

in this **issue:**

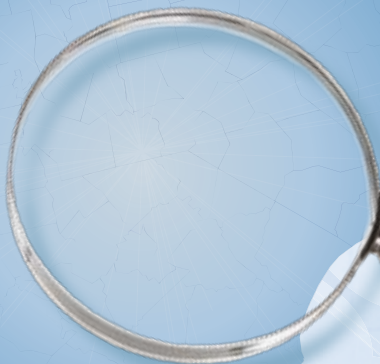
We're delivering—the market is responding

+ Education Programming

+ Big Wins for Carolinas Chapter

+ Golf Tournament Highlights

+ Sponsor Spotlight



COREISSUES


CORENET
GLOBAL

Carolinas
Chapter

volume 3, issue 2 **June 2010**

2010 Events Calendar

July 21st

Charlotte Sponsorship Breakfast
(8:00-9:00 am)

July 27th

Raleigh Sponsorship Breakfast
(8:00-9:00 am)

August 18th

Education Program, Tours & Reception,
1 Bank of America Center, *Charlotte*
(2:00-8:00 pm)

September 15th

Networking & Food Drive, *Raleigh*
(5:00-7:00 pm)

September 19th-21st

Fall Summit, *Phoenix*

November 3rd

Education Program, *Charlotte*
(10:00 am-1:00 pm)

November 4th

Education Program, *Raleigh*
(5:00-7:00 pm)

November 17th

Networking & Food Drive, *Greenville*
(5:00-7:00 pm)

December 1st

Networking, *Charlotte*
(5:00-7:00 pm)

Noteworthy News

The Carolinas Chapter of CoreNet Global is seeing explosive growth and phenomenal success.

Each year the Carolinas Chapter of CoreNet Global commits 10% of all sponsorship dollars to community reinvestment. Our Chapter made a recent significant donation to the **YMCA's WeBuildPeople** campaign. Our investment will improve the lives of more than 9000 children, teens and families who otherwise wouldn't be able to afford YMCA programs and services.

Spring Summit in New Orleans—Our Chapter's goal was to get 16 members to sign up for the Summit...but there were 41 attendees at this great event! This attendance won our Chapter the "Chapter Challenge"—earning us \$1000 toward the Chapter reception and a special mention during the opening session.

Our Chapter surpassed our ambitious 2010 sponsorship goal of \$100,000! This feat is particularly triumphant as most Chapters our size are struggling to raise funds. We were invited to do a special presentation at the Spring Summit in New Orleans regarding sponsorship to assist other Chapters who are challenged in this area. [For reference: From 2007 (\$28K in sponsorship dollars) to 2010, we've seen a 272% increase in sponsorship!]

YTD, our membership has grown 14% (from 151 to 174 members)—again, this growth is exceptional for **CoreNet Global**, as most Chapters are struggling to retain membership. Moreover, our membership retention is over 95%.

The **University Alliance** program kicked-off with our first student presentation on May 3rd.

Get involved and be part of the excitement—join a committee today.
Go online to see the list of committee chairs under "Leadership".

Attention Gold and Platinum Sponsors: If you are unable to use any of your complimentary admissions for an event, please feel free to pass it along to a client and register them with our Chapter Administrator, Kathy Godwin.



in this issue:

volume 3, issue 2 **June 2010**

Noteworthy News 2

Calendar of Events 2

Letter from the President 3

Board of Directors 3

We're Delivering & the Market is Responding! 4

Sponsor Spotlight 6

Carolinas Chapter Golf Tournament 7

Letter from **the President**



LIFE IS GOOD IN THE CAROLINAS—AND GETTING BETTER, YA'LL. Nothing could be finer than to be in the Carolinas as summer approaches. The onset of spring and early summer sets the Carolinas into bloom and beckons us to get outside to enjoy this season of growth and activity.

I heeded the call of the season and got outside on May 12th as I joined many of you at our CoreNet Carolinas Chapter Golf Tournament at Grandover Resort in Greensboro. The 120 tournament registrants set a record for this highly anticipated annual event. In addition to setting a record for registrants, our tournament also welcomed a new benefactor this year in UNC Charlotte's Belk College of Business Center for Real Estate. I truly enjoyed the afternoon of fun, networking and camaraderie, while helping advance the mission of educating real estate leaders shared by CoreNet and our tournament's new benefactor.

In the same way that we set a higher standard for golf tournament participation, every time we add another member to CoreNet Global from the Carolinas, we break a new membership record for our Chapter. We are closing in on 180 members in our Chapter—more than ever before.

Record registration at our golf tournament and unprecedented membership numbers are just two signs of the solid health of our Chapter. Our strength can also be seen in the capacity crowds at our April Educational Programs featuring author Leigh Stringer, and a full slate of volunteers at our recent community service outing at the Second Harvest Food Bank. When I review these attendance results for our Chapter events, I can confidently conclude that we are delivering value to our members, sponsors and constituents.

Unprecedented participation, positive growth, a diverse calendar of activities and value delivered. Life is indeed good for the Carolinas Chapter of CoreNet Global.

Best,

Hunter Fleshood



2010 **Board of Directors**

Hunter Fleshood, *President*
Bank of America

Danny Seaton, *Secretary*
Teknion LLC

Dan Jennings, *Treasurer*
AREVA

Philip Grossberg, *Senior Advisor*
Time Warner Cable

Steve Bodenheimer, *Senior Advisor*
Duke Energy

Tripp Guin, *Director*
CB Richard Ellis

Sandra Bobbitt, *Director*
Herman Miller

William Parker, *Director*
Nortel

Jessica Brown, *Director*
CB Richard Ellis

Frank Wiseman, *Director*
Tandus Flooring

Kathy Godwin
Chapter Administrator



WE'RE DELIVERING & THE MARKET IS RESPONDING!

By Danny Seaton

AS YOU READ THE TITLE OF THIS ARTICLE, you may be wondering if our Carolinas Chapter has acquired some new secret market intelligence, analytics or insight...but this is not the case. We are, however, doing the right things when it comes to marketing to our target: our Chapter membership.

The basic principle of free market economics is that people will invest money and human capital into something if they feel it brings value. And we are excited to report that our Chapter is seeing tremendous response from our market—you. Thanks to your participation in the educational programs, networking opportunities and annual events such as our Golf Tournament, it is clear that the Carolinas Chapter of CoreNet Global is delivering tangible value.

INSIDER INFORMATION

The information and opportunities presented by our Chapter continue to be integral to the professional success of members and sponsors alike. Our February Roundtable Event entitled, “Recession Breeds Innovation” is a perfect example. A panel of experienced real estate professionals and end users shared their perspectives on how the challenges of our current economic climate can be leveraged to yield the most favorable financial results for companies. Not only did we quickly meet our event registration goals, but the onsite registration was also flooded with members the day of event. We couldn’t be happier with the turnout and are looking forward to our next Roundtable this fall!

Networking is vital to relationship marketing. And our Chapter’s networking events continue to be a significant attraction to our membership. With event attendance being a key metric for measuring market interest, we are excited to report we had record attendance at the last Raleigh networking event—48 Corporate Real Estate professionals! This number represents a 50% increase in attendance from the last event. In addition, our end user attendance was fantastic, with representation from Progress Energy, Red Hat, Nortel, Cisco Systems and others.

Greenville, SC is a venue we have recently added to the networking mix, and we have had good attendance and excellent feedback thus far. Moreover, the Charlotte events continue to be an attractive draw with over 80 professionals in attendance at the most recent gathering. This networking opportunity was coupled with an outreach event supporting the Second Harvest Food Bank—so thank you to those who participated. *(Continued on next page)*



MAKING CONNECTIONS



SECOND HARVEST FOOD DRIVE, CHARLOTTE

EDUCATION MATTERS



LEIGH STRINGER,
Vice President, HOK Advanced Strategies

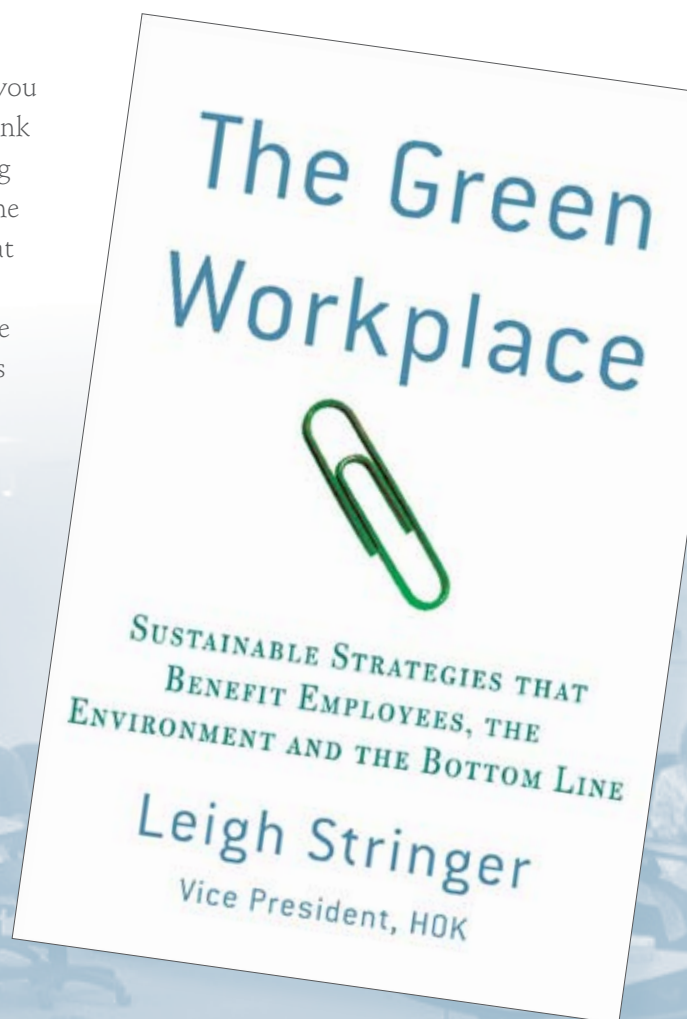
The April Educational Event focused on “The Green Workplace” and featured Leigh Stringer, Vice President, HOK Advanced Strategies. Leigh is a nationally recognized leader and expert in workplace sustainability. Events were held in both Raleigh and Charlotte, providing another great opportunity for CRE professionals to network, gain valuable industry knowledge and earn MCR credits. In Raleigh, our Chapter captured the best attendance for an Educational Event in the past four years, with 33 professionals attending!

During the workshop, Leigh emphasized the importance of having strong leadership focused on sustainable business practices. The audience stayed focused on Leigh’s message and several members in attendance were fortunate winners of a signed copy of Leigh’s book entitled the *The Green Workplace*. Thanks so much to Leigh and the Programs Committee led by William Parker—it was certainly a stellar event. (Click [here](#) for more information.)

THE PROOF IS IN THE PARTICIPATION

The 10th annual Golf Tournament held at the Grandover Resort in Greensboro, NC is another example of the market responding to the “right stuff”! See the event summary on page 7 of this newsletter, but it’s important to note a key metric: 120 golfers registered for this event—double the number from just four years ago! This has truly become our most anticipated and well-supported event of the year.

So whether it’s networking, education or outreach, you are responding. And for that we would like to thank members and sponsors alike for this record-setting response to our event schedule. As the first half of the year comes to a close, we can all be proud of what has been accomplished. Although the DOW may be down at the moment, our market indicators are way up, validating the hard work of our Chapter’s Board and Committees. So have a great summer, and we are looking forward to seeing you at the Chapter activities during the rest of 2010. •



With the focus of this quarter's CoreIssues being our Chapter's growth, we asked our featured Platinum Sponsors why they believe this impressive growth is occurring—even amid the still-struggling economy.

MCGUIREWOODS

According to Robert Simmons, Partner, "The reasons for the success of the Carolinas Chapter of CoreNet Global are no secret: (1) dynamic and effective leadership, (2) useful and engaging programming, and (3) active members representing the complete spectrum of both commercial real estate end users and the businesses who provide the goods and services they need."

Especially in this challenging economy, the comprehensive network of professional contacts in the Carolinas Chapter gives sponsors and members a competitive advantage. Simmons also explains that the Carolinas Chapter gives members and sponsors a channel to make meaningful contributions addressing our neighbors' needs. "Finally," he says, "the group has fun together, and good company has high value in any economy."

McGuireWoods understands the issues at stake in commercial real estate transactions and tailors its legal services to fit each client's business needs. The firm has particular strength in the Southeast, where their lawyers have the breadth and depth of experience to serve as lead counsel in all types of matters involving commercial real estate assets, including the coordination of complex multistate transactions.

McGuireWoods represents developers, landlords, tenants, owner-occupants, lenders, syndicators, brokers and investors in the acquisition, financing, planning, zoning, construction, leasing and sale of projects. The firm's representation spans all aspects of real estate ownership, use and

management, from advice and assistance on entity formation and tax structuring, through governmental incentives and land use compliance, to drafting and negotiating transactional documents and managing closings. At every stage, the firm helps streamline deals to achieve clients' goals and exceed their expectations.

Locally, the firm's recent engagements have included handling the leasing of 1 Bank of America Center, working with Time Warner Cable on the continuing development of their corporate campus, and representing NASCAR in connection with the development of the NASCAR Hall of Fame complex. McGuireWoods is excited to be in their second year as a Platinum Sponsor for the Carolinas Chapter of CoreNet Global and looks forward to expanding their relationship with such a strong and growing organization.

MCGUIREWOODS

JONES LANG LASALLE

"We are very fortunate to live and work in a market that is a tight networking community," explains John Ashmore, Senior Vice President and Carolinas Market Leader for Jones Lang LaSalle.

He adds, "The Carolinas Chapter of CoreNet is a solid organization with special

individuals who have taken on leadership.

We truly believe that the networking opportunities, along with ambition to find new business, have

driven a recent increased interest." He emphasizes that it is the well run organization, leadership, events and educational programs that keep members and potential members interested.

Jones Lang LaSalle is a financial and professional services firm specializing in real estate. The firm offers integrated services delivered by expert teams worldwide to clients seeking increased value by owning, occupying or investing in real estate. With 2009 global revenue of \$2.5 billion, Jones Lang LaSalle serves clients in 60 countries from 750 locations worldwide, including 180 corporate offices. The firm is an industry leader in property and corporate facility management services, with a portfolio of approximately 1.4 billion square feet worldwide.

Jones Lang LaSalle's property expertise ranges from corporate headquarters to data centers and from industrial properties to bank branches. Its menu of corporate services includes a broad platform of transaction, facility management, project management, retail leasing and management, and hotel investment services. With a significant presence in the Carolinas, including 225+ professionals, Jones Lang LaSalle advises corporations across the region on their real estate requirements.

As a Platinum Sponsor for the Carolinas Chapter of CoreNet Global, Jones Lang LaSalle is committed to the organization's impact and success. John Ashmore, Senior Vice President and Carolinas Market Leader, is the dedicated CoreNet point of contact.



**JONES LANG
LASALLE**

Carolinas Chapter Golf Tournament: A Record-setting Day

AS THE SUN BROKE THROUGH THE CLOUDS SHORTLY BEFORE NOON ON MAY 12TH, the record-setting crowd at the *CoreNet Global Carolinas Chapter Golf Tournament* prepared themselves for a great day on the links. With the maximum number of participants registered—120—we doubled the players from just four 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 decision-makers representing both end users and service providers.

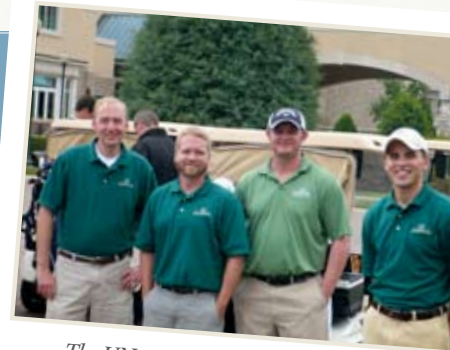
The annual tournament not only serves as a fun event for networking, good food and relaxation, but it also provides an opportunity for our Chapter to give back to the community. And this year we have linked (pun intended) our giving to an organization directly associated with CRE. The Center for Real Estate at the Belk College of Business, UNC Charlotte, is the recipient of the tournament’s \$2000 donation.

Our Chapter provided a one-time gift of \$1000 toward the school’s Annual Scholarship Fund, as well as an additional \$1000 donation from mulligan sales.

We even welcomed a team of participants from UNC Charlotte into the tournament play, including:

- **Dustin Read**, Associate Director—Center for Real Estate
- **Craig Depken**, Professor of Economics, UNC-Charlotte
- **Jansen Keene**, Information Technology Analyst, Belk College of Business
- **Jeff Schneider**, **Bank of America**, MBA student with Real Estate & Development concentration

The foursome wore Belk College of Business shirts and participated in the tournament and the reception. Dustin Read accepted the donation on behalf of UNC Charlotte, The Center for Real Estate



The UNC Charlotte team is ready to play!

This wonderful day ended with gift bags for all players, 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 – so thank you! We will all be anxiously looking forward to next year’s event!

“I wanted to thank you all again on behalf of the Center for Real Estate and the Belk College of Business for CoreNet’s generous support of our real estate programs. The funds raised at this year’s golf tournament will make a real difference for one of our MBA students concentrating in Real Estate Finance and Development. I also wanted to thank you personally for allowing us to play in the event. Our group had a wonderful time, even though our score card would suggest otherwise!”

—Dustin Read, Associate Director of the Center for Real Estate

Carolinas Chapter Golf Tournament: A Record-setting Day



Bob Webb, Barbara Briccotto, John Weller



Danny Seaton



Members of the Golf Committee welcome participants



Sandra presents Dustin with the check for The School of Real Estate

WE WOULD LIKE TO CONGRATULATE THE WINNING TEAMS:

FIRST PLACE:

Alvarado Francisco, Marand Builders
Rafael Roca, Marand Builder
Darrel Shipman, Marand Builders
Xavier Pereda, Bank of America

SECOND PLACE:

Kevin Jenkins, Turner Construction
Jason Hlewicki, Turner Construction
Gene Cocchi, Hendrick Automotive Group
Hunter Fleshood, Bank of America

THIRD PLACE:

Dan Jennings, AREVA
Mark Humienny, IBI Group
Mike Seay, AREVA
Eddie Lentz, Lentz Property Management



First Place Team



Second Place Team



Third Place Team