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## MARKET CONTACTS

### **Charlie Podell**

Senior Vice President,  
Indianapolis Industrial

### **Jay Archer**

Vice President, Leasing

### **Glenn Davis**

**Mark Hosfeld**  
Senior Leasing Representatives

### **Aasif Bade**

**Don Wahle**  
Leasing Representatives

### **David Fronck**

Vice President, Property  
Management

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**Kelly Disser**  
**Tracy Johnson**  
**Beth Kirkham**  
**Carol Smith**

## INDIANAPOLIS INDUSTRIAL

### Tenant Profiles

#### ***Company Meets Staffing, Fulfillment Needs While Strengthening Community***

"We want to be the premier source of strategic solutions for labor and productivity problems by embracing the fabric and strengths of the Hispanic/Latino community," says John Taylor.



If that sounds like a bold quest, consider that the Morales Group—of which Taylor is vice president and chief operating officer—grew from revenues of \$850,000 in 2003 to last year's levels of about \$15 million. "It's been good growth and we hope it will continue," he says.

But there's more to the Indianapolis company's story than successful entrepreneurship. Founder Tom Morales started Morales Group to keep a promise to his father. "Tom's family was one of the first Hispanic families to move to Indianapolis back in the 1950s," Taylor explains. "He made a commitment to get involved in the community as his father had done, and figured the best way to do that was to provide jobs."

Recognizing both the strong demand for staffing in logistics and light industrial companies and the growing number of eager Hispanic/Latino workers, Morales and Taylor used their work experience and engineering backgrounds to develop a business model that served local employers and the Hispanic community. Today, they supply teams of workers to local businesses and handle fulfillment projects on an outsourced basis. "One of the ways we differ from other staffing companies is in managing projects that are outsourced from our clients," Taylor adds.

The Morales Group has achieved its success in large part by bridging the cultural differences between employers and the Hispanic community. "Part of it is building and educating workers and trying to make them better prepared for the workforce," he explains. "We're making sure workers are safe in the workplace, and that they understand the client's expectations. It also means that we have to speak their language and listen." The company is also involved with Hispanic business and community development and sponsors education, training, and charitable services through a not-for-profit, Latino Community Development Corp.

Taylor had leased space from Duke Realty at his previous business, and turned again to Duke when the new company needed a home. "We didn't know how fast we'd grow or the size that we'd need," he recalls. "We wanted someone who could give us flexibility to grow rapidly, and Duke's been a strong part of our strategy. Duke's professional service has been an important asset for a new company and will continue to be in the future."