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 **What Is America's Sustainable Competitive Advantage?**

**Renowned Harvard professor Michael Porter** believes it is completely wrong for most debates on the U.S. economy to focus primarily on action by the federal government. In a project to identify America's competitiveness, Porter and an "all-star team" are working on a rescue plan for the U.S. economy. The team notes three major ways to build American competitiveness.

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### C-SUITE STRATEGIES

By Cynthia Pharr Lee

## Do You Have A Competitive Edge?

One of the fastest ways to step up competitiveness is to refocus strategy or launch a new service line. At C. Pharr & Company, we're expanding our focus to tout our social media and marketing work since we're better known for media relations and counsel. Now, we want everyone to know that we're delivering powerful social media strategies and integrated communications campaigns that drive business results. So what new focus, product or service are you launching and how can we help you be more competitive?

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### DIGITAL DIRECTION

By Leah Ekmark Williams



## Who are America's 'Economic Heroes?'

Find the answer at the [bottom](#).

### Competing For Capital

**ORIX USA** announced the launch of its Health and Life Sciences division, formed to acquire and hold operating health care businesses. This dramatic new direction confirms ORIX USA's interest in participating in the fast growing health care sector.

Tremendous demand for **Riveron Consulting's** buy-side and sell-side due diligence services resulted in a doubled workforce and expanded Dallas offices during 2012, plus office openings in Chicago, Houston and DC.

Numerous **ExponentHR** clients are regularly named to the "Fastest Growing Companies" and "Top CFOs" award lists. One of their secrets - they've harnessed the power of ExponentHR's human resource cloud-based solutions to help scale their companies while offering superior employee engagement and HR cost containment.

**Texas Women Ventures** provided **Rolland Safe and Lock Company** more than \$1 million along with advisory services, to fund the company's growth.

**ORIX Ventures** provided millions in funding for several later-stage, fast-growth companies, including Angie's List and Sugar Sync.

### Real Estate Rainmakers

**RETC** (Real Estate Tax Consultants) consistently ranks in the top two tax firms in Dallas County for producing high tax reduction percentages for clients. A regular blogger for D Magazine's D RealPoints, RETC leverages its institutional investor perspective to deliver an average 30 percent tax savings for overvalued accounts.

### Taking Business to the Next Level

Love it or hate it, social media cannot be ignored in the B2B world. But it must be strategic, or you're wasting your time and resources. So don't follow the social media herd, creating Twitter and Facebook pages because "everyone else is." Take the time to identify and utilize the one or two strategies that can truly help make your business more competitive and you more prominent. C. Pharr is helping clients define tailored "social media roadmaps" to determine which digital platforms are best, from blogging, community building and e-newsletters to Facebook and YouTube. There is no magic bullet in B2B social media, but there's always room for some form of digital direction in every PR program.

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## Great People The Ultimate Competitive Edge

**Lake Pointe Medical Center** caught the eye of KERA's "Health Checkup Show" two times this year, first for its CPR "rapping nurse" followed by its 3D mammography system that was installed to demonstrate the center's commitment to quality care for its Rowlett community. Topping it off, new CEO Brett Lee steps in as Lake Pointe's leader.

**McCarthy Building Companies** is known for its ability to build complex projects. While McCarthy's Klyde Warren Park project is currently grabbing headlines, other markets are equally impressive, such as its water infrastructure work. McCarthy's 1,300 acre Richland Chambers Wetlands project south of Dallas will be the second largest wetlands construction project in the United States.

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**NAI Robert Lynn** has established strong representation capabilities in all segments of commercial real estate, adding to its stellar industrial leadership reputation. Office division president, Tom Lynn, shared an inside look on the company's history and its full-service platform in the *Dallas Business Journal's* FACETIME feature.

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**Stratford Land's** 25-year track record of land investing provides a competitive edge that attracts national media attention. Stratford Land's chief risk officer, Mark Drumm, recently spoke with *Professional Builder* magazine about how land developers can determine the best time to build. Look for his article in December!

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**Prescott Realty Group's** urban infill expertise drew *Real Estate Forum's* attention. Notable recent Prescott milestones include groundbreaking of eagerly-awaited Lake Highlands Town Center Phase I, followed by the grand opening of the BLVD, Prescott's new USGBC LEED Silver Certified mixed-use development near SMU.

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**Westmount Realty Equities** acquired compelling industrial properties in Dallas and Fort Worth, and two multifamily assets in Houston.

## C. Pharr Paparazzi

Our team honored clients by assembling "flood buckets" for a hurricane relief depot, as a community service aspect of the opening of our new Uptown offices. These much needed supplies help residents whose homes are flooded begin to restore their lives, after they are hit by storms such as Hurricane Sandy.

**Centennial Medical Center** won designations as an American College of Radiology Breast Imaging Center of Excellence and a Top Performer on Key Quality Measures by The Joint Commission, reinforcing the hospital's "We Care Completely" mission. Centennial touts its millennials and boomers and tells *Dallas Morning News* about its strong company culture.

**Trinity Christian Academy** celebrates its 11 seniors who were named 2012 National Merit semifinalists.

**Lyda Hill** was recently honored by Southwestern Medical Foundation as a recipient of the Charles Cameron Sprague Community Service Award, continuing her devotion to advancing science and health care.

## Who are America's Economic Heroes?

Speaking to the Association for Corporate Growth this fall, Doug Tatum noted that **companies with 20-50 employees** are America's economic heroes and have a disproportionately positive impact on job creation. Learn his rationale in his newest book *No Man's Land - Where Growing Companies Fail*.



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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