



IN THIS ISSUE

- 1 President's Message
- 2 Three Ways to Slash the Trivial Many
- 3 Technology Petting Zoo Luncheon Recap
- 4 Member Profile: Lisa Schultz
- 5 In Search of Franklin Event Recap
- 5 Will Your Chute Open? Luncheon Recap
- 6 Making Rain Young Leaders Event Recap

CoreNet Global Chicago Chapter

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President's Message

Taking the time to reflect, 2011 has been an extraordinary year for the CoreNet Global (CNG) Chicago Chapter. Accomplishments include: membership growth to an all time high of 466 members, hosting nearly 2,200+ fellow Corporate Real Estate professionals at the North American Summit, (one of the most highly attended in history), conducting more than 30 Programs, Learning Events, Young Leader Mentorship forums, our 6th Annual CoreNet Classic Golf Outing and numerous networking events. Because of all of the outstanding accomplishments and achievements we received an award for Chapter Development in the Large/ Mega Chapter category at the Fall Summit in Atlanta. *(Please click here to view the winning submission.)*



Most of you are aware there have been significant changes with CNG in 2011. In November, our Chapter signed an affiliation agreement with CNG creating a formal agreement between us. This agreement will provide the framework for accountability and outline expectations of both entities. Another major change for CNG was to move all Members to a calendar year renewal to simplify accounting and reduce the fluctuation created by random renewal dates. If your renewal was earlier in the year, your

dues for next year will be prorated based upon your previous Membership renewal date. At this point, hopefully you have all worked through this process, but if you have questions, please contact me or Membership Committee Leaders listed on our Chapter Leaders section of our website *(click here)*.

In 2012, our Chapter will continue to focus on driving value to our Members through the 28 events on the calendar including a very unique event coordinating with several organizations highlighting the Real Estate impact and public safety during the G8 Summit. This event will be held on February 15 at the Federal Reserve Bank. Additional details and registration will be available on our website soon.

In closing, the CNG Chicago Chapter has been blessed with extraordinary contributions of time, energy, passion and leadership of the Board of Directors. Please join me in thanking our Executive Committee, Committee Chairs and Co-Chairs, and Committee Members for their dedication to CNG.

John Wichman
President, CoreNet Global—Chicago Chapter
UGL Services

Three Ways to Slash the Trivial Many

Personal productivity specialist, Jan Wencel, returns to explore how to use time more rationally by abolishing tasks that cost more in time than they add in value.

By Jan Wencel, CPO®, President of Life Contained

Pareto's Principle, or the 80/20 Rule, states for many situations roughly 80% of outputs come from 20% of inputs.

The allocation manifests in several different aspects. For instance, think of the clothes hanging in your closet. Would you say you wear 20% of them 80% of the time? What about the foot traffic in the latest building you worked on or in? Might you guess 20% of the flooring carried 80% of the footsteps? And how about the meals you consume? Would you guess roughly 80% of them are 20% of your recipes repeated?

Now think in terms of your work. Would you agree 20% of your effort on projects generates 80% of the forward movement? If you're like most executives, you would; and you'd also say 80% of your sales come from 20% of your clients...80% of your complaints from 20% of your customers.

Head nodding typically ensues until the principle is reserved. One such turnaround conclusion:

80% of what you're doing at work doesn't matter.

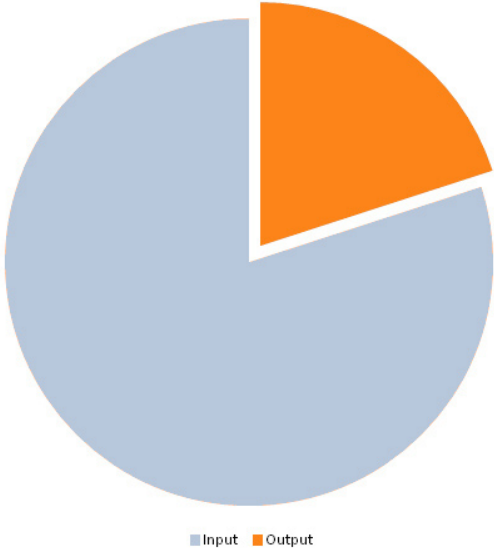
Disturbing? Yes. Offensive? You bet. True? For most of us, absolutely.

How, then, do we go about the challenging task of slashing parts of the 80% without materially changing our outcome? Following are three approaches to consider:

1. Eliminate, ignore, renegotiate and shrink. If ripping the Band-Aid off scares you, then take a more scientific approach. Conduct experiments, measure their outcome

and then make cuts accordingly. *Eliminate* two people from an approval process for two months and compare the numbers of errors made before and after. *Ignore* the pursuit of perfection on all but one of your project and see if anyone notices. *Renegotiate* obligations you find no longer make sense. *Shrink* your meetings from 60 to 50 minutes and then observe if productivity bounces or sinks.

- 2. Delegate and automate.** When tasks add value, but the time it takes you to complete them is disproportionate to the yield, find a way to *delegate* it. For instance, hire a printer to print, hand-assemble and ship print packages to your clients. Or you might develop a process to automate the work so forgotten steps that create extra work are tracked in an electronic form.
- 3. Focus for 96 minutes.** *Getting Organized* author Chris Crouch



suggests harnessing the power of the rule by starting your day with 96 minutes of focused attention on your own agenda. Why 96 minutes? Because that's 20% of an eight-hour day. His reasoning? If you're going to get the most output from this little input, you might as well be deliberate about it and ensure you'll have time to tackle the important things before interruptions take over.

No matter how you get there, paring back tasks to only the essentials will surely make more room for gathering with the 20% of your friends with whom you spend 80% of your free time.



Jan Wencel, CPO®, is President of Life Contained. To enroll in their March, 2009 Productive Personalities seminar, contact her at 630.803.6650 or via jan@lifecontained.com.

Technology Petting Zoo



Dan Osten, CoStar; Charles Lutz, CoStar



R. J. Brennan, IA Interior Architects; Timothy Lee, Sony



Margie Kurkowski, Wright Heerema Architects; Matt Manzella, Allstate; Sarah Raehl, Deloitte; Andy Swindler, Astek; Tony Smaniotto, Studley, Inc.



Gordon Hill, Office Concepts; Keith Cade, Newmark Knight Frank

The Chicago Chapter of CoreNet Global is now on Facebook, Twitter, and LinkedIn!



Visit the Chicago Chapter's website to learn more:
chicago.corenetglobal.org

2012 CORENET GLOBAL—CHICAGO CHAPTER

G8/NATO Executive Briefing

Wednesday, February 15, 2012
4:30 PM to 6:30 PM
Advance registration required by 2/13/12

Federal Reserve Bank of Chicago
Conference Center: 230 South LaSalle Street, 3rd Floor
Photo ID required at Check-in

Learn more about the upcoming G8 and NATO Summits - and their impact on Downtown Chicago real estate - from a panel of top law enforcement leaders. This public service program is free of charge to the Chicago real estate community. Organizations expected to participate include: BOMA, IFMA, and COLBA. The Federal Reserve Bank's strict security and check in procedures will require advance registration and seats will be limited. Please bring Photo ID for security clearance.

SPEAKERS: Garry McCarthy, Superintendent, Chicago Police Department
Frank Benedetto, Special Agent-in-Charge, U.S. Secret Service
Gary Schenkel, Executive Director, Office of Emergency Management & Communications

MODERATORS: Terry Hillard, Hillard Heintze (retired Chicago Police Superintendent)
Arnette Heintze, Hillard Heintze (retired U.S. Secret Service Special Agent-in-Charge)

PRESENTED BY: Corporate Concepts **ADDITIONAL SPONSORS:** Hillard Heintze and Federal Reserve Bank of Chicago



For more information & registration, visit chicago.corenetglobal.org

Lisa M. Schultz

Business Development Manager, ConopCo Project Management
Young Leaders Chair, CoreNet Global Chicago Chapter

Tell us about your company, position and what you do.

ConopCo Project Management is an independent project management (PM) firm that specializes in tenant interior build-outs. We also provide build to suit PM services as well as development advisory consulting and property management. My role within the company is in business development and my main objective is to strategically position the firm to increase market share and develop new business expansions.

Where did you go to school?

I went to Mizzou (University of Missouri, Columbia) for two years and after changing my major 3 times I then moved to Chicago and transferred to The Academy of Design & Technology where I have my BFA in Interior Design.

What is the biggest challenge you are facing in your position right now?

Right now we are seeing a shift in the industry where our role is not necessarily being sought after as a best of class service by tenants largely because it is “wrapped in” by real estate brokerage firms with their tenant representative services. Therefore, a brokerage firm that also offers project management (PM) services commonly hands their book of business directly to their PM team where there is then no bid opportunity for us. So that’s an obvious challenge for me. However, being a no-conflict-of-interest third party consultant, end users find our firm ideal because PM’s control 100% of their project’s



construction cost. Who wouldn’t want to have a choice in the selection of that role?

What part of your job gives you the greatest satisfaction?

Understanding that our job well done positively affects every single person that will be working in the space that we were a part of creating.

What is the most important trend which will shape the real estate industry in the next 24 months?

[Hopeful] Job growth in all markets and industries.

What was your first job ever?

My Dad paid my best friend Jennifer Cox and I to re-stain our deck when I was in the 7th Grade. I still have the (signed) contract that I drafted to prove it.

If you weren’t in real estate, what would you be doing?
Ice cream taste tester.

What is your favorite guilty pleasure?
Going to concerts and pretending I’m on MTV Dance Party, circa 1994.

What is the best advice you’ve ever been given?
Don’t drink the Kool-Aid.

Worst advice?
Drink the Kool-Aid.

What are you reading?
Solar by Ian McEwan.

The thing that would most surprise people about you is?
Probably not a good thing for one to share on the information-superhighway.

What do you know now that you wish you knew then?
That back-combing your hair is a bad idea.

Who are four people in history you’d most like to have dinner with?
The Golden Girls.

Have you ever met a famous person?
Many. One of them bummed a half a pack of cigarettes from me during a two-hour lunch (don’t worry, I don’t smoke anymore).

Who is the person you most admire outside of your family?
You!

CORENET EVENT RECAP—OCTOBER 13, 2011

CoreNet Storytellers: In Search of Franklin



Ron Carlson, Partners by DESIGN (speaker); Kristen Drewke, Baxter Healthcare; Jennifer Jacque, Partners by DESIGN; Enza Parrella, Partners by DESIGN; Dan Ulbricht, Leopardo Companies, Inc.



David Gelfand, Colliers B & K; Carey Gelfand, Corporate Artworks; Craig Manske, Development Solutions, Inc.



Bob King, Interior Investments, LLC.; Bruce Allehoff, American Hospital Association;



Janette Outlaw, OFS Brands; Lissa Arnstein, Preferred Appraisal; Joe Arnstein, Preferred Appraisal



Michael Berger, Partners by DESIGN; Howard Blair, DRI; Jennifer Jacque, Partners by DESIGN; Eric Kunkel, Jones Lang LaSalle

CORENET LUNCHEON RECAP—OCTOBER 13, 2011

Will Your Chute Open? Commercial Property Risk Management



Vicki Froderman, Hillard Heintze; Jackie Lesavage, Corporate Concepts; Mark Dillon, Corporate Concepts; G. Michael Verden, Hillard Heintze



Melissa Huff, Allsteel; Jennifer Pizzo, Workrite Ergonomics; Jeanne Stewart, Patcraft



Tony Smaniotto, Studley, Inc.; G. Michael Verden, Hillard Heintze; Michael Kuhn, Convergint Technologies; Margie Kurkowski, Wright Heerema Architects

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Henricksen
Hoosier Energy REC, Inc.
IA-Interior Architects
ICG - Interior Construction Group, Inc.
Imperial Woodworking
Installation Specialists, Inc.
Interior Investments
Joyce Bros
Leopardo Construction
MacMunnis, Inc.
Pepper Construction
Perkins + Will
Shaw Contract Group
Studley
The Indy Partnership
Whitney
VOA

CORENET YOUNG LEADERS EVENT RECAP—NOVEMBER 17, 2011

Making Rain



Rick Page, US Bank; Steve Callen, OM Workspace; Lisa Schultz, ConopCo Project Management; Enrique Suarez, Harley Ellis Devereaux; and Meghan Marschall, Jones Lang LaSalle



Stephanie Castagnier, The Trump Network (speaker) and Laurie Dimakos, LD Sports Group



Luis Acuna, Joyce Bros.; Jackie Libricz, ConopCo Project Management; Lori Brown, Joyce Bros.; Sean Canty, Workrite Ergonomics

2012 CORENET GLOBAL—CHICAGO CHAPTER LUNCHEON SERIES

TIF: Chicago Villain or Hero?

Thursday, February 9, 2012
11:30 AM to 1:30 PM

Maggiano's Banquets
516 N. Clark, Chicago

Member Price: \$50.00 early bird • \$65.00 after 2/3/12

Non-member Price: \$85.00 early bird • \$100.00 after 2/3/12

How has the use of Tax Increment Financing ("TIF") shaped the development of Chicago? Chicago contains 163 TIF districts, which cover 30% of the City's area and comprise about 10% of its property tax base. TIF has been a crucial tool for supporting quality businesses, creating jobs and building strong neighborhoods. This program will be an opportunity to share case studies and discuss best practices for the use of TIF.

SPEAKERS: Alderman Jason Ervin, 28th Ward, *City of Chicago*
Michael Jasso, Managing Deputy Commissioner, Dept. of Housing & Economic Development, *City of Chicago*
Michael Moses, Financial Services Director, *S & C Electric*

MODERATOR: Joe Pilewski, Director, Specialty Tax, *Duff and Phelps*

For more information & registration, visit chicago.corenetglobal.org