



STEINBORN GMAC REAL ESTATE WELCOMES JOHN L. HUMMER

On March 7th, 2006, David M. Steinborn, Founder, President & Chairman, announced his new partnership with John L. Hummer. The following is a Q&A between Steinborn GMAC and our new Chief Executive Officer.

About John L. Hummer, CEO & Partner, Steinborn GMAC Real Estate: Moved to our community in July 2000 to lead the development and operations of MountainView Regional Medical Center. On April 1, 2006, after 17 successful years in hospital administration, established a new partnership with David Steinborn in Steinborn GMAC Real Estate. He is Chairman, Mesilla Valley Economic Development Alliance; New Mexico Transportation Commissioner – District One; Community Foundation of Southern New Mexico Board, First Community Bank Board and Rio Grande Rotary Board. His wife Amy and two sons, Alex (10) and Sam (8), are avid NMSU Aggie supporters and active members in St. Albert the Great Catholic Church.

Q. Given your 17 years as a hospital executive, I'm sure you've been asked why the change to Real Estate? Do you have any experience with real estate?

A. You're absolutely right, that question has been asked of me quite often. I've had a long-term goal to invest and have ownership in a business. I guess you could say that I'm an entrepreneur at heart. My past experiences have either led me to or earned me opportunities in healthcare related real estate projects in such locations as Ft. Lauderdale, FL, LaPlace, LA, Washington, DC, Las Vegas, NV and right here in our home of Las Cruces, NM. In addition to my day-to-day hospital leadership and management duties, it was my healthcare related real estate experiences that gave me an appreciation and interest in the real estate profession. I've been negotiating complex transactions, relationships and facilitating closure to agreements within the healthcare arena for quite some time. I'm looking forward to expanding this experience within the real estate industry. However, it was our love of this community that was the first motivating factor to stay in Las Cruces and make this our home and raise our children.

Q. What were some of your real estate related experiences?

A. In 1993, I earned my first hospital CEO opportunity in La Place, Louisiana. In addition to my day-to-day duties, one of my first projects was to oversee the development, construction and leasing of the first large multi-story medical office building in the history of LaPlace. It is fair to say that I had a crash course in zoning, design issues, recruitment, negotiating and closing lease agreements with tenants. Other such projects followed in my career. The two most notable real estate related projects that I was responsible for was overseeing the purchase/partnership negotiations between UHS Inc. (whom I was employed with at the time) and The George Washington University for the acquisition of The George Washington University Hospital (GWUH). Not only were the negotiations challenging but so too was the zoning and certificate of need process during Mayor Marion Barry's reign. I'm proud to state that after 6 months of negotiations and fourteen hours at the closing table, we closed the \$100 million GWUH transaction and yes, we prevailed over the DC city council and won not one but two certificates of need to approve the transaction. I always tell people that the Washington DC experience prepared extremely well for my proudest accomplishment, that being the development, construction, opening and operation of our community's newest hospital, MountainView Regional Medical Center (MVRMC) and MountainView Plaza (115,000 sq. ft. medical office building). To date this project totals over \$110 million in size and scope.

Q. How did you meet David Steinborn? How did you and he decide to partner?

A. I met David Steinborn for the first time at a local fitness club in the fall of 2000 where, by chance, he and I were working out at the same time. David and I ended up sharing a personal training time slot for quite some time. Three years later I invited David to join MVRMC's Board of Trustees where he became and still is an outstanding community board member for MVRMC. As for deciding to partner with David Steinborn, he and I, along with our wives Amy and Vivian, developed a very positive friendship over the past 6 years. About a year and half ago, we shared our personal goals. David knew he could easily sell his company to a large outside buyer but his commitment to his sales associates and his employees far outweighed this option not to mention the sincere desire to keep the Steinborn Real Estate legacy alive and well in the community he has so faithfully served and supported. Meshing our goals and recognizing how each of our skills could complement each other, we made the decision to form this partnership so that Steinborn GMAC Real Estate will continue and, more importantly, grow well into the future.

Q. What are your goals as you start your new venture?

A. First and foremost, I will be meeting and developing positive relationships with all of our sales associates and support staff. I will ask a lot of questions about how David and I can continue to meet their needs, grow the company and implement new and innovative services. I will listen very intently to their ideas and work very diligently to incorporate their ideas into our overall strategic planning process and facilitate the growth of the company with input from our team. In a very similar manner, real estate agents are like hospital medical staffs. They are both self-employed, independent contractors who demand and expect quality service from the company (hospital) in which they choose to bring their customers (patients). The agents are my customers. The value of our services is important to them. By continuing to invest significant resources in training and support services, our team of sales associates will be better equipped to support all of our number one customers – "the consumer who chooses a Steinborn GMAC professional to service their real estate needs." We have an exciting future and I'm very honored to play a part in furthering the quality and professionalism of real estate services in our vibrant and growing community.