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2011 Events Calendar

June 22nd

NEW MEMBER LUNCHEON
Charlotte
11:30am-1:00pm

July 13th

SPONSORSHIP BREAKFAST
Raleigh
THE CARDINAL CLUB
8:00am-9:00am

July 19th

SPONSORSHIP BREAKFAST
Charlotte
8:00am-9:00am

August 17th

MARQUEE EDUCATION
PROGRAM & SCHOOL
SUPPLY DRIVE
Charlotte
TBD

August 25th

SWEAT EQUITY EVENT
Charlotte
9:00am-12:00pm

September 7th

YOUNG LEADERS EVENT
Charlotte
TBD

September 14th

NETWORKING
Raleigh
5:00pm-7:00pm

Congrats Carolinas...We Are TRAILBLAZERS!

- We had a greater percentage of our Chapter's membership attend the Chicago Summit than any other Chapter: 60 of 244 members (25%) made the trip!
- We are #1 in Trailblazers Recruitment (small/medium Chapters) – we have 33 new members!
- As of 5/27/11, our new total membership is 245!

Our Chapter Continues to Expand its Reach in Greenville, SC

We held the first program in Greenville on June 8th – “2011 Economic Outlook Roundtable Discussion” – where renowned local economists shared their thoughts on the future economic landscape. The program was well attended by 28 members and guests.

Another Successful Program in Raleigh on “Enabling Workforce Mobility”

This April 26th program focused on leveraging technology and the mobility it can provide as a real estate strategy. A group of about 25 benefited from this informative program. A key takeaway: Integrating solutions into the workspace that allow for changing technology and work patterns create richer, more robust work environments. Many thank to the Program Committee and to Storr Office Environments for hosting the event!

Charlotte Program Welcomes 75 Participants

The crowd was excited and engaged at the recent program entitled *The Coca-Cola Company Workplace Project – The Next Chapter*. A very informative panel discussion helped participants gain a better understanding of the myriad issues an organization can face when it decides to create a new, high performance, collaborative workspace. Panelists from Idea|Span, Steelcase and Coca-Cola Supply shared openly with the group about what worked, what they might do differently having been through this experience, and where they are going from here. Many thanks to Little & Associates for hosting this program and to the Program Committee for providing another informative event.

Next Mega Education Event – August 17th in Charlotte

Please mark your calendar for this half-day event. You don't want to miss this informative and inspiring program and the reception afterwards.

Carolinas Chapter Website

Keep up with current news by visiting the Carolinas Chapter website:
<http://carolinas.corenetglobal.org>



Connect.

Learn.

Grow.

Belong.

Letter from **the President**



It's hard to believe 2011 is nearly halfway gone, but what a great year it has been thus far! Highlighting our year to-date: several informative educational programs, well-attended networking events in multiple Carolinas cities, hosting a CoreNet Global Discovery forum, numerous community reinvestment activities and another superlative golf tournament.

Summer is quickly approaching, and I hope that means a little downtime and fun for each of you; our Chapter typically pulls back the throttle a bit over the summer as well. However, there are events planned throughout the heat-filled months, including an educational program in Greenville, community reinvestment projects in Raleigh and Charlotte, and our end-of-summer signature event in August. We will also be thanking our Chapter sponsors, as we do each July, at our annual Sponsorship Breakfasts. So when you're not at the beach, mountains, pool or golf course over the next two months, please stay plugged in with us.

If you missed the CoreNet Spring Summit in Chicago, you missed what many CoreNet veterans in my personal network have claimed to be the best Summit ever. Chicago in the spring is, well, *"My Kind of Town,"* and the setting did not disappoint for this gathering. The theme, "Social Dynamics: Growing Cities, Evolving Workstyles and Global Influences," explored the influences of dynamic social change and how it impacts our organizations and shapes our collective future. The keynote speakers, breakout sessions, exhibitor hall and networking opportunities were all effective in developing and connecting CRE professionals. I was proud of the way the Carolinas Chapter was represented at this Summit. Nearly 25% of our Chapter membership participated in the Chicago Summit, our welcome reception was buzzing with energy, and our Chapter was recognized at the Summit as the winner of the Trailblazer Membership Campaign in the Small/Medium Chapter category.

Until next time, stay cool and stay connected this summer.

Best,

A handwritten signature in black ink that reads "Hunter Fleshood". The script is fluid and cursive.

Hunter Fleshood



Herman Miller

CoreNet Global Spring Summit



“As a member of the Carolinas Chapter and an MCR Candidate, I have personally been able to gain so much from attending these Summits. Chicago was my third such event, and each one has provided me with insights into the discussion around the underlying global influences and their impact on all aspects of corporate real estate. Societal, economic and workplace change is all around us, and these Summits set the stage for identifying global and local trends. By seeking an understanding of these trends and issues, I am able to help inform and guide our clients’ workplace strategies and challenge them to not only look at the current state (what is) of their workplace, but also the future state (what could be).”

CHRIS LAPATA

Workplace Strategy Consultant, Steelcase



SOCIAL DYNAMICS: GROWING CITIES, EVOLVING WORK STYLES & GLOBAL INFLUENCES

On May 1st, nearly 2000 corporate real estate professionals and service providers descended on the great city of Chicago to attend the CoreNet Global Spring Summit. The overarching theme for the Summit was *Social Dynamics*, addressing the significant global changes in how we work, how we interact and how our cultures are changing — and how these greatly impact CRE, both now and into the future.

The keynote speaker at the opening general session was **Greg Lindsay**, futurist, author and ongoing contributor to *Wired* Magazine. The theme of his presentation addressed building the perfect city in terms of culture, transportation and networks. He said that all in all, air travel has been resilient to challenges and that a good transportation system is necessary to be a good business location.

Lindsay also discussed research from **Geoffrey West**, Director of the Santa Fe Institute, who has found that cities get better as they get bigger. West has determined that 600 global cities will be expected to account for 62% of the world’s future growth. Lindsay went on to describe several new cities in development all over the world, including eco-friendly Singapore, Tianjin, Mentougou City in China and PlanIT Valley in Portugal. He advised that when building a city from scratch, it’s helpful to replicate successful elements from existing cities.



So how will we work in these “new” cities?

Lindsay believes that the business trend will be people meeting and traveling face to face to make major decisions, and then returning back to the home hub. Talent is key, he noted, and will involve bringing together multiple generations, while addressing the changing needs of existing talent and new styles of working.

Communications have become integral to our increasingly global world, across generations, technologies, time and place. He closed with a description of Mesa del Sol, a new urbanist community in New Mexico that recently broke ground. The community is being designed as a hub for the *creative class* — that is, people who are more productive working virtually most of the time.

CoreNet Global is leading the social dynamics discussion and addressing these underlying global influences and their impact on all aspects of corporate real estate. Societal change sets the stage for identifying global and local trends, guides our strategies and compels us to look ahead.

Calling all Carolinas Chapter members, sponsors and friends! If you have not yet experienced a CoreNet Global Summit, we encourage you to come to Atlanta this November 6-8. Every CoreNet Global Summit offers opportunities to network, learn and be recognized for your achievements. Case study presentations, interactive learning sessions, industry tours of the host city, smaller interest group activities, Executive Development training and continuing education — all in one place and in one week!

Sponsor **Spotlight**

The Carolinas Chapter of CoreNet Global is grateful for the support of all its sponsors — these organizations make it possible for us to educate, connect and support our members! Find out more about this quarter's highlighted Platinum Sponsors and why they are optimistic about business in 2011.

JONES LANG LASALLE

Jones Lang LaSalle is seeing growth across the Carolinas and across the nation. “We are optimistic about 2011 and believe the economy will continue to improve and expand,” says Chase Monroe, who heads Jones Lang LaSalle’s business in the Carolinas. “Commercial real estate is a good bell weather for the overall economy,” he continues, “and over the last year, market conditions for our sector are heading in the right direction.”



**JONES LANG
LASALLE**

For Jones Lang LaSalle, the financial and professional services firm specializing real estate, “growth” is a significant word. The business has recently grown in the Carolinas when it merged with Charlotte-based Keystone Partners. “The combination of our firms has created a powerful team that provides an exceptional platform of services for clients with office, industrial and retail property requirements,” said Monroe, a former Partner with Keystone.

From its offices in Charlotte and Raleigh, Jones Lang LaSalle has operated in the Carolinas since 1999, managing local transactions and properties on behalf of clients headquartered across the region. With a 250-strong team of property experts, it provides leasing, facility management, investment services, project management, retail leasing and management services. Additionally, leaders for the firm’s national businesses in Corporate Solutions and Open Air Retail are based in Charlotte.

Named to the 2011 *Fortune’s World’s Most Admired Companies* list, Jones Lang LaSalle has a robust global operation, serving clients in 60 countries from 750 locations worldwide, including 180 corporate offices.

Sponsor **Spotlight**

CAROLINA BUSINESS INTERIORS (CBI), founded in Charlotte in 1993, is a contract furniture dealership focused on providing workplace furniture solutions to achieve their clients' business goals. CBI serves both North and South Carolina with offices in Charlotte, Raleigh, Charleston, Winston-Salem and Greenville.



CBI is focused on providing an experience that is based on meeting clients' needs and exceeding their expectations at every touch. Embracing the company's mission to be the best contract furniture dealership in the industry, CBI is privileged to serve over 1,927 clients in a variety of industries and maintains a client retention rate of 93.1%. The common thread uniting this impressive group of clients is their need for quality products and outstanding service.

CBI offers a complete menu of interior solution services and products that can be carefully matched to unique client needs.

Facilities Services

- Project Management
- Computer-Aided Space Planning
- Furniture Specification
- Furniture Installation
- Reconfiguration Services
- Office Relocation
- Move Management
- Inventory Management

Furniture Maintenance Services

- Furniture Repair and Rehabilitation
- Cleaning and Fabric Protection
- Electro-Static Painting
- Reupholstery
- Annual Maintenance Programs

Financial Services

- Rental Furniture
- Leasing Program

For more information about CBI, please visit our [website](#) today!

Giving Back Feels So Good (and it's fun too!)

A great Sweat Equity project at Charlotte Emergency Housing was held on Saturday, May 14th. Big thanks to our Community Reinvestment Committee (Dan, Sandra, Kristen and Beth) for setting it up and to those who came and helped out (Ailisha, Chandra, Dan, Carol, Sandra, Wes, Kevin, Max, Aiden and Emmy).

Our outreach efforts focus on what we call the Pillars of Humanity: Hunger, Housing, Children, Education and the Environment. Please check our calendar of events for the community reinvestment dates scheduled this summer.



Young Leaders Today... CRE Veterans Tomorrow

On May 11th the Carolina's Chapter hosted our first Young Leaders event of the year. The setting was perfect, and over 30 of our Chapter's best and brightest young stars gathered the hip Café FABO in the heart of Charlotte on Selwyn Avenue.

Hunter Fleshood provided a perfect summary on his post to the Chapter's Facebook page: "Thank you to those that attended our Young Leader's event this evening and heard some very insightful professional advice from our speakers. Thanks Ken and Jordan for sharing! We are thinking tonight will spawn a series of established leaders sharing with and mentoring young leaders in our industry."

Special thanks to our speakers, Ken Loeber (CBRE) and Jordan Peterson (BB&T), to our moderator, Jessica Brown, and to Kristin Bender — the event organizer!



“Rain, rain go away! We will play golf – this is our day!”

Steve Bodenheimer and the CoreNet Golf Committee must have shouted this directive to the threatening clouds above – with amazing results! With “Doppler” dialed in, the sun broke through the clouds shortly

before noon on May 18th, and the record-setting crowd at the sold-out CoreNet Global Carolinas Chapter Golf Tournament began play on the 18 holes of a modified Texas Scramble. With the maximum number of participants registered (144), we had over double the players from just five short years ago. The Grandover Resort, one of the best golf settings in the Carolinas, set the stage for this “Best in Class” event, welcoming Corporate Real Estate professionals from around the region.

A WINNING OUTREACH

The annual tournament not only serves as a fun event for networking, good food and relaxation, but it also provides an opportunity for our Chapter to reach out to the community. And this year we again focused on giving back to the industry that has given us so much. As a Chapter, our outreach efforts focus on what we call the *Pillars of Humanity: Hunger, Housing, Children, Education and the Environment*. So for this event we have linked (pun intended) our giving to an organization directly associated with CRE: The Center for Real Estate at the Belk College of Business, UNC Charlotte, which was the recipient

of \$3,075 from the tournament. Our Chapter provided a gift in the amount of \$2,000 toward the school’s Annual Scholarship Fund, as well as an additional \$1,075 donation from mulligan sales.

This fantastic day of fun and camaraderie started with awesome gift bags for all players and concluded with great raffle prizes and delicious food. And none of it would have been possible without the hard work of Steve Bodenheimer and the entire Golf Committee (a team that is no doubt already planning to outdo themselves next year)!

WINNING TEAMS

1st Place: John Leddy, David Clark, Russ Little and Jim Moore

2nd Place: Chris Odioso, Jimmy Peoples, Jay Patrick and Richard Payne

3rd Place: Steve Bodenheimer, Clark Hobson, Mark Robson and Otto Orr

Special Thanks to the UNC Charlotte team who played in the event:

Richard Buttimer, Assoc Dean,
Belk School of Business

Greg Smith

Jansen Keene

Sak Bhamornsiri

If you missed this stellar event this year, please be sure to join us next May — but be sure to register early!

