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Competing For Capital

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Where is the American Dream?

"...restoring confidence in the link between business success and social prosperity will be vital to sustaining the American Dream."

Nitin Nohria, dean of Harvard Business School, reviews several books in *"Envy and the American Dream."*

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C-SUITE STRATEGIES

By Cynthia Pharr Lee

Free Enterprise Trumps Uncertainty

"How's your business?" It's a question I get a lot because many people think the world of PR, marketing and advertising is an economic bellwether.

I hope they're right because our business is robust! Why? I think it's because we primarily work with small-to-middle market companies driven by entrepreneurial leaders motivated to deliver service, goods and products people want - regardless of what's going on in Washington, D.C. or unstable global markets.

C. Pharr's clients are doing whatever it takes to succeed - launching new websites, promoting their businesses, speaking at conferences, finding new customers through social media and grooming their leadership for the future.

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Competing For Capital

Hart Advisor's CEO Tanya Little has helped real estate investors work out more than \$2 billion in CMBS and other loans. Little [spoke with CoStar Group](#) recently about how rising interest rates will impact market recovery.

ORIX USA's recent investments in Sprinkles Cupcakes and Serena & Lily demonstrate the company's increased interest in growing consumer brands.

Riveron Consulting shared its expertise with *ABF Journal* in a byline titled "Minimizing Fraud." Principal Andy Baker explains how checks, balances and vigilance go a long way in preventing corporate fraud.

Texas Women Ventures is raising its third fund and seeing great deal flow from women-led businesses seeking growth capital.

Real Estate Rainmakers

Long Cove, a new luxury second-home community on Cedar Creek Lake, (www.long-cove.com) was reported in the [Dallas Business Journal](#) and will host its grand opening on Sunday, May 26. Join us! It's open to the public!

NAI Robert Lynn documented 2012 as its "[best year ever](#)" with a revenue increase of more than 25 percent. The firm also received its second NAI Global Member of the Year award for outstanding performance.

RETC (Real Estate Tax Consultants) shared its 2013 forecast of commercial property tax trends in Texas in a

DIGITAL DIRECTION

By Leah Ekmark Williams



Social Media du Jour

Did you know the U.S. Securities and Exchange Committee recently approved using Facebook and Twitter for company disclosures? Yes, you read that right, social media is now an acceptable form of investor communications. Of course, there are many stipulations which you can read about on [Bloomberg](#). More importantly, what does this mean to you? If you're one of those small business owners or individuals who are still on the fence about the relevance of social media for business, this recent SEC announcement should prompt you to get in gear. It's time to begin integrating social media into your PR and marketing efforts.

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Great People Living The American Dream

The LPGA's Texas Shoot Out April 2013 offered an "executive women and golf day." C. Pharr's Cynthia Pharr Lee was included on its panel of executive women golfers.

recent [GlobeSt](#). post.

McCarthy Building Companies, the largest American-based healthcare builder, was recently awarded the \$52.3 million University of Texas Medical Branch (UTMB) Victory Lakes Specialty Care Center expansion project in League City, Texas as noted by the [Houston Business Journal](#).

Stratford Land is benefiting from the Sunbelt's soaring housing demand. Buzz is building about The Canyon in Oak Cliff, a 200-acre mixed-use project five miles west of downtown Dallas. Groundbreaking is set for May 14. Read more in [The Dallas Morning News](#).

Fischer & Company is expanding in the Southeast! The firm's new Atlanta office adds tenant representation power to the region.

Criterion Development Partners celebrated the completion of its first San Antonio project, [1800 Broadway](#), with a grand opening ceremony attended by the mayor and other VIPs April 23. News crews showed up to film the ribbon-cutting ceremony.

Woolley's Classic Suites broke ground in Denver on its first hotel. Read the interview with [HOTELS Magazine](#).

Trinity Christian Academy students were interviewed on TV - [WFAA Channel 8](#) and [CBS 11](#) - for their involvement in the 2012 presidential election.

Prescott Realty Group hired [Richie Butler](#), adding notable institutional investor relations experience.

Centennial Medical Center won [The Joint Commission's Gold Seal of Approval](#)[®], recognition for the highest level of care for spinal surgery.

Lake Pointe Medical Center honored Trish Batsell, its director of critical care services, on her achievement as a [D Magazine 2013 Excellence in Nursing](#) finalist. She upholds the hospital's mission to make patients better today and healthier tomorrow.

Blue Sky Educational Foundation, a non-profit promoting science, technology, engineering and math (STEM) education, recently launched its aviation scholarship program. Check out [blueskyfoundation.org](#).

C. Pharr Paparazzi

The C. Pharr team participated in the Together We Give volunteer event at The Salvation Army, hosted by The Real Estate Council (TREC) Young Guns in December 2012. C. Pharr helped distribute toys and clothes from the Angel Tree program to underprivileged families.

Uptown Dallas, Inc. broke ground on March 18 on the eight-acre Griggs Park. Numerous TV stations and [The Dallas Morning News](#) were in attendance to commemorate the groundbreaking, which also signified the start of the Griggs Park Capital Campaign project.



PR-SOCIAL MEDIA-MARKETING

INFLUENCING & GROWING BRANDS & AUDIENCES

About C. Pharr & Company INK

C. Pharr & Company is a Texas PR leader known nationally for its business insight, strategic counsel and creative work. A 20+-year legacy of trusting relationships with clients, influencers and media enables us to deliver powerful results. C. Pharr offers the latest integrated marketing capabilities, pairing the right social media tools with strategic PR and marketing.



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