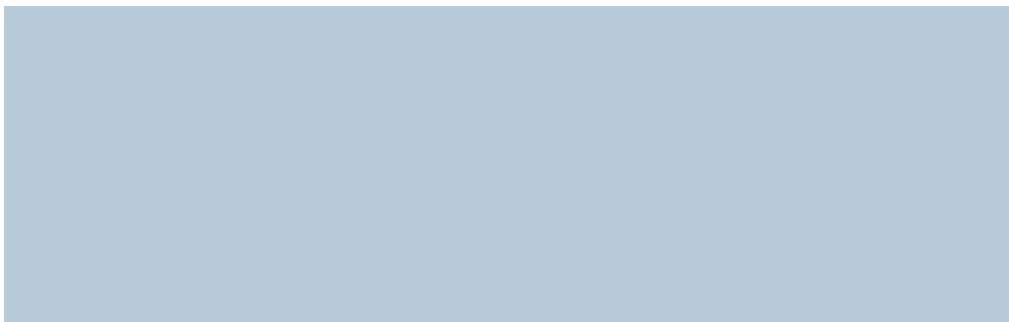


# CORE ISSUES

in this **issue:**

## Maximizing **your Membership**

- + Optimistic Statistics
- + Meet McGuireWoods
- + Upcoming Events



## Fast Facts & Industry Stats

**Amid the current challenging economic climate, North and South Carolina remain strong and growing environments for business, industry and residents.** Those of us privileged to live and work in these beautiful southern states should take a moment and appreciate the following key indices—encouraging facts that will certainly continue to drive corporate real estate requirements.

### Site Selection's 2008 Top State Business Climate Rankings

North Carolina: #1                      South Carolina: #14

### Tax Foundation Tax Burden Rank 2008

South Carolina: #37                      North Carolina: #20

### 2008 Cost of Living Index around the Carolinas:

|                        |                     |
|------------------------|---------------------|
| Charlotte MSA: 94.3    | Raleigh MSA: 102.7  |
| Columbia, SC MSA: 95.2 | Asheville MSA: 99.8 |
| Wilmington MSA: 101.9  | Florence MSA: 94.1  |
| Charleston MSA: 96.9   |                     |

### Median Gross Rent

North Carolina: \$674                      South Carolina: \$648  
US: \$736 (Includes Washington, DC but not Puerto Rico)

### Median Monthly Housing Cost

North Carolina: \$777                      South Carolina: \$721  
US: \$884 (Includes Washington, DC but not Puerto Rico)

### 2005-2007 Immigration Statistics:

Moved from a different state

North Carolina: 330,363                      South Carolina: 167,999

Moved from abroad

North Carolina: 49,401                      South Carolina: 20,043

## A Letter from the President

LAST I WROTE we were heading into the holidays, wrapping up a tremendous year and celebrating a recent Chapter win at the Fall Summit. And the December packed-house networking event in Charlotte, benefiting Toys for Tots, was the perfect conclusion.

So far in 2009 we have kept up the pace with another well-attended opener at Charlotte's Networking Event and a couple of dynamic educational sessions on the Power of Story. Also on tap this first quarter are two more networking events (one in Greenville and the other in Raleigh), as well as our first Roundtable of the year. And, of course, we won't stop there. The Fall Summit in Dallas will be here before we know it, and this year's Chapter Golf Extravaganza in May, to be held again at Grandover, promises to be better than ever.

I know what you're saying... "How can he be so upbeat in the midst of such economic turmoil?" Well, first of all, *we have to be!* But what really makes my optimism possible is the fact that our Sponsors didn't let us down. We closed the sponsorship drive in January with another fantastic year. And with our Sponsor's commitments carrying us forward, your Board has retained the same, high level of energy and dedication, creating an exceptional annual agenda full of the highest level of educational programming, great venues for networking, a renewed dedication to community outreach, and an acute focus on perpetuating the growth and success of the Chapter.

More than ever in recent history, we need to be a community that supports one another. Your Carolinas Chapter of CoreNet Global is creating and fostering that community. So reach in and take what you need from this group, as we look outward to you, seeking your ongoing support.

Wishing you all strength and success,



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

## 2009 Board of Directors

**Philip H. Grossberg**, *President*  
Time Warner Cable

**Hunter Fleshood**, *Vice President*  
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**Dan Jennings**, *Treasurer*  
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**Danny Seaton**, *Secretary*  
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**David Cuda**, *Programs Chair*  
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**Sandra Bobbitt**, *Programs Co-Chair*  
Herman Miller

**Steve Bodenheimer**  
*Golf Tournament*  
Duke Energy

**Ronnie Bryant**, *At-Large*  
Charlotte Regional Partnership

# MAXIMIZE YOUR MEMBERSHIP: 3 ways to achieve a great CoreNet ROI

WHETHER YOU ARE MAKING A PERSONAL INVESTMENT or managing the assets of your company, the overarching goal is to maximize the gain you receive from your investment decisions. Ultimately, it's always about the *return on investment* (ROI). And with global economic changes swiftly making local impact, it's vital that every investment you make—of your money, time and energy—be valuable. So as a member of CoreNet, how can you maximize the ROI you receive for the organization in 2009?

The Carolinas Chapter of CoreNet is committed to providing real estate professionals the necessary tools to grow and develop as our industry responds to the challenges of the new economy. As with any effort to achieve a high ROI, however, to get the value available through your CoreNet membership, you have to make the investment.

Here are three ways CoreNet allows you to invest in yourself and your career. **With just a little time and effort, you're sure to see a great return in 2009.**

## TAKE ADVANTAGE OF OUR EDUCATIONAL EVENTS

This year's first educational offering was held in both Charlotte and Raleigh in mid-February. The compelling program, entitled *Story Power: A Business Model that Gets Results*, was presented by T. Patrick Donnelly of BHP Architecture and was originally presented at the Orlando and San Diego Summits. To put this amazing program in perspective, it was like seeing a Broadway show with the Broadway cast right in your hometown! This event was free to our members and was also available to our sponsors as a part of their 2009 sponsor benefits. Special thanks to Sodexo, our gift-in-kind sponsor, for the delicious lunch that was included as part of the event.

Because of its great success in 2008, we have brought back our "Industry Leaders Roundtable" again this year. The first of these hosted events will be held on April 1st at Nortel Networks. This roundtable brings together local industry leaders to focus on how to best position our firms to move through the economic downturn and position ourselves for the upswing opportunities.

There are several other valuable events already scheduled for 2009, so look over the calendar in this newsletter and make your education plan today.

## GAIN PROFESSIONAL EXPOSURE THROUGH NETWORKING

What are the latest relevant industry trends? Who are the best-in-class individuals and companies in the Carolinas? In addition to the educational events, you can be *in the know* by attending our quarterly Chapter Networking Events. It is key to interact with other industry professionals and gain an understanding of how these relationships can be mutually beneficial. Whether it's a service provider or an end-user, nurturing these relationships is essential to grow your business – and your confidence! Chapter Networking Events are provided

through our sponsors for both members and member prospects. And we have recently expanded our geographic reach to host two events in Greenville, SC within the past few months.

Our 9th Annual CoreNet Golf Tournament will provide another terrific venue for you to increase your professional exposure. The event is scheduled for Wednesday, May 13th at the Grandover Resort in Greensboro, NC. Gold and Platinum Sponsors receive complimentary slots, so it's a great way to benefit from sponsorship. In addition to the sub-par golf and great time, we also take time to focus on our community reinvestment initiative that directly links our Chapter with the Carolinas community. Last year we were honored to present the Brain Tumor Fund with a check for \$2020 raised by the event. Mark your calendars now to be part of this exciting event!

## GET INVOLVED AND GIVE BACK

Our Chapter's success truly rests in the hands of the membership. As our Chapter grows, we need ambitious and talented individuals to support our member-focused initiatives. We currently have some great committee opportunities ready for your distinctive efforts and experience. We can't do it without everyone's involvement and we ask our membership and sponsors to assist us in meeting Chapter goals.

Our *Programs Initiative* is responsible for creating our educational approach for the Chapter's educational curriculum. There is no better way to influence the direction of our programs than to get involved and help shape it!

Finally, philanthropy is an essential component of CoreNet and our Chapter. Our *Community Outreach Initiative* enables our Chapter to influence the lives of those around us in need—and the *Communication Initiative* ensures that our members, sponsors and community are aware of these efforts.

**Please visit our website 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 offers myriad ways to gain essential value, both professionally and personally... you just have to make the investment.*



### **Platinum Sponsor: McGuireWoods Law Firm:**

McGuireWoods understands the issues at stake in commercial real estate transactions and tailors its legal services to fit each client's business needs. The firm has particular strength in the Southeast, where its lawyers have the breadth and depth of experience to serve as lead counsel in all types of matters involving commercial real estate assets, including the coordination of complex multistate transactions.

McGuireWoods represents developers, landlords, tenants, owner-occupants, lenders, syndicators, brokers and investors in the acquisition, financing, planning, zoning, construction, leasing and sale of projects. The firm's representation spans all aspects of real estate ownership, use and management, from advice and assistance on entity formation and tax structuring, through governmental incentives and land use compliance, to drafting and negotiating transactional documents and managing closings. At every stage, the firm helps streamline deals to achieve clients' goals and exceed their expectations.

Locally, the firm's work has included assisting with the development and leasing of Hearst Tower; working with Time Warner Cable on the acquisition and development of its corporate campus; and representing RBC Centura Bank in its headquarters lease at RBC Plaza in Raleigh. *McGuireWoods is thrilled to be the newest Platinum Sponsor for the Carolinas Chapter of CoreNet Global, and we look forward to further building our relationship with this strong and vital organization.*

## 2009 Calendar of Events

### **April 1st**

Round Table, *Raleigh*  
(9:30 am – 3 pm)

### **April 22nd**

Networking, *Charlotte*  
(5 pm – 7 pm)

### **May 13th**

Golf Tournament  
(12 noon – 7 pm)

### **July 22th**

Charlotte Sponsorship  
Breakfast (8 am – 9 am)

### **July 29th**

Raleigh Sponsorship  
Breakfast (8 am – 9 am)

### **August 5th**

Networking, *Charlotte*  
(5 pm – 7 pm)

### **August 19th**

Educational Sustainability,  
*Charlotte* (10 am – 1 pm)

### **September 9th**

Networking, *Raleigh*  
(5 pm – 7 pm)

### **November 4th**

Round Table, *Charlotte*  
(9:30 am – 3 pm)

### **November 18th**

Networking, *Greenville, SC*  
(5 pm – 7 pm)



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