



Memphis Traffic Talk

Volume 61, Issue 6

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President's Message

Dear Traffic Club Members & Friends,

Happy Halloween! You know what that means - it's time to start Christmas shopping. I hope you are doing well as we gear up for the holidays and wind down another successful year for the Traffic Club of Memphis.



I look forward to seeing you at our last luncheon on November 13 at the Racquet Club, where we'll be hearing from Pragati Srivastava, Administrator for the Memphis Urban Area Metropolitan Planning Organization (MPO).

We'll also be holding elections at the November 13 luncheon and I'm pleased to report that all campaigns have been much more civil than those we've been watching on TV! Make sure you come and vote for next year's board of directors.

2013 is shaping up to be a big year for the club with our 100th anniversary and the Transportation Clubs International conference in September. And don't forget the "100 for 100" membership contest which is already in full swing - sign up at least six new members and you'll have a chance to win a \$3,000 vacation travel voucher and a \$500 Visa prepaid gift card.

Finally, I'd like to take this opportunity to thank you for the opportunity to serve as your president. I also want to thank the board of directors for all their hard work this year. It has been an

honor to serve the club and to work with such a fine group of folks on the board. From what I've seen over the past year and looking at the slate of candidates for next year, the future the Traffic Club of Memphis is bright indeed.

See you soon.

Mason

Don't Miss Our November 13th Club Luncheon

[Register Here](#)



Ms. Pragati Srivastava

Pragati Srivastava is the Administrator for the Memphis Urban Area Metropolitan Planning Organization (MPO). In this capacity, Ms. Srivastava is responsible for Long Range Transportation Planning for the Memphis MPO region which looks at all modes of transportation, such as highway, transit, freight, bicycle and pedestrian.

Ms. Srivastava formerly served as the Principal Transportation Planner for the Memphis MPO for four years. She was responsible for managing the Transportation Improvement Program (TIP), Unified Planning Work Program (UPWP) and managed various transportation

planning studies.

Before joining the Memphis MPO, Pragati worked as an Intern with the Texas Department of Housing and Community Affairs. She received a Bachelor's Degree in Architecture from Indian Institute of Technology, Roorkee, India and a Master's degree in City and Regional Planning from the University of Texas, at Austin, Texas.

Traffic Club Web Banner Ad Sponsorship

If your company is interested in sponsoring an ad, please contact our Membership Director, John Brewer for full details and pricing. He can be reached at 901-377-4143 / jbrewer@achfood.com.



It's Back – 20% Off!

For a limited time, the Traffic Club of Memphis and its sponsors are proud to offer **20% off** any **dues renewal** or **new membership**. That's 20% off our already low cost annual dues.

Dues renewal and new memberships need to be paid no later than 11/13/2012 to be eligible for discount. Please see Membership Director for further details.

A special thanks to our sponsors **Coyote Logistics, Dynamex, Pacer, Cornerstone Systems, and Marten Transport** for their support of the Traffic Club of Memphis



**Our friends with
Memphis World Trade Club
are hosting
Port of New Orleans Night &
Southeast Freight Conference
Next Week.
To Register, Click on the Link Below.**

[Click Here to Register](#)

The Memphis World Trade Club & Cargo Business News Proudly Announce

Title Sponsor: Port of New Orleans



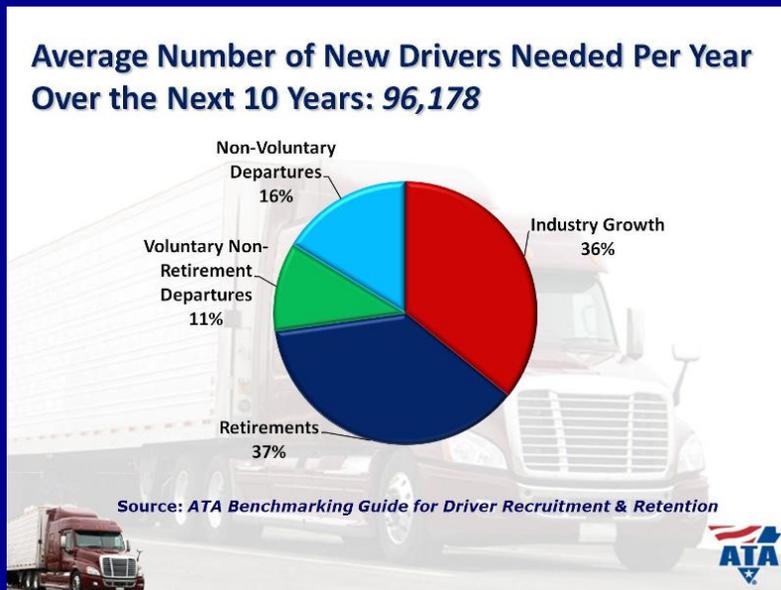
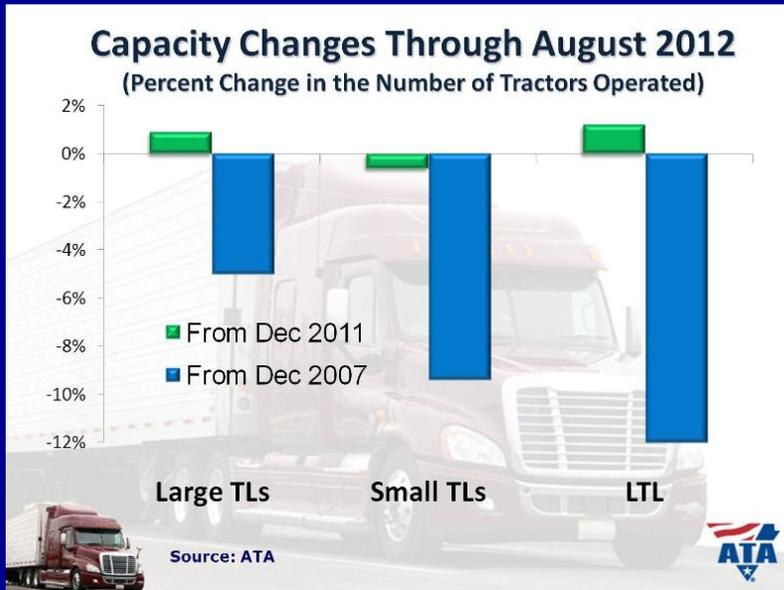
The Intermodal Freight Transportation Institute

at the University of Memphis hosted it's 6th Annual Intermodal Conference yesterday.

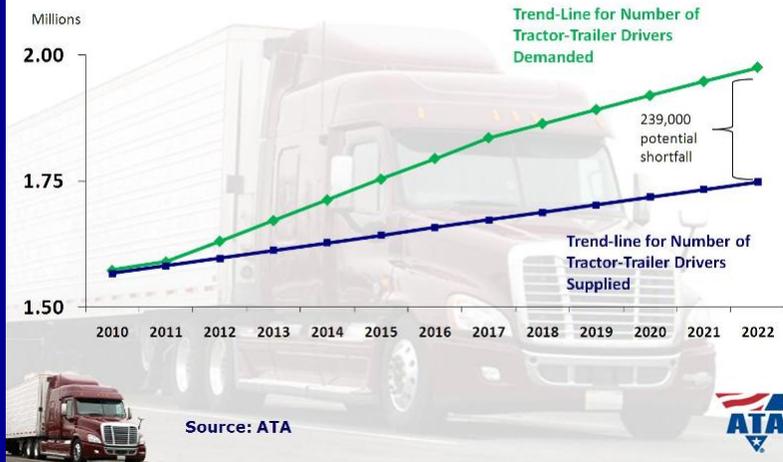
Due to Hurricane Sandy, Bob Costello, Chief Economist & Vice President of the American Trucking Association was unable to attend and present his PowerPoint. Instead the deck was presented by our own Dan Pallme, Interim Director, Center for Intermodal Freight Transportation Studies along with John Gnuschke, Ph. D., Director of the University's Sparks Bureau of Business and Economic Research Center for Manpower Studies as well as Professor of Economics.

Here are some selected slides from that presentation this

author felt you would find informative.



Tractor-Trailer Drivers Demanded and Supplied



**Club Elections Are Scheduled for
Our Nov 13 Luncheon Mtg**

Traffic Club Bylaws Link

For those members and new members that will not be able to attend our November meeting but would like to vote in our election, absentee ballots are available by contacting **Ken Opperman**.

YOU MUST BE A PAID MEMBER FOR 2012-13 IN ORDER TO RECEIVE AN ABSENTEE BALLOT OR VOTE IN OUR ELECTION ON NOVEMBER 13th.

Here is the Slate

Officers

Unopposed

President
Mason Wilson
Baker Donelson



Vice-President
Carey Treadwell
Dynamex



Director Candidates

In Alphabetical Order By last Name

6 Required

**John Brewer
ACH Foods**



**Robin Colwell
Embry Riddle**



Matthew Decker

Coyote



**Jim DeWeese
ABF**



**Chris Douglass
Marten**



**Stuart Leslie
Vaco**



Larry Mays



Marty Morelli
Old Dominion



Dan Pallme
University of Memphis



Matt Read
Dunavant



Bryant Richie
Marten



Memphis Metro Industrial Real Estate Overview

Henry Stratton SIOR CCIM

The numbers indicate that 2012 has been a roller coaster ride, with negative net absorption of just over 1 million square feet in Q1, being nearly wiped out in Q2, then a negative net absorption of just over 450,000 square feet in Q3, leaving the Memphis Metro industrial market approximately a half million square feet in the hole as we head into the last quarter of the year. Both vacancy rates and rental rates have fluctuated up and down in accordance with absorption.



At the end of Q2 2012, the Memphis Metro included just over 216 million square feet of industrial space with 208.5 million in warehouse space and nearly 8 million in flex space.

The Southeast Submarket, with YTD absorption of 1,152,146 square feet, has been the major contributor of this year's volatility. With 94 million square feet, this submarket makes up nearly 43% of the Memphis Metro Industrial Market.

DeSoto County continues to be a solid performer in the market. This submarket ends Q3 2012 with almost 415,000 square feet of positive absorption, just over 500,000 square feet of deliveries, and almost 1.5 million square feet of space under construction. The DeSoto County industrial submarket is one of the few areas in the country with any speculative construction underway. At first glance, this is quite surprising, considering the Memphis Metro industrial market has a Q3 2012 vacancy rate of 12.9%, but when boring deeper into the numbers, the vacancy rate in DeSoto County for Class A buildings is only 8.5% for the same period. More interestingly, there are only five Class A buildings presently available with vacancies greater than 100,000 square feet in DeSoto County.

The average rental rate of \$2.53 at the end of Q3 2012 was just slightly lower than the \$2.56 rate at the end of Q2 2012. Warehouse rates were also just slightly lower at the end of Q3 at \$2.44 versus \$2.46 at the end of Q2. Flex rates, which have been steadily declining since Q2 2008, fell from \$4.93 as of the end of Q2 to \$4.78 at the end of Q3 2012.

If you have questions about this article, Henry may be reached as follows:

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Memphis is privileged to host the TCI 2013 conference. We will be followed by Denver 2014 (confirmed) and San Antonio 2015 (tentative). We are in the early planning stages for our conference in 2013. If you are interested in helping out with the TCI 2013 conference, please contact [Carey Treadwell](#).

5 Point Plan for Improving Your Sales Team's Performance
Kevin Davis

To boost sales and maximize sales team performance, you must spend more time coaching your salespeople. Trouble is, there are many barriers that prevent effective coaching from happening. Here's a 5-point plan (sound familiar?) for overcoming these barriers and significantly improving your sales team's performance.



1. Adopt a sales *leadership* mindset. Many of the instincts that served you well as a peak-performing salesperson actually inhibit your effectiveness as a sales manager. Become more of an observer and less of a doer. If you see a salesperson perform a task poorly, talk to them about it immediately so they know they need to make a change. Remember that sales management is, first and foremost, achieving results through others. Think like a coach, not a player.

2. Take control of your time. Many sales managers have natural coaching skills - and feel great pride in teaching others. But they don't have time to use their coaching skills because they are constantly "firefighting": dealing with unanticipated problems that come up during the day. Examine a typical day or week and think about how you actually spent your time. What were the biggest timewasters? If you can manage those factors, you'll have a lot more time for coaching and leading.

If a salesperson approaches you with an "urgent" problem, don't take the monkey off *their* back. Instead, ask two simple questions: "What have you done about it so far? And "What do you think ought to be done?" Expect more from your people in terms of developing their own solutions. Peter Drucker, the well-known management consultant said, "You can't manage time, you can only manage yourself."

3. Field a better team. If two of your salespeople were asked to define the specific skills and attitudes required for peak performance selling at your company, would you hear two *different* answers? Salespeople who don't fully understand what you expect will be unable to manage themselves to achieve greater levels of performance and profit.

Define your expectations of your salespeople and

communicate those expectations with everybody on your team. Observe your peak performers, identify what they are doing that distinguishes them from others, and then share those differences with everybody on your team. To field a better team, focus your entire sales team on the behaviors they need to achieve greatness.

4. Coach for success. All too often, we sales managers can be our own worst enemy. We don't truly listen to what our salespeople are saying, and, more importantly, *why* they are saying it. We don't take the time to help salespeople fully understand the implications of doing (or not doing) certain tasks. To become more productive and self-reliant, salespeople need our help in defining their 2nd and 3rd level questions regarding their personal goals, their sales call planning, and their preparation for a sales presentation.

5. Motivate and energize your team. Do you look for the cause of a performance problem by trying to figure out what the salesperson needs to do differently? Or do you look in a mirror and ask yourself what changes *you* need to make to help salespeople be more successful? Ask your team on an individual basis, "Is there anything I am doing that doesn't help you at all? What could I start doing to help you more? And, why would that be helpful to you?"

Implement my 5-point plan today! And don't forget to vote.

If you would like to contact the author, he may be reached as follows:

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Happy Anniversary!!!

Sherri Tipton-Thomason - Cornerstone - 11/1
France Gasquet - Collier Insurance - 11/16
Rhodes Harbert - ITH - 11/27



Cliff Lynch - C. F. Lynch & Associates - 11/16
Lindsey Roberts - ArtsMemphis - 11/24

This is your newsletter! Should you have any suggestions for a future article, meeting topic, etc., please let me know!

Sincerely,

Carey Treadwell

Editor