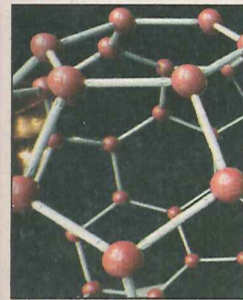


**Happy landing**  
Fuller Realty Partners' three-year land purchase quest ends successfully.  
PAGE 2A



**Nano leader**  
Developer appoints nanotechnology expert to head proposed Houston world hub.  
PAGE 2A

**Wii dispute**  
Houston firm files patent infringement suit against Wii maker Nintendo Co. Ltd.  
PAGE 6A

**Critical move**  
Halliburton Co. outsourcing critical IT infrastructure to Cyrus One data center near Dallas.  
PAGE 9A

**Tactical order**  
BAE Systems' Sealy plant lands \$1.6B Army tactical vehicles contract.  
PAGE 10A



**In his shoes**  
Coastal Rubber founder Paul Hall wanted to find a successor who would share his values.  
STRATEGIES/PAGE 15A

INDEX

WEEK IN REVIEW	3A
FACE TO FACE	14A
STRATEGIES	15A-19A
HERITAGE	20A
AN INSIDE LOOK	22A
PEOPLE/MOVE	24A
AROUND & ABOUT	25A
FOR THE RECORD	26A-32A
CLASSIFIED	33A-39A
OPINION	44A
COMMENTARY	45A
INDEX	46A
FOCUS	SECTION B

LOOKING GOOD:



Faces365 and Planet Fitness aim to bring affordable facials and fitness to the Houston area.  
PAGE 2A

# HOUSTON BUSINESS JOURNAL

Strictly Houston. Strictly Business.

Vol. 39 No. 29 Week of November 28-December 4, 2008

houston.bizjournals.com

64 Pages, 2 Sections \$2.95

CITYBEAT

Houston sports fans strike up team brands

Houston fans do love their sports team brands. Hometown franchises dominated the 2008 Turnkey Team Brand Index, an annual study conducted by Turnkey Sports & Entertainment based in Hadonfield, N.J. "The 2008 pecking order is the same as the 2007 pecking order — Astros, Rockets, Texans," according to Turnkey President Len Perna.



Alexander

"But the story in 2008 is that Houston sports fans awarded (Rockets owner) Les Alexander the highest grades for ownership in Houston." The study encompassed all 122 teams in the National Football League, the National Basketball Association, Major League Baseball and the National Hockey League.

Fans rated teams on 21 factors such as perceived entertainment value, attitudes toward players, perception of ownership and commitment to winning.

Each team also was tested on 36 brand attributes such as respected, spirited, visionary and profit-maximizing.

The study also measured sponsor loyalty and found that local fans perceive that all three pro sports teams deliver for their sponsors.

Two other items

SEE CITYBEAT, PAGE 4A

## New bank means business

### Texas City family makes first inroad in Houston market

BY GREG BARR  
HOUSTON BUSINESS JOURNAL

One of Galveston County's best-known banking families is preparing to take its successful act on the road and enter the competitive Houston market.

Two generations of the Doyle clan, who have established a strong track record with the Texas First Bank franchise based in Texas City, are teaming up with two former business bankers from JP-Morgan Chase & Co. to back a proposed de novo, or start-up bank, to be known as Houston Business Bank.

As the name implies, the state-chartered bank intends to cater to small to medium-size businesses

SEE BANK, PAGE 40A



MICHAEL STRAVATO/HBJ

(Left to right) Chris Doyle, his father Charles 'Chuck' Doyle and brother Matthew Doyle; Moving up the Gulf Freeway to enter competitive market with Houston Business Bank.

## Realty honcho gives lowdown on housing

BY ALLISON WOLLAM  
HOUSTON BUSINESS JOURNAL

Lawrence Yun is on the go more than ever these days as chief economist and senior vice president of the National Association of Realtors.

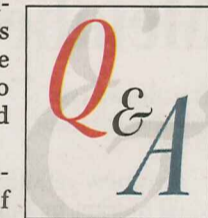
Yun paid a call on Houston last week and sat down with the *Houston Business Journal* to assess conditions in the local housing market and address other issues affecting the residential sector on a national scale.

**HBJ:** With 14 consecutive months of declining single-family home sales, what shape is Houston in compared to other metropolitan areas?

**Yun:** The declining of home



Lawrence Yun of the National Association of Realtors; 'Houston will continue to be able to squeak out new job opportunities.'



sales is coming off a record year and that is being attributed to two things. One is tightening mortgage lending criteria, which is needed because we don't want to have loose and lax standards.

The other factor is the lack of consumer confidence. If one looks at the Houston housing market fundamentals, you have a local job market that's creating jobs and home prices are very affordable in Houston compared to other major markets.

Those are very good combinations to bring a new set of buyers

SEE HOUSING, PAGE 41A

FOCUS: GREEN HOUSTON

Building designs of yesteryear make more 'green' sense than many of those seen today



SECTION B

THE LISTS

- Largest Houston-Area Green Home Builders/PAGE 6B
- Houston-Area Green Architects/PAGE 8B
- Houston-Area Green Commercial Contractors/PAGE 10B
- Largest Houston-Area Environmental Companies/PAGE 12B



#BXNMVZQ\*\*\*\*\*CAR-RT LOT\*\*C-064  
#021284968# 10/23/2009 8 6272  
GARY MERKLE HO 2 B  
PIERPONT COMMUNICATIONS INC  
1800 WEST LOOP S STE 800  
HOUSTON TX 77027-3261



GREEN HOUSTON

# Companies looking into the implications of a green future

Why go green?

As eco-friendliness becomes more popular, business-savvy managers are asking, "What's in it for me?" and "What is considered green?"

Here, some local experts answer commonly asked questions about making an initial investment in environmental sustainability.



sustainable without being LEED certified, though there are definitely added benefits for projects with certification. Some commercial building owners report higher lease rates and improved employee performance while others use LEED certification as a marketing tool, demonstrating their environmental commitment.

**Q: What is "LEED?"**

**Brett Slobin**  
Attorney, Slobin & Slobin PC

**A:** In 2000, the U.S. Green Building Council introduced "LEED," Leadership in Energy and Environmental Design — a green building rating system that encourages and accelerates global adoption of sustainable practices through universally understood and accepted tools and performance criteria. LEED is a third-party certification program and the nationally accepted benchmark for the design, construction and operation of high-performance "green" buildings. It acts as a point system for various types of projects, including new commercial construction and major renovation, existing building operations and maintenance, commercial interiors, core and shell development, homes, neighborhood development, multiple buildings and on-campus building projects, schools and retail. The LEED system awards "points" for achieving thresholds in sustainable site development, water savings, energy efficiency, materials selection, indoor environmental quality and innovation and design. The more points that are tallied (based on a LEED checklist), the greater the chance of a project obtaining a LEED-certified designation.

**Q: Does a building need to have a certificate to be "green?"**

**Fernando Brave**  
Founder, Brave/Architecture  
**Christian Sheridan**  
Project manager, Brave/Architecture

**A:** Sustainability should not be so much of a checklist for new buildings but rather a process of mutual exploration between design firm and client. Many clients want their projects to be sustainable to some degree. Owners want to have employees who are comfortable and productive in a building with increased efficiency. At the same time, they need someone with a balance sheet overseeing the design and verifying that the budget and planning still work. There are many ways to achieve that. It comes down to everyone understanding what we can do within the design process to get them there. Working mutually with clients has helped re-evaluate how we make the case for "green" and the process of achieving sustainable opportunities with a project.



Brave

Using LEED principles is a good place to start considering a project in holistic environmental terms. A building can be

**Q: Are there tax incentives for businesses that invest in becoming eco-friendly?**

**Hobbs Gnaim**  
Attorney, Chamberlain Hrdlicka

**A:** New legislation and initiatives on the federal, state, and local level are offering businesses a variety of tax benefits for going green. On the local level, Harris County recently became the first county in Texas to adopt a going-green abatement program for property taxes. The county is offering a partial tax abatement for up to 10 years on new construction of commercial green buildings in unincorporated areas of the county. To qualify, the new buildings must receive LEED certification from the U.S. Green Building Council. LEED certification is available in four levels: Certified, Silver, Gold and Platinum. The amount of tax abatement received from Harris County is based on the level of LEED certification. LEED-certified buildings are sure to increase in numbers as more designers and architects move to offer an increased variety of LEED-certified plans. Additional tax benefits, dependent on LEED certification, are likely to appear in the future.



Gnaim

On the state level, Texas has enacted various provisions in the Texas Tax Code that provide businesses with tax savings with respect to the Texas Franchise Tax (also known as the new Margins Tax). On Jan. 1, 2007, the laws in Texas regarding the Texas Franchise Tax substantially changed, whereby most entities are now subject to the tax. Among such entities are corporations, limited partnerships and limited liability companies. One such tax benefit lies under Section 171.107 of the Texas Tax Code, which provides entities subject to the Texas Franchise Tax a deduction for the cost of a solar energy device. Wind energy is also included as an eligible technology, which is important now that Texas has become one of the nation's leading states in producing wind power. Clean coal projects are also subject to Texas Franchise Tax savings.

On the federal level, Section 179D of the Internal Revenue Code provides a direct monetary incentive to commercial building owners to encourage the use of energy-efficient designs, technologies and procedures in commercial construction. In particular, Section 179D provides owners of commercial real property a tax break by allowing them to deduct the cost of certain energy-efficient commer-

SEE GREEN Q&A, PAGE 11B

the new economy is green

energy analysis  
daylight simulation  
high-performance design  
LEED® management  
green benchmarking  
for new buildings & existing facilities

if you can't measure it,  
you can't manage it.

**Kirksey**  
ARCHITECTURE

Brian Malarkey, AIA, LEED® AP  
briannm@kirksey.com

teal construction

commercial ■ retail ■ community ■ industrial ■ institutional

tealcon.com

1335 BRITTMORE • HOUSTON, TX 77043  
PHONE 800.364.8325 • FAX 713.465.9837