



## Experts divided on effects of new Phillips 66 campus

BY SHAINA ZUCKER  
HOUSTON BUSINESS JOURNAL

As Phillips 66 (NYSE: PSX) prepares to build its global headquarters in the Westchase District, experts now are debating how intense the ripple effect on the area will be.

While outlying retail and home sales in Westchase may see a boost, it's unlikely to be the scale of Irving-based Exxon Mobil Corp.'s (NYSE: XOM) long-anticipated 385-acre complex near The Woodlands now under construction, some experts say. Phillips 66 plans to build a 14-acre campus that will include new office space, conference rooms and training facilities, as well as wellness and dining options. Once completed, the company will relocate all of its Houston employees to the facility. Currently, Phillips employs 1,600 in the area.

In comparison, Exxon will employ 10,000 at its new campus when construction is complete in 2014.

Phillips 66, which is temporarily headquartered in Westchase, said it will not immediately add jobs with the new facility.

Designs for the structure have yet to be completed, said Dean Acosta, a Phillips 66 spokesman, while no groundbreaking date has been decided. However, once shovels start digging, construction is expected to take between 24 and 26 months. The company will acquire the property from an affiliate of California-based Thomas Properties Group Inc. (Nasdaq: TPGI) for an undisclosed price.

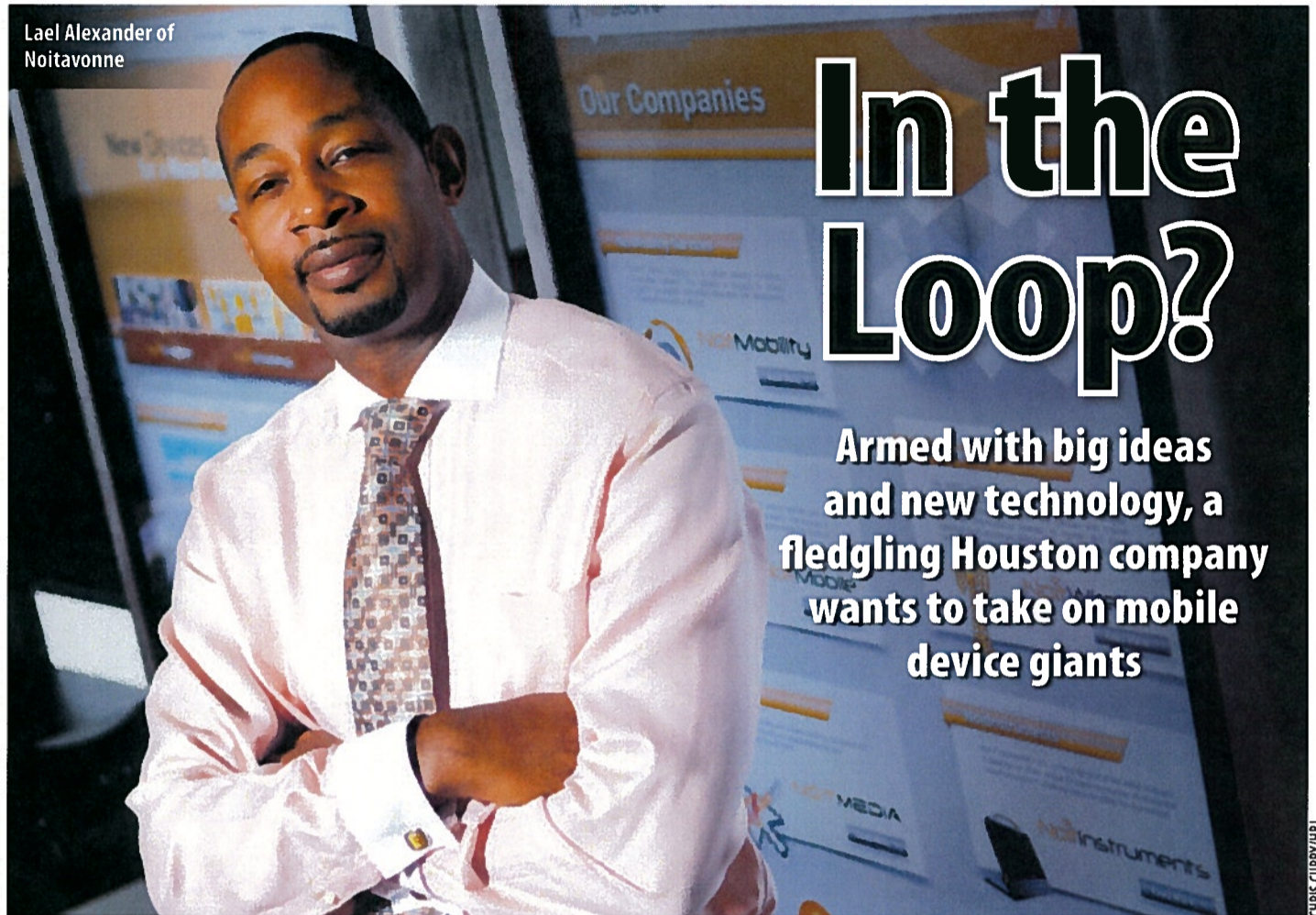


Murphy

While it may not be the scale of Exxon's move to The Woodlands, it's a major boost for Westchase, the general manager of the district said.

"This is big news for us," said Jim Murphy, general manager of the Westchase District. "Anytime you have a scale of employ-

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Lael Alexander of Noitavonne

## In the Loop?

Armed with big ideas and new technology, a fledgling Houston company wants to take on mobile device giants

BY MOLLY RYAN  
HOUSTON BUSINESS JOURNAL

Lael Alexander, founder and CEO of fledgling Houston company Noitavonne Inc., said he's ready to take on the global technology sector's heavyweights with a new line of mobile products. However, questions about the business remain.

Despite what analysts say is a fiercely competitive mobile marketplace dominated by the likes of California-based Apple Inc. (Nasdaq: AAPL) and Korea-based Samsung Electronics Co., Alexander, who started Noitavonne in 2011, plans to start selling its cellphone and tablet products in

its first retail store at 8600 Westpark Drive in November.

The store is built out but not stocked. Alexander said he intends to manufacture his products in an adjacent 25,000-square-foot factory at 5950 Corporate Drive beginning in the first quarter of 2013. However, Century 21 broker Kenneth Li, who lists the property, said although a company has expressed interest in the property, no documents have been signed and it is still on the market.

Alexander said he has put a deposit down to lease the property and intends to move in at the beginning of the year.

Noitavonne employed 30 earlier in 2012

but cut back to 11 after a customer agreement fell through, Alexander said. The company expects to increase its staff to 85 by the end of 2013 as manufacturing ramps up.

Alexander has not always been in the tech space. The Louisiana native ran a short-lived alternative energy company, Tide Wind Energy, from 2008 to 2010 in Port Arthur. He also ran a music production company, Echo Media Group in Louisiana in 2007 while working in engineering services for companies such as Beaumont-based Ohmstede Industrial Services.

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## 2012 Best CORPORATE Counsel

Read about the finalists on page 4A



## MBA programs on the rise

Grad schools are hot for Houston.

FOCUS/SECTION B



# FACE TO FACE WITH...

## Lisa Roth

Principal | Montgomery Roth Architecture & Design LLC

Hurricane Katrina not only displaced people from their homes in August 2005, but also business owners from their companies.

Lisa Roth, principal and co-owner of Montgomery Roth Architecture & Interior Design LLC can testify to that — her design and renovations business had to relocate within a week of the storm to save face with national clients and keep up with demand.

“When Katrina hit, we were evacuated and had no idea what was going to happen,” she said. “We had clients all over the country and we knew we couldn’t wait for New Orleans to be up and running again.”

The transition period was filled with uncertainty: three months of working out of her house and trying to quickly find and staff a suitable office in Houston.

However, Roth is no stranger to picking up and moving.

Her father was an officer in the Navy, which forced the family to get accustomed to new homes in different parts of the U.S. throughout Roth’s childhood. Life-long friends were hard to come by, yet change was always certain.

Roth attributes her love for travel and new sights to the constant location swapping. It is also for that reason, however, she remains steadfast in staying rooted in one place for her twin 18-month-old children.

“For them, my objective is to stay around the greater Houston area as much as possible,” she said. “It also makes sense for the kind of work we do. We’ve had some great success focusing on the Houston market.”

Some of Montgomery Roth’s local clients include the Hilton Hobby location, Sheraton Suites Galleria and the Hilton Plaza Medical Center.

The company, co-owned by John Montgomery, ranked No. 26 on this year’s *Houston Business Journal* Fast 100 list, experiencing more than 149 percent growth from the previous year. With its secondary office resettled again in New Orleans, the company’s revenue in 2011 was more than \$4 million.

*HBJ* reporter Shaina Zucker sat down with Roth to talk about the transitional parts of her life, as well as what keeps her grounded.

### Was it a good decision to come to Houston after Katrina?

We made the decision over the phone the day after the storm, but I feel like it was a an amazing one. From the very beginning, Houston was a warm and welcoming place. I would love to see our workload in the



### FAVORITE MOVIE: “The Godfather.” I like the dynamics of a complex family

**EDUCATION:** Bachelor’s in interior design from Louisiana State University, master’s in architecture from Tulane University

**SIBLINGS:** Two older brothers

**FOOD/DRINK YOU CAN’T LIVE WITHOUT:** Diet Coke.

**FAVORITE ARCHITECT:** Le Corbusier, a French architect who really approached design in a contemporary way. He understood the seamless approach to interior design, architecture and landscaping in one space.

greater Houston area continue to grow.

### How do you balance being a single mom and a business owner?

It definitely has challenging moments, but every challenging moment is outweighed by remarkable experiences. I’m just at the beginning of the journey and it has been a blessing to have these amazing twins.

### What is your favorite part of coming to work?

I like running the business and I like the challenges that come with it. It’s different every day and is always filled with exciting opportunities. I manage architecture and design projects, but I have all of the challenges and decisions any business owner has with running a company. I really enjoy the balance between the two.

### What is the best decision you’ve ever made?

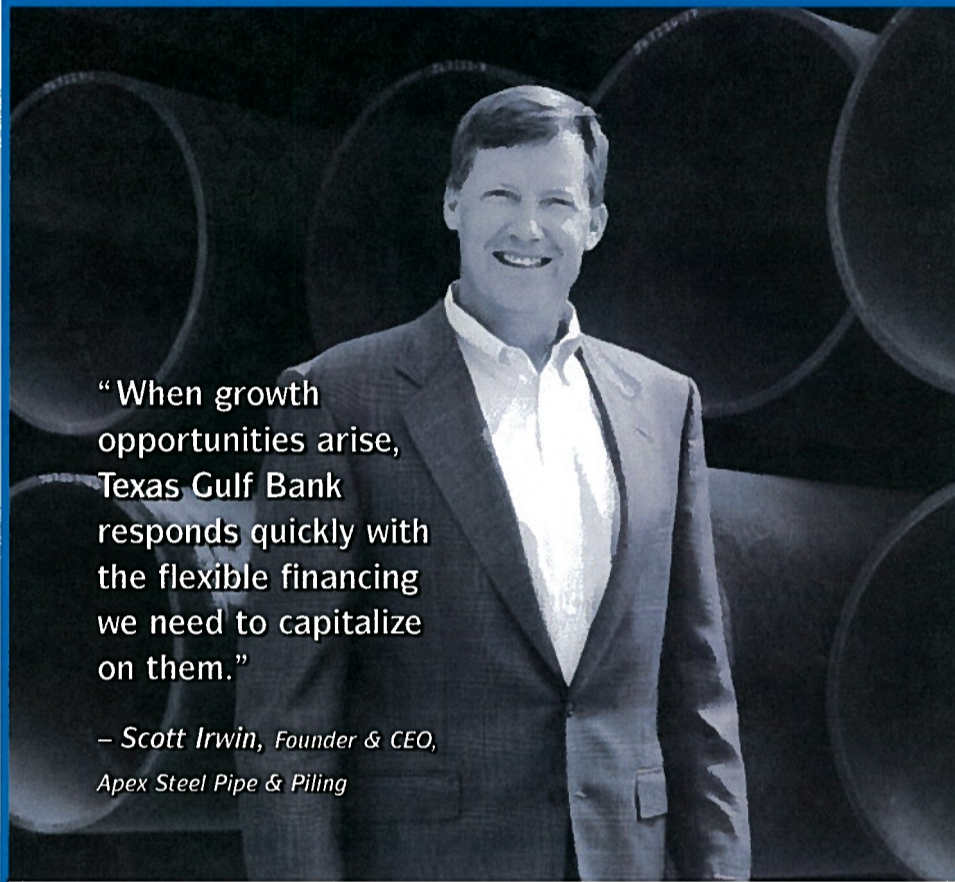
To have children as a single mom. It’s probably the one decision in my life that I gave the most heart-filled thought to and consideration.

### Who is your personal hero?

My father. He was an amazing person, very well respected by everyone who knew him. Hardworking and honest with integrity, which is very rare. Everyone else described him as a true gentleman. He is someone in my life who really portrayed his values and principles in everyday life, which made him an incredible father. ■

**SHAINA ZUCKER** covers retail, commercial and residential real estate for the *Houston Business Journal*. Reach her at [szucker@bizjournals.com](mailto:szucker@bizjournals.com), 713-395-9631 or [twitter.com/HBJZucker](https://twitter.com/HBJZucker).

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See a slide show of the best-designed buildings in Houston, according to architect Lisa Roth, at [houstonbusinessjournal.com](http://houstonbusinessjournal.com).