a/bizpromotion.htm>*

## Beacon Launches New Website



Beacon is pleased to announce the recent completion of our new website. We hope you find it informative and easy to navigate. Please be sure to check it out at [www.beacondevelopment.com](http://www.beacondevelopment.com).

If there is anything you would like to see on our site, we would love to hear from you. Please email [newsletter@beacondevelopment.com](mailto:newsletter@beacondevelopment.com). We look forward to hearing from you!

## Meet Beacon’s Team Members



### AMY WALLER - Office Manager

Amy is responsible for handling the operational needs of the firm, including human resources, information technology and office services. Before joining Beacon, Amy served as business administrator for Central United Methodist Church in Concord, NC.

**Hometown:** China Grove, NC

**Alma Mater:** CPCC

**First Job:** Clerk at a Country Feed Store

**Last Book Read:** *Amazonia* by James Rollins

**Last Vacation Spot:** Disney World

**Person you would like to meet:** Lottery Commissioner

**Favorite Pastime:** Riding roller coasters with my kids

**Favorite Movie:** “The Replacements”

**Favorite Team:** Carolina Panthers and Washington Redskins

**Favorite Game:** Chutes & Ladders with my kids

**Favorite Lunch Spot:** Olive Garden



### NATHAN MEDLIN – Controller

Nathan oversees all accounting functions and activities for Beacon, Oaklane Capital and third-party managed properties. Prior to joining Beacon, he was a Tax Manager at Greer & Walker LLP in Charlotte.

**Hometown:** Marshville, NC

**Alma Mater:** Wingate University

**First Job:** Bagging groceries at Food Lion

**Last Book Read:** *Good to Great* by Jim Collins

**Last Vacation Spot:** The Beach

**Person you would like to meet:** Dr. James Dobson

**Favorite Pastime:** Spending time with family

**Favorite Movie:** The Indiana Jones series

**Favorite Team:** No team loyalties, but love to root for the Panthers

**Favorite Game:** Shanghai Rummy

**Favorite Lunch Spot:** Pike’s Old Fashioned Soda Shop

## Beacon's Greatest Asset: Our People

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Beacon Partners attributes its success to its strong team of talented and motivated people who are committed to achieving great results in all aspects of our business and within the communities in which we operate. We value our people as our greatest asset, and we realize that all of our success starts with them. Beacon's mission statement reads: **We seek to build an innovative and principled real estate investment and service company founded on talented and motivated people who live and work for: Excellence, Integrity, Faith and Family and Service to Others.** We are proud to announce a few "anniversary milestones" for several of our employees ~ Happy Anniversary!



**Happy 10th Anniversary!**  
Tim Shaughnessy  
Director of Finance  
*Joined Beacon 1.11.99*



**Happy 5th Anniversary!**  
Chip Stanley  
Partner - Acquisitions  
*Joined Beacon 1.12.04*



**Happy 5th Anniversary!**  
Presy Sielsky  
Property Management Asst.  
*Joined Beacon 3.01.04*



**Happy 5th Anniversary!**  
Monica Miller  
Sr. Property Accountant  
*Joined Beacon 3.29.04*

## Like a Kickstand, Polymer Group Stands Up When Needed

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Right Moves for Youth, a local non-profit serving over 2,000 at risk children in Charlotte-Mecklenburg schools, was thrilled in early 2009 to receive a donation of 100 bicycles from The Spokes Group to reward the high performance and good behavior of select students. Unknown at the time of the gift, there was a catch. Tayuanee Dewberry, Executive Director of Right Moves for Youth explains, "We were shocked one afternoon in January when an eighteen wheel truck pulled up to our small office to deliver 100 boxes of unassembled bicycles. With only four employees, we realized we were going to need a bunch of help to provide these rewards to our students."

Enter Watts Humphrey, Director of Marketing at Polymer Group, Inc., who in his precious spare time, volunteers for United Way through its Young Leaders program. Watts caught wind of the predicament Right Moves was in with the bicycles and took it upon himself to overcome their challenge. With assistance from United Way, he proceeded to organize 18 volunteers, armed with tools and a well conceived assembly plan, to "get it done" one Saturday morning in February. Watts and his team assembled all 100 bicycles within five hours, and have since accompanied the Right Moves staff in delivery of bicycles to local elementary schools.

Our thanks and congratulations go out to Watts and his team! His quiet passion to serve others and initiative to help a small nonprofit are largely responsible for 100 needy children riding shiny new bicycles in our community this spring.

*Polymer Group is a tenant at the 9335 building in Harris Corners Corporate Park in Charlotte, NC*

## "The Beacon" Mailing List

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We would like to thank you for taking the time to read our newsletter. Please be sure to forward to your co-workers, and please let us know if there is anyone that would like to be added to our mailing list at [newsletter@beacondevelopment.com](mailto:newsletter@beacondevelopment.com).

\* If you would like to be removed from this list, please respond to this email with "remove" in the subject.



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