

CoreIssues

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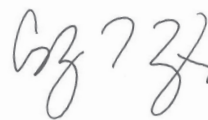
A Message from the President

As I begin my journey as Chapter President, I can see similarities with my role at Red Hat. When I joined as their first real estate employee almost 12 years ago, we were barely 200 people in two offices. Experiencing extensive annual growth since 2001, our company now has over 5000 people and I oversee a global team of 96 people in 75 offices and 33 countries across five verticals: Real Estate, Workplace Planning, Project Management, Workplace Resources and Facilities Operations. Starting our new fiscal year March 1st, we have now had 46 consecutive “best quarter ever” celebrations since going public in 2000.

The trek of the Carolinas Chapter of CoreNet is very similar. Our membership has almost doubled in the last five years. Our Sponsorship Campaign raised \$27k from 13 sponsors in 2007, and this year we will have over \$175k in sponsorship funds from over 60 sponsors. What used to be barely attended events are now sold out and standing room only. Already in 2012 we have had the most registrants ever for a Program, capped-out attendance at two Community Reinvestment events, and had the most attended Young Leaders event in the Triangle in our history. Building momentum from 2011 when we won two international awards for Membership and Chapter Achievement at the CoreNet Summit, the road to excellence will continue to shine.

As President, my number one priority is membership value. Acting on our Chapter Mission, we plan to further **CONNECT** Corporate Real Estate professionals throughout the Carolinas, not only by continuing to grow and network within our existing markets, but also by branching into the Triad and Charleston, SC. We will **ADVANCE** knowledge to ensure that all members can learn and grow professionally and deliver best-in-class practices back to the enterprise. Finally, we will **FACILITATE** programs by continuing to raise the bar on quality deliverance and ensure that all education events align with the demands of membership.

Our Chapter is already viewed by many in the CoreNet Community as “best in class”. But our journey is not yet fulfilled. I look forward to working with all our membership to drive continued success and further enhance our membership value. I am honored to lead the charge and look forward to seeing you at the next Chapter event.



Craig Youst
President



Calendar of Events

(>) **MARCH 14TH (3:00pm-5:00pm)**

Charlotte Young Leader Event

UNCC Center City Building, Room 1104
320 E. 9th Street
Charlotte, NC 28202

Young Leaders, please join us for this fun and educational event that will give you a wonderful opportunity to connect and learn from our seasoned professionals. The objective is to beef up your networking and interview skills at our Speed Mentoring event.

(>) **MARCH 14TH (5:00pm-7:00pm)**

Networking

Blackfinn
Epicenter
Charlotte, NC

(>) **MARCH 15TH (11:30am-1:45pm)**

CEO Luncheon

"The Future of RTP: A Conversation with Robert 'Bob' Geolas, the New CEO of Research Triangle Foundation"
Research Triangle Foundation's Conference Center

For more than 50 years, Research Triangle Park has been one of the key economic engines powering the Triangle, particularly from a corporate real estate perspective. Come meet Bob and hear his vision for the future of RTP — the opportunities and challenges it faces moving forward.

(>) [Register Here!](#)

Mark Your Calendars!

APRIL 19TH

Networking at Solas

Raleigh

APRIL 21ST

(9:00am-12:00pm)

Habitat & Restore

Raleigh and Charlotte

APRIL 25TH

**Young Leaders
Educational**

Raleigh

APRIL 29TH – MAY 1ST

San Diego Summit

MAY 16TH

**Annual Golf Tournament
at Grandover Resort**

Greensboro

MAY 30TH

Young Leaders Educational

Charlotte

JUNE 6TH

(11:30am-2:00pm)

**Mobility vs. Co-location
Followed by Networking**

Charlotte

JUNE 7TH

(11:30am-2:00pm)

**Mobility vs Co-Location
Followed by Networking**

Raleigh

Noteworthy News

Let the Recognition Continue!

Over the past few years the Carolinas Chapter has become accustomed to receiving regional and national recognition from CoreNet Global. Tony Perez and Tripp Guin represented our Chapter at the *Annual Leadership Forum* that was held in Atlanta on February 23rd and 24th. And we are excited to announce that our Carolinas Chapter has again been recognized for our vision and Chapter leadership! Tony Perez had the opportunity to present the 2010/2011 Carolinas Annual Report as a part of the *Great Ideas Swap* during the Forum. Our Chapter was one of only eight chapters selected for this honor.

Young Leaders Event Great Success

The Young Leaders held a “get to know you” luncheon on January 25th at The Oxford in Raleigh to attract Young Leader participation and membership. Fifteen enthusiastic folks were in attendance, and three new Raleigh members were added to the committee!

Back to School: Learning Quarters Commence at CoreNet Global Summit

CoreNet Global has done its homework on the latest learning and professional development methods to enrich your mind and transform your Summit experience. The new Learning Quarters area, debuting in San Diego, is just one of many innovations you’ll find in REIMAGINATION, an “extreme makeover edition” of the CoreNet Global Expo. The four “quads” available to meet your professional development goals include Leadership, Manufacturing & Industrial Challenges, Corporate Real Estate 2020 Findings, and Technology Issues.

(>) [Register Now!](#)

2012 Board of Directors

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Envisioning Charlotte as the Energy Capital:

Sustainability for the Sake of Economic Development

On February 9th the Carolinas Chapter of CoreNet Global hosted a panel discussion at Packard Place, a site known for its status as the business incubator of Charlotte. The discussion focused on a truly unique and innovative program entitled **Envision Charlotte**.

Envision Charlotte is a first-of-its-kind collaborative partnership among major employers, building owners and managers, along with municipal and technology leaders. Its purpose is to create the most environmentally sustainable urban core in the nation by connecting numerous environmental programs and initiatives. By achieving this vision, it will demonstrate Charlotte's national leadership as a sustainable, progressive, cost-efficient place to do business.

The Panel included Tom Dorsey, Senior Vice President in Wells Fargo Corporate Properties Group and Board of Directors member for Envision Charlotte; Tom Shircliff, Co-Founder of Intelligent Buildings Inc. and **Envision Charlotte** Board Chairman; and Will Winn, Principal, SmartCore, Inc. The lively discussion was moderated by Charlotte's very own Moira Quinn, Senior Vice President of Communications and Chief Operating Officer for Charlotte Center City Partners, and former WBTV on-air celebrity.



Some of the many themes that emerged from the discussion included how to first and foremost get a benchmark measurement of energy consumption in the central business district of Charlotte. It is through creating this awareness that the drive to create behavior changes around energy use will begin.

Envisioning Charlotte as the Energy Capital: Sustainability for the Sake of Economic Development (cont.)

Additionally, the discussion moved to how Charlotte can use this initiative as a competitive advantage to attract new business to the city.

As the dialogue wrapped, the question was posed as to whether or not the program is ready to expand outside of the City Center. The panel answered with a resounding “Yes!” Now that the pieces are in place, the program could be rolled out to Southpark, Ballantyne or even Greensboro, Raleigh or Columbia.

This exciting event set a record for the **largest Chapter event attendance outside of our signature August Mega Event**. The audience was made up of a variety of professionals, including the following groups:

- **Real Estate Executives** looking for innovative ways to lower operating expenses and re-tool their portfolios;
- **Landlords** looking for ways to make their locations more attractive to prospective tenants;
- **Real Estate Developers** interested in hearing how to make their projects more attractive and leading edge;
- **Real Estate Brokers** seeking to understand the future of their product offering;
- **Leasing Agents** looking to find more attractive ways to structure lease agreements with energy based incentives;
- **Facility Managers** looking to lower operating expenses and help enhance their corporate sustainability story;
- **Service Providers** seeking to understand how this can benefit their clients and their business; and
- **Energy & Sustainability Managers** seeking creative ways to enhance their corporate sustainability practices and reduce their carbon footprint.



(>) Please visit www.envisioncharlotte.com for more information on Envision Charlotte.

(>) Please visit www.meetup.com/Packard-Place-Innovation-Entrepreneurship-Community-Group for more information on Packard Place.

Sponsor Spotlight:

Why CoreNet Matters

The Carolinas Chapter would like to welcome the six companies that have joined our new Diamond Sponsorship level: Jones Lang LaSalle, CBRE, McGuire Woods, Balfour Beatty, CBI and Turner Construction. Each quarter, we will hear from these influential Sponsors, as well as from our gracious Platinum Sponsors, **Why CoreNet Matters**.

DIAMOND LEVEL



Jones Lang LaSalle is a proud Sponsor of the Carolinas Chapter of CoreNet Global and has supported this association for the past four years. Our Sponsorship and involvement allows us access to a huge network of successful real estate and workplace professionals. Interacting with this network has proven valuable in growing our industry knowledge and has helped us stay current on existing business needs in our local markets. This network also provides important exposure, both nationally and globally, for our brand.

The Carolinas Chapter not only brings the industry together through its networking activities and events, but also focuses on

educating the industry through training programs, seminars and workshops. Our Sponsorship allows us to take advantage of these educational opportunities throughout the year.

Jones Lang LaSalle has operated in the Carolinas since 1999, managing local transactions and properties on behalf of clients headquartered across the region from its offices in Charlotte and Raleigh. 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 70 countries from more than 1,000 locations worldwide, including 200 corporate offices.

(>) For more information on Jones Lang LaSalle, please contact Matt Russell, Carolinas Marketing Manager at matt.russell@am.jll.com, or visit us online at www.us.joneslanglasalle.com/charlotte.

Sponsor Spotlight:

Why CoreNet Matters (cont.)

PLATINUM LEVEL



According to David Goode, Vice Chairman of NAI Southern Real Estate, "Being a CoreNet Sponsor enables our firm to take advantage of excellent opportunities to interact with Corporate Real Estate executives in our market, giving us a better understanding of the dynamics that drive their respective organizations' need for the acquisition and/or disposition of real estate in this tough economic environment." And it is this understanding that helps the firm be a better service provider to their clients.

About his company specifically, Goode says, "As we look forward to the balance of 2012 and beyond, NAI Southern Real Estate and the other NAI offices in the Carolinas are very excited about the acquisition of NAI Global by C-III Capital Partners LLC." Led by Andrew Farkas (who founded and was Chairman/CEO of Insignia Financial Group), C-III will use its asset base of real estate loans of \$152 billion, along with strategic acquisitions including NAI Global, to create a fully diversified CRE services company. NAI Global will continue to operate as a separate company providing a wide array of CRE services to their clients on a regional, national and international basis.

Voices of the Chapter



Carole Maret is an Account Executive at Office Environments. A year ago, she moved to Charlotte to pursue her career in an aggressive Commercial Real Estate Market. Carole is an active member of CoreNet and Young Leaders, and is avidly involved in the Charlotte Real Estate Community.

Giving Back

Community Reinvestment Committee

On January 27th the Community Reinvestment Committee (CRC) held two Sweat Equity events to give back and do good where we live, work and play. Both outreach events focused on the Pillar of Hunger, as Chapter members worked for food banks in Charlotte and Raleigh. Thank you to everyone who showed up at these worthwhile events for some hard work — and sweat!



Sixteen Raleigh-area Chapter members labored at the Food Bank of Central and Eastern NC. This 3-hour event had the group sorting over 8200 pounds of food!



In Charlotte, 16 people showed up to work at Second Harvest Food Bank, where they were broken out into three groups to complete various tasks around the warehouse, including food sorting and paper product sorting.



(>) MARK YOUR CALENDARS!

On March 14th in Charlotte and March 15th in Raleigh, there will be a food drive at the respective networking events. Please participate as we work together to conquer hunger.