

TRENDS



Keeping an Eye on Gen Y

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The 3rd Annual Education Forum,
page 7 and 8



President's Letter

It's hard to believe it's already October. Last year at this time, we were consumed with the Global Summit, which was held in Atlanta. It was gratifying to know that the 2007 Summit was one of the most successful Summits CoreNet Global has ever held. This year, we have turned our focus back on our chapter and to delivering quality educational events and energized networking events. If you have been part of any of these events, I think you would agree that your board has successfully achieved our goal.



The 3rd Annual Education Forum recently concluded and again was a resounding success. Please see our story on The Forum on page 7. This one-day event provides the best of all worlds: six different educational classes and the opportunity to network with members from all over the Southeast. Scott Jennings and his team did a great job in pulling this effort together. Kudos to everyone involved.

In our last newsletter, we outlined the process of what it takes to become a board member for the Atlanta Chapter. Now that elections have been completed, I would like to introduce you to your new 2009 Officers.

The following individuals will officially take their new positions January 1.

- **Sam Unger** – Chapter President
- **Tim McCarthy** – President-Elect
- **Hank Smith** – Treasurer
- **Darlene Hawksley** – Secretary
- **Peggy Henderson** – Officer Development Program

We will also have six new directors joining our board in 2009 for a three-year term:

- **Brian Ashmore**
- **Gail Crowder**
- **Andrea Dalton-Lay**
- **Hans Gant**
- **Betsy Nurse**
- **Diana Simaan**

Although their assignment to the Atlanta board does not officially begin until January, our new members will join our returning board members for a meeting at the end of September to finalize plans for 2009. Our annual planning session is enjoyable, but it represents the only opportunity we have to spend meaningful time together and is rather grueling as we spend 1-1/2 days in meetings planning everything for the next year. I am sure that our new leadership will surpass what we have done in the past.

As I start looking toward the end of my tenure, one of the things I am most proud of is how our chapter has grown and thrived over the past several years. It all goes back to our chapters' mission statement: We are here to "Educate and Associate to Reach Your Potential."

John O'Keefe

We are saddened by the death of John O'Keefe, who was vice president of leasing at Jones Lang LaSalle. John died September 14 after a brain aneurysm. In addition to being an active member of CoreNet, John was a principal member of NAIOP and founder and board member of Meet At. He had 27 years of experience in marketing, leasing and management positions with major commercial real estate organizations. John is survived by Connie, his wife of 32 years. Donations in John's



memory may be sent to Peachtree Christian Church, 1580 Peachtree RD NW, Atlanta, GA 30309 to feed the homeless.

Upcoming Events

October 9, 2008: Education Program
The Politics of Place: The Battle of Location Incentives

October 10, 2008: Community Reinvestment
Challenge Workday

November 9-11, 2008: CoreNet Global Summit,
Orlando, Florida

December 11, 2008: Holiday Luncheon and
Sponsor Appreciation

Please visit www.corenetatlanta.org for information on all events.

On the Cover

Representing different generations in the workforce are Stephen Swicegood (Baby Boomer), Tom LaDue (Gen X), Alison Baine and Alison Rutledge (both Gen Y).

Falcons president Rich McKay presents a jersey to Jim Hartzfeld, winner of the Falcons trivia contest and a keynote speaker at The Forum.

Scott Kirk attends a session at The Forum.

2008 Board Members

Officers

Scott Smith President Education Management Corporation	Henry E. Smith Treasurer Earthlink Inc.
Sam Unger MCR, SLCR President Elect Ernst & Young LLP	Tim McCarthy Secretary The Staubach Company

Directors

Ken Ashley, SIOR, CCIM, MCR Cushman & Wakefield	Scott Jennings Holder Construction
Bill Bland Choate Construction	Thomas Ladue McKesson Corp.
Anna Ford Jones Lang LaSalle	Sally Maxwell IBM
Julie Gardner Gensler	John O'Hara Hardin Construction
Jackie Gauthreaux Pope & Land Enterprises, Inc.	Diana Simaan Baker Barrios Architects
Ken Gwinner AIA ADVENTpds LLC	George Snow George Snow & Associates
Darlene Hawksley LCG Real Estate Services	Lynn Storen Metro Atlanta Chamber of Commerce
Peggy Henderson Heery International	Kathy Godwin Chapter Administrator

Senior Advisors

Matt Fanoie Coca-Cola Enterprises Inc.	Trex Morris, MCR Ernst & Young
Buzz Anderson Cox Communications	John DeCouto, CCIM, MCR,h, SLCR Bryant Commercial Real Estate Partners

We want to hear from you!

We'd like your input on what trends you'd like to read about in upcoming issues – sustainability, technology, the economy?

Please email Susan Watts at swatts@becollaborative.net with any suggestions or comments.

We also want your news.

Please submit it, along with any photos if you have them to Corenet@schroderpr.com or mail to Trends, Schroder PR,

1355 Peachtree Street, NE, Suite 1250, Atlanta, GA 30309

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Constance Dunsire, Trex Morris and Darlene Hawksley at The Education Forum. See story on page 7.

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Seeing Eye to Eye with Generation Y

CoreNet Global Members Share Ideas for Productivity In the Multigenerational Work Place

The Baby Boomers haven't left the building yet, but younger generations are already moving the furniture around – literally.

Walk off the elevators at AT&T's new Allen Plaza office in Downtown Atlanta and you will see bright colors, sofas, lounge chairs and a bar and stools that might seem more appropriate in a social setting rather than a Fortune 500 office.

"When you are large, you have to find a better way to share information," said Susan Rodgers, Senior Manager of Workplace Strategy at AT&T.

With the large generation of Baby Boomers facing retirement, the generational shift in the workplace comes with its share of challenges, according to several CoreNet end users. The influx of younger employees brings new values and needs – resulting in a changed office culture and evolving ideas about office space.

"Though difficult, companies must learn to communicate with and adapt to the needs and abilities of the younger workforce in order to recruit and retain highly skilled employees," said Bo Jackson, Executive Vice President of Colonial Properties Trust. Bo shares a passion with many end users for studying and understanding the changes in the workplace and workforce. He has published a brochure on what he calls the "High Performance Workplace," citing industry research such as more than 40 percent of job-seekers said the physical workplace is a factor in their decision to take a new job.

Demographers call the generation following the Baby Boomers "Gen X," but much of the recent literature has focused on "Gen Y," or Millennials, defined as those born between 1980 and 1995. Millennials differ from the generations before them in a number of ways. Most significantly, this generation has grown up with computer and Internet technology as part of their daily routine. While many older employees have quickly adapted to new trends in communications, Millennials have had access to services such as text messaging and online social networks for most of their lives. With laptops, Blackberries and iPhones, today's young employees can be connected, not just to their office, but to their social or professional networks 24 hours a day.

As more Millennials join the workplace, and more employees of all generations adapt to the latest technology, a demand for flexibility is coming to the forefront. Companies are becoming increasingly responsive to employees' desire for mobility, including the incorporation of wireless networks and increased communal space so employees can collaborate and move around seamlessly.

Baby Boomer Trex Morris, Americas Director, Real Estate Services at Ernst & Young explained, "Technology plays such a large role that you no longer have to be in the office to get work done. You can do it from anywhere, which liberates our employees. Space layouts reflect this with more teaming, education and collaborative meeting spaces."

Millennials, along with many workers from Gen X, rely heavily on their peers and co-workers for ideas, encouragement and critiques. Productive offices are set up to encourage this kind of idea sharing.



People representing just about every generation attend CoreNet networking events.

Open offices and areas for group communication can make an enormous difference in employee morale and productivity.

"Our space has truly been impacted by our younger workforce," Trex said. "There is much more common, non-traditional, collaborative space and less private space. This encourages greater interaction among all of our employees."

Susan knows firsthand the challenges of helping young and veteran employees adapt to new technologies while maintaining long-held standards of a work ethic. She and AT&T Director of Workplace Strategy, Cherise Mlott, both agreed that the greater challenge is in helping to educate employees of all generations as they adjust to policies or ideas that may seem foreign to them. "The real issue," Cherise said, "is in recognizing the current war on talent. We have to be clear on where we are and where we are going and there are many dimensions to these questions."

When asked about transferring industry knowledge from Baby Boomers to Millennials, Susan brought up AT&T's adoption of Microsoft SharePoint. "Technology ensures that knowledge does not walk out the door." SharePoint is a server program allowing multiple offices access to a central library of files, including those that are active. In this way, employees have the ability to work collaboratively on the same files – from any location.

These types of technologies allow companies to drastically reduce their total real estate footprint. With less dedicated office space and more flexible workspaces, many companies are scaling down their square footage and using what once were rows of assigned offices as open meeting rooms or temporary workstations.

Clear lines of communication and collaborative spaces encourage employees from different generations to keep an open dialogue. The result is that less experienced staff can more quickly acclimate to the corporate culture and see how their work matters to the larger effort of the company.

EarthLink Director of Design and Construction and Baby Boomer Hank Smith said, “[Millennials’] value system is different. They come to work not so much for the security as we did at that age. They are personally driven, not under fear or threat of losing their job. The way they look at work and the way they look at their employer is just different.” This outlook can create a challenge to retain young talent and keep skilled employees from moving on to other companies.

To help solve this problem, and retain employees, employers must work harder to focus on the work-life balance. Some American businesses are moving into office spaces that reflect this new outlook. Options such as flexible hours and telecommuting allow employees more freedom to pursue outside recreation, while spending less time commuting in traffic.

Generation X member and Cushman & Wakefield Senior Account Manager Heather Gulesserian, said, “The younger generations value work-life balance and flexibility within the workplace, so traditional work days and weeks are changing.”

Tom LaDue, Director, Real Estate Relationship Managers with McKesson, described some of the innovative initiatives his company is using to recruit and keep young employees. McKesson offers open workspaces that are not assigned to specific people so that employees can work from an office space, from home or from local coffee shops or bookstores.

“I’ve heard the analogy made to high school, where you were told where to go and where to sit. In college, no one cares. You study in the library or coffee shop on your own schedule,” Tom said. “The average workplace is like a return to high school. That’s what’s changing. People 35 and under have an attitude of expecting greater flexibility.”

As a part of this flexibility and focus on work-life balance, companies must also think about the larger surroundings of the office itself. As gas prices continue to rise, fewer employees are willing to make long commutes. Office spaces with nearby or on-site amenities such as housing, restaurants, coffee shops, banks and retail are in high demand.

“Location is a big issue,” Heather said. “Companies trying to recruit young employees have to think about access to public transportation and local amenities.” In this way, employers must consider not only the interior layout of an office, but also the location of the office itself.



John Vinson, Cherise Mlott and Susan Rodgers in an office area set up to facilitate collaboration.

Trex emphasized the positive aspect of this new influx of young people. “Young employees bring an energy and exuberance to the workplace. They have an impatience that is actually of great value. They want to come in and contribute right away, and that’s refreshing to see.”

Mentoring on the Move

The Young Leaders group has added another facet to the valuable networking opportunities of CoreNet Global – speed mentoring. This relatively new concept in networking is modeled on the popular speed-dating idea. People are matched with each other for 10 minutes at a table to have one-on-one discussions. At the end of that time, people switch tables for another session. But the idea here is career-building, not courtship.

The Young Leaders Speed Mentoring event was held July 23 on a vacant floor at the Sovereign Building in Buckhead, with beautiful views of the city.

“We had a tremendous attendance and both mentors and protégés asked when we were going to have the next Young Leaders Speed Mentoring event,” said Diana Simaan, Atlanta Chapter Young Leader Representative. “It was fun and educational and really gave the CoreNet Global Young Leaders a wonderful opportunity to connect and learn from our CoreNet Global Leaders!”



David Tennery, Diana Simaan and Rick Lackey at the Young Leaders Speed Mentoring event. (See back cover for more photos.)

Glen Wong

Invesco

Glen Wong spends a lot of his time thinking about rent. He is Senior Director, Global Properties for Invesco, Ltd., an S&P 500 Atlanta-based asset management firm that has 58 offices in 20 countries, with more than \$460 billion in assets under management.

“The vast majority of our facilities expenses are related to paying for leases,” he said. “That requires some good prudent thinking about making commitments, how much space to get, what kind of buildings to go into. These commitments are for long terms and while you can reduce your expenses in some facility management areas, you can’t turn off a lease. I spend most of my time looking at real estate commitments and future turnover in the portfolio.”

That involves Glen getting to know a business and understanding its needs.

“We are only a service organization to the business. You can’t tell the business that they can’t have space if they need the space to meet their financial goals. We want them to be successful. So it’s not a simple question of how do we cut costs. It is how do we enable the business best. Our expertise is in finding the most effective and economic way to meet those objectives.”

Glen has also been overseeing Invesco’s move into its new headquarters at Two Peachtree Pointe, where the company has leased about 180,000 sf. A highlight of the office is the reception area, a soaring space with floor-to-ceiling windows with sets of tables and chairs set for an optimal view of midtown Atlanta, suitable for informal meetings. “I think our staff enjoy the new office space and I am gratified to see that the space, designed by Gensler, is enabling more communication, collaboration, and collegiality – which were our objectives.”

As a student at the University of Southern California who earned MSc and BSc degrees in industrial and systems engineering, Glen had no idea he’d end up in the real estate industry. His first job was in manufacturing, where he designed plant layouts. That led to a job at Walt Disney Imagineering, where he planned their office space during a period of rapid growth.

“At Disney I learned the facilities business from the ground up,” he said. “From moving people around within buildings to having facility management of those buildings to the construction of the interiors of those buildings.” Glen became Manager of Real Estate, Construction, and Facilities.

In 1995 he was hired by Turner to manage a portfolio of properties for the Western region.

“It was only after I joined Turner that I realized that at Turner, there were no other regions. They sent me to Mexico, Boston, and Chicago and everywhere else because basically for Turner, there was Atlanta and then the rest of the world.”

At Turner Glen got a lot of hands-on experience and enjoyed learning about Turner’s various markets and clients. “Turner is a diverse company, with the news side, entertainment side and regular offices. The first job I worked on was an animation studio.”

He was asked to move to Atlanta in 1998 and take over the global portfolio on the real estate side.

“One of the most enjoyable aspects of that job was managing the CNN portfolio, which involved a lot of interesting places. We had a bureau in Cuba, and Beijing, and I negotiated a lease for Baghdad.”

Glen left Turner in 2006 to assume his position at Invesco. He

continues to travel a great deal around the world, and has close to a million frequent flyer points to prove it.

His involvement with CoreNet Global dates back to his days at Disney when he first began working in the real estate industry. He didn’t know much about the industry and thought he could network and learn from joining the professional organizations NACORE and IDRC, which later merged to form CoreNet Global in 2002. And he still finds CoreNet Global, Atlanta Chapter, a valuable place to learn more about the profession. “It provides me the ability to learn more about specific areas of focus, whether it is the latest in green building and LEED certification or financial analysis for real estate.”

He earned the Senior Leader of Corporate Real Estate designation (SLCR) because he feels that one of the critical challenges facing corporate real estate people is the professionalism of the practice. Unlike in other countries where there are rigid certifications for commercial real estate agents, in this country there is only one real estate license, whether you are selling houses, condos or multi-million dollar office leases.

“The certifications offered by CoreNet Global are important because they differentiate someone who really knows and has demonstrated on a standardized basis a commitment to the practice of commercial real estate. It’s not just your cousin Vinny who happens to have a real estate license. To be frank, in my career I’ve found many corporate executives have difficulty accepting the real estate agency industry as professional.”

Glen is also involved with CoreNet Global for another reason – the organization provides him with an opportunity to give back. He and David Tenny have been teaching an education course for CoreNet Global called Advanced Lease Analysis and he is often a panel member for sessions at the Forum.

“I feel very blessed to have the opportunities I’ve had so to the extent I can give back to the profession and help others, that is where I begin.”



CoreNet Global Members Learn the Importance Of Getting Back To Zero at Education Forum

On September 11, approximately 170 members of the Atlanta chapter of CoreNet Global gathered in the Georgia World Congress Center to discuss new challenges facing the real estate industry. This year's education forum titled *Rethinking: The Next Level of Challenges*, focused heavily on innovative green initiatives for the building industry.



Scott Jennings welcomes CoreNet members to the 3rd annual Education Forum.

Scott Jennings, senior director of Holder Construction Co. and one of the program organizers, began the morning by reminding forum members that the day was, in fact, September 11, and asked for 30 seconds of silence to personally remember the significance of the date.

The forum's first keynote speaker, Jim Hartzfeld, managing director of InterfaceRAISE, began his speech, "Getting to Zero," by assuring the audience that climate change is the challenge of our time. Jim is also a former chairman of the U.S. Green Building Council and a self-confessed "tree hugger and capitalist pig." He heavily stressed the importance of "emission zero," the idea that a company can participate in programs that will counteract and eliminate any negative impact it has on the environment, joking, "You can't imagine what we do to the environment just to hold up our underwear."

Jim pinpointed several reasons for companies to begin going the green route. He believes that going green can have a real effect on a company's reputation and allows companies to save hard money and also see soft benefits. He said that while trying to restructure a company's operations, there is an incredibly large and skilled talent pool filled with innovative and bright minds ready to assist the process. When it comes to persuading a company to go green, Jim said that the hardest part is often opening people's minds and getting the ideas to stick.

After lunch, Rich McKay, president of the Atlanta Falcons and second keynote speaker, addressed members about how the uniqueness of the football industry can apply to everyday business practices. Rich spoke briefly about the adversity faced by the Falcons last season, but said that hardship helped shape and better the franchise. He repeatedly stressed the importance of constant internal communication, saying that, "When the team builds walls, you will see the collapse of the overall structure." Making sure everyone feels a part of the team and all employees are on the same page is essential for a successful business.

The forum included networking breaks and educational breakout sessions on topics ranging from green-building initiatives and successful portfolio arrangement to the importance of leadership for both personal and financial success. CoreNet Global members Greg O'Brien, Glen Wong, Philip Grossberg and Stephen Swicegood led a panel on the

"Greenbuilding Effect" and the importance of LEED and Energy Star® certifications. In another session, Don Chapman, chairman of Chapco Investments, spoke on how effective leadership and personal drive can make or break a business. When the forum ended, everyone was well aware of the challenges faced by the industry and now had new ideas on how to proactively meet them head on.

This year's forum not only brought together veteran CoreNet members, but also a new generation interested in how to better understand the building industry. "I am a recent college graduate, and I just started in this business," said Andrea Clarke of Real Property Tax Advisors. "I am trying to get as much information as I can so I can stay on top of the game."

Knoll, Inc. Atlanta architecture and design manager Cherie Hoffman, said, "I am actually a candidate for the LEED exam, so the green-based program was a real draw. It was great to hear the LEED initiatives for real estate because, while I am a few degrees away from real estate, we all network together for the same purpose."

Please visit our website at www.corenetatlanta.org for video and more photos of The Forum.



Sam Hollis and Gordon Buchmiller greet John Izard.

Member News



Sim Doughtie, CCIM, SIOR, MCR, has been named president of King Industrial Realty/CORFAC International Inc. The company, which had formerly been known as King Realty, is a leading commercial real estate service provider in Atlanta with international affiliations.

Sim has been involved in commercial real estate since 1982, and joined King Industrial Realty Inc. in 1992. During his career, Sim has established himself as an expert and proven leader in the Atlanta market. He will now extend his leadership from brokerage to all business aspects of King Industrial Realty, which includes branding and bringing the firm's focus back to its core as an industrial real estate expert.

CoreNet Global Atlanta Chapter Events

The Education Forum, September 11, 2008



Chondra Webster,
Julie Gardner and
Karen League



Ken Ashley,
Hank Smith
and Kevin Creel

Networking Event, July 10, 2008



Vance White
and Jody Saka

Young Leaders Speed Mentoring, July 23, 2008



Heather Gulesserian
and John Flack

New Member Luncheon, August 21, 2008



Chuck Herman
amuses the
new members.



Evelyn Morris
and Erin Greer