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## Voices of the **Chapter**

Interviewed by Scott Hall, VP, Corporate Workplace Senior Analyst, Bank of America, Will Winn, Principal with Smart Core, shares why he attended the recent Carolinas Chapter Mega Event on Data Centers, as well as why his CoreNet membership is vital to his business and professional growth.



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## Welcome to Our New Board Members!

We are excited to welcome three new additions to our Board of Directors for 2012. The new members include: **Chris LaPata**, MCR, Workplace Consultant with Steelcase, Inc.; **Suzanne L. Jacobs**, MCR, LEED Green Associate, Corporate Real Estate Project Manager with Time Warner Cable; and **Steve Bodenheimer**, PE, MCR, Director of Workplace Resources, Real Estate, for Duke Energy. Steve has served in the past as Board President (2002 and 2004-2006) and is returning to the Board from his current position as a Chapter Advisor.

**Craig Youst**, CFM, CFMJ, FMA, Senior Director, Global Facilities & Real Estate for Red Hat is taking over the leadership role as Board President. Hunter Fleshood, current Board President, and Dan Jennings will transition from the Board to Chapter Senior Advisor roles, joining Philip Grossberg. Senior Advisors support the Carolinas Chapter and serve as liaisons between the Chapter and CoreNet Global.

We are grateful for the time and energy these influential CRE leaders will bring to our Chapter's Board, and we look forward to another exciting and successful year in the Carolinas.

## 2011 Board of Directors

**Hunter Fleshood**  
President

**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**  
Director  
AREVA

**Tripp Guin**  
Director  
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

## Letter from the President



As I pen my last quarterly message as your Board President, one word will not escape my thoughts: *change*. The chilly mornings and seeing kids off to school may be prompting this thought. Or perhaps it was the panelists at our recent mMegaEvent

describing how the digital world is changing our lifestyles, workstyles, local economy and our industry. However, I think the dominant factors keeping change locked in the crosshairs of my mind are my personal career change and several CoreNet changes.

As I move beyond a career for which I am forever grateful and into a search for new one, change has enlivened me. Career uncertainty is a powerful emotion and one that I respect. But I embrace the truth that change is necessary for growth and acknowledge the maxim that change is inevitable. Expressed more eloquently:

*It may be hard for an egg to turn into a bird: it would be a jolly sight harder for it to learn to fly while remaining an egg. ~ C.S. Lewis*

Significant changes are also occurring in our Chapter and CoreNet Global. Our members ratified the addition of three new Board members that will begin their term in 2012. My successor, Craig Youst, will soon take the baton in full stride and continue to push our pace. (I am excited to reposition my passion for CoreNet as a Senior Advisor — so you're not getting rid of me!) CoreNet Global is working through some transformative changes across the association as well, which you will hear more about in the coming months. So is all this change necessary I will once again defer to much wiser thinkers:

*It is not necessary to change. Survival is not mandatory. ~W. Edwards Deming*

With new career possibilities in my future, I can testify that the professional relationships and resources I've gained through my affiliation with CoreNet are invaluable. And for that — and for you all — I am very thankful.

Best,

Hunter Fleshood

# 2011 Events Calendar

## September 21

### YOUNG LEADER EVENT

*Charlotte (6:00pm-10:00pm)*

### Skeeball Charity Tournament

*Jackalope Jack's (1936 East 7th St., Charlotte 28204)*

**[Click here to Registration Now!](#)**

## October 5

### EDUCATION EVENT

*Charlotte (11:30am-2:00pm)*

### "Why Companies Pursue New Workplace Strategies in a Down Economy"

*Carolinas Business Interiors (CBI) (4020 Yancey Rd., Charlotte 28217)*

**[Click here to Registration Now!](#)**

## October 6

### EDUCATION EVENT

*Raleigh (11:30am-2:00pm)*

### "Why Companies Pursue New Workplace Strategies in a Down Economy"

*Storr Office Environments (10800 WOrld Trade Center Blvd., Raleigh 27617)*

**[Click here to Registration Now!](#)**

## October 8

### SWEAT EQUITY EVENT

*Charlotte (9:00am-12:00pm)*

### Habitat ReStore — Two locations!

**Location 1: Habitat Metal Recycling Warehouse**  
*(2941 Interstate St., Charlotte)*

**Location 2: Habitat ReSore**

*(1133 N. Wendover Rd., Charlotte)*

*Registration Open Soon!*

## October 8

### SWEAT EQUITY EVENT

*Raleigh (8:30am-12:30pm)*

### Habitat for Humanity

*Details and Registration Coming Soon!*

## Mark Your Calendars!

### November 6-8: FALL SUMMIT

*Atlanta*

### November 11: SWEAT EQUITY DAY

### November 16: EDUCATION PROGRAM

*Greenville (3:00pm-5:00pm)*

### November 16: NETWORKING & FOOD DRIVE

*Greenville (5:00pm-7:00pm)*

### November 30: YOUNG LEADERS EVENT

*Charlotte*

### December 6: EDUCATION PROGRAM

*Charlotte (3:00pm-5:00pm)*

### December 6: NETWORKING & TOYS FOR

**TOTS** *Charlotte (5:00pm-7:00pm)*

### December 7: EDUCATION PROGRAM

*Raleigh (3:00pm-5:00pm)*

### December 7: NETWORKING & TOYS FOR

**TOTS** *Raleigh (5:00pm-7:00pm)*

## Noteworthy News



**Two Sponsor Appreciation Breakfasts were held in July**, one in Raleigh and one in Charlotte. Over 70 sponsors attended, along with our Carolinas Chapter Board members. Our sponsors were thanked for their generous support, and Koo Stengle shared some slides illustrating how their dollars impact our Chapter's success. A big thank you to all of our sponsors, without whom our Chapter could not exist.

**This summer saw the release of our Chapter's inaugural Annual Report publication.** This attractive and engaging book highlights where we've been, where we are now and where we're going. Included in its pages are a graphic history, a spotlight on Chapter committees, the benefits of sponsorship, a financial summary and a unique balance scorecard illustrating areas of focus and how success is measured.

**Due to our Chapter's overwhelming support**, as well as direct requests from several sponsors, we are launching a new sponsorship level for 2012! The new Diamond level will afford interested sponsors in taking their support to the next level, while continuing to allow all sponsors to participate at a level appropriate for their organization.

**The Carolinas Chapter hosted our first-ever New Member Luncheon** this past June, with 23 enthusiastic folks in attendance. The event allowed us to welcome new members, gain a clear understanding of what they wanted to get out of their membership, make them aware of the different Chapter committees and invite them to become actively involved. This initial meet-and-greet is a great way to track new members based on their goals and objectives, and determine how we can best help them achieve those goals. By investing in our Chapter's new members, we're confident that the new members will be excited about investing themselves in the Chapter!





## MegaEvent Recap

### Data Centers: The Carolinas' Newest Cash Crop

By Danny Seaton

**On Wednesday, August 17th over 200 CRE End Users and service providers came together in Charlotte at 1 Bank of America Center Auditorium to network and to hear a compelling and educational story about the viability of North and South Carolinas' place in the world of Data Centers.**

Hunter Fleshood (Chapter President) opened this stellar event by providing the story's backdrop in terms of why the Carolinas are fertile ground for this newest cash crop. "For many years the economies of North and South Carolina have been tied to agriculture," Hunter explained, "and agriculture still plays a vital role in the Carolinas economic engine. However, North and South Carolina have also, in recent decades, developed a reputation as 'great states' in which to do business." Hunter solidified his point by noting that a recent edition of *Chief Executive Magazine* (May 2011) North Carolina and South Carolina each ranked in the Top Ten States in the Union to Do Business In.

With the growth of business automation, social technology, cloud computing, etc., Data Center development is a hot topic across the business landscape. North and South Carolina have recently created fertile soil for these hi-tech endeavors, cultivating a coveted environment for some of the most successful and influential companies in the world. It is no wonder that our region has enticed companies such as Google, Facebook and Apple to establish roots here.



## MegaEvent Recap

### Data Centers: The Carolinas' Newest Cash Crop (cont.)



After setting the stage, Hunter turned over the program to Patrick Donnelly, Client Leader, *BHDP Architecture* and a member of the CoreNet Global Board of Directors, to moderate an interactive discussion with industry experts. The fervent panelists brought a variety of perspectives and included the economic development side to data center operators like T5 Partners (which is a mission-critical data center owner, operator and developer currently building a center in Kings Mountain, NC). Bringing a balanced view from the supply side were companies like Duke Energy, managing the critical power input to these facilities, as well as contract construction firms who specialize in the building of these facilities. An interactive question and answer session followed, engaging the entire auditorium.



The program was both informative and captivating. And according to David Goode, Vice Chairman of NAI Southern and the most-tenured Carolinas CoreNet member and Sponsor, "This was one of the best events I had ever attended!"

But the event did not end with education! A fabulous reception was held in the 1 Bank of America Center Place Urban Garden. CRE professionals had the opportunity to interact with their peers attending the event, sharing tasty food, refreshing beverages and great networking.

The success of this year's event rivaled our *Future of Work* event held in August of 2010, and we have affectionately named our annual August event as our "MegaEvent". Based on the topic and performance this year, we have decided to coin this year's event as "MegaWatt"! Be sure to mark your calendars and start the preparation for 2012!





## MegaEvent Recap

### Data Centers: The Carolinas' Newest Cash Crop (cont.)



## Special Thanks

### EVENT SPONSORS:

*Balfour Beatty & T5 Partners, LLC*

### IN-KIND SPONSOR:

*Bank of America*

### MODERATOR & PANELISTS:

#### MODERATOR:

*Patrick Donnelly*

Client Leader, BHDP Architecture

#### PANELISTS:

*David Swenson*

Senior Vice President, Charlotte Regional Partnership

*Kristin Fletcher*

Executive Vice President, Cleveland County Economic Development Partnership

*Pete Marin*

President, T5 Partners, LLC

*Chad Martin, LEED AP*

Regional Office Director, Holden Construction

*Tim Garrison*

Senior Vice President, Carolinas Division, Balfour Beatty

**GREG HALDERMAN**

Regional Manager, DPR Construction, Inc

*Stuart N. Heishman, P.E.*

Director, Business Development, Duke Energy



## 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 their thoughts on the current CRE market.*

### **McGUIREWOODS**

*Bob Simmons of Platinum Sponsor McGuireWoods gives his perspective on CRE trends as 2011 comes to its closing quarter.*

"In the context of commercial transactions in general, and commercial real estate deals in particular, optimism as we enter the fourth quarter of 2011 and look forward to 2012 is best framed by comparison. Compared to the period from the end of 2007 through the end of 2010 when we plunged into the depths and dragged along the

bottom, we now seem to be climbing, if fitfully, back toward the surface. Where once there were no purchases and sales because of the complete uncertainty of value, we now see a strong market for the best properties in the best locations.



"There is also a growing appetite for acquisitions, including multi-property deals, among investors with capital to deploy and less need for financing. While

financing for new projects still remains scarce, new leases, lease extensions and premises expansions are being signed as companies are finding operational financing to be more readily available. Vacant existing space is being reabsorbed as the markets and hiring pick up. All of this has led us to hire across our firm to meet our clients' needs, including six lawyers in our real estate and land use group, bringing us up to 84 lawyers in 12 of our US offices, London and Brussels.

"Optimism fuels commerce even in the darkest times, but, even if we were not predisposed to hope, there are more reasons for optimism than for pessimism in our business as we end 2011 and look forward to 2012."

**McGuireWoods** is committed to providing top quality work and personalized service, allowing them to become one of the most client-centric law firms in the country. With approximately 900 lawyers in 19 strategically located offices worldwide, McGuireWoods uses client-focused teams to serve public, private, government and nonprofit clients from many industries including automotive, banking, consumer products, energy resources, healthcare, real estate, technology and transportation.

**NAI SOUTHERN REAL ESTATE**

“As we begin the final quarter of 2011, NAI Southern Real Estate is not as optimistic about the real estate business for the remainder of 2011 as we were at the beginning of the year,” according to David Goode, Vice Chairman of the firm. “The political and economic climate is so stagnant that those companies whose business is good are not sure why they’re doing as well, and they’re scared that someone is going to pull the rug out from under them.”

Goode feels that this uncertainty is leading to cash hoarding; and the companies with business trending downward are trying to hold on, hoping to have enough staying power to wait for economic improvement. “Much more leasing than buying is going on, and for the most part,” he continues, “those making real estate moves are doing so out of necessity.” In order for individuals or companies to buy real estate they have to be able to borrow money; however, although the financial markets are professing an interest in making real estate loans, they really do not. (How can you blame them when they can borrow from the U.S. Treasury and pay little or no interest,

investing that money at a profit without assuming a high level of risk, i.e., real estate loans?)

**NAI Southern Real Estate**  
Commercial Real Estate Services, Worldwide

About his company specifically, Goode says, “As we look forward to 2012, NAI Southern Real Estate, and the other NAI offices in the Carolinas (Raleigh,

Greensboro and Asheville in North Carolina and Greenville, Columbia and Charleston in South Carolina) are very excited about the acquisition of NAI Global by C-III Capital Partners LLC.” C-III is led by Andrew Farkas, who founded and was Chairman and CEO of Insignia Financial Group. C-III plans to use its asset base — about \$150 billion, along with strategic acquisitions such as NAI, to create a fully diversified commercial real estate services company. NAI Global will continue to operate as a separate company under its current management, providing a wide array of corporate real estates services to their clients on a regional, national and international basis.



## Investing in the Community... and the Future



Chris LaPata, Frank Wiseman and Dan Jennings



Dan Jennings, Chris LaPata, Sandra Bobbitt, Frank Wiseman, Kelly Bradley, Beth Kentner, and Jerri Tuck (orange top).



Leigh Hicks (far right), Kelly Bradley (middle) and Beth Kentner (left)



Hunter Fleshood and Kelly Bradley

The Chapter held our most recent Sweat Equity Event on August 25th at *Classroom Central*, a nonprofit organization providing free school supplies to help equip teachers as the new school year begins. The CoreNet Carolinas team was onsite for three hours and sorted over 15,000 school supply items for the community, including book bags, notebooks, pencils, pens, markers, notebook paper and gluesticks.

With more than 90,000 students living in poverty in the Southern Piedmont, the efforts of *Classroom Central* are vital to the region's efforts to ensure every child has the opportunity to succeed in school.

This outreach event supported two of the Chapter's pillars for Community Reinvestment: Children and Education. Many thanks to the CoreNet crew who helped pack school supplies consisted of Hunter Fleshood, Dan Jennings, Chris LaPata, Sandra Bobbitt, Frank Wiseman, Leigh Hicks, Kelly Bradley, Beth Kentner and Jerri Tuck.



(left to right) Frank Wiseman, Leigh Hicks, Dan Jennings, Chris LaPata, Kelly Bradley, and Jerri Tuck