

The Centre Spotlight

Volume II, Issue III

July 2, 2004

Downtown Events

Free Blood Pressure Screenings by Mercy Medical

Every 2nd Tuesday and 4th Friday

Siouxland Senior Center

Farmer's Market

7:00 a.m.—1:00 p.m. Daily
Tri-View Ave. and Pearl Street

The Big Parade (Mardi Gras Gala)

July 2, 2004 (7:00 p.m.)

Anderson Dance Pavilion

Rivercade Parade

July 14, 2004 (6:30 p.m.)
Starts at Tyson Events Center

Terra Centre Blood Drive

August 11, 2004
(9:30 a.m.—1:00 p.m.)
Terra Centre 8th Floor

Becoming a Nation

August 13—October 10, 2004
Sioux City Art Center

All American Band Concert

August 15, 2004 (7:00 p.m.)
4th Street Plaza

Artsplash

Sept. 4 (9:00 a.m.—7:00 p.m.)
Sept. 5 (10:00 a.m.—5:00 p.m.)
Anderson Dance Pavilion

11th Annual Chili Cook-Off

Sept. 18, 2004 (Noon)
4th Street Plaza

Nature Calls—Benefit for the Dorothy Peacot Nature Center

Sept. 15, 2004 (5:00 p.m.)
Plaza Hotel

Pets on Parade (Benefit for the Humane Society)

Sept. 26, 2004 (Noon)
Anderson Dance Pavilion

TRE staff cross-trains to better serve tenants

Kenny Schmitz, Vice President, Terra Real Estate (TRE), recently devised a strategy to develop his staff and plan for their succession. The process he decided upon benefits each staff member through the acquisition of new skills, and benefits Terra Centre tenants by ensuring that more than one person can perform all vital functions.

Schmitz' plan has been not to simply partner employees and have them learn each other's jobs in full, but rather to identify each person's most important functions and have those employees teach them to *someone*, assigning backup roles in whatever ways make most sense. As a result, you may recently have seen Mary Hill performing cleaning inspections with Vern Wynn and TRE's contracted cleaning crew, Kelli Jaacks accompanying Wayne Bollin on his mail rounds, Tracy Burge working with Lin Hagen on tenant billing, Mike Gibbs learning about the HVAC computer system and teaching Jason

Edwardson about skywalk operations, among other unusual sights.

"There was some initial hesitation," admits Schmitz, "because I think everyone wanted to know why this was necessary. But after I explained the plan and its reasons, everyone was very cooperative. It didn't take long to see that by learning parts of each other's jobs, we all gained a greater appreciation for what our co-workers do."



Wayne Bollin instructs Kelli Jaacks on using mailroom equipment. Cross-training will ensure continuous, high-quality tenant services.

TenantWatch focuses on Smith Barney

TenantWatch interviews First Vice President of Investments, Rich Crawford, with Smith Barney.

TenantWatch: What kinds of services does Smith Barney provide?

RC: Smith Barney provides financial services such as brokerage, investment banking, asset management, 401(k) and IRA advising.

TW: Smith Barney has made its home in the Terra Centre for 20 years, and is a nation-wide leader in brokerage firms. Why has a successful company

like Smith Barney preferred Terra Centre office space to other locations?

RC: The Terra Real Estate staff did an excellent job of tailoring our office space for Smith Barney needs. Our offices provide a terrific skyline view of Sioux City, looking out over the Missouri River and the tri-state area. Also, this building is the most professional-looking building in the area. Its location and structure are easy to locate, and the polished atmosphere makes a great impression on clients.

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"Siouxland's Premiere Business Location"

The Centre Spotlight

The Centre Spotlight is published quarterly for Terra Centre tenants and other interested parties. We encourage tenant participation in this newsletter. For more information, suggestions, story ideas, articles or any other questions contact Mary Hill at newsletter@terracecentre.net.

Resident Recognition

New Tenant

New York Life Satellite Office (3rd floor)

Retirement

Stan Navrude of Smith Barney retired at the end of June, after 38 years of service with Smith Barney. Everyone with Smith Barney and Terra Real Estate wish Stan the best of luck with his new endeavors.

Announcements

Cannon Technologies will be expanding their office space in August to include a second area on the 9th floor.

The mural outside the Terra Centre, "Arts Alive", has been honored with the Star of Siouxland award. According to the Siouxland Beautification Task Force, this honor is awarded to architectural structures which "create a look of vitality and prosperity [and] promote a positive image that motivates and instills community pride."



Wells Fargo and the Terra Centre sponsor the "Arts Alive" mural, erected in 2003.

Remember the regulations; Properly dispose of equipment

The Environmental Protection Agency (EPA) is cracking down on how obsolete electronic equipment may be disposed of. Items such as PCs, monitors and printers can contain harmful materials such as lead, arsenic and mercury. The EPA has deemed it unsafe to send these items directly to a landfill.

One of the best ways to dispose of unneeded equipment is to donate it to local schools, churches or other organizations that may still get use out of the item. Please contact Terra Real Estate for a sample form regarding the exchange of equipment so that your company may document any donations to non-profit organizations.

Even if you believe your equipment is unusable, many parts from electronic machines can be extracted and recycled. Materials such as gold, copper, steel and zinc can be reclaimed from obsolete equipment and reused in new or refurbished machines.



Please visit <http://www.epa.gov> to learn about government regulations on electronic waste. Contact Terra Real Estate for details on the best way of disposing of waste in the Terra Centre.

Big pups represent a Siouxland bicentennial

Two hundred years ago this summer, Lewis and Clark traveled the prairies of what is now Sioux City. Memorializing their journey, replicas of their faithful follower, Seaman, are now on display all over the tri-state area.

Seaman, a black Newfoundland, accompanied Lewis and Clark in their quest of the Midwest. The Siouxland Art Center launched a project this year featuring large replicas of Seaman, called the "Discovery Dogs", to be displayed at local businesses. Each pup is hand painted and unique to its area.

A map of the pups' locations is available at <http://www.siouxland.net>. Specifically tailored to its station, each dog provides a personal touch and a glimpse into the history-making Lewis and Clark Voyage through Siouxland.



Discovery Dog "Missouri Loves Company" is located just south of the Terra Centre.