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volume 5, Q1 **2011**

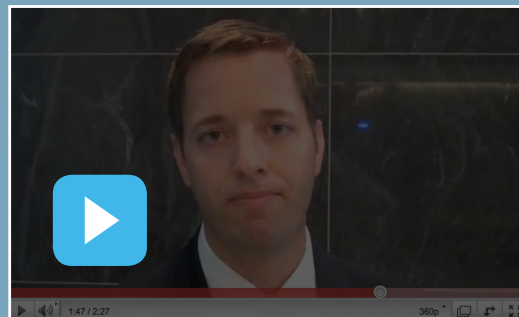
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Voices of the **Members**

The "Voices of the Member Series" is a compilation of short video messages from fellow CoreNet Carolinas Chapter members highlighting the value they receive from being engaged in Chapter events. We will feature one message in each CoreIssues newsletter...enjoy the power of video and get engaged!

Our first message in this exciting campaign comes from Hunter – enjoy!



bit.ly/CoreNetCarolinaFB



linkd.in/CoreNetCarolinas



twitter.com/CoreNetCarolina



bit.ly/CoreNetCarolinasYouTube

Plan to Attend the CoreNet Global Summit — Chicago Midwest, May 1–3, 2011

The Summit theme is *Social Dynamics: Growing Cities, Evolving Work Styles and Global Influences*. Click on the logo for more information.



Your attendance can help us defend the title our Chapter won at the CoreNet Global Summit in Phoenix — *Highest Attendance*. So bring out your competitive spirit and sign up for the Chicago Midwest Summit Chapter Challenge — but hurry, as you must register by Friday, March 18!



If a trip to Chicago is not an option, you can still take advantage of the great information presented at the Summit through the *Desktop Broadcasts*. Complimentary registration is available now!

Chapter Programs: You Ask and We Listen!

We are continuing to offer great programs for our Chapter. The recent program topics were the result of feedback from the attendees. The program in Charlotte on February 10th, *Enabling Workforce Mobility — Perspectives on Technology, Physical Solutions and Change Management*, was a great success with 64 registered attendees learning the latest trends in workforce mobility.

Cream of the Crop — Chapter Membership Update

The Carolinas Chapter ranked #1 in Global Net Membership Growth (by #), #1 in US Net Membership Growth (by %) and #7 in Global Net Membership Growth (by %) over the recent Revenue Sharing Calculation period.

Become a Trailblazer & Impact the Carolinas

The Carolinas Chapter leads again! As of Feb 15th we are at the top of the list for small Chapters as the *first Chapter to hit 100% of our Trailblazer goal and highest percentage of Trailblazer member adds* as a percentage of total membership of any Chapter. And our Chapter just recently won a Kindle for producing the most End Users (along with the New York City and Southern CA Chapters). This member-get-a-member campaign recognizes and rewards you for recruiting new members and strengthening our position as the leading CRE professional association. Click on the logo below for more details.

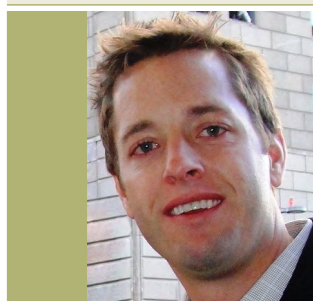


Welcome to Our New Chapter Administrator: **Donna Cline**

We are pleased to welcome our new Chapter Administrator, Donna Cline. Donna's business experience includes working in the commercial real estate industry, as well as with the Board of Directors, CFO's and CIO's at Tatum Partners. She will be our point-of-contact for the Board of Directors, sponsors, members and non-members for event registration and all inquires regarding the Carolinas Chapter. Donna can be reached at carolinascoronet@gmail.com.

But Kathy Godwin has not left the CoreNet family! She accepted a position at CoreNet Global's home office as Director of Member Relations. While we are sad to see her leave us, this new position allows her to develop a better customer service experience for all the Chapters of CoreNet Global. We wish her well in her new role! Kathy's new email is kgodwin@corenetglobal.org.

Letter from **the President**



I have customarily used this space in our *CoreIssues* newsletter to highlight recent accomplishments of our Chapter. I could continue in that mode, as there are impressive achievements to share in all areas of our

organization. While all of us can be proud of a bright past and present, I think the future will be even brighter, and I am excited about looking forward with you. Our Board has taken a proactive and prescriptive look forward over the last two quarters since our Fall planning session. The result of this effort to plan for our future is a comprehensive, long-term strategic plan that will guide our focus and give us a roadmap for sustained success.

Our strategic plan was built upon CoreNet Global's focus areas: Connect, Grow, Learn and Belong. Our Chapter committees are aligned to these focus areas, and each committee has defined success measures, objectives and ambitious goals. This strategic plan will be shared with all of our members in the coming months. I invite you to review this plan so that you understand where we are going and can hold our Chapter leaders accountable for delivering upon our pledged goals.

Having this plan completed is an exciting first in our Chapter's development. Another exciting first is the medium we will use to share it with you. Later this Spring, we will be issuing our first ever Annual Report, including the strategic plan, committee overview, performance metrics and our financials. We are excited to give our members this transparent view into our Chapter's operations and health, and we are anxious to hear your feedback.

Best,



Hunter Fleshood

2011 **Board of Directors**

Hunter Fleshood
President
Bank of America

Craig Youst
Vice President
Red Hat

Danny Seaton
Secretary
Teknion LLC

Tony Perez
Treasurer
Bank of America

Philip Grossberg
Senior Advisor
Time Warner Cable

Steve Bodenheimer
Senior Advisor
Duke Energy

Dan Jennings
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AREVA

Tripp Guin
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CB Richard Ellis

William Parker
Director
Nortel

Jessica Brown
Director
CB Richard Ellis

Frank Wiseman
Director
Tandus Flooring

Koo Stengle
Director
BB&T

Kevin Jenkins
Director
Turner Construction

Donna Cline
Chapter Administrator



Moving Forward with **CoreNet in 2011**

BY KRIS HARRIS

With toasts of change and new resolutions, many welcomed 2011 with optimism of a better year to come. From a business perspective, most professionals were ready to pounce on new opportunities, armed with well thought out business plans and strategies. To ensure success, most hungry professionals also seek external support through networking and professional groups. This opens the door to a plethora of choices. And with so many options available, why choose CoreNet?



KNOWLEDGE IS POWER

In 1597, Francis Bacon coined the phrase “knowledge is power.” Over the years this phrase has remained the same, yet its meaning has evolved and changed. Most commonly this concept is used to tout the necessity for higher education.

But in the business arena, “knowledge is power” holds its own connotations integral to professional success. The Carolinas Chapter of CoreNet Global recognizes this fact and invests into the education of its members. The Chapter’s focus on imparting strategic knowledge promotes the positive career growth of the real estate professional. Our Chapter, however, also realizes that knowledge alone cannot accomplish this growth.

Moving Forward with **CoreNet in 2011** (cont.)

Knowledge is useless without purpose. In such a competitive atmosphere, theories alone only serve to occupy the mind. Recognizing this, the Carolinas Chapter has hosted several events that give specific purpose to information. During the second half of 2010, three programs successfully engaged and motivated members to take purposeful action: *The Future of Work: Process, People and Places*; *FASB-13 – How the Proposed Changes Will Impact Your Leased Portfolio and the Company's Balance Sheet*; and *Workplace Mobility*. Using the CoreNet Global network, the Carolinas Chapter was able to leverage subject matter experts to provide experience-based views and opinions that thread theory into practicality. In addition to the relevant and solid subject matter, our Chapter has been able to extend MCR learning credits for these winning events, thus bringing additional value to our Corporate Real Estate End User and Service Provider membership base.

The FASB-13 event was a direct result of members requesting clarification on new policies. The Programs Committee ran with the opportunity and arranged for a session to explain how the change in accounting rules were going to directly impact everyone's bottom line. The *Workplace Mobility* event focused on different stages of mobility and provided research-backed information on the approach to a more mobile working environment. This program also analyzed a select group of Fortune 500 companies and examined why each chooses its specific degree of workforce mobility.

As this new year progresses, the Carolinas Chapter will continue to provide programming that encourages, connects and grows its members. Initiatives and metrics are in place to ensure that consistent value is delivered throughout 2011, and leadership has lined up an exciting slate of program material for our members and sponsors. Moreover, our Programs Committee has the ability to tweak the subject matter based off member feedback, and the Chapter is sure to see record-setting attendance again this year.



So why choose CoreNet Global? Because Francis Bacon was right – knowledge is power...and the Carolinas Chapter delivers.

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! This year as we highlight our Platinum Sponsors, we also asked them to respond to the following question: “Are you optimistic about your business in 2011 — and if so, why?”

EYDO

“We are extremely optimistic about the year to come!” exclaims Julianne Winkler Smith, President of Eydo, a marketing and public involvement firm based in Cary, NC. “I think that despite what the media is touting, businesses are moving forward toward generating success — it just may take a bit more creativity and thinking outside the proverbial box.” Ms. Smith believes that relationships are key within the current economic climate. “It’s all about integrity and focused customer service...honesty and kindness seem to go a long way as well.”

A full-service marketing and public involvement firm, Eydo combines intentional overarching strategy, exceptional creative talent and sincere client attention to serve the private, public and non-profit sectors. The success of Eydo comes from the positive attitude, high standards and client-focus of the partners and staff. The firm’s work is not about simply completing a project. Rather, each activity is a vital component of the client’s identity and how they are seen in the marketplace.



Through creating outstanding design and the perfect message, Eydo is about developing successful communication — *creative communication*. From initial marketing strategy to every aspect of implementation, the firm’s activities include web design, print collateral, copywriting and editing, video production and all aspects public involvement.

Eydo (formerly Springboard Eydo) has been working with the Carolinas Chapter for several years, helping to create the Chapter branding, producing the quarterly *CoreIssues* newsletter and developing other marketing communications material such as eblasts and mailers. “After partnering with CoreNet for so long,” explains Ms. Smith, “we are excited to take our support of the Chapter a step further by becoming a Platinum Sponsor.”

Please visit www.eydonc.com to learn more about Eydo.

BALFOUR BEATTY CONSTRUCTION

Balfour Beatty Construction is very optimistic about business for 2011. According to Robby Lowe, Director of Business Development, there are five specific reasons for the company's confidence. "We are a very diverse company with multiple business units that serve multiple markets," says Lowe, "including corporate headquarters and interiors, mission critical, educational and institutional, corporate services and a multi-family stick-built business unit." He adds, "We are also a leader in P3 (public-private-partnerships)."

The second reason for the company's optimism stems from their key market of program management. With offices strategically located from coast to coast and innovative cost-saving programs, vendor and supplier consolidation is a hot button for the company this year. A strong financial position is a third

reason for Balfour Beatty's self-assurance. The overall stability of the company allows Balfour Beatty to pursue relationships and projects that many others need to pass on or simply cannot handle.

Balfour Beatty Construction

Off to a great start this year, the company is also seeing the overall activity level — especially in the private markets — leading the way to recovery. Lowe emphasizes that "it is still a great time to build new or renovate, and we see corporate

America spending a lot more capital dollars this year versus last year." Finally, when *Fortune Magazine* ranks you the 40th "Best Company to Work For" in 2011, having leaped from their 2010 ranking at #76, there is certainly going to be a boost in confidence. And because Balfour Beatty focuses on creating a work environment that is safe, innovative and engaging, employees are always poised for growth and opportunity.

The Carolinas Chapter of CoreNet welcomes Balfour Beatty Construction as a new Platinum Sponsor for 2011. According to Lowe, "Balfour Beatty's support of CoreNet allows us to connect with peers and clients within our industry and provides a great forum for learning and sharing our capabilities on a local and national level. When evaluating which industry organizations provided the greatest value to our company and our employees, CoreNet was immediately at the top of the list."

CRAIG DAVIS PROPERTIES

“I’m cautiously optimistic about our business in 2011,” says Craig Davis, President of Craig Davis Properties. While the vacancy rates in the Raleigh/Durham area are decreasing, Davis notes that “the consumer confidence level is just not there yet.” Davis and his team were responsible for leasing 345,170 square feet of office, industrial and retail space to new tenants and renewing leases or expanding the space of existing tenants in 2010. The Craig Davis Properties team was also recognized by the *Triangle Business Journal* for the \$16 million dollar sale of Raleigh Medical Center to Healthcare Trust of America, Inc.

Craig Davis Properties (CDP) is the largest private developer in the research triangle region, having developed more than 6.3 million square feet of office, retail, flex, warehouse, laboratory and mixed-use space. CDP has become the choice for some of the nation’s largest and most respected companies and investors, including IBM, BlueCross BlueShield, GlaxoSmithKline, Gateway, FedEx, UPS, Bell+Howell, North Carolina State University, Verizon Wireless, U.S. Department of Agriculture, General Electric, UBS Warburg, and LM Sandler & Sons.



Craig Davis Properties
Real Estate... We Make the Difference

The company’s need-based development services — a forward-thinking approach — permits the firm to represent and serve many of the nation’s premier tenants and to develop and manage many of the most successful commercial properties in the Southeast region.

The largest private sector developer and real estate planner in the Triangle region, CDP continually seeks ways to add value by foreseeing the future market needs of its clients and tenants. Their needs-based approach has been broadened to include aspects such as acquisitions, financial planning, construction and asset management.

Community Reinvestment: **Back to Basics**

The Carolinas Chapter is looking forward to getting back to work on the “Basic Needs” CRC Campaign! Our members and sponsors continue to inquire on the ways they can engage and support the program in 2011, so we thought we’d provide some additional information on our CRC focus and what have coined the “pillars” of basic needs.

FOUR PILLARS OF BASIC NEEDS

HUNGER: Our Chapter supports the Food Banks in the Carolinas with donations of food, money & sweat equity/volunteer hours.

HOUSING: Through financial donations and volunteer hours, our Chapter supports agencies in the Carolinas with the mission to provide housing and shelter for those in need.

CHILDREN: We support agencies and organizations with a mission to provide services to children in need as a result of health issues, poverty or any situation that leaves them at risk.

EDUCATION: Through teaching and research, our Chapter supports education programs that further the knowledge of real estate in the professional community.

A LEGACY OF GIVING

We also are excited to announce our Educational Benefactor for 2011. The proceeds from the 2011 Golf Tournament, mulligan sales and a \$1000 check from the Chapter will be presented to the UNCC Center for Real Estate designated attendee at the awards ceremony the day of the tournament. The donation will go to the general endowment for scholarships and support real estate education.

The major educational activity of the Center for Real Estate involves operation of the real estate finance and development concentration at the MBA level. The educational objective of the concentration is to combine the general graduate level business education provided by the MBA program with courses that specialize in real estate. Real estate courses taken within real estate concentration will be designed to develop the student’s analytical and technical competence, as well as provide them with a solid understanding of the real estate process. The ultimate goal of the program is to provide students with the educational foundation and skills necessary to become managers and leaders within the real estate industry.





Save the Date! **11th Annual Golf Tournament**

Wednesday, May 18th, 2011
at The Grandover Resort

Let's break some more participation records at this year's Chapter Golf Tournament! This event is a fabulous opportunity to **PLAY** some great golf (no matter your level), enjoy some amazing food and beverages, **CONNECT** with friends and peers, and **GIVE BACK** to our Carolinas community!

The Grandover Resort, in Greensboro, NC, is one of the best golf settings in the Carolinas and sets the stage for this fun-filled event.

2011 Events Calendar

March 23rd

NETWORKING & FOOD DRIVE, *Raleigh*

5:00pm-7:00pm

March 31st

EDUCATION PROGRAM, *Charlotte*

11:30am-2:00pm

April 1st

EDUCATION PROGRAM, *Raleigh*

11:30am-2:00pm

April 9th

CRC SWEAT EQUITY DAY, *Charlotte*

9:00am-12:00pm

April 12th

DISCOVERY FORUM, *Charlotte*

8:00am-5:00pm

April 12th

NETWORKING, *Charlotte*

5:00pm-7:00pm

April 27th

NETWORKING, *Charlotte*

5:00pm-7:00pm



Connect.



Learn.



Grow.



Belong.