

SITE SELECTION

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HANDBOOK

1988's Outstanding Young Leaders

The class of 1988 is the youngest and most international yet and also contains the highest percentage of corporate-side professionals and women.

by Jack Lyne

This, the fourth batch of Outstanding Young Leaders in Geo-Economics to be chosen by *Site Selection Handbook*, looks to be a bumper crop.

Moreover, the 15 individuals chosen here from nominations from *Site Selection* readers say a lot of good things about where the profession is and where it's headed. Their collective level of skill, degree of responsibility and depth of professionalism speak eloquently for themselves.

These 15 obviously share the trait of youth: Nominees were required to be 35 years of age or younger. But each has carved out his or her own unique niche in the profession. Looking at 1988's Young Leaders as a group, though, brings

certain overall characteristics into focus:

- This year's honorees have the highest level yet of corporate-side representation — 20 percent.
- Far more females than ever before — 26 percent — are members of 1988's Young Leaders, and this year's group contains the first non-U.S. honoree.
- The class of 1988 is also the youngest yet, averaging just a fraction over 31 years of age.
- As in previous years, the educational level remains high, with over half of group bringing post-graduate degrees to their tasks.

On the down side, there were more

quality nominees this year meriting inclusion than space would allow.

On the other hand, there is a very up side to that fact in that it suggests that a lot of young and talented blood is flowing inside the profession.

When *Site Selection* first began searching for young leadership in the field a few years back, one survey respondent bluntly wrote back, "There are none!"

Fortunately, that has not proved to be the case. In fact, more and more fresh, young leadership appears to be coming onto the scene.

And there is every reason to believe that these 15, like those in the three groups tapped before them, will go on to continue performing at a singular level of excellence.



LUCIAN SPATARO
DIRECTOR, MAQUILA
PROGRAM DEVELOPMENT
PROMOTORA DE INDUSTRIAS
DE SONORA
TUCSON, ARIZ.

In little over a year, Lucian Spataro has made impressive inroads in attracting maquilas (or "twin plants") into the Mexican state of Sonora. The 30-year-old Spataro heads the U.S. subsidiary formed in 1987 by Promotora de Industrias de Sonora, a quasi-governmental organization promoting industrial growth in that western Mexican state that is home to more than two million people.

Spataro has already helped IBM and several other companies set up operations in Sonora. But those may only be the first few drops of a flood of facilities. Estimates for future maquila growth in Sonora project between 100 and 200 new facilities in the state by the year 2000, producing 1.5 million jobs.

Spataro has made sizable strides in creating the kind of intergovernmental cooperation needed to make those projections reality. Officials in Tucson, the local U.S. congressman and the governor's office have all publicly supported Spataro's efforts.

And Spataro has made the case well enough for the series of maquila seminars are being held in various U.S. cities to attract the seminar cosponsorship of U.S. corporations like Arthur Andersen and Co., American Express, Coldwell Banker and Shearson Lehman Brothers. Other seminars are planned around the globe, and the government of Taiwan has already expressed interest in cosponsoring one of them.

A U.S. citizen, Spataro has also received favorable attention through the creation of Offshore Matrix, a computer software program designed to assist companies in their decisions on moving manufacturing or assembly operations into Mexico.