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COREISSUES


CORENET
GLOBAL

Carolinas
Chapter

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Noteworthy News

*Congratulations to **Kristin Bender** and **Sara McTyeire** for their recent appointments to the CNG Global Young Leader's committee.*

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.

Steve Bodenheimer, Senior Advisor to the Carolinas Chapter, has assumed a new role at Duke Energy, moving from the Director of Transaction Management to the new Director of Workplace Solutions within Real Estate Services. In this new role, Steve will be responsible Commercial Real Estate, Design Management and Project Management for the Duke Energy commercial portfolio. Steve has been a member of CoreNet for the past 12 years and currently holds MCR status with CoreNet.

The Carolinas can tout some significant economic development wins recently.

Electrolux | Swedish home-appliance manufacturer
Electrolux AB will establish its North American headquarters in Charlotte, adding at least 738 jobs to the region over the next five years. The global appliance maker will invest \$8.3 million in the new headquarters.

Zenta | Business process outsourcing company
Zenta plans to expand its presence in Charlotte, adding 1,002 jobs over the next five years. The company offers business support solutions in residential mortgage services, mortgage servicing, consumer lending servicing, and real estate capital markets analytics, and currently employs 263 workers in Charlotte.

Husqvarna | Swedish outdoor equipment
Manufacturer Husqvarna will invest \$2.75 million in its new North American headquarters, bringing 160 jobs to Charlotte. State and local economic development officials were able to cement the consolidation of Husqvarna's national white-collar work force with a \$2.5 million grant.

A Letter from the President

AS THIS IS MY FIRST LETTER OF 2010 addressing the Carolinas Chapter of CoreNet Global, I want to wish Chapter members and friends a Happy New Year! Although I write this mid-February, I feel that this three-word greeting is still relevant. There is a fresh energy, a heightened sense of optimism, a focus on positive change and a resolve to do more — and do it better — that comes with the flip of the calendar each year. And although many weeks have passed since January 1, I am excited to report that the New Year energy, optimism and resolve are noticeably strong among the leaders of the CoreNet Carolinas Chapter.

Channeling this positive energy within our Chapter is the responsibility of our Board of Directors. And just as many of us did in proclaiming our New Year's resolutions or setting professional goals, our Board has resolved to accomplish several objectives this year. Each committee has an in-depth business plan, but I'd like to share our Chapter's primary priorities:

1 IMPROVE THE QUALITY AND QUANTITY OF EDUCATIONAL PROGRAMS

Learning and professional development is a cornerstone component of CoreNet Global. To that end, our Chapter is committed to providing numerous, high quality educational programs for you and your company. We have doubled our financial investment in educational programs for 2010, and have scheduled more programs in more Carolinas locations than in any previous year.

2 ATTRACT AND RETAIN MEMBERS We enjoyed growth in the number of Carolinas Chapter members in 2009 and desire to maintain that trend. In addition to focused plans exploring fresh channels for new members, we also know it's easier to retain current members than attract new ones; therefore, we'll strive to make the experience so valuable that members will not leave once they've joined. We'll emphasize attracting and retaining End User and senior leader members — if we can be successful in these member segments, other segments will thrive as well. Finally, we are exploring creative ways to differentiate value for CoreNet members versus non-member, active Chapter participants.

3 RETURN VALUE TO OUR SPONSORS Our Chapter has set a new precedent, securing over \$100,000 in sponsorship for the first time ever. These resources are the lifeline for enabling our Chapter's priorities and for providing a valuable experience for our membership. We resolve to return value to our generous sponsors for their investments. We now have 46 Chapter sponsors (versus 13 in 2007), and are in the "big leagues" among the 45 CoreNet chapters when counting sponsors. So we're reaching out to learn how those other successful chapters ensure their sponsors receive enough value to continue to pledge year after year.

As a manager holds their team accountable for annual goals, or a friend might remind you of your New Year's resolutions, I ask you to hold my fellow Board members and me accountable for delivering on these 2010 priorities. I look forward to being in the CoreNet Carolinas Chapter community with you throughout the year, and to maintaining the "Happy New Year" energy, optimism and resolve all the way through December's end.

Best,



Hunter Fleshood

2010 Board of Directors

Hunter Fleshood, *President*
Bank of America

Danny Seaton, *Secretary*
Edge Office

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

Kathy Godwin
Chapter Administrator

THE VALUE OF CORENET: IT'S ALL ABOUT YOU

VALUE. Its definition, according to the dictionary, is “import or meaning; force; significance”. *The Carolinas Chapter of CoreNet Global* is always striving to create significance and meaning — value — to our membership and sponsors. However, the truth is that our organization is only as valuable as its individual members... that is, you. Your commitment, your desire for personal growth and improvement, your dedication to this profession — you are the “force” behind our Chapter. This is the value of you. And it's the very foundation upon which CoreNet Global is built.

A GREAT YEAR AHEAD

The end of 2009 brought the conclusion of a significant recession, as well as the beginning of a slow and arduous recovery. As this



new year (and new decade) begins, there exists for us all new opportunity... for revived efforts, refreshed enthusiasm and renewed hope. And your Carolinas Chapter has already planned a year of events to partner with you and build upon that momentum.

But we need you! We may organize educational events and forums to impart expert advice and information. But it is you who applies that information, bettering your work, your company, your industry. We set up fun and beneficial networking opportunities throughout the year. But it is you who mixes with your peer professionals to grow your confidence and your business. Finally, it is our Chapter's Community Reinvestment Committee that coordinates various community outreach experiences. But it is your time, energy and passion to give back that creates true impact.

So get involved and get active! The Carolinas Chapter has much value to offer each member and sponsor... but without the value of each of you, we are nothing at all.

EDUCATION & EXPERTISE

Throughout 2010, our Chapter will be hosting outstanding educational events with the region's top industry experts. With Education Programs scheduled for both April and November (in both Raleigh and Charlotte), as well as interactive Roundtable events periodically through the year, you have ample opportunities to stay abreast of the latest CRE trends.

To grow, you must learn! So be sure to check out the calendar in this newsletter and plan to attend these stellar learning events. *You'll be a better you because of it!*

NETWORKING

“It's all about who you know.” You've heard it said before. And as economic times continue to be tight, relationships — and relationship marketing — mean more than ever in the business world. The Carolinas Chapter knows how vital it is for you to establish, build and nurture relationships in order to reach your success potential, so we have scheduled regular Networking Events throughout the region. Provided through Chapter sponsors, and aimed at both members and member prospects, these events hold immeasurable value for all in attendance.

COMMUNITY OUTREACH

Giving back to the community is another essential component of the Carolinas Chapter of CoreNet Global. Our *Community Outreach Initiative* enables our Chapter members to influence and impact others within our community through the gifts of time, energy and good ol' sweat equity. Whether it involves raising money for a great cause, donating toys for needy children, or building a house for a deserving family, the outreach events we sponsor provide wonderful opportunities for you to bring incredible value into the lives of others.

GET INVOLVED TODAY

The Carolinas Chapter of CoreNet Global truly values you. But more importantly, we want to bring value to every one of our members, our sponsors and the CRE industry. And to accomplish this goal, we need your investment of time, talent and expertise.

As our Chapter continues to grow, there are great committee opportunities ready and waiting for your distinctive experience. From the *Programs Initiative*, which creates our educational curriculum, to the *Communications Initiative*, ensuring that our members, sponsors and the community stay informed about all we do, there is a place for you to make a difference.



Please visit our website at www.corenetglobal.org/chapters/carolinas to view our full calendar of events, as well as learn more about our committee and outreach opportunities. *Through our workshops, conferences, networking and more, your membership with the Carolinas Chapter of CoreNet Global offers myriad ways to gain essential value... and give of your value to others.*

Platinum Sponsor: CB Richard Ellis

As the economy slowly recovers from the recession, we asked Platinum Sponsor CB Richard Ellis to share with readers what impact or changes are anticipated for CRE during 2010.

"The impact of the recession is already being felt in the Charlotte office market," says Steve Gassaway, Managing Director of the Charlotte CBRE office, as well as the point of contact for the Carolinas Chapter of CoreNet Global. "In the Charlotte CBD, the vacancy rate has increased from 1% to over 8% in the last twelve months, not including shadow space — space leased but not occupied." In an effort to reduce occupancy costs, Gassaway says that many companies are trying to sublease excess space, resulting in viable lower-cost alternatives for tenants in the market. In many situations, the tenants can sublease these spaces as-is, with rates 25% lower than prevailing market rates. "With an abundance of sublease space on the market and landlords concerned that larger companies will continue to give back space," he continues, "you will have a great environment for tenants to capitalize on in these tough economic times." For many companies, the silver lining in this recession is the emergence of tenant-favorable market conditions and the resultant reduction in occupancy costs for those positioned to take advantage of the market.

*CB Richard Ellis Group, Inc, an S&P 500 company, is the world's largest commercial real estate services firm (in terms of 2009 revenue). With over 29,000 employees, the company serves real estate owners, investors and occupiers through more than 300 offices worldwide. In 2007 CBRE was named one of the 50 "Best in Class" companies by **BusinessWeek**, and one of the 100 fastest-growing companies by **Fortune**.*

Established in 1980, the Charlotte office of CBRE currently employs 350 people and offers the core business lines of Asset Services, Brokerage Services, Corporate Services, Debt & Equity Financing, Investment Property Sales, Project Management and Valuation/Appraisal. CBRE Charlotte provides a complete spectrum of commercial real estate brokerage services, including owner and tenant leasing, acquisition and sales, and marketing and consulting to owners, investors and occupiers of all property types. CBRE is providing a variety of corporate outsourcing services to many of the Carolinas leading firms.

March 10th

Networking, Greenville
(5-7 pm)

March 24th

Networking, Raleigh
(5-7 pm)

April 1st

Education Program, Charlotte

April 2nd

Education Program, Raleigh

April 28th

Networking, Charlotte
(5-7 pm)

May 12th

Golf Tournament
(12 pm start)

June 16th

President's Luncheon
(11:30 am-1:00 pm)

July 21st

Charlotte Sponsorship Breakfast
(8-9 am)

July 28th

Raleigh Sponsorship Breakfast
(8-9 am)

August 4th

Networking, Charlotte
(5-7 pm)

August 18th

Roundtable, Charlotte
(11:00 am-2:00 pm)

September 15th

Networking, Raleigh
(5-7 pm)

November 3rd

Education Program, Charlotte

November 4th

Education Program, Raleigh

November 17th

Networking, Greenville
(5-7 pm)

December 1st

Networking, Charlotte
(5-7 pm)

Check out our website for event details.



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