

# COREISSUES

in this **issue:**

## See How **CoreNet Works for You**

- + Golf Tournament Success
- + The Economic Influence on CRE
- + Upcoming Events



## A Letter from the President

WOW! THIS IS TRULY THE BEST WORD I can think of to open my comments for this quarter. As a matter of fact, I'll say it again — "Wow!" We have been so blessed with what has happened – and continues to happen — within our Chapter that I can't help but be excited.

For the very few that missed our **sold out** golf outing at Grandover this year, I would like to pass along my sincere apologies. Partially because we actually had to limit the number of golfers we were able to accommodate, but mostly because I know how much you would have enjoyed this absolutely spectacular event. From the faultless planning and perfect weather, to the highest caliber of participant and play, the event went off without a hitch. The course, food, drinks, challenges, prizes and camaraderie were all spot-on. Never in my tenure as a member have I ever experienced a CoreNet event so fulfilling and entertaining. I would like to personally give a big thanks to all our Sponsors for their support and all our volunteers who gave many heartfelt hours to ensure everyone had a good time.

From folks approaching me directly, to numerous emails to the Board, this quarter brought more members than ever conveying gratitude for our Chapter, as well as expressing a genuine interest in getting involved. And we hear you and appreciate you! We have great events coming up, providing ample opportunity for personal involvement. By now you've hopefully learned of our efforts to assemble a team for a June Habitat for Humanity project in Charlotte. To me, this will be a litmus test to the power of our Chapter's recent successes. If we get all the volunteers we need simply through our normal lines of communication, we will be well on the way to becoming the Chapter I know we can be — sustainable and community-focused.

We have so many great events coming up, so check out the newsletter calendar and our website. These events are top-notch and made available through tremendous Sponsor support and our strong, engaged membership. If you read this message and you are not yet a member, I urge you to join. Or if you still have doubts, please contact me, or any Board member, directly and we'll be happy to talk with you. One of the pillars of CoreNet is the quality of our membership... and we need you to help keep it growing strong.

Much success to you all,



Philip H. Grossberg, Chapter President  
Sr. Director, Time Warner Cable Corporate Real Estate

## Fast Facts & Industry Stats

The following are just a few highlights from the May 2009 CoreNet Global Special Research Report: ***The Economy's Impact on Corporate Real Estate: The Continuing Influence of Changing Economic and Market Conditions.***

- **A key implied expectation is that the CRE markets could bottom out in 2009**, according to an April 2009 survey of nearly 400 CoreNet Global respondents. Forty-six percent (46%) expect the recession to end in 2010, and 35% see the downturn ending in 2011.
- **Kenneth Rudy**, President and COO of Capital Markets for Jones Lang LaSalle, makes the point about how current conditions have made for another tenant's market. "There are tremendous opportunities to go long with leasing or acquiring properties," he observed.
- **The top three strategies companies are using to reduce costs** associated with the portfolio of leased and owned property are deferment of capital projects, restructuring leases, and redesigning office space/density.
- **Maintaining sustainability can be a strategic initiative.** Companies clearly consider sustainability and corporate social responsibility (CSR) as strategic priorities despite the economy. However, with profound cost-cutting pressures rising to the fore, indicators like LEED certification haven't disappeared, but they are less prominent.

CRE people are being asked to deliver lower-cost sustainability solutions with quicker ROI. That's why energy management has become the leading form of sustainability inside a growing number of companies. Saving on energy use saves money, reduces carbon emissions and pays for itself in reasonably short intervals. Alternative workplace strategies help save energy too. Still, there are many other forms of sustainability that some companies integrate across their supply chains, product lines or daily operations, many of which are harder to fund right now.

To see the complete report, please visit our website's Resource Center at [www.carolinas.corenetglobal.org](http://www.carolinas.corenetglobal.org).

## 2009 Board of Directors

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IN LAST QUARTER'S *COREISSUES*, we highlighted ways in which commercial real estate professionals like you could realize a high return on investment from membership in the Carolina Chapter of CoreNet Global. Specifically, the focus was on three key ways CoreNet promotes growth and development in the industry, while responding to the challenges of the current economy. These include: taking advantage of educational opportunities; gaining professional exposure through networking; and getting involved to give back.

**Well, membership has responded wholeheartedly!** Throughout 2009 there has been renewed interest in what CoreNet is doing... *and what CoreNet can do for individuals and businesses.* Events over the past quarter have had record attendance—and our May golf tournament was sold out! But the year is only half over. There are plenty of upcoming events and opportunities that can make a significant impact on individuals and businesses in North and South Carolina. Here are more insights as to how CoreNet is working for you during the remainder of the year.

EDUCATION

MCR Credits are offered for attending CoreNet Carolina’s world-class educational events and programs for Real Estate Professionals... so why aren’t you attending?

The next educational event will be held in Charlotte at the Town of Ayrsley, a 180-acre, 5-million-square-foot master-planned urban development in southwest Mecklenburg County. The program will promote and advocate USGBC’s newest rating system, LEED for Neighborhood Development, followed by group tours to showcase this pedestrian-friendly, sustainable community.

This exciting program, followed by a reception and entertainment, will be held on August 19th. The event is entitled *Where the Sidewalk Begins: A Sustainable Approach to Neighborhood Development* and is jointly sponsored CoreNet Global, CREW and USGBC. With renowned experts and national speakers, this event is sure to have a large draw—so be sure to register early! *(For more information, see our Upcoming Events Calendar.)*



The calendar also is set for the next Roundtable Session in Greenville, SC on November 4th. So be sure to take advantage of all the upcoming opportunities in your area. We look forward to your attendance at these events.

EXPOSURE

With at least eight networking events annually, CoreNet Carolinas offers stellar opportunities to see and be seen. So far in 2009, there have been a record number of attendees—but there is always room for more. These events are also great occasions

for Sponsors to present their businesses and offerings through the live “Sponsor Spotlights”. Every networking event is free and open to both members and non-members.

Please note on this issue’s Calendar that the Sponsor Appreciation breakfasts are coming up. Charlotte’s is set for July 22nd and Raleigh’s for July 29th.

ENGAGEMENT

Giving of time, talent and treasure—this is where Carolinas Chapter members shine! For 2009, our chapter has pledged \$10,695 for Community Reinvestment Initiatives. And this year’s planned and completed projects will show members contributing over 250 volunteer hours for four projects. With a diverse group of hands-on projects, including Habitat for Humanity, a food drive, a toy drive and financial assistance for summer day camps, there is an outreach opportunity for everyone. *Won’t you join us?*

Kudos to our membership: Our Annual Golf Tournament raises money for the Brain Tumor Fund of the Carolinas. And this year’s sold out event in May raised 8% more money than last year—*tough economy and all!* **Thank you!**



GET INVOLVED,  
GIVE SOMEONE A HOME.



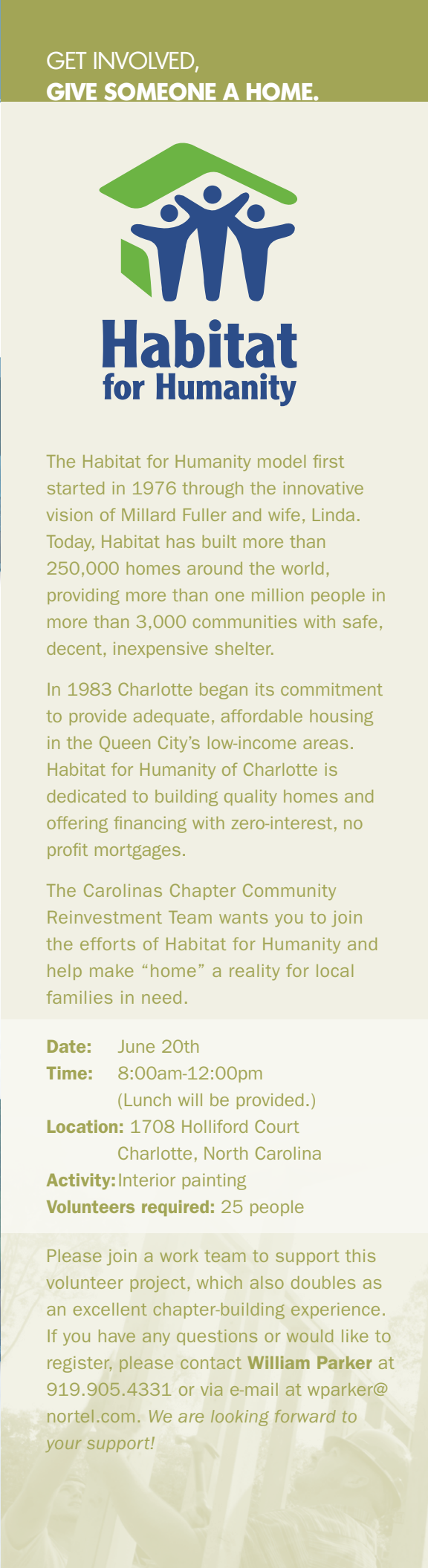
The Habitat for Humanity model first started in 1976 through the innovative vision of Millard Fuller and wife, Linda. Today, Habitat has built more than 250,000 homes around the world, providing more than one million people in more than 3,000 communities with safe, decent, inexpensive shelter.

In 1983 Charlotte began its commitment to provide adequate, affordable housing in the Queen City’s low-income areas. Habitat for Humanity of Charlotte is dedicated to building quality homes and offering financing with zero-interest, no profit mortgages.

The Carolinas Chapter Community Reinvestment Team wants you to join the efforts of Habitat for Humanity and help make “home” a reality for local families in need.

**Date:** June 20th  
**Time:** 8:00am-12:00pm  
(Lunch will be provided.)  
**Location:** 1708 Holliford Court  
Charlotte, North Carolina  
**Activity:**Interior painting  
**Volunteers required:** 25 people

Please join a work team to support this volunteer project, which also doubles as an excellent chapter-building experience. If you have any questions or would like to register, please contact **William Parker** at 919.905.4331 or via e-mail at wparker@nortel.com. *We are looking forward to your support!*



Carolinas CoreNet  
Sponsor Spotlight

JONES LANG LASALLE

Jones Lang LaSalle is a consistent Platinum Sponsor for the CoreNet Global Carolinas Chapter and is committed to our organization’s impact and success. 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 2008 global revenue of \$2.7 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. LaSalle Investment Management, the company’s investment management business, is one of the world’s largest and most diverse in real estate with more than \$41 billion of assets under management.

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. John Ashmore, Senior Vice President and Carolinas Market Leader for the Project and Development Services group, is the dedicated point of contact for Jones Lang LaSalle in the Carolinas Chapter.



2009 Calendar of Events

<b>July 22nd</b> Charlotte Sponsorship Breakfast (8 am – 9 am)	<b>August 5th</b> Networking, <i>Charlotte</i> (5 pm – 7 pm)	<b>November 4th</b> Round Table, <i>Charlotte</i> (9:30 am – 3 pm)
<b>July 29th</b> Raleigh Sponsorship Breakfast (8 am –9 am)	<b>August 19th</b> Where the Sidewalk Begins ( <i>Program &amp; Networking at Ayrslley</i> )	<b>November 18th</b> Networking, <i>Greenville, SC</i> (5 pm – 7 pm)
	<b>September 9th</b> Networking, <i>Raleigh</i> (5 pm – 7 pm)	<b>December 2nd</b> Networking, <i>Charlotte</i> (5 pm – 7 pm)



Event Highlight: **WHERE THE SIDEWALK BEGINS:**  
*A Sustainable Approach to Neighborhood Development*

*Did you know that since 1980, the number of miles Americans drive has grown three times faster than the U.S. population?* [Growing Cooler: The Evidence on Urban Development and Climate Change (Technical Report)]

**Please join us** for a fascinating and informative event about smart growth, urbanism and green building, featuring internationally renowned keynote speakers Auden Schendler and Sophie Lambert. Tour the Town of Ayrslley and celebrate with a fun live band, complimentary food and beverages from Ayrslley’s finest, and great networking. This incredible event, hosted by The Town of Ayrslley, CORENET Carolinas Chapter, CREW Charlotte and USGBC Charlotte Region Chapter, should not be missed! ***There are limited spaces available so sign up now!!*** To register for this event, visit [www.chapters.usgbc.org/charlotte](http://www.chapters.usgbc.org/charlotte).

**When:** August 19th, 2009, 3:30 – 9:00pm | **Where:** Ayrslley in South Charlotte. Minutes from 77/485 intersection



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Visit the Carolinas CoreNet website at [www.corenetglobal.org/chapters/carolinas](http://www.corenetglobal.org/chapters/carolinas).