

Annual Report

2014



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Ann Mendelsohn President, 2014

Happy 2015 CoreNet Global Chicago Chapter!

It is amazing how quickly 2014 has passed and with many exciting accomplishments. There are a number of moments that now, as Past-President of the Chicago Chapter that I am most proud:

- In February, we became the 4th global MEGA chapter
- The first Great Lakes Regional Symposium was held in Chicago with attendees from around the country was held in May
- The largest attended annual golf outing in September
- The first learning event held in Milwaukee
- Over 175 members of the Chicago Chapter attended the CNG Summit in Washington, DC
- Our 2nd annual REAL Awards dinner in November, held at the Trump International Hotel. Angela Cain, CEO of CoreNet Global, joined us as we gave awards for CRE of the Year; Young Leader of the Year; Service Provider of the Year; Project of the Year; Sustainable Leadership Award as well as introducing the Scholarship Recipient – Carolina Avila; and donating to the Anixter Center



Neil Dasai President-Elect, 2015

Happy New Year! It is with great pride that I step into the role of President of CoreNet Global (CNG) Chicago Chapter. As your newly elected President, I am humbled and honored to be leading such a wonderful organization.

I initially joined the CNG Chicago Chapter to help increase my knowledge of corporate real estate, which I was able to do by obtaining the designation of Masters in Corporate Real Estate (MCR). Through participating in MCR courses, Chapter learning events, and monthly luncheons, I quickly realized that I would gain so much more from the Chapter. I have had the opportunity to befriend a diverse group of members, network with like-minded people, and realize my own leadership potential.

Over the years, I have been actively involved in the CNG Chicago Chapter. I participated on the Young Leader Committee and helped plan the annual charity event. I was a Co-Chair of the Membership Committee and helped organize the End-User Round tables. I also served on the inaugural REAL Awards Committee. I served as Treasurer for two consecutive years and during this time I helped create and implement the Treasurer's Handbook.

As President, I hope to help the organization continue to sustain its past successes and contribute toward its future growth. I feel it is vital to our organization to increase investment into our members by developing more learning programs and networking opportunities. I would also like to expand our educational activities through more prominent alliances with universities. The Board and I will work hard to pursue the CNG Chapter mission which is to provide excellence in leadership, learning, best practices, and career development to corporate real estate professionals and value to our respective organizations.

Finally, thank you for your continued commitment to your own professional development. Without you, CoreNet would not be so highly regarded and successful. Please know that I welcome and seek your valued input. Happy New Year to all of our members and friends from the CNG Chicago Chapter!

I want to thank the Board of Directors for their tireless efforts put into the Programs Committee, Young Leaders events, Sponsorship, CRC, Learning, Communications and University Alliance. Through social media, our chapter members are more informed of our events and speakers; our community reinvestment touches a variety of charitable organizations; sponsorship continued throughout the year to assure our chapter sponsors took full advantage of the offerings; and the Young Leaders had a number of fantastic events like the one at 1871. It is hard to highlight one or two events, as each event had such a unique quality.

The CoreNet Global Summit held in Washington, DC was full of educational sessions as well as the opening session speakers. But most notable was the fireside chat with Madeleine Albright. She is an incredible speaker and has an amazing life story. She captured the entire audience during her conversation with Angela Cain, CEO of CoreNet Global and Randy Smith, Chairman of the CoreNet Global Board.

Leading our chapter in 2014 was an honor. As a member of CoreNet Global for over 9 years and on the Board of Directors for 7 years, it has been an amazing experience watching our chapter evolve. From the local level, to the national level and global level, the impact this organization has had on our chapter has been worth the investment each of us has made to continue to grow the Chicago Chapter. Our chapter mission was aligned with CoreNet Global: leadership, learning and career development.



The Chicago Chapter of CoreNet continues to be one of the association's global leaders. We have launched new programs, and expanded existing ones.

Significant accomplishments of the year include:

Growing to include more members in Chicago than ever before

Providing global programs at local venues, such as MCR classes and Discover Forums

Offering learning programs at deep discounts to members, such as the professional development program StrengthFinders

Having a membership base giving back to our local community

Hosting a technology-focused CEO roundtable forum, giving members access to new companies in Chicago

We are proud that 2014 was another stellar year achieving our mission of enabling many learning and networking events and forums for our members. Please review this entire report for more details on the action, excitement and events of our chapter.

MISSION

To provide excellence in leadership, learning, best practices, and career development to corporate real estate professionals and value to our respective organizations.

GOALS

During the January's 2014 Board Retreat, the following goals were stated to help retain the year's focus:

1. Increase engagement & enhance membership experience
2. Provide stimulating & high level educational programming
3. Connect to local community, CoreNet Global and industry at large
4. Exhibit leadership by instilling excellence and focusing on the future



President: Ann Mendelsohn
The Mendelsohn Group



President-Elect: Neil Desai
Oracle America, Inc.



Secretary: Martin Clarke
Northern Trust



Treasurer: Renae Bradshaw
Savills Studley



Past President: Dan Ulbricht
Leopardo Companies, Inc



Chapter Counsel: Adam Meek
Brownfield Management
Associates, LLC



Communications Chair:
Diana Pisone, Ted Moudis
Associates



Communications Co-Chair:
Emma Cox, DTZ



**Community Reinvestment
Chair: Jessup French**, Allstate
Insurance Companies



**Community Reinvestment
Chair: Kelly Hackett**
Cushman & Wakefield



Learning Chair:
Keith Cade, Newmark Grubb
Knight Frank



Learning Co-Chair:
Janette Outlaw, OFS Brands



Membership Chair:
Liz McCleary, ConopCo
Project Management



Membership Co-Chair:
Hannah McMinn,
Capital One



Membership Co-Chair:
Jonathan Bifro, JLL



Programs Chair:
Margie Kurkowski, JLL



Programs Co-Chair:
Tony Smaniotto, Colliers



Programs Co-Chair:
Jeri Moore, American
Red Cross



Special Events Chair:
Jeannette Lenear, VOA



Special Events Co-Chair:
Joel Zeid, AJ Gallagher



Sponsorship Chair:
Lauren Bagull, Gunlocke



Sponsorship Co-Chair:
Heather Fanelli, Henricksen



University Alliance:
Bill Alexander, Harsco



Young Leaders Chair:
Molly Ellingsen
Herman Miller



Young Leaders Co-Chair:
Jenna Bruce, Rex Electric

Can you hear the chant similar to that of a football warrior cry? **We... are... Mega!**

As of February 2014, the Chicago Chapter earned the right to be called a Mega Chapter. This distinction denotes that we are a chapter with over 500 members and we stand strong with other elite larger chapters such as: Northern California, New York, and London.

Benefits & Costs of Membership

Within each corporate real estate role, certain other benefits will arise through active involvement:

END USER

\$695 annually

Develop relationships with Corporate Real Estate End Users who face the same challenges you do

- Meet service providers and better understand industry offerings
- The Chicago Chapter holds regular End User only roundtable forums, free to members, that allow End Users to discuss topics of the day amongst their peers. Participants include multinational corporations such as Aon, Allstate, AT&T, Mesirow Financial, Northern Trust, Oracle, and Walgreens to name a few.

SERVICE PROVIDER

\$850 annually

- Develop relationships with Corporate Real Estate End Users and learn the challenges they face
- Develop partnerships with service providers in the market

ECONOMIC DEVELOPMENT

\$850 annually

- Develop relationships with Corporate Real Estate End Users and service providers who are interested in expanding their portfolios
- Understand trends in the market

YOUNG LEADER

YL End User \$230, YL Service Provider \$340,

YL Economic Developer \$340 annually

- Develop relationships with fellow young leaders (aged 35 & under) who are at a similar point in their careers
- Develop your skill set and network to build your career

IN TRANSITION

50% Discount from above noted costs

- Develop relationships with Corporate Real Estate End Users and Service Providers who may have exciting career opportunities
- Bolster your skill set and market understanding to make you more competitive



In keeping with the social traditions of the chapter, capacity attendance was reached at the annual events.

End User Round Tables

End User round tables were held three times this past year and allowed EUs the opportunity to share common issues facing corporate real estate departments, strategize on solutions, and share best practices in an intimate setting. Topics this year included a deep dive into organizational change management strategies, privacy in open office environments, and integrated workplace technologies.

Participants included: Abbvie, Discover, US Bank, Allstate, Millward Brown, Verizon, Aon, Motorola Mobility, BDO, Northern Trust, Capital One, Pepsi Co., McDonalds

Membership Appreciation Event

"It is all Greek to me," or at least to the Chapter, as we celebrated the members at the National Hellenic Museum this summer. Great food, fun entertainment and recognition awards for board committee members who went above and beyond the call. While the temperatures were soaring (the 1 hot day this summer), enjoyment of the roof top was restricted, but the Chicago Chapter knows how to beat the heat by staying near the bar and the buffet.

CoreNet Classic

Another Sell Out! Part of the tradition of the CoreNet Classic is 1. Sell out the event and 2. have fabulous weather. Well this year was no exception. With record attendance and a long waiting list, we suggest that golfers scoop up their spots as soon as possible.

New to the outing was the inclusion of a fundraising aspect. Part of the proceeds of the event went to fund the scholarship recipient's award (see University Alliance on page 12).

Holiday Party

As is the CoreNet Way, 2014 kicked off with a Holiday Party at Townhouse on South Wacker. With over 100 members and guests in attendance, the annual 1st event of the calendar year set the tone for all events to come: camaraderie, cocktails and cohorts!



Milwaukee Views & Brews

This program shared insights about exciting new developments in Downtown Milwaukee near the lakefront – specifically, in and around a +/- 6 block area at the east end of Wisconsin Avenue overlooking the Milwaukee Art Museum, the Summerfest grounds and Harbor Drive.

State Street that Great Street

Frank Sinatra sang about My Kind of Town and touted “State Street that Great Street.” This event explored the repositioning and repurposing of some of Chicago’s historic landmarks which once housed iconic namesakes such as Carson Pirie Scott and Marshall Fields, to modern day, mixed use spaces with thriving office, retail, educational and residential of today.

Closing comments and networking was held at the WIT Roof Top Bar.

Speakers/Tour Guides:

Marty Stern, Executive Vice President and Managing Director, CBRE

Paul Fitzpatrick, Senior Vice President of Development at Joseph Freed and Associates

Harnessing the Power of the Pareto Principle

Held at Life Fitness, participants learned the tools & techniques for driving profitability. In this session they learned how to apply the Parato Principle or 80/20 Rule to every aspect of their business. They walked away with powerful tools which can be used to begin a transformation for their company and grow their bottom line immediately. They learned how to focus on the critical few customers, products and activities that provide 80% of the value and not waste time on the 20% that provide little value. The morning was completed with a tour of this innovative space and culture of a global leader in the fitness industry.

SPEAKERS:

Peter Philippi, CEO of Strategex, Inc

Marc Fooksman, Former ITW Executive, VP and 80/20 Expert at Strategex, Inc

Strength Finders

Hosted at the Interface showroom on April 17th, this ½ day session, help the professional to uncover their natural talents and learn how to leverage those assets for maximum professional and personal growth. Participants gained a deeper understanding of their value within their organization.



What is it about the programs that make it so great?

Content, content, and more great content!



Subjects

January 2014

Economic Forecast

February 2014

Planning Chicago: Where is Chicago's Guide for the 21st Century?

March 2014

Tapping into Hidden Potential: Using Your Balance Sheet to Create Value & Lower Occupancy Costs

April 2014

Making Workplace Work: Building Culture at Groupon & Gogo

May 2014

All the Easton-Bells & Whistles: Give a Cheer for Ol' Riddell

June 2014

Change Before You Have To: Managing Change @ Zurich, Follett & CBRE

September 2014

Tales from the Trenches

October 2014

I'm Goin' Mobile

December 2014

Client Relationship Management 3.0: Bridging the Gap between Strategy & Execution

Speakers

John Arenas

CEO, Serendipity Labs

Sarah K. Abrams

Senior Vice President, Global Real Estate, Iron Mountain & Core Net Global CRE Executive of the Year, 2013

Christine Congdon

Director of Marketing Communications; Steelcase

Jon B. DeVries

CRE AICP, Director, Marshall Bennett Institute

Debbie Fangman

Head of Facilities, Gogo

Damla Gerhart

Director of Workplace Strategy, CBRE

Karl Heitman

President, Heitman Architect

D. Bradford Hunt

PhD, Dean and Vice Provost

Brendan Kelly

Principal, Supply Chain Practice, Avison-Young

Shilpi Kumar

Senior Researcher, Herman Miller

Jennifer Kyung

HQ Business Lead, Zurich North America

Abby Levine

Deloitte Consulting

Rick Mattoon

Sr. Economist and Economic Advisor, Federal Reserve Bank of Chicago

Stephen Monaco

Global Real Estate, Motorola Mobility

Debra Moritz

EMD and Leader of Global Business Consulting, Cushman & Wakefield

Rob Peterson

AbbVie

Audrey Southard

Senior VP, Human Resources, Follett Higher Education Group

Doug Stanley

Head of Global Real Estate & Facilities: Groupon

William Strauss

Senior Economist Advisor, Federal Reserve Bank of Chicago

Andy Tilmont

BMO Harris Bank N.A.

Richard D. Wagner

Director, Portfolio Management & Transactions, AT&T Services, Inc.

Bruce Westwood-Booth

Managing Director, JLL

CoreNet Global's Leadership Best Practices Forum is the annual gathering of the association's leadership usually held in January or February.

Approximately 100-150 executives representing CoreNet Global's most influential members and leadership spend just over two days together charting the course for CoreNet Global and the corporate real estate market. This event offers an intimate and very exclusive opportunity to meet and interact with this elite group of executives.

This year, CoreNet Chicago's very own Ann Mendelsohn (chapter president) and Renae Bradshaw (chapter treasurer) attended on behalf of the Chicago Chapter leadership. They shared their invaluable experiences here.

The event was well represented by chapter geography – both on a national and an international scale. The format of the event is unique and fosters collaboration, idea sharing, and good conversation. Most of the two days were spent in break out groups of 8-10 people that were designed to include small and large chapters to encourage growth and diversity of experience.

Some key takeaways from Ann and Renae:

• End-User Engagement

Many chapters are focused on end-users. The true value of end-users isn't always in their physical attendance. It is more about fulfilling the local value-proposition. Behind the scenes engagement is equally important.

• Membership Development

In 2014, it was reported that 87% of members come to CoreNet by word of mouth or through a referral. Our engagement with our local community is tremendously important to the success of our chapter.

• Chicago Trending

In 2014, CoreNet Global's membership was at an all-time high for membership with 575 members. CoreNet Chicago Chapter followed this trend by becoming a mega-chapter in 2014 reaching 500 members.

• Our Success

Critical chapter success factors include local value proposition, local strategy, and local structure (the board and committee).



Los Angeles, CA
Site of 2015 Global Summit



This year's **CoreNet Global Summit** was held in Washington DC at the Gaylord National Convention center in National Harbor.

Attended by over 175 Chicago CoreNet members, this year, the Chicago Chapter reached a record number in attendance—which was fitting for this year's landmark of becoming a Mega Chapter.

To kick off the summit, the Chicago Chapter hosted their annual Welcoming Cocktail Reception along with the Kentucky Ohio Chapter and the Midwest Chapter from Minnesota. With over 150 in attendance, the reception was buzzing with excitement and anticipation for the summit to begin.

Throughout the Summit, there were many exciting events and sessions—including an opening Town Hall by David Gergen, who inspired attendees with presidential anecdotes and takeaway lessons on the effectiveness of emotional intelligence in the workplace and how important it was to being a strong leader. Another inspirational talk was with Madeleine Albright, former Secretary of State—who spoke about her challenges and accomplishments as a prominent female leader.

The Chicago Chapter made its presence known throughout the Summit—attending educational sessions, opening and closing sessions, and the Recognition Dinner on Tuesday night. The Chapter was 'runner up' to the Northern California Chapter—who won Mega Chapter of the Year. But that didn't stop our members from having fun and participating in the theme of "1950's sock-hop"—sporting 50's style glasses and attire.

Overall, this year's Summit in Washington DC was a huge success for the Chicago CoreNet Chapter—with tons of visibility and acknowledgement for our accomplishments. We're already counting down the days until next year's Summit!



Milwaukee, WI
Evening Learning Event

Chicago, IL
Chicago Chapter and site
of Great Lakes Regional
Symposium

Washington, DC
Site of 2014 Global Summit

The first ever Great Lakes Regional Symposium (GLRS) took place in Chicago and was hosted on May 12-13, 2014.

Chapters considered part of the "Great Lakes" included Chicago, Michigan, Midwest, Ohio/ Kentucky and St. Louis. The title of this year's symposium was "Changing the Conversation from Co\$ to VALUE", and the carefully selected educational sessions hit the nail on the head. Sessions ranged in topics: from "Dude, where's my office" to "shouldupostthat". With two full days of learning programs and networking events, this year's GLRS was a major success with over 130 attendees from all over the country. Chicago was proud to lead the way for many successful future GLRS's to come!

Atlanta, GA
Site of Global Leadership Best Practice Forum

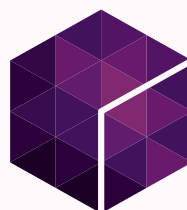
This marks the second annual REAL Awards Event, Chicago CoreNet's Premier Event of the Year. This year's awards were hosted at the Trump International Hotel and Tower in downtown Chicago and had a record attendance.

This year, not only were there new faces in attendance, but also there were additional awards categories and many more notable nominations for the following awards: Young Leader of the Year, Service Provider of the Year and Corporate Real Estate Executive of the Year, Project of the Year and New Chapter Initiative.

This year's winners included:

- ▶ Service Provider of the Year:
John Wichman, DTZ
- ▶ Young Leader of the Year:
Kelly Hackett, Cushman & Wakefield
- ▶ CRE of the Year:
William H Alexander, Harsco Corporation
- ▶ Project of the Year:
**Motorola Mobility Chicago Headquarters Relocation
CBRE/ESD/Gensler/Skender**
- ▶ Sustainable Leadership:
Darrel Carter, Sprint Corporation

Congratulations to our winners!



REAL
AWARDS 2014
INSPIRE. TRANSFORM. PROGRESS.

Committee

Lauren Bagull	Gunlocke
Beth Brouwer	Glatz Management
Jenna Bruce	Rex Electric
Neil Desai	Oracle USA
Leann Dockins	KJWW
Chris Glatz	Glatz Management
Reva Hunigan	AT&T
Ann Mendelsohn	Mendelsohn Group
Liz McCleary	ConopCo Project Management
Michelle Myer	Oracle USA
Renata Pasmanik	Akretre Communications
Tony Smaniotto	Colliers International
Dan Ulbricht	Leopardo Companies, Inc.





Without our event sponsors, this event would not have been possible:



Scholarship Recipient 2014

The University Alliance committee's goal is to provide the student population focusing on real estate of local universities access to premier corporate real estate networking and to host informational events to help students prepare for a career in corporate real estate. **This year's recipient of a \$5,000 scholarship was Carolina Avila of Roosevelt University.**

Food Packaging

Over 20 local CoreNet members gathered to volunteer over 60 hours in support of the the Greater Chicago Food Depository. Over the past 3 years, our chapter has supported this great organization and packed over 2,100 boxes of food for local families in need. In 2014, we packed almost 18,000 cans of food and 750 cases of pears in one day.

School Supply Drive

For several years the our chapter has been a key contributor to the Walter and Connie Payton Foundation. An organization whose mission is to take an active role in helping those less fortunate to find stability while providing positive opportunities needed to live their lives with dignity and pride. In 2014, at the September luncheon, we collected over 50 school bags of supplies through product and financial contributions.

Holiday Toy Drive

During the December 2014 monthly luncheon, the chapter collected toys to donate to the Sue Duncan Children's Center. 50 gifts and over \$200 in cash donations were collected to provide children from financially challenged families a Merry Christmas from "Santa".



Young Leaders goals this year:

Membership Increase. End-user Engagement. Quality of Events.



Meet & Greet

The 2nd annual Meet and Greet was hosted on January 21, 2014 at Quartino. This event created a platform in an intimate venue for attendees to socialize and learn more about the benefits of membership and participation in Young Leaders.

Following some Global best practices, the Young Leader Chair & Co-Chair created a helpful brochure to assist with recruiting new Young Leaders. The Chicago version of the brochure was used to promote attendance for the Meet & Greet event but also to increase overall understanding of CoreNet Chicago. As was evident from the increased attendance (attendance grew from 40 attendees in 2013 to 80 in 2014), the 2nd annual event was a huge success; it even gleaned five new members as a result.



Speed Mentoring Event

Held on April 1, 2014 our Young Leaders put on a program to teach and inspire young real estate professionals. The playful environment of the event mimicked the format of "speed dating" and allowed Young Leaders to meet many people in a short amount of time. This year's focus was on the media/tech companies that are rapidly growing in today's Chicago market. The theme differed from previous years that focused on corporate real estate professionals. This mentorship program is a chance for the executives behind these popular tech companies to share knowledge and stories from their experiences and lessons learned.

This year's Young Leaders Speed Mentoring event was held at 1871- Chicago's entrepreneurial hub for digital startups. An appropriate venue to host entrepreneurial mentors. The mentors/ speakers included the following individuals:

George Bousis: Founder & CEO, Raise

Ryan Hoch: Founder & CEO, Overgrad

George Orr: Vice President of Client Services, kCura

Phil Tadros: Founder & CEO, Doejo

Matt Kuzma: Director of Operations, GrubHub

Bill Burnett: Co-Founder & CEO of PointDrive



Trivia Charity Fundraiser

Held at Parliament on August 5, the Young Leaders hosted a memorable Charity Event in the form of a team trivia contest. Chicago Young Leaders Tim Moran of JLL and Jonathan Bifro of JLL hosted this year's trivia game and added some additional playfulness by creating several rounds of questions with categories ranging from "Politician? Or Rapper?" to "Guess This TV Theme Song." Participants were engaged and focused, which kept the intense competition going for which team could raise the most for the charity of their choice. This year's Charity event raised an impressive \$903 and the winning team elected "Feed My Starving Children" as their receiving charity.

Being a sponsor of CoreNet is so important as our sponsors are the backbone of the Chicago Chapter. We would not be able to do the things we do without their support. Our sponsors enable us to put on programs, events, learning sessions and more.

NEW!**Diamond Level****\$10,000**

- REAL Awards table of ten (10)
 - » *A featured sponsor of one (1) table of ten (10) seats for the REAL Awards to be held at a premier location in Chicago. The evening offers a fantastic opportunity to showcase your firm and its representatives to the corporate and commercial real estate industry.*
- One (1) Early Summit registration for 2014 Fall Summit
- Four (4) complimentary admissions to the 2014 golf outing (one, foursome) including: lunch & dinner, signage at a golf hole, general outing signage, option for company representative at hole, logo recognition on all event marketing materials and recognition at dinner; includes additional lunch and dinner for four.
- Two (2) complimentary admissions at each downtown luncheon program
- Prominent signage (with company logo) at each Chapter event
- Chapter webpage, homepage sponsor logo recognition

Platinum Level**\$5,000**

- Two (2) complimentary admissions at each downtown luncheon program
- \$100.00 discount on education patron table sales
- Four (4) complimentary admissions to the 2014 Golf Outing, including: lunch & dinner, signage at a golf hole, general outing signage, option for company representative at hole, logo recognition on all event marketing materials and recognition at dinner; includes additional lunch and dinner for two.
- \$500 credit towards a new or existing CNG membership (credit either covers a young leader membership entirely OR acts as a discount against a service provider membership)
- 50% discount on REAL Awards table of ten
- Prominent signage (with company logo) at each Chapter event
- Chapter webpage, homepage sponsor logo recognition

Gold Level**\$3,000**

- One (1) complimentary admission at each downtown luncheon program
- \$50.00 discount on education patron table sales
- Two (2) complimentary admissions to the 2014 Golf Outing, including: lunch & dinner, general outing signage, logo recognition on all event marketing materials and recognition at dinner.
- 25% discount on REAL Awards table of ten
- \$200 credit towards a new or existing CNG membership
- Prominent signage (with company logo) at each Chapter event
- Chapter webpage, homepage sponsor logo recognition

Silver Level**\$1,500**

- One (1) complimentary admission for each downtown luncheon program
- 2014 Golf Outing signage and recognition, advanced golf registration opportunity, company name on all event marketing materials
- Discount on REAL Awards table of ten
- Chapter Webpage sponsor page firm recognition (text only)
- Company name listing at each Chapter event

End User Sponsor**\$1,000**

End User members are those individuals with real estate or real estate related responsibilities. They are focused on the workplace or infrastructure management for public, private or governmental organizations. This organization utilizes or leases real estate for its own needs, rather than for investment, sale, or development.

Contact Sponsorship for Options

PREMIER
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END-USER SPONSOR



PLATINUM SPONSORS



GOLD SPONSORS

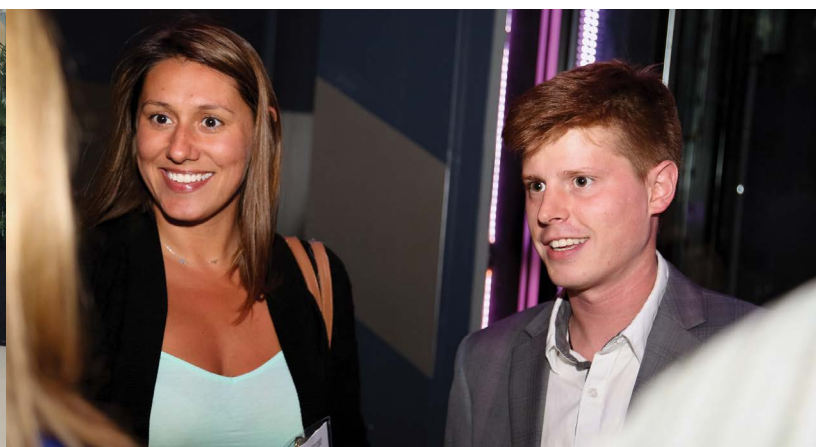


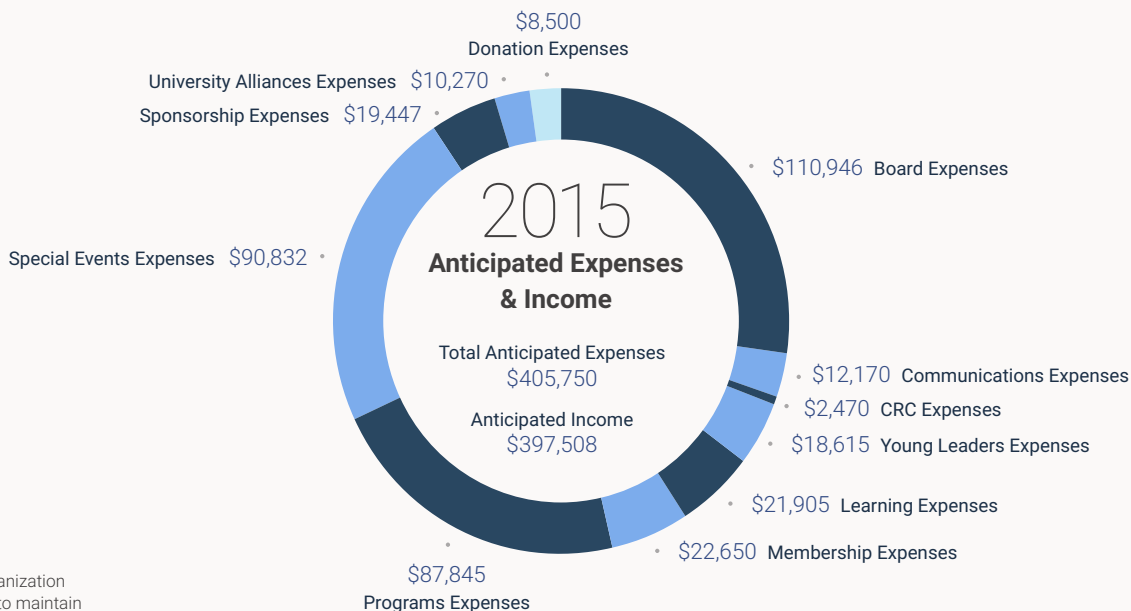
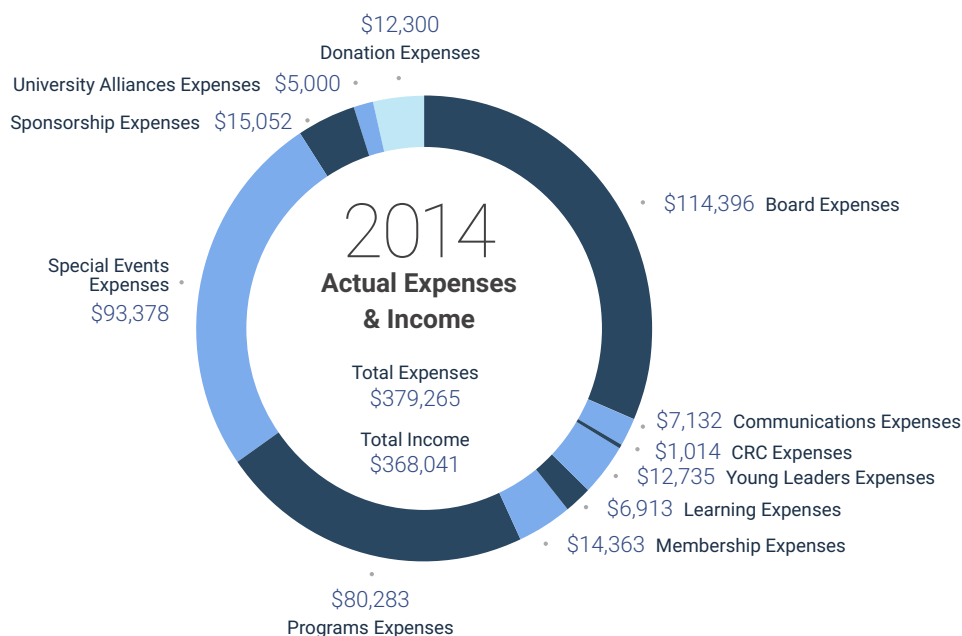
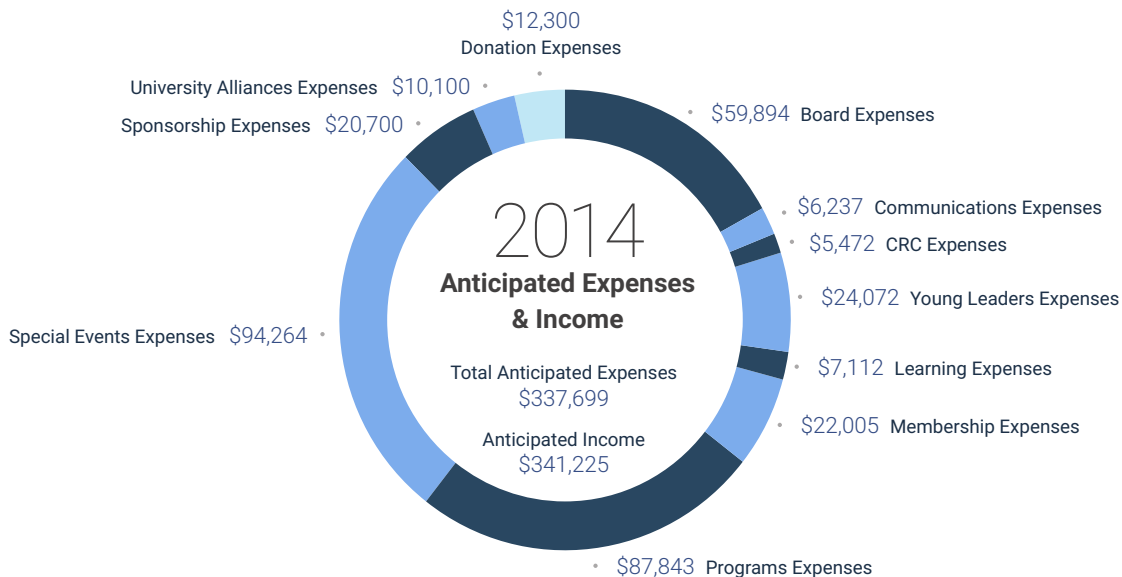
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