



The Legacy of One Man

by RON STARNER

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Someone once wrote that “history is biography.” That is, the story of our past can be told in the stories of the lives of great people.

When the history of 20th-century corporate real estate and economic development is written and capped, one name will stand out for his legacy: McKinley Conway.

Born Nov. 1, 1920, in Hackleburg, Ala., Conway would go on to earn two engineering degrees from Georgia Tech (which he entered at age 15), work on experimental aircraft during World War II, perform research for NASA at the Ames lab in California, and become director of the Southern Association of Science and Industry.

He would serve two terms in the Georgia State Senate and lead the effort to establish Atlanta’s mass transit system, known as MARTA, which would become a model for the country.

But it would be Conway’s “second career” that would leave an even more indelible mark on the world — his career as a publisher.

Conway published the very first magazine devoted to corporate real estate and economic development in January 1954, exactly 50 years ago this month. He called it *Industrial Development*. Seven years later, he would rename it *Site Selection*.

The rest, as they say, is history.

The success of *Site Selection* led to the establishment in 1961 of the International Development Research Council, a professional association of corporate real estate executives that Conway would lead for the next four decades.

He would go on to form the Industrial

Development Research Foundation in 1983, the first electronic network devoted to economic development (SiteNet) in 1983, the first global forum devoted to super-projects (World Development Federation) in 1991, and the Industrial Asset Management Council in 2002.

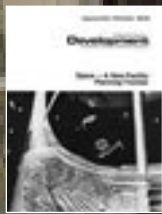
Although Conway’s communications efforts often used a variety of media and forums, from mass media to one-on-one site visits, he never lost sight of his primary goal.

“He really did accomplish a lot of firsts, both organizationally and technologically. Without them, corporate real estate and economic development wouldn’t be what they are today,” says Laura Lyne, president of Conway Data and the daughter of McKinley Conway. “If there were a Nobel Prize for Economic Development, he’d certainly be a candidate.”

But Conway has been driven by an even higher goal, albeit a simple one: work to make the world a better and safer place. From his Conway Safe Skies Award, which he funds from his own pocket to honor heroism in combating air terrorism, to his Development Hall of Fame, Conway has always pushed others to make significant improvements to the world around them.

Just as the complete history of the 20th century has yet to be written, the final chapter of Conway’s legacy won’t be written for some time. To this day, he works tirelessly to build an eco-site for the future in Central Florida, author books and articles on futurism and economic development (he’s written more than 500 titles) and, yes, publish *Site Selection*.

Please take a few minutes to absorb the legacy of McKinley Conway as you read the following pages. ▶



SITE Selection

Fifty Years of Editorial Excellence

1954 - 2004

Key Dates in the History of Conway Data and Site Selection Magazine

1940 — McKinley "Mac" Conway graduates with a degree in general engineering from Georgia Tech and receives his pilot's license, at the age of 19.

1947 — Authors *Principles of High-Speed Flight*, the first text on supersonic aerodynamics and jet propulsion.

1949 — Launches the *Journal of Southern Research*, the first regional science journal.



1947 — Founds what may have been Atlanta's first true high-tech company, the Southeastern Research Institute.

1941 — Conway receives his second degree, this one in aeronautical engineering, from Georgia Tech.

1949 — Conway named director of the Southern Association of Science and Industry (SASI), a 15-state development organization.

THEN AND NOW

1954		2004
\$10,250	New House	\$211,900
\$3,960	Avg. Annual U.S. Income	\$26,309
\$1,700	New Car	\$20,100
\$85	Avg. Monthly Rent	\$479
\$800 per year	Harvard Tuition	\$26,066 per year
\$0.70	Movie Ticket	\$7.50
\$0.22 per gallon	Gasoline	\$1.50 per gallon
\$0.03	Postage Stamp	\$0.37
\$0.26	Dozen Eggs	\$0.99
\$0.17	Loaf of Bread	\$1.29

Key Events in 1954

- **Eisenhower** announces his "domino theory" of communist expansion.
- **Roger Bannister** breaks the 4-minute mile.
- **Brown v. Board of Education** ends legal segregation in public schools.
- **Joe DiMaggio** marries Marilyn Monroe.
- **Eisenhower** proposes the Interstate Highway System.
- **Jonas Salk's** polio vaccine given to children for first time.
- **Harvard doctors** perform the first kidney transplant.
- **Bill Vukovich** wins the Indy 500 with average speed of 130 mph.
- **Sports Illustrated** publishes its first issue.
- **Site Selection** publishes its first issue.

Named "Young Man of the Year" at age 35 by the DeKalb County (Ga.) Chamber of Commerce in 1955, Conway would go on to become chairman of the DeKalb County Planning Commission and chairman of the DeKalb County Airport Board.



1952 — Conducts the first regional Science-Industry Conference in Winston-Salem, N.C.



1954 — Launches *Industrial Development*, the first publication devoted to investment geography, corporate facility planning and area development. This magazine would later be renamed *Site Selection*.

1956 — Launches the *Site Selection Handbook*, the first comprehensive compilation of data on development organizations.



1958 — Introduces the *Community Audit*, which is subsequently adopted in communities around the world.



1953 — Conducts the Southern Industrial Wastes Conference in New Orleans. This pioneering effort to establish environmental planning standards occurs long before the federal government becomes involved in this issue.



1955 — Conway named by *TIME* magazine as one of Atlanta's leaders; named by *FORTUNE* magazine as "a man to watch."



1959 — Produces *Blueprint for Progress* motion picture, which wins second prize at the International Film Festival in Puerto Rico.

1956 — Purchases *Manufacturers Record*, a Baltimore-based publication that dates back to the 1880's. It would later be merged with *Industrial Development*.

McKinley "Mac" Conway shakes hands with President Jimmy Carter, a former Georgia governor. Conway became a very influential Georgia state senator in the 1960s and led efforts to upgrade Georgia's transportation and technology infrastructure.



1950s

President Dwight D. Eisenhower launches the federal **Interstate Highway System**, opening vast corridors of undeveloped America for an unprecedented wave of residential and commercial development.

The **St. Lawrence Seaway** opens, connecting the Great Lakes with the Atlantic Ocean and the world. Cleveland, Chicago and Detroit become Atlantic ports.

The **Southern Association of Science and Industry** holds seminars around the South to urge the creation of research centers with facilities and personnel capable of applying advanced scientific thinking to economic development. These seminars would lead to the creation of the Research Triangle in North Carolina, the Southern Research Institute in Birmingham and the Southwest Research Institute in San Antonio.

1960 — Authors the *Area Development Guide*, a text for community and area economic developers.

1960 — Makes pioneering flight through West Indies, across South America and through Central America in single-engine Cessna 182 to explore development potential.

1960 — Conducts *Editorial Survey* of the United Kingdom, the first of many such studies of nations around the globe.



1961 — Creates the Industrial Development Research Council and conducts very first IDRC seminar in New York.

1962 — Authors *Sites for Science*, an early study of the potential for research parks.



1963 — Conway's *Weather Handbook* is selected by the New York Public Library as one of the best reference books of the year.

1962 — Elected to Georgia Senate.



1962 — Becomes an influential member of the Atlanta Rapid Transit Study Commission, laying plans for the future MARTA mass transit system.

1963 — Introduces first open-meetings or Sunshine Law in the Georgia Senate.

1964 — Named chairman of the Governor's Commission for Scientific Research and Development.



1965 — Makes historic flight across the Amazon River Basin from the Pacific to the Atlantic to evaluate development potential.

1965 — Selected to prepare *Invest in the USA* report for distribution by U.S. Consulates overseas.

1965 — Named chairman of the Georgia Science and Technology Commission.

1965 — Named chairman of the Editorial Committee for *Bio-Technology Atlanta*.



1966 — Elected to second term in Georgia Senate.

1967 — Proposes the Atlanta Outer Loop highway project while a member of the Georgia Senate highway committee.

1968 — Publishes the first annual report on the legislative climates of all 50 states.

1967 — Co-authors enabling legislation for creating MARTA.

1968 — Publishes the *Glossary of Terminology for Facility Planners*, IDRC's first research report.

1965 — Authors the *Development Plan* for the John F. Kennedy Airport in Melbourne, Fla.

1965 — Conducts the first Inter-American Development Conference for the U.S. State Department in Caracas.

1960s

Expansion of **jet service** around the world launches the business world into a new era of globalization. Multi-national firms with plants in several countries become common.

The successful launch of **Telestar** — the first international communication satellite — in 1962 propels the world into a new era of global telecommunications and information sharing.

Professionals engaged in corporate facility planning and area development become organized in two new associations: the **Industrial Development Research Council** and the **American Economic Development Council**.



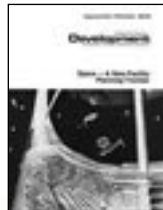
A globetrotting pilot for more than six decades, Conway compiled "field notes" on economic development opportunities in such Third World locations as Chile, Micronesia and China long before Corporate America discovered them.



A young Mac Conway shows students and officials early plans for the Conway Publications Inc. headquarters on old Atlanta Highway 19, the company's first home.



1970 — Conducts first national seminar on Fly-In Development at Cape Kennedy, Fla.



1974 — Produces first *Survey of Salaries and Job Responsibilities for Corporate Facility Planners* report.

1976 — Authors and publishes *Industrial Facility Planning* book.



1978 — Publishes *New Industries of the Seventies* book.

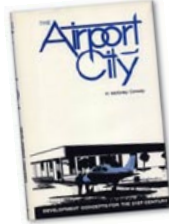
1970s

1972 — Establishes annual Conway/IDRC award for outstanding work in environmental planning.

1970 — Publishes *Corporate Facility Planning Survey* report.



A former NASA engineer, Conway was a frequent visitor to space launch pads. Conway took this picture from the Apollo/Saturn V Launch Complex in Cape Canaveral, Fla.



1977 — Authors and publishes *The Airport City* book.



1970s

Environmentalism becomes a major concern both for national governments and large corporations. The **Trans-Alaska Pipeline** project in the mid-1970s focuses world attention on the need to protect the earth's resources.

The **planned business park** becomes a mainstay of urban planning, as cities and counties around the nation institute basic infrastructure requirements for industrial parks and establish tighter controls on zoning and land-use permitting.

High-tech manufacturing enters a new era, as Corning develops the optical fiber for communications and Intel develops the first micro-processor.



Georgia State Sen. Conway speaks before the Georgia Assembly. He was a two-term senator, elected to statewide office in both 1962 and 1966. Among his landmark achievements was spearheading a task force to establish MARTA, metro Atlanta's mass transit system that ushered the city into its development age.



1980 — Drafts Code of Ethics for IDRC professionals working in geo-economic field.



1983 — Launches *SiteNet*, the first telecommunications system serving the development field. This unique electronic information service would later become a portal on the World Wide Web.

1989 — Publishes the *SiteNet World Guide*.

1980 — Takes aerial photos over Mount St. Helens just hours before the volcano erupts.

1985 — Plans and builds a Geo-Economics Research Center in Technology Park/Atlanta.



1980s

1982 — Launches *The Site Report*, a register of new corporate facilities.

1981 — Publishes first *Survey of Consultants* report.



1986 — Opens IDRC World Site Scan Laboratory at headquarters building in Atlanta.



1989 — Begins publishing the *IDRC Communicator* newsletter.



1980s

The **personal computer** brings previously complex tasks like word processing, database management and graphic production to the desktop of the rank-and-file worker. The Apple II-C from **Steven Jobs** introduces "open architecture" and transforms the entire computing world.

Ronald Reagan and **Mikhail Gorbachev** tear down the Iron Curtain. The **end of the Cold War** opens up a vast portion of the world to new economic development opportunities. Formerly repressed people who lived and worked in the old USSR suddenly became workers in a new, open economy based on free-market principles.

Mass transportation systems proliferate around the world. Japan gets the bullet train and France gets the TGV. As a result, the workplace commuting shed for labor grows ever larger.



1990 — Presents the first *Conway Safe Skies Award* in honor of heroism to protect air travelers from acts of terrorism.



Until 1995, Conway Data and IDRC were both headquartered at the Peachtree DeKalb Airport in Northeast Atlanta. Conway is shown here with executives of IDRC.

1990 — Establishes IDRC Europe chapter.



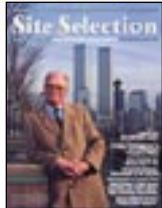
1992 — Conducts first World Development Council conference in Hawaii.

1994 — Publishes *Geo-Economics: The New Science*.

1994 — Conducts IDRC six-city tour of China and holds seminars in Hong Kong and Tokyo.



1990s



1991 — Publishes the *Site World* book of global corporate strategies.

1991 — Leads delegation to Hong Kong and Singapore to lay groundwork for IDRC Asia-Pacific chapter.

1993 — Launches the GeoFax document delivery system.



1995 — *SiteNet* electronic information service moves to the World Wide Web.

1995 — Conway Data Inc. moves into new world headquarters facility in Technology Park in Norcross, a Northeast Atlanta suburb in Gwinnett County.



1990s

Global super-projects costing billions of dollars each become common around the globe. From the tunnel under the English Channel to towering skyscrapers in the Far East, the world sees a new era of large-scale infrastructure investment.

The creation of the **World Wide Web** brings the unparalleled communications power of the Internet to virtually every desktop computer. E-mail becomes the No. 1 form of business communication. Microsoft empire magnate **Bill Gates** becomes the wealthiest man on the planet.

Incentive programs become widely adopted by states and nations, as area economic development agencies realize that companies engaged in global competition can choose to locate anywhere they want.



Georgia Gov. Zell Miller (now U.S. senator) and Conway listen intently at a World Congress of the International Development Research Council, a professional association of corporate real estate executives that Conway Data Inc. managed for more than 40 years.



IAMC

INDUSTRIAL ASSET MANAGEMENT COUNCIL

2002 — Establishes the Industrial Asset Management Council, a professional association of senior facility executives at large manufacturing companies. In just 12 months, the organization grows to more than 260 members.

2004 — *Site Selection* publishes its 50th anniversary edition in January.



2003 — *Site Selection* magazine garners multiple awards for journalism, graphic arts and electronic publishing from APEX and the Magazine Association of the Southeast.

The single-engine Mooney aircraft, Conway's pride and joy, took the Conway family around the world multiple times. Early in his flying career, Conway even survived a harrowing flight over the Amazon River in a remote stretch of Brazil.



2000s

Biotechnology breakthroughs lead to rapid cluster development of entirely new industries all over the world.

Global automakers become even more aggressive in launching multi-national operations, as Korean automaker Hyundai comes to Alabama and the Big Three U.S. automakers open plants in China.

China's entry into the World Trade Organization opens up a previously closed society to Western influence, Western trade and an unprecedented influx of foreign direct investment.

CONWAY DATA FIRSTS

Conway Data Firsts in the Field of Economic Development: 1947 to Present

- First technical paper on geo-economics
- **First development magazine: *Site Selection* (1954)**
- First community audit format
- First new plant reporting service: Conway Data New Plant Database
- First development motion picture producer
- First survey of 50 legislative climates
- First directory of business parks
- First survey of science parks
- First directory of economic development agencies
- **First organization of corporate facility planners: Industrial Development Research Council (1960)**
- First research foundation: IDRC Foundation
- First global development federation: World Development Federation
- First digital telecommunications network
- **First World Wide Web information service: SiteNet (1994)**
- First global teleconference
- First global super-projects conference
- First online video broadcast service
- **First organization of industrial asset executives: Industrial Asset Management Council (2002)**