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Jeffrey Addicott, director of the Center for Terrorism Law, is in constant demand to provide legal opinions and analysis on current issues of the day.

## Founder of local terrorism law center has built national rep

BY MIKE W. THOMAS

**W**hen he first learned that a jet had crashed into the World Trade Center on that fateful day in September nearly nine years ago, Jeffrey Addicott, professor of law at St. Mary's University, says he knew it was not an accident.

"I had predicted that we would be hit by al-Qaeda in a book I had recently published," Addicott recalls. "It was clear to me right away that it was a terrorist attack."

Shortly afterward, Addicott found himself flooded by media requests to provide expert opinion and analysis on the new terror-related legal issues that were then coming to the fore. As a 20-year Army veteran whose last assignment had been to serve as the JAG officer for the U.S. Special Forces Command, Addicott's legal opinions were highly sought in the aftermath of 9/11. This soon gave Addicott the idea of setting up a special institute at St. Mary's Law School that would be devoted to the study of legal issues

See **ADDICOTT**, Page 48

## City faces blowback from Toyota's woes

### Some 4,800 jobs on the line here, local official says

BY W. SCOTT BAILEY

Toyota built its global dominance in the auto industry and has enjoyed great success in the U.S. at the expense of American automakers such as General Motors and Chrysler, which were bailed out by Congress last year.

Now the Japanese automaker is scrambling to repair its brand image after recalling millions of its vehicles.

Meanwhile, Bexar County Judge Nelson Wolff and Texas Gov. Rick Perry have reached out to members of Congress to remind them that, while they may be concerned about Toyota's mechanical issues or the way it has handled them, they

should also remember that thousands of Texans' jobs are tied directly to the fate of the automaker.

On Jan. 21, Toyota Motor Sales U.S.A. Inc. announced that it would recall approximately 2.3 million vehicles to correct sticking accelerator pedals on specific models. That action was separate from Toyota Motor Sales' earlier recall of approximately 4.2 million Toyota and Lexus vehicles in an effort to reduce the risk of pedal entrapment by incorrect or out-of-place accessory floor mats.

More recently, Toyota Motor Sales announced some smaller voluntary safety

See **BLOWBACK** Page 49

## Partnership behind brewery rehab files for bankruptcy

BY TRICIA LYNN SILVA

A plan to turn a former brewery into a hip mix of condominiums and restaurant/retail space appears to have run into a financial speed bump.

Brewery Loft Partners LP, also known as Lone Star Brewery, filed for Chapter 11 bankruptcy protection on March 1 in federal court in San Antonio. Brewery Loft is the partnership behind a multimillion-dollar project that called for redeveloping the former Lone Star Brewery into an urban living and entertainment complex.

See **LONE STAR**, Page 49



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Developer Mark F. Tolley had a vision for tapping into the Alamo City's urban hip market with the redevelopment of the Lone Star Brewery site.

## Recession, technology proving to be game changer for ad industry

BY W. SCOTT BAILEY

An extended recession has altered the way companies and even some industries now conduct their business.

Steve Atkins, a veteran San Antonio ad agency executive, says the creative industry must now alter the way it pursues new business and promotes clients' brands.

"The American dream," as it had become with Americans over-indulging in consumer goods and building up big debt, "is dead," Atkins insists.

Atkins, who is president of The Atkins Group, a San Antonio ad agency, says consumers have been forced to rethink and reprioritize their spending habits, to curtail their extravagances. As a result, he says creative agencies now have to tone down their pitches and rework their game plans. He says the creative industry must prepare for and tap into a new American dream that will ultimately be defined by "the economy, joblessness and global issues."

And that new dream, he warns, won't be



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Steve Atkins of The Atkins Group says the creative industry must deal with the fact that the American dream as we knew it is dead.

just about consumers "buying a bunch of stuff."

Marketers have seen some of the early signs of a shift.

U.S. ad spending declined 9 percent in 2009, according to preliminary figures released by The Nielsen Co. Spending fell an estimated \$11.6 billion to a total of \$117 billion last year.

Nielsen says those figures continue a trend of at least six straight quarters of  
See **ADVERTISING**, Page 47

# ADVERTISING: Creative agencies having to craft new game plans to remain relevant

## FROM PAGE 1

negative growth in the ad industry. If there is some good news, it is that the pace of declines was less severe in the fourth quarter of 2009 than in previous quarters.

"Fourth-quarter ad spending was down just 2 percent year-over-year, and that helped soften the full-year decline," says Terrie Brennan, senior vice president for new business development at Nielsen. "In fact, most of the top advertisers showed increased spending late in the year. These are encouraging signs for an ad market that's still trying to stop the bleeding."

## More emphasis

Atkins says the economic downturn has forced the creative industry to be more prudent and prove its worthiness.

"We are really under a lot of pressure to help propel our clients by doing a lot more with a lot less," he says.

"Most of our clients have not reduced their marketing budgets, but have rather challenged us to help them increase the return on their investment through smarter marketing and new ways of reaching their customers," says Katie Harvey, president and CEO of KGBTexas, another local ad agency.

"We've ... learned how to continue to run a financially sound company, not just a creative agency," Harvey adds.

"We've placed more emphasis on the pursuit of new business," says Gisela Girard, co-founder of Creative Civilization, when asked how her San Antonio-based creative firm has reacted to an extended recession.

**'THE (AGENCIES) THAT DID NOT PROACTIVELY EMBRACE THIS CHANGE ... HAVE SUFFERED THE CONSEQUENCES.'**

**Katie Harvey**  
KGBTexas

"While we continue to do pro-bono work for several nonprofit organizations, we have reduced financial contributions and sponsorships," Girard adds.

Atkins has used the recession as an opportunity to spin off a new digital company, Rationale. The agency is moving its digital creative team out of its downtown headquarters space and into its own center city home where it will operate as a separate entity.

"We've found a lot of success in the digital platform," Atkins says. "Our group is excelling in creating some software applications, iPhone applications, some things that are earning us opportunities with national clients."

The goal with the spinoff, Atkins explains, is to give the digital entity room to breathe and the opportunity to chase after its own new business, securing some clients that might not want or need a full-service agency.

"With an individual identity as a digital agency, we think it will attract some large, additional national business," says Atkins about Rationale. He says it could ultimately drive more business back to the parent agency.

"We see this digital agency as a portal for new business," Atkins explains.

## Lack of control

Harvey says the recession has created an "enormous shift" in media spending as companies have moved dollars from traditional media to online programs.

For the first time, spending on digital/online advertising and marketing will overtake print in 2010, according to new projections from Outsell Inc., a California-based research and advisory firm. Outsell



Harvey

projects that companies will spend \$119.6 billion on online and digital strategies in 2010, while committing \$111.5 billion to print media.

"When we saw this coming, we decided to invest heavily in our interactive aspects of our advertising and PR departments," Harvey says. "What we have learned sent us deep into interactive Web development and programming."

"The agencies that are doing this are thriving," Harvey contends. "The ones that did not proactively embrace this change, along with the recession, have suffered the consequences."

Harvey says the creative industry is having to come to grips with the harsh reality that "it is no longer in control of the con-

sumer."

Says Girard, "The industry has been forced to work harder to demonstrate its value to advertisers, which is a good thing."

Atkins says San Antonio's creative agencies may want to look over their shoulders. He says larger agencies situated in other parts of the country may now feel compelled to tread onto smaller agencies' turf in an effort to secure enough new business.

"I think that is the most significant thing that, during the course of this year and next, we will see," Atkins says.



Girard

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