

# Living Future 2009 - Slam

**Living Future 2009  
SLAM**

*Brought to you by –  
MarketShift Strategies*

*Greetings and welcome...*




*SLAM Introduction*

first, take a deep breath, and relax...

Q: What is the attainable sustainable SLAM?

A: Role-playing  
Brainstorming  
Out of the Box  
Thinking  
Presentation exercise

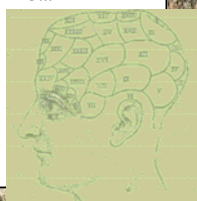


*SLAM Agenda*

1:30 PM	~	1:35 PM	0:05	Settle in
1:35 PM	~	1:50 PM	0:15	Slam Intro and Ground rules
				- Introduction: what is a Slam
				- Purpose: what we will accomplish
				- Setting the stage: unveil the plot / overview
1:50 PM	~	2:20 PM	0:30	SLAM
				- Open packets
				- Work session
2:20 PM	~	2:25 PM	0:05	Disruption Break
				- TBA
2:25 PM	~	2:55 PM	0:30	SLAM
				- Work session
2:55 PM	~	3:25 PM	0:30	Report Out
				- Team presentations
3:25 PM	~	3:30 PM	0:05	Judging
3:30 PM	~	3:30 PM	0:00	Unveiling the Winning Team: Honors to winning team
3:30 PM	~	4:30 PM	1:00	Mixer
4:30 PM	~			Adjourn

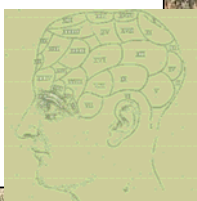
*SLAM Rules of Engagement*

- Listen to the clients' presentation
- Ready, set, SLAM!
- Ask questions along the way
- Then SELL IT to your clients
- Wait to collect your prize... if your team wins



*SLAM Rules of Engagement*


- Style counts
- Be specific
- Time limits are absolute
- Judges' decisions are FINAL
- It's about vision and creative thinking!



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*What we want from you...*

- The BIG idea
- Concrete notions about a transformation to a truly sustainable company
- A radical rethinking of how to brand sustainable building projects



*What you'll get from us...*

- Exploration of the relationship between economic, social and environmental concerns in the built environment
- Articulation of your design process under extreme pressure
- Yet unimagined solutions...



*Portland, Oregon – the greenest place on earth*



*Portland, Oregon – the year is 1958...*

- The economy is booming
- Urban Renewal is coming to town
- Executives at **Historic, Existing and Old Buildings, Inc. (HEOBI)** find their stock is lagging
- They need a fresh marketing campaign to sell the value of their existing buildings, they want a future-proofing solution...

*Meet the Client Group...*



*William Sumner Appleton, Jr.*

CEO and President - Historic, Existing and Old Buildings, Inc. (HEOBI)

Early years: Born and raised in Boston, MA. Mother heavily involved in DAR, daddy's family acquired and managed many of the good buildings in New York and New England. Grew up with a love for history. Mom and dad would not let me get involved in Civil War reenactments. We spent summers in Europe and Newport.

Education: Yale and MBA from Harvard

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## *William Sumner Appleton, Jr.*

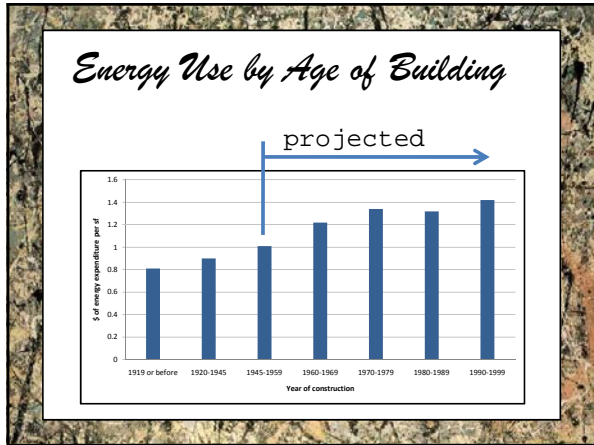
CEO and President - Historic, Existing and Old Buildings, Inc. (HEOBI)

Motivation: Old buildings are in my blood. They are what makes this country great and provide so much good for our society. We need to demonstrate once again the value these treasures. Now that our company is public, we have to focus on returns to our shareholders as well.


Expectations for the project: I want this campaign to tell the story of how our architectural heritage is what got us here today and will help take us into the future. Those great buildings can teach us a great deal and will last for generations to come into a living future. We have to value our buildings and our people.

## *Why existing buildings are Great!*

- » Urban
- » Transit access
- » Building form and massing
- » Daylight
- » Fresh air ventilation
- » Use of local materials
- » Durable, built to last
- » An investment in energy

## *Embodied Energy*




The embodied energy of a typical historic building is equal to 5-15 gallons of gasoline per square foot!

## *Why existing buildings are Great!*

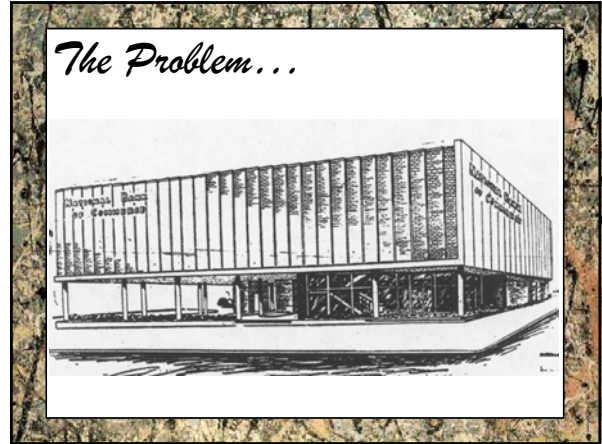
- » And... we have over 23,000 of them!
- » 14+ billion square feet in our portfolio
- » stock traded on the NYSE (HEOBI)




## *The Problem...*



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**B. Siegel**

New Initiatives Director - Historic, Existing and Old Buildings, Inc. (HEOBI)

Early years: Born in Pahrump, Nevada and raised in Las Vegas, Siegel jumped into the development game while still in high school, turning a 10-acre desert wetland into a 9-hole pitch-and-putt golf course that, through its strategic alliance with the nearby Bunny Ranch, made him a millionaire by age 17. By age 21, he built his first casino which helped leverage developments all over the West. His most recent project was in Portland's first urban renewal area, South Auditorium, where he oversaw the replacement of a bunch of old, wood buildings with beautiful, longer-lasting concrete towers and a cutting-edge landscape.

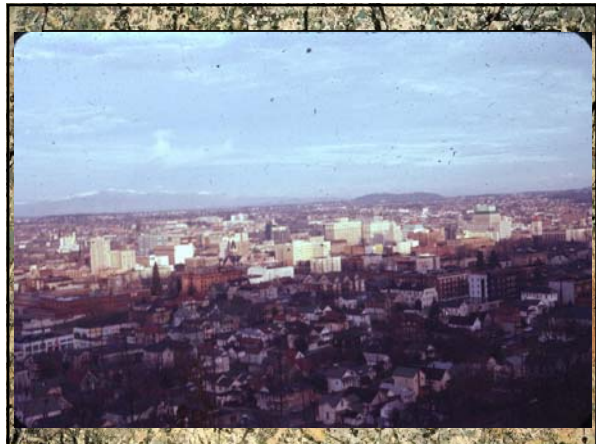
Education: 1 year each at Harvard School of Design, Yale School of Design, and UCLA's School of Architecture (He dropped out of all of them after administrators rejected his request for full-honors degree for skipping all classes and simply completing his thesis.)

**B. Siegel**

New Initiatives Director - Historic, Existing and Old Buildings, Inc. (HEOBI)

Motivation: I build the historic landmarks of the future.

Expectations for the project: Old stuff is great. But don't forget it, too, was once new. Three things make buildings last: profitability, beauty, and profitability.



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## Clark Edsel

Strategic Initiatives Director - Historic, Existing and Old Buildings, Inc. (HEOBI)  
 Early years: Born in Portland, Maine, on February 2, 1922. Served in the Army before moving to Portland in 1950 with his wife Laurretta . Active in civic affairs and on a number of boards and committees.  
 Education: graduated from Rensselaer Polytechnic Institute, spent time rising up the ladder at Westinghouse Electric, Union Carbide, National Acme Company and Container Corporation of America before seeing the exciting future in steel and glass progress, automobile-inspired visions of the future, and charming suburban development for hard-working young pioneers.

## Clark Edsel

Strategic Initiatives Director - Historic, Existing and Old Buildings, Inc. (HEOBI)  
 Motivation: Believes the American Century deserves new models and bright shining developments to serve as monuments to this greatest of countries, dusty brick and mortar are obsolete symbols of the New Prosperity—we must build anew!  
 Expectations for the project: URBAN RENEWAL.

## Petunia Hinkledorf

**Marketing and Research Director for HEOBI**

- Father famous German architect that designed buildings for the U.S. Federal Government
- Mother was an English Art Historian
- Born in England but we moved to the US when I was only 5 years old , growing up we frequently visited Europe to visit family and friends
- Masters Degree in Teaching at Smith College, Northampton, MA with a BS in Marketing
- Volunteer for Historic Preservation Society advocating for the restoration of historic buildings



## Petunia Hinkledorf

### Company's Mission

- Preserve our Heritage by preserving our building stock
- Compete for tenant retention
- Reduce our buildings operations and maintenance costs
- Maintain the viability of our market share with our building stock
- Promote the benefit and value of these historical buildings

*It is better to preserve than to repair,  
 better to repair than to restore,  
 better to restore than to reconstruct.  
 - N. Didron, 1839.*



## Petunia Hinkledorf

### My Mission

- Support HEOBI in fighting the big money grabbing developers that want to tear down great architecture along with some of my fathers work to build new high rise office towers
- Educate the politicians about the important role of existing buildings
- Work with the building owners to help them renovate their existing inventory to compete with the newer buildings.



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*Help Save These Building*

Federal Office building 1940

Hinkledorf Tower

Joshua Green Building

Early 1900's masonry building

INTRODUCTION 5/8/09

*And these Buildings*

INTRODUCTION 5/8/09

*Marketing at HEObI*

*Current ads...*

HEObI – *Not your Father's Old Building!*

*Current ads...*

It takes energy to construct a new building.  
It saves energy to preserve an old one.

**HEObI – Keeping Buildings Alive!**

**R7P**

The Project Requirements are Simple:

- Reinvent HEObI...not to just to remain solvent, but to be a Leader for the next 100 years!
- Develop a winning branding and marketing campaign for HEObI

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*SLAM RFP*

1. Name your firm
2. Describe the Economic, Social and Environmental value of our buildings through the campaign
3. Create on ONE EYE-POPPING PAGE:
  - Illustrated Poster
  - Tag Line
  - Jingle for the campaign for Radio and Television

*Now...*  
*Open your envelopes,*  
*Unleash your imagination,*  
*and...*



*Bring the Past into the Living Future!*