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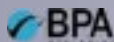
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Broadband Properties (ISSN 0745-8711) (USPS 679-050) (Publication Mail Agreement #1271091) is published monthly at a rate of \$24 per year by Broadband Properties LLC, 1909 Avenue G, Rosenberg, TX 77471. Periodical postage paid at Rosenberg, TX, and additional mailing offices.

POSTMASTER: Please send address changes to Broadband Properties, PO Box 841, Plainview, NY 11803-9581. Copyright ©2005 Broadband Properties LLC. All rights reserved.



Meet The Experts At Our 2005 Summit

They'll Be In The Crowd And On The Stage



I've been speaking with the fascinating mix of attendees and presenters you'll meet at the Broadband Properties Summit in Irving, Texas, September 12 – 14.

We could fill this entire issue with the information I have gathered from this exceptional crowd. Here's a taste.

Who needs an ultra-connected community? How about the burgeoning elder population. I learned about that by speaking with **Toy Belcher** of **FreemanWhite, Inc.**, one of the nation's leading designers of systems for senior and assisted living centers. His eye-opening stories about the challenges he faces as a designer of Special Systems for Continuing Care Retirement Centers (CCRCs) drove home the point that we are on the verge of a new era of high-bandwidth usage. Toy talked enthusiastically about a current project, under construction, that will use fiber to provide voice, video, and data to what will eventually be more than 600 senior residents. He has integrated energy management, facility HVAC controls, security, CCTV, and a card access system to provide the Triple Play and Beyond. And as a matter of fact that is the name of the session at which he will be presenting, along with two big-name property people – **Henry Pye** of **JPI**, and **Steve Sadler** of **Post Properties**.

Being a first mover. I also recently connected with **Jeff Hesla**, of Dallas and Spartanburg, S.C. – and got a great lesson about being first. Jeff has extensive real estate development expertise and has put it to use in projects ranging from apartments and condominiums in Dallas/Fort Worth to the Houston Convention Center to Senate offices and the Russian Embassy in Washington, D.C. His firm, MFCS (Matrix Fiber Communication Systems) LLC, offers full Triple Play and Four Play (voice, video, data, and security) to green-field neighborhoods, single family homes, condominiums, town houses, and mixed-use commercial developments. MFCS is now deploying FTTH at Sunset Summits, a master planned 325-home community in Spartanburg.

I asked Jeff why he opted for fiber. His response made me realize I was speaking with a master strategist. "We decided over a year ago that the future value of our developments required us to remain abreast of changes in consumer behavior relative to the growth in bandwidth demand," he replied. Jeff's comments made me think of another developer, an acquaintance who dismissed fiber a year ago and is now scrambling to learn all he can. Jeff will have a lot to teach him when they meet at the Summit. Jeff observed a classic pattern with regard to technology adoption: A developer in a given market moves first, then "the other developers within a short time ... have to follow suit to remain competitive." By contrast, "we chose to move quickly and it has ended up we are moving first in the upstate of South Carolina."

I'd observed in recent years that many developers took their cues about technology from one another. Here, Jeff revealed that he had been watching the real prize – "the home buying public." He saw that "the new generation of small business owners is growing businesses from their homes.... these are engineers, architects," and "they must have the bandwidth to remain competitive." Jeff also hit on another major trend, noting that, "We sit in the largest concentration of foreign corporations in the upstate (over 190) so providing video conferencing to the world from our development will be a big plus."

As you can imagine, guys like Jeff are already working on deals with other Summit attendees. *Don't miss out on the action.*

For more on the Summit, see our fold-out in the center of this issue. To see the full agenda, and to register, visit our website, bbpmag.com.

See you there.

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