

# trends

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CORENET  
GLOBAL | Atlanta  
Chapter



Connect.



Learn.



Grow.



Belong.

# a letter

## *from the president*

Spring came and went quickly and we seemed to land in the heat of the summer before it officially began! On behalf of the Chapter's Board of Directors, I want to wish everyone a safe summer season as you travel and vacation to destinations unknown.



The Chapter continued its efforts to focus on our end users and their views around the industry and how constant changes are affecting their business. More specifically, we held our spring End User Round Table in April, where topics included key performance indicators (KPIs), managing outsourced services, productivity in the workplace and lease administration.

We had great participation at the Spring CoreNet Global Summit in Chicago early in May and look to use this as a launching point for the excitement surrounding the Fall CoreNet Global Summit that will be here in Atlanta, November 5<sup>th</sup> – 6<sup>th</sup>. There will be more information coming to you regarding opportunities to participate, volunteer and show-off your respective companies as the real estate world convenes here in our backyard.

Our May 12<sup>th</sup> Education Program featured local experts from within our Chapter who are leaders in their respective fields, including Roger Neuenschwander (TVS Design), Millard Choate (Choate Construction), Mark Rusche (Alston & Bird) and Hank Smith (Earthlink). Over 110 members attended!

We held our Spring Luncheon to welcome new members to the Chapter at the Vinings Club, with over 18 new members in attendance.

The annual golf tournament saw 144 of your friends and colleagues battle each other and the heat at Dunwoody Country Club again this year for bragging rights on lowest gross score, longest drive and closest to the pin. We trust that all had an enjoyable day and we want to thank all our sponsors and volunteers who made the day possible.

We are in the process of nominations for the 2012 Board of Directors and will report back to the members as we complete that process over the summer and move to elections before the fall. In the meantime, I welcome you all to participate in the exciting events planned for this summer (see the [Trends calendar](#)).

As always, we will continue to advance our core mission of member involvement, education and outreach to those involved in the Atlanta real estate community.

Best Regards,

A handwritten signature in black ink, appearing to read 'Tim McCarthy', written over a white background.

Tim McCarthy

# SPONSOR

## spotlight



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**COLLIERS INTERNATIONAL** is proud to be recognized as the top three real estate services firm in the world (*Commercial Property Executive, The Lipsey Company, National Real Estate Investor and International Association of Outsourcing Professionals*). With an integrated global, national and local platform of service lines, Colliers International is highly sought after for the following:

- CORPORATE SERVICES
- INVESTMENT SALES
- TENANT & LANDLORD BROKERAGE
- PROPERTY & FACILITIES MANAGEMENT
- VALUATION & CONSULTING
- CAPITAL MARKETS

Utilizing a unique operating model, which combines the power and accountability of a global enterprise with local equity and flexibility, Colliers International is able to meet the specific needs of each client.

Founded in Australia in 1957 and now headquartered in Seattle, Washington, the company has grown to 512 offices in 61 countries with over 12,500 professionals worldwide. Colliers International is a diversified capital partner of FirstService Corporation (NASDAQ: FSRV; TSX: FSV), allowing for the investment in major client resources.

*CoreNet continues to be an important alliance for Colliers International by providing the best opportunity to connect with key partners nationally and worldwide.*



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Founded in 1937, **HITT CONTRACTING** has grown to be ranked among today's 100 Largest General Contractors nationwide, with annual sales of \$687 Million in 2010. HITT has offices in Washington, DC, Atlanta, Baltimore, Charleston and South Florida. The company's client-focused teams fulfill any program need from a doorknob change to base building shells and complete tenant/owner fit-outs. HITT maintains over 650 employees, including a 300-member, skilled in-house field force available 24/7 to support clients long after initial occupancy.

HITT Atlanta offers turnkey general contracting services and is equipped with the resources and staff needed to perform a wide range of projects from small jobs to complete owner/tenant fit-outs and new construction projects. The Atlanta office is recognized by the *Atlanta Business Chronicle* as the 6<sup>th</sup> largest interior contractor in the Atlanta market. With over \$100 Million worth of projects delivered between 2009 and 2010, the Atlanta office is growing and expanding to meet the demands of the Atlanta marketplace.

Since opening its doors in 1998, HITT Atlanta has been delivering construction services throughout the Southeastern United States. Areas of specialty include commercial interiors, law firms, retail, government and data centers. Its versatility allows the company to tailor its staff to meet client needs — be it a multi-million dollar commercial project or 24/7 service requirements. With a goal to ensure 100% client satisfaction, HITT aims to achieve completion on schedule, within budget and in accordance with the plans and specifications.

*HITT values its CoreNet membership because it keeps HITT's members up to date on industry trends as heard directly from the decision makers. The numerous programs and online Knowledge Center provide a wealth of learning opportunities.*

# SPONSOR

## spotlight



Currently operating across 49 states and Canada, **OFFICE IMAGES** (OI) is a solution-based firm offering high-quality office furniture, architectural interiors and services. Providing turnkey solutions for clients, OI offers raised flooring, movable wall products and integrated furniture. The company works skillfully and confidently at all levels of the construction process, making available experienced team members from consultation to delivery.

Office Image's goal is to satisfy clients beyond their highest expectations. The company provides solutions to the most pressing client needs and will not complete a project until clients are thrilled with the results. As an example, OI regularly measures Client Satisfaction on a quarterly basis. By engaging an independent firm specializing in client satisfaction surveys, OI is able to accurately obtain a thorough report card on performance. OI clients can be assured the team works tirelessly to provide excellence on all projects, all of the time.

Office Images boasts an impressive customer base of many notable commercial and government entities in Atlanta and across the U.S., including Fortune 1000 companies, educational institutions, healthcare organizations, and federal and local government agencies. OI is also the sole *preferred Haworth dealership* in Georgia, required to possess only the best in trained sales, design and installation personnel. After 25 years in business, OI is proud to be the 6<sup>th</sup> largest Haworth dealer in a global network of over 120 dealerships.

Within each industry, there is usually an organization that combines experience, professionalism and financial performance to set itself apart from the competition. When it comes to collaborative video communication solutions in Atlanta, that company is **TECHNICAL INNOVATION**.

Over the years, Technical Innovation has established a strong market presence (including work for Home Depot, Cox Communications and CNN) and has experienced continuous growth and profitability. With offices throughout the Southeast (Atlanta, Birmingham, Charlotte, Memphis, Nashville, Raleigh and the Florida Panhandle), the company serves its clients through four primary divisions.

The **Presentation Technology Solutions Group** provides video-centric communication solutions to corporations, government agencies, universities, medical facilities and the worship facilities market. As a leading design-build audio-video system integrator, Technical Innovation provides comprehensive design to turnkey design-build services, as well as ongoing customer support.

The **Enterprise Video Communications Group** shows clients how to incorporate the latest video conferencing/streaming media technology into their business. Digital multi-media solutions empower customers with enhanced communications capabilities and improved productivity, enabling them to create long-term strategic and financial value.

The team at **CriticalSpace Solutions** understands the importance of enhancing situational awareness and increasing/facilitating response times at mission-critical facilities (such as command/control centers and network operations centers).

The **TI Broadcast Solutions Group** offers value-added consulting services for design, integration and equipment purchases to the broadcast industry. This group helps broadcast networks, call-letter stations, corporate facilities and worship facilities to future-proof their investments in infrastructure and hardware.

# member

## highlight



**CHUCK ALEXANDER** is the Regional Director, SE Negotiations Team, Corporate Properties for Wells Fargo Bank. Chuck has nearly 30 years of experience in various real estate positions on both the tenant side and the landlord side, working for companies like Wells Real Estate Funds, AT&T, The Coca-Cola Company, Metropolitan Life Insurance Company and Westinghouse Credit Corporation. He currently oversees a team of 15 transaction professionals throughout five states with responsibility for all office, retail and ATM assets for Wells Fargo Bank. This portfolio includes 1,400 branches and approximately five MSF of owned and leased office space.

Chuck is very involved in various civic, charitable and professional organizations. He is the Chairperson for St. Jude's Recovery Center, a non-profit organization that provides comprehensive addiction treatment services, and is Trustee for Mt. Zion African Methodist Episcopal Church in Decatur. He serves as a Mentor for the Georgia Mentor/Protégé program, and he is the Wells Fargo representative for the Boy Scouts of America "Peach of an Athlete" awards program. Chuck earned his BA in Political Science from Princeton University and his Masters of City & Regional Planning from the John F. Kennedy School of Government at Harvard University.

Chuck is a relatively new member of the CoreNet Global Atlanta Chapter, having joined in March 2010. He is a member of the Programs Committee and has participated as a panelist for CoreNet Atlanta Chapter programs and during the 2010 Ed Forum. Here are Chuck's reflections on his CoreNet experience.

### What is the value you have received from CoreNet?

*First, I value highly the relationships I have gained and enhanced through CoreNet. As an end user at Wells Fargo, CoreNet gives me access to other end users to share ideas and information. The End User Forum last year was a great idea, and I hope that CoreNet will offer more opportunities for us to share best practices. As Chairperson of St. Jude's Recovery Center, I deeply appreciate the work performed by the CoreNet volunteers every Fall. CoreNet's efforts make a real difference at our Family Care Center.*

### How can End Users best leverage the CoreNet network?

*I think end users can best leverage the CoreNet network by actively talking with other end users and service providers at the various forums held throughout the year. The topics are relevant and timely. We end users can readily network with other corporations that are larger or smaller and are having similar experiences or challenges.*

### What advice do you have for new members in CoreNet?

*Get involved! New members will get out of CoreNet what they invest in the organization. The programs are thoughtfully planned and executed, but it is all for naught if no one shows up to learn and network.*

# calendar

## of events



### JULY 7

#### NETWORKING EVENT ( 5:30pm–7:30pm ) Perkins & Will

Join the Atlanta Chapter for our annual summer Networking Event sponsored by our hosts, Perkins & Will. Continuous tours of their new offices will be given throughout the evening to showcase the space, as well as highlight the steps they've taken to receive LEED Platinum certification. Enjoy good company, cocktails and the views from their sky deck.



### AUGUST 11

#### YOUNG LEADERS EVENT ( 5:30pm–7:30pm ) Knoll Showroom

Young Leaders plan to join their colleagues at the Knoll Showroom at White Provisions for an educational talk from Mr. Chris Faussemagne of Westbridge Partners about the White Provisions development. Enjoy networking afterwards with specialty summer cocktails and snacks.



### AUGUST 25

#### 2011 ED FORUM ( 7:30am–5:30pm ) JW Marriott Buckhead

**LEADING THROUGH TURBULENT TIMES** — Transforming Challenge into Opportunity will explore the leadership strategies of organizations that have prevailed and are finding the right balance between seizing opportunities and managing accompanying risk. Join us as we are inspired by those who are using these strategies to succeed in our current turbulent times and to prepare for the uncertainties of the future.

**LEARN:** Leadership strategies in nine impressive programs delivered by visionary keynote speakers, noted authors and business experts.

**EARN:** Six Professional Education Credits for Georgia Real Estate, MCR, ASID and IIDA.

**CONNECT:** Corporate Real Estate Executives and Industry Professionals from throughout the Southeast.

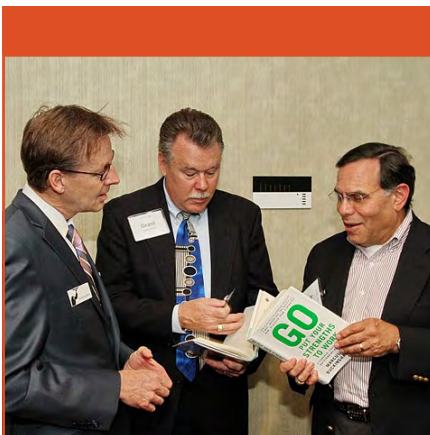
**SAVE:** *Early bird rate before July 1st: \$225*

# trendsettings

## education program: 05/12/11

Those who attended the Education Program on May 12<sup>th</sup> joined together with the Atlanta corporate real estate community to hear our esteemed panelists talk about how they have been impacted by career-altering changes and what they are doing to respond. Panelists included Roger Neuenschwander, FAIA of tvsdesign, Millard Choate of Choate Construction, Mark Rusche of Alston & Bird and Hank Smith of Earthlink.

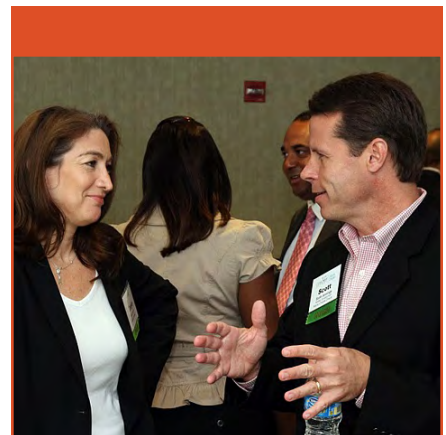
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*Scott Loughrey of Office Furniture Concierge, Grant Grimes, and Jack Wexler of Faithful + Gould discuss the book handed out at the program.*



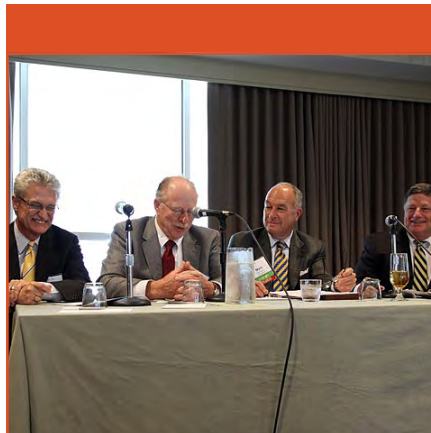
*Mark Borst and Tammy Roberts of Dekalb Office catch up with Merry McCleary of AVYVE.*



*Tanya Ogden of Tandus and Scott Jennings of Holder Construction.*



*Matthew Hayner and Christina Byrnes of tvsdesign and Sarah Pedder of Carter make introductions.*



*The panel, moderated by Tony Nelson of Corporate Environments, provided insight on their creative approach to business in this economic climate.*



*A great crowd gathered for the lunch program.*

# trendsetting

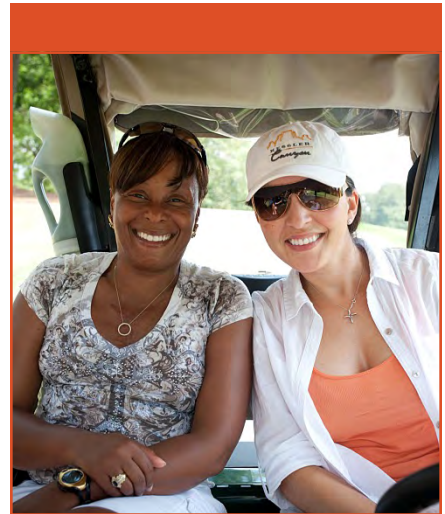
*golf tournament: 06/06/11*



*Let the play begin!*



*Dunwoody Country Club Course*



*Andrea Dalton-Lay and  
Diana Simaan Kessler*



*Merry McCleary with AVYVE steps  
up to the putting contest.*



*Kevin Creel with CresaPartners enjoys  
a break between holes.*



*Benjamin Frank and Jim Huslig  
of Ivan Allen.*

*Photography by E.L. Ashford*

# trendsettingas

*golf tournament: 06/06/11*



*Jones Lang LaSalle's Anna Ford goes for it.*



*Andrew Walker with Colliers looks too good to be golfing.*



*Kay Younglove, Sean Moynihan, Hunter Hill and Char Fortune pause in the shade.*



*Shelby Morrison, Jim Staiti and Trex Morris*



*Another beautiful day at DCC.*



*Earl West takes aim.*

*Photography by E.L. Ashford*

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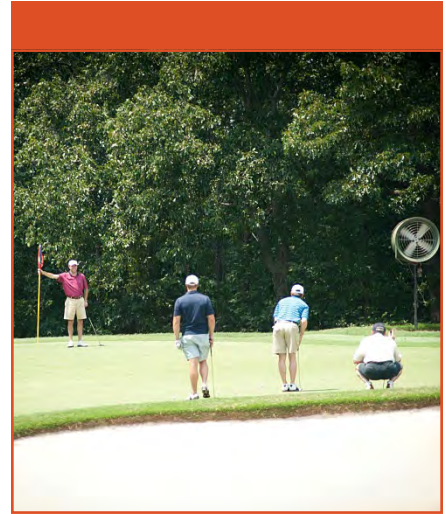
*golf tournament: 06/06/11*



*Paula Fowler (left) and Jim Byrd (right) of CresaPartners welcomes new member Rick Morris of Mannington Commercial.*



*Teammates John Kemp, Doug Black, Roger Delaney, Jake Owen and Ryan Bixler*



*Frank Mann scoops the putt with teammates Carson Pilcher, Brett Kingman, and Chris Ahrenkiel.*



*The results are tallied after the tournament.*



*Carson Pilcher of Leapley Construction and Fred Sheats of Colliers pause for the camera.*



*Scott Smith and Greg O'Brien of Grubb & Ellis win 3rd place.*

*Photography by E.L. Ashford*

# trendsetting

*golf tournament: 06/06/11*



*Jeremy Hull wins 2nd place.*



*Joe Flenniken and Andy Thomas win 2nd place.*



*Laura Howell wins 1st place.*



*Craig Johnson and Bob Martinello win 1st place.*



*Dave Bryant, Jim Huslig and Benjamin Frank cool off after their round.*



*Kelvin Hall, Earl West and John Hann*

*Photography by E.L. Ashford*