

# next floor



## Technology Takes Flight

The power of partnership strengthens our business relationships and fuels our pioneering spirit to explore new frontiers in technology.



**Schindler**



The top tier of the southeastern coastal region of the United States is composed of Virginia, North Carolina and South Carolina. The three states combine for a total population of more than 22 million and form an economic region of significant importance. Mountains, lakes, lush valleys and Atlantic beaches attract millions of tourists each year, with the Carolinas becoming popular retirement destinations. This is a vibrant and growing area that offers a pleasant climate, abundant outdoor activities and a business-friendly environment.

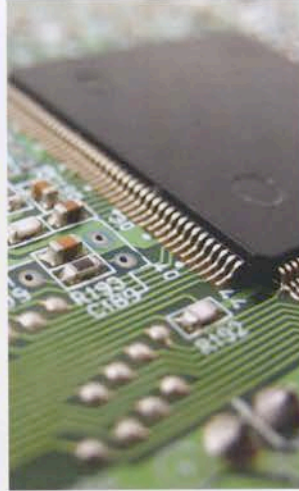
# Southern Successes

## Three's company

Virginia, the northernmost of the three states, is nicknamed "Mother of the Presidents" and was the home of eight U.S. presidents. At present, Virginia's varied economy embraces everything from high technology to mining and farming to government. While coal and tobacco are traditional exports, computer chips have now taken the lead.

North Carolina is situated between Virginia and South Carolina. Famous for tobacco growing and furniture manufacturing, it has added finance, biotechnology and engineering to its economic portfolio. The city of Charlotte is the second largest banking center in the U.S. and is also referred to as "The New Energy Capital" since it is home to numerous energy sector firms.

South Carolina, like its northern neighbor, is known for its production of tobacco along with a range of other agricultural products. It has seen an influx of large corporations and significant foreign investment with almost 2,000 foreign-owned firms operating in the state. South Carolina is also a popular tourist attraction. Charleston, the second largest city in South Carolina behind Columbia, the state capital, was named the "Top U.S. City" and "Top Destination in the World" in 2012 by *Condé Nast Traveler's* "Readers' Choice Awards."



Farming and electronic products are two economic engines in the southeastern coastal region of the United States.

An aerial view of Ballantyne Corporate Park, a 535-acre master-planned business community developed by The Bissell Companies.





## Commerce on the move

Businesses have begun a steady march to the southeastern coastal region of the United States, owing to its favorable commercial climate and attractive quality of life for workers. Developing the necessary office space and multi-use communities to meet the needs of businesses in Virginia, North Carolina and South Carolina has been the forte of The Bissell Companies. Founded in 1964 by H.C. "Smoky" Bissell as a small real estate firm with one employee, the company has grown to a collection of closely affiliated organizations with more than 600 employees that engage in all forms of real estate, including development of office and hotel properties, and offering services that include office leasing and management, hotel management, commercial brokerage, and golf management and instruction. Bissell has developed 200 properties in the region, totaling 13,650,733 square feet. Today, Bissell manages 6,510,146 square feet of commercial real estate. This includes 84 buildings and 10 parking decks ... many with elevators made and serviced by Schindler. ▶

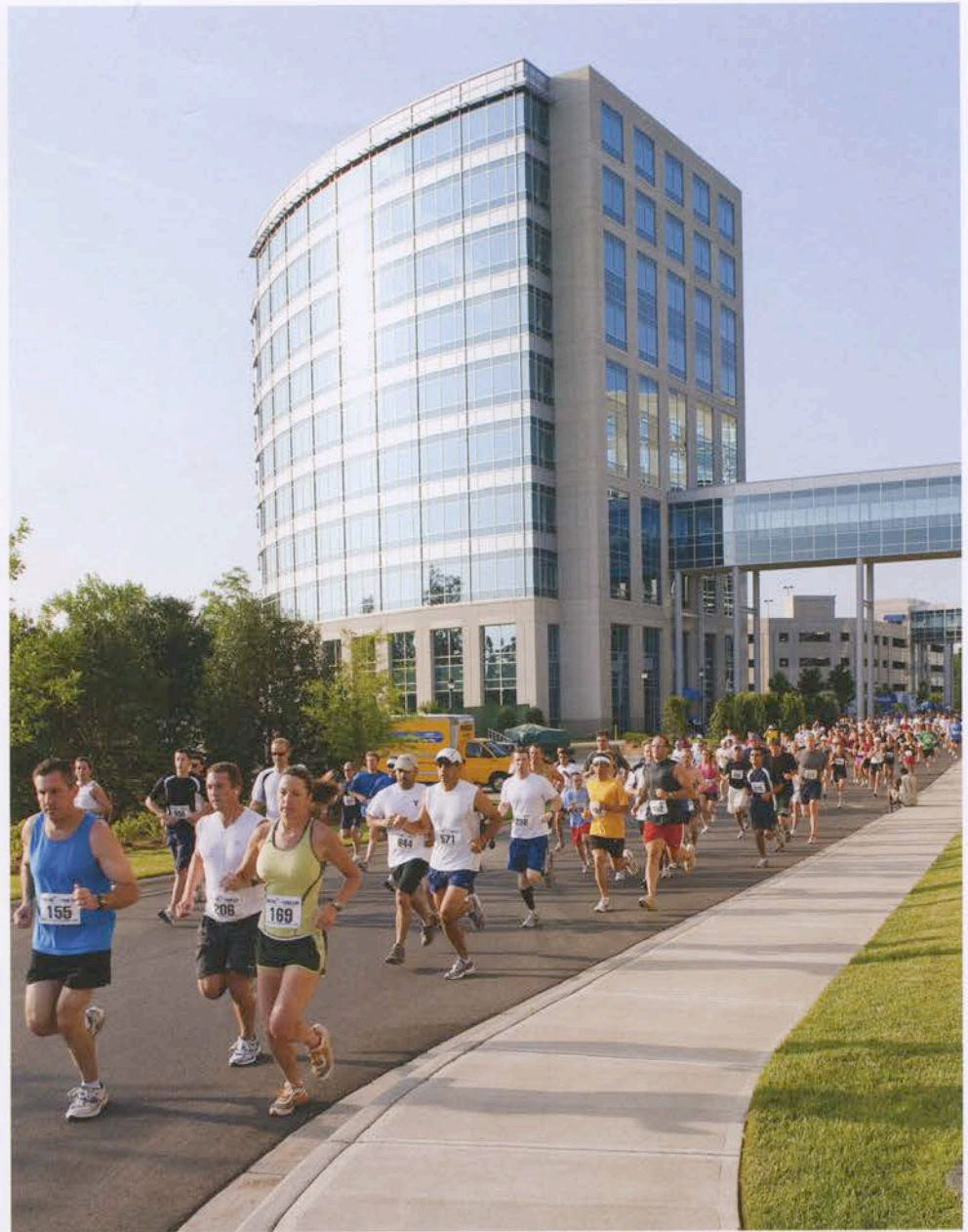


Photo above: The Boyle Building, a Class A 10-story building within Ballantyne Corporate Park.



Photo below, left: Aloft Charlotte Ballantyne is located in the heart of Ballantyne Corporate Park. Photo below, right: "The Ballantyne Bulls" sculptures recline in front of Bissell's corporate office as a testament to the company's motto: *Bullish on our families. Bullish on our work. Bullish on our country.*





► **A test of time**

While most businesses have been affected by the ups and downs of the economy, Bissell has always believed that having standing office products available was a winning strategy due to the short-term nature of business decision making. Companies have become consistently more risk averse and put off commitments like leasing space until their business analytics confirm the need. Once decided, they cannot wait for the multiyear time frames associated with the design and ground-up development process.

An added comfort for corporations seeking office products is the fact that Bissell maintains unified ownership of its 4-million-plus-square-foot Ballantyne Corporate Park, which allows greater flexibility in meeting employers' needs to expand, contract or relocate within the park.

According to Ned Curran, Bissell's president and chief executive officer, "Over the long term, we have enjoyed robust activity in both our office and hospitality products. Each faces its own cyclical dynamics, but we are pleased and satisfied with

our results. We recognize we are in a unique position of strength in a challenging environment. We have intentionally decided not to pursue growth opportunities that could offer potentially greater profits at the price of potential distractions to our core businesses. Instead, we chose to focus on our initiative to drive exceptional customer service. This initiative propels Bissell to elevate its standards for leadership, customer service, teamwork, communications and personal development on a daily basis."



The Boyle Building from the 14th hole of Ballantyne Golf Course.





Bissell Chairman Smoky Bissell (left) greets Ray Falduti (right), Schindler's area general manager, East.

**A remarkable relationship**

Schindler started working with The Bissell Companies more than 40 years ago in the SouthPark area of Charlotte and today services more than 120 Schindler elevators in 55 Bissell buildings. At Ballantyne Corporate Park, 19 of the most recent elevators are the newest Schindler traction elevators with Power Factor 1 regenerative drives that return electrical energy to the buildings' power grids.

Smoky Bissell, the company chairman, tells it best, "If I had to guess, our relationship with Schindler began almost 40 years ago and I can honestly say that there has never been a day that our expectations have not been exceeded. This doesn't mean that there haven't been glitches, but when there have been, the problem has been remediated in a fashion that should appear in a best practices book on service recovery, as it has been outstanding."

Bissell continues, "My dad always told me that life was a series of relationships and to establish good ones. Our relationship with Schindler for certainly more than half the time that we have worked with them has been with Ray Falduti, their area general manager, East, who attends

virtually every progress construction meeting that he can. He is always filling us in on scheduling and keeps us fully informed on his commitment to meeting our expectations."

While the geographic proximity of three states like Virginia, North Carolina and South Carolina may help to form a region, enduring business relationships forged from an understanding of trust and confidence shape its commercial character. Bissell and Schindler, with a business partnership spanning four decades, will surely play a continuing role in the future of the Southeast. ■

Photo below, top: The Cullman Park Building overlooks scenic Cullman Park with its waterfall, walking trail and picnic areas. Photo below, bottom: The Ballantyne Hotel & Lodge and Golf Course.

