

## Winners

## Stroud Arthur

CB Richard Ellis

**HOMETOWN:** Dallas  
**COLLEGE:** University of Arkansas, University of Texas at Dallas  
**YEARS IN THE RING:** 9  
**2007 KNOCK-OUT:** Any deal that closed.  
**COACHES IN MY CORNER:** David



Whisenant and Chris Cozby

**SURVIVING EARLY BOUTS:** Upon going on 100% commission, I was told to keep my expenses to a minimum and apply for a line of credit just in case I ever needed it. I had doubts when I would go 60 to 120 days without a paycheck, but I always kept in the back of my mind that I wasn't having to live through the late 1980s, like so many in this town who went years without a commission.  
**OUT OF THE RING:** Hunt, golf and vacation with my family.

## Greg Bracchi

Staubach Retail

**HOMETOWN:** None. I moved around every four or five years.

**COLLEGE:** University of North Texas

**YEARS IN THE RING:** 12

**2007 KNOCK-OUT:** All of my 2007 deals were favorites.

**TIME ON THE ROPES:** My greatest failure is not winning new business we pursue.

**WHAT IT TAUGHT ME:** How to improve our presentations.

**COACHES IN MY CORNER:** In business, Brian Murphy with Endeavor; personally, my parents.

**BEST SPARRING PARTNERS:** I admire all of my competitors for different reasons.

**SURVIVING EARLY BOUTS:** The early years were difficult, as they are for everyone, but we work in a team environment, so there were always deals to pursue.

**OUT OF THE RING:** Golf, jogging.

**FIGHTIN' WORDS:** "Treat people honestly and respond to them in a timely manner."

**WHAT'S AHEAD:** Generally, retailer sales have slowed. New retail stores and relocations will be more difficult to get approved in 2008.



## Mike Cagle

The John Bowles Co.

**HOMETOWN:** Muskogee, Okla.

**COLLEGE:** University of Oklahoma

**YEARS IN THE RING:** 34

**2007 KNOCK-OUT:** A 18,430-square-foot deal for Vitamin Cottage Natural Food Market.

**TIME ON THE ROPES:** Early on, I tried to hit too many home runs by working only on larger deals.

**WHAT IT TAUGHT ME:** Hitting singles and staying focused on executable deals is the best approach for a successful career.

**COACH IN MY CORNER:** I owe my success to



many colleagues throughout the years.

**BEST SPARRING PARTNERS:** There are too many to name.

**SURVIVING EARLY BOUTS:** I started in 1973 during the recession. Hard work and persistence will always pay off.

**OUT OF THE RING:** Fly fishing, bow hunting and helping run a family ranch.

**FIGHTIN' WORDS:** "Treat people fairly and give your best effort every day for your clients."

**WHAT'S AHEAD:** I think the Dallas leasing market will stay healthy, giving us a chance to lease up some of the newer developments over the last few years. I also see fewer new developments getting off the ground.

## Michelle Caplan

The Weitzman Group

**HOMETOWN:** Dallas  
**COLLEGE:** Tulane

University

**YEARS IN THE RING:** 16

**2007 KNOCK-OUT:** All of my 2007 deals were favorites.

**COACH IN MY CORNER:** My father.

**OUT OF THE RING:** Spend time with family and friends, exercise

**FIGHTIN' WORDS:** "You can do anything you want in life; you just can't do it all at once."

**WHAT'S AHEAD:** We'll continue to see more mixed-use developments.



## Jay Ceitlin

The Retail Connection

**HOMETOWN:** Birmingham, Ala.

**COLLEGE:** Indiana

University

**YEARS IN THE RING:** 5

**2007 KNOCK-OUT:** My favorite 2007 deal was the redevelopment of the Northwest Corner of Spring Creek and Highway 75 in Plano. We added

four great tenants, including Texans Credit Union, Lenny's Subs, Sprint and S&K Liquor Store.

**TIME ON THE ROPES:** My biggest failure has been getting too emotional with deals and with my clients. Especially early on, I would have a hard time leaving my work at the office.

**WHAT IT TAUGHT ME:** Every now and then it is still an issue; however, I have learned that with a wife and child at home, the smaller things aren't worth the stress.

**COACH IN MY CORNER:** My most influential business mentor has been Jim Weir. When we were at Woodmont, Jim gave me opportunities a young broker needs to succeed. Even though he has his own way of teaching, he has the ability to be a true mentor to young brokers and help them learn right from wrong. He is continuing his to mentor young brokers at The Retail Connection.

**BEST SPARRING PARTNER:** My most admired competitor is David Sacher, who is not only a colleague but also my brother-in-law. He has five



more years experience than me and has become one of the elite brokers.

**SURVIVING EARLY BOUTS:** Luckily, I had great mentors in the business, which quickly enabled me to make some money to pay the bills.

**OUT OF THE RING:** Playing golf, working out with my trainer (which is like therapy), playing basketball, relaxing with my wife and new baby boy, Drew, and traveling are all great stress relievers for me.

**FIGHTIN' WORDS:** "Clear eyes, full hearts, can't lose"

**WHAT'S AHEAD:** Land owners are going to have to become more realistic on the price of dirt. Retailers are going to be very selective on sites and will be more price sensitive. Land prices in Dallas-Fort Worth have become very challenging for many retailers to "pay the freight."

## Jonathan Cooper

Venture Commercial Real Estate

**HOMETOWN:** Dallas

**COLLEGE:** University of Texas at Austin

**YEARS IN THE RING:** 8

**2007 KNOCK-OUT:** LA Fitness

**TIME ON THE ROPES:** My greatest failure has been trying to come up with a good answer to this question.

**WHAT IT TAUGHT ME:** That it cost me five minutes of my life that I will never get back.

**COACH IN MY CORNER:** My father.

**BEST SPARRING PARTNERS:** Dallas being the highly competitive market that it is forces all of us in the industry to continually raise the bar. To name just one would be impossible.

**SURVIVING EARLY BOUTS:** The early years were pretty rough; ramen noodle soup was essential to my survival.

**OUT OF THE RING:** I like to go on vacation.

**WHAT'S AHEAD:** Although most of my clients have remained very active, they're being more cautious when it comes to making decisions.



## David Copeland

CB Richard Ellis

**HOMETOWN:** Dallas

**COLLEGE:** University of Texas

**YEARS IN THE RING:** 14

**2007 KNOCK-OUT:** The Steinmart build-to-suit in Keller. The Tabani Group built it and the



## The Contenders (top five)

1. Jennifer Pierson, CB Richard Ellis

2. Greg Rabin, The Woodmont Co.

3. Jennifer Frank, The Woodmont Co.

4. Steve Lieberman, The Retail Connection

5. David English, Colliers International (tie)

5. Greg Pierce, Colliers International (tie)



tenant opened for business in about six months — record time in this environment.

**TIME ON THE ROPES:** My greatest failure has been learning to delegate.

**WHAT IT TAUGHT ME:** I still haven't figured it out.

**WHAT'S AHEAD:** More caution than what we've seen the last few years.

## Tim Donovan

The Retail Connection

**HOMETOWN:** Dallas

**COLLEGE:** Baylor

University

**YEARS IN THE RING:** 8

**2007 KNOCK-OUT:** A land assemblage and sale in Allen, at the southwest corner of Greenville Ave. and Stacy Road.

**TIME ON THE ROPES:** My biggest mistake was trying to corner the frozen concentrate orange juice market with Randolph and Mortimer Duke.

**WHAT IT TAUGHT ME:** You can't trust Billy Ray Valentine or crop reports.

**COACH IN MY CORNER:** Mike Donovan

**OUT OF THE RING:** Spend time with my family.



## John Doubleday

The Retail Connection

**HOMETOWN:** Little Rock, Ark.

**COLLEGE:** Southern Methodist University

**YEARS IN THE RING:** 5

**2007 KNOCK-OUT:** For size, an 80-acre assemblage in Decatur, the culmination of more than two years of effort. For fun, Palm Beach Tan, because Diane Lucas is great to work with. But the continued growth of Sleep Experts is most satisfying, because the Chris and Christine Cook are personal friends.

**TIME ON THE ROPES:** I'd have to say my biggest mistake was not buying the GM Building in New York for \$1.4 billion before Harry Macklowe did it and put Apple into it.

**WHAT IT TAUGHT ME:** Now that he's lost close to \$2 billion, "Never sign personally" seems a good lesson.

**COACH IN MY CORNER:** My father, who went from a gas station attendant to the CEO of a multi-million dollar company. He knew that business was important, but that people were paramount.



'I dance and I shoot a gun. Some say I'm conflicted.'

Lynn Dowdle, Staubach Retail



**BEST SPARRING PARTNERS:** Anyone who can accomplish something great and be humble about it.

**SURVIVING EARLY BOUTS:** This is a question better suited for Milton Berle, I think. With any luck, I'm still in my early years.

**OUT OF THE RING:** Fly-fishing, photography and traveling with my wife are at the top of the list.

**FIGHTIN' WORDS:** I don't espouse a motto, but I've always liked Aristotle Onassis' quote, "Always report business to be good, and keep a suntan." Clearly, it worked out pretty well for him.

**WHAT'S AHEAD:** The macro trend is the slowing economy, but smart, well-run retailers know that slowdowns provide an opportunity to out-position their competitors and gain market share. As high-end lifestyle developments continue to cool across North Texas, savvy regional and national players will be able to better leverage themselves economically for the next wave of growth.

## Lynn Dowdle

Staubach Retail

**HOMETOWN:** Indianapolis  
**COLLEGE:** University of Texas

**YEARS IN THE RING:** 18  
**2007 KNOCK-OUT:** I had several land transactions that qualify as my favorites.

**TIME ON THE ROPES:** I've made mistakes before trying to push water; it's a hard lesson, knowing when to push and when to let it flow.

**WHAT IT TAUGHT ME:** The beauty of the flow.  
**COACHES IN MY CORNER:** I have always had many mentors. I learn specific lessons from each and put them all together and, of course, I'm still learning.

**SURVIVING EARLY BOUTS:** I was given an opportunity with a desk and a phone. A few told me I'd never make it in the business, but that just motivated me. I kept my head down and never looked up for about three years. I survived because I was willing and the good Lord led me through — always has.

**OUT OF THE RING:** I dance and I shoot a gun; some say I'm conflicted.

**FIGHTIN' WORDS:** "Be authentic and bring to the market who you truly are. People are drawn to and respect authenticity."

**WHAT'S AHEAD:** We are blessed to live and work in one of the most vibrant real estate markets in the world. More opportunities and more fun!

## David English

Colliers International

**HOMETOWN:** Dallas  
**COLLEGE:** Texas Tech University

**YEARS IN THE RING:** 23  
**2007 KNOCK-OUT:** All of my 2007 deals were favorites.

**TIME ON THE ROPES:** I don't consider anything I have done in my career to be a failure. Being a commercial real estate broker is a dynamic and growing process. In order to be successful, one must continually adapt and change with the market and his or her customers. Through that process, there are setbacks and trials but not always failures. To me, failure would be to work in a job where you didn't have fun or find fulfillment.

**COACHES IN MY CORNER:** There are so many great people, I can't name just one: my parents, my siblings, Tom and Phil Brosseau, Greg Pierce and Paul Goebel, just to name a few.

**BEST SPARRING PARTNERS:** Mike Hardage at Transwestern. Although he really isn't a competitor, because his specialty is completely different from mine, I admire Mike's heart and character. He works very hard and is successful, but he never compromises his values and beliefs to make a deal.

**SURVIVING EARLY BOUTS:** The early years



were tough for me in that there was no salary, no draw, and the economy was pretty bad. Most companies didn't have training programs at that time, so you just tried to work hard and ask questions when you got in trouble. I survived by doing a lot of praying and cold-calling. No matter how disappointed I was, I never quit.

**OUT OF THE RING:** I like to ride and work horses and hang out with my kids. During the summer, you can find me on Lake Ray Hubbard for some water-sport action.

**FIGHTIN' WORDS:** "Never, never quit," and "Make it easy for them to say yes."

**WHAT'S AHEAD:** We'll see a cleansing of the business. Some of the new brokers who have never faced a tough and tight market will head for safe positions with salaries attached. We'll also see a continuation of key producers at some of the small and mid-sized firms leave for larger firms with global platforms. Additionally: more normal cap rates, heavy pressure on third-party management and leasing firms to maintain occupancy, and income levels that will justify the high prices that were paid for the properties.

## Jennifer Frank

The Woodmont Co.

**HOMETOWN:** Plano  
**COLLEGE:** University of Texas at Dallas

**YEARS IN THE RING:** 17  
**2007 KNOCK-OUT:** Taking Ulta to middle-

market cities: Amarillo, Killeen and Weatherford.

**TIME ON THE ROPES:** My greatest failure was not staying in better contact with people.

**WHAT IT TAUGHT ME:** This is a very long-term relationship business, and staying in touch is the key to future successes.

**COACH IN MY CORNER:** Noal Solomon of Staples is the most influential person in my career. He convinced me to stay in this business.

**BEST SPARRING PARTNERS:** John Zikos. He is a great deal-maker and goes above and beyond to help his clients and mentor people in the business.

**SURVIVING EARLY BOUTS:** The first two years were very difficult financially. I waited tables during that time to pay rent.

**OUT OF THE RING:** I run and exercise, play with my children and spend time at Cedar Creek Lake.

**FIGHTIN' WORDS:** "Treat everyone with respect and strive to serve beyond expectations."

**WHAT'S AHEAD:** We'll see more retailers acting cautiously and rents coming down. Value retailers will be on the rise; certain specialty retailers that serve middle America will feel the effects of the tough economy.



## Dan Garrett

John T. Evans Co.

**HOMETOWN:** Huntsville, Ala.

**COLLEGE:** University of North Texas

**YEARS IN THE RING:** 14  
**2007 KNOCK-OUT:** There are several deals that I consider notable and rewarding. It's difficult to choose a favorite.

**TIME ON THE ROPES:** My biggest mistake was making a deal point a larger issue than it needed to be.

**WHAT IT TAUGHT ME:** I learned not to let my emotions get the best of me.

**COACH IN MY CORNER:** John T. Evans

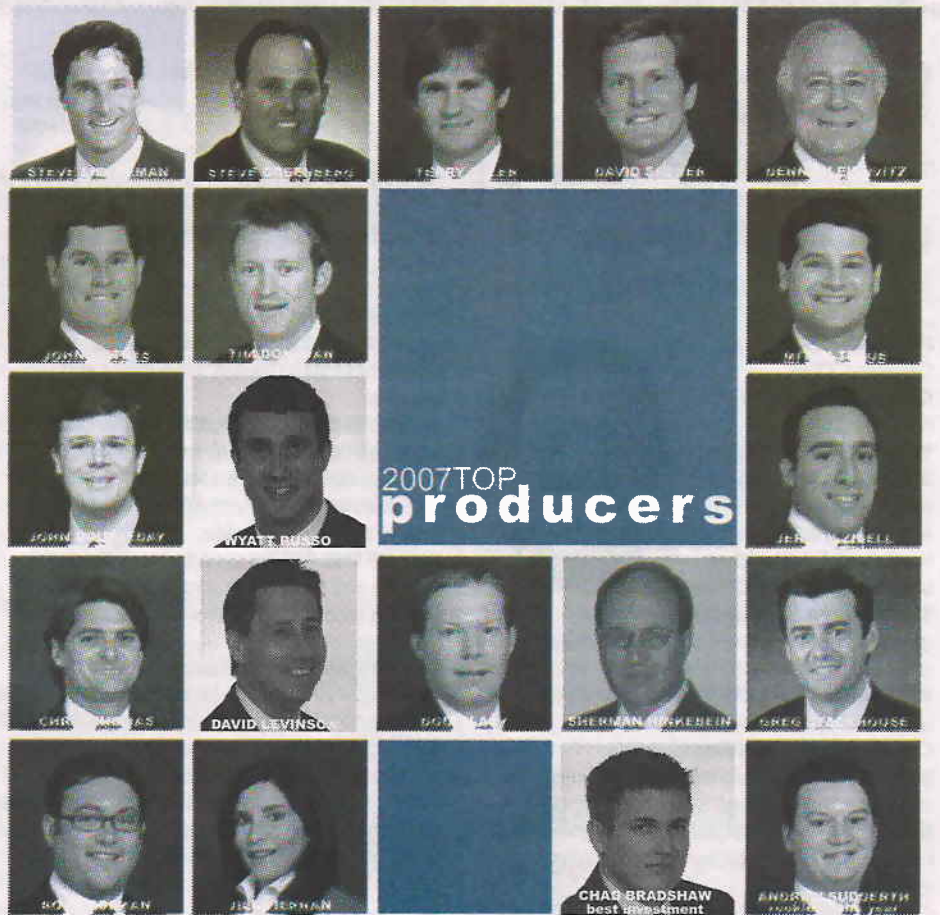
**SURVIVING EARLY BOUTS:** They were difficult because I had to get used to not having a regular paycheck. I survived on credit cards.

**OUT OF THE RING:** Golf and go to the ranch.

**FIGHTIN' WORDS:** "Don't take yourself too seriously."

**WHAT'S AHEAD:** Ground leases are continuing to become more difficult for pad users to accept.

CONTINUED ON NEXT PAGE



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Dallas  
2525 mckinnon st  
suite 700  
dallas, tx 75287  
214.572.0777 p  
214.572.0009 f

Houston  
10000 memorial drive  
suite 170  
houston, tx 77024  
713.547.5555 p  
713.547.5549 f

San Antonio  
17721 rogers ranch pkwy  
suite 140  
san antonio, tx 78258  
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