



# Coastal Partners Review

September 2009

*A quarterly update from Coastal Partners, LLC*

## Coastal Partners Creates New Use for Historical Building

In 2004, Coastal Partners, LLC purchased a 590,000 square foot industrial building on the Eastside of Indianapolis that housed BMG Direct, Random House and Sony, the recording and publishing companies. During our due diligence process we found this building has quite a history.

Built in 1964 RCA used the building for the manufacturing of TV picture tubes in the 60's followed by the manufacturing of vinyl records into the 70's. At the time of purchase the pits for the vinyl pellets were still in place for the manufacturing process as was the vault which contained



many original recordings including those of Elvis Presley. As vinyl records went the way of the dinosaur, the building became the headquarters for the Columbia House/BMG Record Clubs. These functions did not require the amount of space needed in manufacturing leading BMG to put the building on the market. Enter Coastal Partners, LLC.

The building contained offices, a call center, and warehouse space which was approaching 30 years of age. BMG remained in 100,000 square feet of space, leaving the balance for new tenants. A major renovation of the building was performed in

2005 and over the last four years, Coastal Partners has painstakingly completed an extensive adaptive reuse of the existing warehouse paving the way for the renewed multi-tenanted Coastal Commerce Center.

The original Call Center now houses executive offices for Kid Glove, a logistics company. The old cafeteria now is the home of a call center for Premier Credit and their staff of 130 people.



Upgrades to the building include a new exterior façade, removal of old HVAC equipment and duct work to create more energy efficiency, the addition of 31 new dock doors to meet the growing need for shipping/receiving facilities and new building signage. Adding to the appeal of the building is the close proximity of two major interstates. As the list of building tenants continues to grow and evolve, it is truly a great redevelopment achievement.

### Inside this Issue:

- **Featured Tenant Profile**
- **Team Member Highlight**
- **Maintenance Tips**
- **Humor and Puzzle**
- **Welcome New Tenants**
- **Property Issues**

## **Ruud Lighting, Inc. Occupies Coastal Commerce Center**

Coastal Partners, LLC joined with RUUD Lighting to open their newest facility in Grandview Wisconsin. Founded in 1982 by engineer, lighting designer and entrepreneur Alan Ruud, Ruud Lighting has grown into a global company employing more than 500 people. Alan Ruud's forward-thinking approach to the lighting industry and his innovative designs have garnered him national recognition. Ruud Lighting, Inc. consists of multiple divisions and product lines to serve the lighting industry.

Direct-to-contractor channels include the flagship Ruud Lighting product line and e-conolight®, our value line of popular items. High-quality Luma® Lamps are also part of these direct-channel lines. In addition, Ruud Lighting, Inc. offers architectural-grade luminaires through a specifier channel under the Beta® Lighting (outdoor luminaires) and Kramer® Lighting (indoor luminaires) divisions. With resources dedicated to the emerging use of light-emitting diodes (LED) technology, these divisions have established BetaLED™ and KramerLED™, also sold through a specification channel. The company understands that the future of lighting is LED technology. All four engineering teams have been assigned to the advancement of LEDs through product innovation and strategy.

Products manufactured by Ruud Lighting, Inc. are sold internationally through Ruud Lighting Europe, based in Italy, and Ruud Lighting Canada, based in Toronto. Other sales partner offices are located in Australia, New Zealand, Singapore and the Middle East.

Employees are trained to set aggressive short-term goals, for example, allow for no more than two late deliveries a month or no more than one customer complaint per year. The employee is expected to continually improve their performance.



Employees within the company – from the design engineers to fork lift operators – are encouraged to develop and contribute solutions to meet customers' needs, lower costs and improve process management.

Since its start in 1982, the company has emphasized the importance of reducing its environmental impact and creating healthy and productive surroundings for its employees.

As a member of the U.S. Green Building Council (USGBC) and using Leadership in Energy and Environmental Design guidelines for existing buildings, Ruud Lighting, Inc. has successfully implemented policies that support sustainable building practices. Policies currently in place include:

- Using a system that collects storm water and diverts runoff to a wetlands area across from the headquarters building
- Recycling 75 percent or more of all materials discarded
- Adopting a “Green Cleaning” program that uses Green Seal approved chemicals and procedures
- Using energy-efficient fluorescent and LED lighting that reduce energy consumption by 40 to 60 percent
- Offering car pool spaces, bicycle racks to promote alternate forms of transportation
- Providing a non-smoking campus that reduces emissions and promotes a healthier lifestyle

***For more information visit:***

***[www.ruudlighting.com](http://www.ruudlighting.com)***

## A Warm Welcome to the Newest Coastal Partners Tenants

- SCP Distributors—Fort Wayne, IN
- Premier Credit—Indianapolis, IN
- Skyline Co-Op—Cincinnati, OH
- Exclusive Sports Group—Indianapolis, IN
- City of Memphis IT Group—Memphis, TN
- ASC Local & State Solutions—Memphis, TN
- Youth Villages—Memphis, TN
- City of Memphis—Community Enhancement
- City of Memphis—EMS & Fire Services
- Dr. Shane Cope, D.D.S.—Indianapolis, IN
- Superior Essex—Ft. Wayne, IN
- Senior Independence—Cincinnati, OH



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Complete the puzzle and email to [service@coastalpartners.net](mailto:service@coastalpartners.net). A drawing will be held of all correct puzzles for a \$25 WalMart gift card. Be sure to include your name, company name and phone number. Must be received by Sept. 10th to be entered in drawing.



### Money Saving Tip from our Engineering Team

Change your heat/air conditioning filters monthly. This extends the life of the unit and saves you on energy costs. To those who lease requires the tenant to maintain their units, our engineering team can provide a monthly filter change and/or quarterly maintenance services for you for a reasonable fee. Contact engineering at:

[service@coastalpartners.net](mailto:service@coastalpartners.net).

## MEET JOE DUNAWAY

Assistant Vice President -Project Management



Joe joined Coastal Partners in 2003 after running the operations of 3 million square feet of warehouse space for Fleming Foods. When Joe joined us he brought with him a unique set of warehousing and logistic skills that we felt complemented our organization. The only problem at the time was trying to figure out a way to truly utilize his skill. When Fleming Foods vacated all 862,000sf of our facility in Fort Wayne, we relied on Joe to take care of the asset he had once run for his prior employer. With Joe's help, and his understanding of a tenant's logistical needs, we were able to relet the building to Proctor and Gamble (P&G) within just 6 months. Joe played a key role in helping P&G design and lay out their racking system, he helped hire a substantial portion of their work force and he worked with them through their tenant improvements. Not many landlords have the opportunity to get so intimately involved in their tenant's business. We did and we continue to do the same when requested.

Over the past several years Joe has jumped in wherever he was needed. Always doing what was best for the team. He worked on property management issues, he oversaw tenant improvements at our projects throughout Indiana, he helped tenant's layout their warehouse space depending on their needs and business model...he truly proved himself to be the "jack of all trades".

Finally after 5 years of handling everything that we threw his way, Joe's expertise developed to the point where he was promoted to Assistant Vice President of Project Management. In this capacity Joe now oversees all major construction projects in the Midwest for Coastal Partners. He has successfully overseen 4 build to suits for Scott's Fertilizer in four different states. He has overseen several million dollars worth of tenant improvements and he has played a critical role in the reposition of Coastal Commerce Center – Fort Wayne into a highly successful multi-tenanted industrial building all during the "Great Recession".

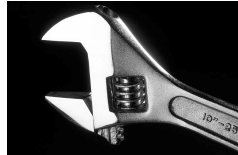
I take great pride in Joe's professional growth and accomplishments. I look forward to watching Joe continue to grow not only in his career at Coastal Partners, but as well as with the relationships he has developed with the tenants and vendors that he has come in contact with over the years.

Joe is but one of many unique individuals that are employed at Coastal Partners, each of whom takes great pride in their career. In each issue I will tell you the story about an individual member of the Coastal Team. I am proud our teammates, the job that they do and most importantly the relationships that they each continue to foster simply by taking pride in their work and caring. These individuals are a reflection of what Coastal Partners is about and our desire to provide our tenants, vendors and partners only the highest in customer service and integrity.

Brett Baumgarten  
CEO  
Coastal Partners, LLC

## Need a helping hand?

The engineering staff at Coastal Partners is available for a variety of duties to assist you. Need a light bulb changed, lock change? How about a desk assembled? A keyboard tray installed? Our team can handle it all.



Are you taking care of the maintenance of your heating and air conditioning system? The engineering staff can also provide a regular maintenance program to keep you system in top shape.

Our engineers are trained in a wide variety of maintenance procedures. We can also assist you with improvements you'd like to make to your space.

Services not covered under your lease are charged a reasonable fee. Send your requests to: [service@coastalpartners.net](mailto:service@coastalpartners.net) or call your property manager for details.

## Combating the Flu Season

The government is recommending employers develop plans for managing both seasonal and H1N1 flu viruses. A widespread outbreak is expected this fall, which could hurt businesses both large and small. Government officials have posted guidelines for developing a business plan for operating with reduced staff if a flu outbreak. These can be found at [www.flu.gov](http://www.flu.gov).

Suggestions include allowing employees to work staggered shifts or from home if an outbreak becomes severe, encouraging workers with flu symptoms to stay home at least 24 hours after they no longer have a fever, keeping work areas clean, stocking up on hand sanitizers and other supplies and send employees home at the first sign of a flu infection.

## Building Updates

Coastal Partners, LLC would like to congratulate Ike Buck, our friendly Pan Am morning security guard, on winning A&R Security's Guard of the Year! Please stop by and show him your appreciation. With fall fast approaching, as a reminder, space heaters are not permitted in the building as they are against fire code. If you need any thermostat adjustments, please contact our office and we will be happy to help you.

Mark your calendars: Living Lean and Green, Sept. 1, 8, 15, 22, & 29 at the Central Library from 6:30-8pm, free event; Downtown International Festivals, September 12<sup>th</sup>- October 10<sup>th</sup> at various prices.

The semi-annual Pan Am Blood Drive is fast approaching and is scheduled for Sept. 16<sup>th</sup> from 9:30am-12:30pm with a bloodmobile on Georgia Street; please look for more details to follow soon.

Coastal Partners, LLC is pleased to announce that we have hired a new maintenance technician, Greg Doyon. Greg has previously worked in the hotel business and as an independent contractor and will be a welcome addition to our team. Greg will be stationed at our property located at 4030 Vincennes Road, but you may see him at your property from time to time.

## THOUGHTS FOR THE DAY

1. A penny saved is a government oversight.
2. The older you get, the tougher it is to lose weight, because by then your body and your fat are really good friends.
3. The easiest way to find something lost around the house is to buy a replacement.
4. If you can smile when things go wrong, you have someone in mind to blame.
5. The sole purpose of a child's middle name is so he can tell when he's really in trouble.



Our progressive approach is based on the belief that our tenants are our partners, and we strive to maintain long-term relationships with all our clients.

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916-773-0550

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