

CoreIssues

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A Message from the President

This is my first letter to the Carolinas Chapter of CoreNet Global as President, and I have to admit that I am very excited and looking forward to beginning this new journey. Because I have been actively involved in CoreNet Global since 2006, my history and experience with our Chapter provides me with a unique opportunity to lead our organization into the future.

The true level of our Chapter's achievement came into clear focus when I attended the CoreNet Global Leadership Forum in Atlanta at the end of 2012. *Of the 46 locally based chapters worldwide, the Carolinas Chapter of CoreNet Global was once again recognized as one of the major "cogs" in the global network.* So the transition into this New Year has created a fresh energy and a heightened sense of optimism for sustaining the success that our Chapter has experienced.

Our leadership team understands that our members and sponsors are the lifeblood of our Chapter. And in order to remain viable and carry out our mission, we must consistently create value to retain these members and sponsors — and attract new ones. As we continue to align our strategic plan to CoreNet Global's focus areas (Connect, Grow, Learn and Belong), the leadership team has created a vision that can be summarized into three key areas of focus:

EDUCATION

Learning and professional development are cornerstone components of CoreNet Global. To that end, our Chapter is committed to bringing real value by broadening our educational curriculum with more "meaty" Corporate Real Estate educational topics and bringing MCR Classes to the Carolinas.

PROFESSIONAL NETWORKS

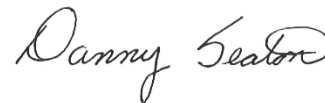
Effective networking opportunities build professional relationships — and build up the professional. Therefore, we are working to ensure we have the best locations and accessibility for our Chapter members. The 2013 calendar of events is designed with a focus on helping members build social networks with peer industry professionals to enrich career opportunities and potential.

MARQUEE PROGRAMS

Our leadership team continues to be focused on improving the quality and quantity of our educational programs. For 2013 we are continuing to make significant financial investment in educational programs, as well as planning to refresh our MegaEvent to ensure that it remains a destination event for Corporate Real Estate professionals in the Carolinas!

I am looking forward to working with our Chapter leaders, members and sponsors to drive continued success and Chapter transformation. I am honored to lead the charge and look forward to seeing you at the next Chapter event. Please enjoy the rest of the fantastic information designed for you in this quarter's *CoreIssues!*

Regards,



Danny Seaton
President



Mark Your Calendar!

MARCH 26TH (5:30pm–7:00pm)
Young Leaders Networking
Raleigh

MARCH 27TH (5:00pm–7:00pm)
Young Leaders Strength Finders
Charlotte, Hickory Tavern

APRIL 17TH
Technology in CRE
Charlotte

APRIL 18TH
Technology in CRE
Raleigh

APRIL 20TH
CRC Charlotte Emergency Housing
CRC Interfaith Food Shuttle

APRIL 25TH
YL Strength Finders
Raleigh

APRIL 27TH (11:00am–5:00pm)
Queen's Cup Event

MAY 14TH
Third-Party Vendor Performance
Winston Salem

MAY 15TH (9:00am–7:00pm)
Golf Tournament
Grandover Resort

JUNE 5TH
Labor Pool Demographics
Charlotte & Raleigh

2013 Board of Directors

Danny Seaton, *President*
Red Hat

Koo Stengle, *Vice President*
BB&T

Tony Perez, *Treasurer*
Bank of America

Tripp Guinn, *Secretary*
Atlantic Coast Commercial

Craig Youst, *Immediate
Past President*
Red Hat

Dan Jennings, *Senior Advisor*
AREVA

Hunter Fleshood, *Senior
Advisor*
Capital One

Philip Grossberg, *Senior
Advisor*
CBRE

Steve Bodenheimer,
Director
Duke Energy

Frank Wiseman, *Director*
Tandus Flooring

Kevin Jenkins, *Director*
Turner Construction

Chris LaPata, *MCR, Director*
Steelcase Inc

Suzanne Jacobs, *MCR,
Director*
Time Warner Cable

Jon Goldberg, *Director*
K&L Gates LLP

Clarke Hobson, *Director*
Duke Energy

Kristin Bender, *Director*
Time Warner Cable

Sheila Favuzza, *Chapter
Administrator*
TH Management



Programs & Events

YOUNG LEADERS COMPETE TO GIVE BACK (AND FOR BRAGGING RIGHTS!)

The First Annual Skee-ball Tournament presented by the CoreNet Raleigh Young Leaders was a huge success! We partnered with the Inter-Faith Food Shuttle to raise over \$500 for their work in the fight to cure hunger in the Raleigh area. The NCAA-style competition energized the crowd and participants—the arcade games on the side even saw some action.



Brett Plummer with All-American Relocation battled Ken Britton from Steelcase for the title of Skee-ball Champion. Rebecca Herron from SUMMIT engineering came in third after making it to the final four. It was the perfect event to start the year off right...and, no doubt, folks are already practicing for next year!

CORENET CONVERSATIONS: THE LANDLORD/OWNER PANEL

The Carolinas Chapter hosted its first two educational programs of the year on February 13th and 14th in Charlotte and Raleigh, respectively. The program focused on issues and trends of critical importance to both owners and tenants. More than 150 corporate real estate professionals attended the panel discussions.

For these interactive sessions, moderators fielded questions from the audience to guest panelists, providing members and guests engaging opportunities to interface with the panelists. Joe Franco of Cassidy Turley moderated the Charlotte meeting panel, which included Peter Conway of Trinity Partners, Paul DeVine of Childress Klein, Fred Arena of Vision Equities, and Barry Fabyan of Bissell. For the Raleigh session, John Boylan of Spectrum Properties moderated the panel, which included Greg Sanchez of Tri-Properties, John Hogan of Highwoods, and John Kane of Kane Realty.



Did You Know?

(>) **THE PROGRAM COMMITTEE HAS PLANNED 15 EVENTS FOR 2013!**

[Check out the Calendar](#) and mark your calendars...you won't want to miss a thing!

(>) **CORENET GLOBAL LAUNCHES NEW KNOWLEDGE COMMUNITY MODEL**

As a growing global association that represents the diverse interests of more than 7,800 corporate real estate and related professionals globally, CoreNet Global is committed to adding value for all members in meaningful ways that impact the greater good of the profession. As stewards of member dues contributions, CoreNet Global is always striving to align ambitious strategic priorities with limited resources, and they have engaged members and various Community Leadership to help design a new model and path forward for community engagement, focus, leadership and support. ([See full article here: CoreNet Global launches new Knowledge Community model.](#))

(>) **COREISSUES IS DELIVERED FOUR TIMES A YEAR**

(mid-March, mid-June, mid-Sept & early December)

Look for it each quarter to learn about all the exciting things our Chapter is doing!

(>) **WORKPLACE DESIGN MAGAZINE FEATURES CORENET GLOBAL'S ADVOCACY OF QUALITY OF WORKING ENVIRONMENTS**

[Click here](#) to review the article "3 Practices That Improve Employee Satisfaction".

The author is Richard Kadzis, Editor-at-Large for LEADER Magazine, [CoreNet Global's](#) professional journal.



Committees Make the Chapter

Get Involved, Be Inspired, Make a Difference

The Carolinas Chapter would not be as thriving and successful as it is without the outstanding efforts of our various committees – and the enthusiasm of every committee member. And your involvement is vital! So here we have provided some information about each committee. As you read, please consider where your talents, experience and passion may fit...and get involved!

PROGRAMS COMMITTEE

The Programs Committee organizes the main Chapter events throughout the year. Providing education, inspiration and connection, these events truly form the foundation of our organization's efforts. CoreNet members who have a passion for professional development and continuing education have found their home.

“CoreNet is shaped by the sharing of knowledge and ideas among peers. To that end, the programs committee strives to seamlessly produce timely, interesting and varied educational events that foster an environment of learning to assist our end users and service providers excel professionally.”

Programs Chair – Jon Goldberg
Jon.Goldberg@klgates.com

SPONSORSHIP COMMITTEE

This vital committee generates the financial support for all annual programs. The group efforts build the bridge for different organizations to see the value of contributing to CoreNet. The Sponsorship Committee not only receives financial contributions, but also shows organizations a realistic return on investment for contributions. The CoreNet members who have strong communication and analytical skills, as well as a heart for fundraising can apply here.

Committees

Make the Chapter

Get Involved, Be Inspired,
Make a Difference (cont.)

“The Sponsorship Committee is charged with building lasting relationships with our valued business partners who supply the means for our Chapter to conduct its programs and activities. We want to make sure that we properly recognize their investment (both time and money) in our organization. Sponsors are the lifeblood of our Chapter!”

Sponsorship Chair – Clarke Hobson
Clarke.hobson@duke-energy.com



MEMBERSHIP/NETWORKING COMMITTEE

This committee owns the incredible responsibility for member retention and growth each year. The group is also responsible for creating networking events across the Carolinas to provide maximum exposure for our organization. For CoreNet members that subscribe to the old adage, “It’s not what you know but whom you know,” we want you!

“The membership committee is the lifeline of this organization. Our goal is to grow and maintain quality membership in the Carolinas, while keeping an end user to service provider ratio above 40%. The committee does this by creating a warm and inviting experience for each of our members at each and every event.”

Membership Chair – Frank Wiseman
fwiseman@tandus.com

COMMUNICATIONS COMMITTEE

Communications is a key element to organizational success. This committee makes it a priority for each member to be accurately informed. Through quarterly newsletters, event mailers and press releases, the Communications Committee also strengthens the tie of sponsors to the Carolinas Chapter. For CoreNet members whose passion is writing and marketing, we have the committee for you.

“Today, more than ever, effective communication is vital. Moreover, with so much information out there competing for our attention, the most engaging (and concise) communication will ultimately “win”. The written letter — and even the phone conversation — have been replaced by electronic communication and social media as the key methods of sharing information. The Carolinas Chapter

Committees

Make the Chapter

Get Involved, Be Inspired,
Make a Difference (cont.)

Communications Committee works hard to provide relevant, timely and engaging information to contribute to the success of our organization...we're the ones who make sure you know who we are and what we do!

Communications Chair – Suzanne L. Jacobs, MCR
suzanne.jacobs@twcable.com

FINANCE COMMITTEE

Managing our Chapter's finances is big business. In 2012 our Chapter became a 501(c)(6) non-profit corporation with the State of North Carolina. It is essential that we continue to develop the checks and balance policies ensuring our financial stability. If you are a CRE professional who secretly loves accounting, this is the ideal committee for you.

"Our Finance Committee serves as a partner for all our Chapter committees. Since we are an official non-profit entity, we need to maintain and monitor our financials on a monthly basis and provide recommendations to the Board or Executive Committee regarding financial matters. We are an important part of our Chapter and ensure that every committee activity is within budget, including all benefits, events and activities. Without our committee we would not be able to provide all of the benefits to our members."

Treasurer | Chapter Officer – Anthony Perez
anthony.c.perez@bankofamerica.com

COMMUNITY REINVESTMENT COMMITTEE (CRC)

Because the Carolinas Chapter remains civic-minded, this committee takes responsibility for managing all the Chapter's community projects and participation. Ten percent of our sponsorship dollars are reinvested to serve the basic needs of Carolinians. Focusing on our home states, this group helps our Chapter make a meaningful and lasting impact on the lives of others. If these efforts strike a cord with you, please join us!



"The Community Reinvestment Committee provides our members with opportunities to give back to the communities in which they work and live. Through our sweat equity projects, volunteers build strong industry relationships while giving back. The CRC coordinates events and delivers the

Committees

Make the Chapter

Get Involved, Be Inspired,
Make a Difference (cont.)

expertise of our members to the community through local non-profit projects and partnerships with Second Harvest Food Bank, Interfaith Food Shuttle, Charlotte Emergency Housing and many other local non-profit groups and charities in the Carolinas.”

CRC Chair – Kevin Jenkins

kjenkins@tcco.com

YOUNG LEADERS COMMITTEE & UNIVERSITY RELATIONS

The newest of the Chapter committees, Young Leaders focuses on grooming our next Chapter leaders, creating a talent pipeline to service existing committee requirements and future Chapter Board positions. Chapter members who are focused on becoming the next generation of Corporate Real Estate leaders can gain valuable experience working on this committee.

“The Young Leaders are the future of this Chapter. Attracting them and keeping them vested in the Chapter success helps ensure our longevity and growth. It also provides them with the opportunity to meet other young professionals like themselves and establish ties with potential mentors in their field.”

Young Leaders & University Relations Chair – Kristin Bender

Kristin.bender@twcable.com

GOLF TOURNAMENT COMMITTEE

This committee creates our annual world-class golf tournament for Chapter members and sponsors. With beautiful venues, fabulous food and great fun, the tournament has been an incredible success, with participant growth from 40 to over 140 players in just four years. CoreNet members who believe that a bad day at the golf course is better than a good day at the office need to look no further than this committee! Note: Save the date for the 2013 tournament on May 15th at Grandover Resort.

“The ‘Net’ in CoreNet stands for networking. The Carolinas Chapter Golf tournament is one of the Chapter’s premier networking events of the year. The tournament has sold out the past three years and provides the best place to mingle with fellow Chapter members and guests. We hope you can make this year’s tournament a priority and exercise one of the best benefits of being a member or sponsor. Proceeds from our mulligan sales will go to one of our supporting charities through our Community Reinvestment efforts.”

Golf Committee Chair – Steve Bodenheimer PE, MCR

Steve.Bodenheimer@duke-energy.com

Sponsor Spotlight:

Why CoreNet Matters

As we highlighted in the last issue of *CoreIssues*, the benefits of Chapter sponsorship are many. One benefit of both Diamond and Platinum sponsorship is the opportunity to highlight your organization here in our newsletter. For 2013 each Diamond and Platinum sponsor will share based on the following question: What would you like our membership to know about your organization?

DIAMOND SPONSOR

McGUIREWOODS

McGuireWoods is a full-service law firm of 1,000 lawyers in 19 offices in the United States and Europe, with 230 of the firm's lawyers residing in Charlotte, Raleigh and Wilmington, NC. Our government affairs and public relations affiliate, McGuireWoods Consulting, has a staff of 110 in one European and 10 U.S. offices, including Raleigh and Columbia.

We use client-focused teams from multiple practice disciplines to serve public, private, government and nonprofit clients from industries as diverse as banking, energy resources, healthcare, real estate and technology. McGuireWoods is committed to providing top-quality legal work and personalized service to our clients. We deliver exceptional value by using technology to provide effective and efficient legal solutions, and by employing a diverse workforce to bring innovative, real-world perspectives to solutions for our clients.

Of particular relevance to CoreNet Global and the Carolinas Chapter, McGuireWoods has the breadth and depth of experience in the United States and internationally to help clients achieve their goals in sophisticated commercial real estate transactions. Representing developers, landlords, tenants, owner-occupants, lenders, syndicators, brokers and investors, our work spans all aspects of real estate ownership, use and management, from entity formation and tax structuring, through government incentives and land use compliance, to drafting and negotiating transactional documents. At every stage, we streamline deals and exceed client expectations.

McGuireWoods is excited to be a Diamond sponsor of the Carolinas Chapter of CoreNet Global again this year. As a sponsor for many years, the Chapter's networking events have always provided us with excellent opportunities to meet representatives from the full range of services in the commercial real estate industry, and the educational events have provided forums where we have been able to exchange information about the most pressing commercial real estate issues.

Sponsor Spotlight:

Why CoreNet Matters (cont.)

PLATINUM SPONSOR



We are proud of our history. Established in Raleigh in 1867, Alfred Williams & Company has 160 employees with locations in Raleigh, Durham, Greensboro and Charlotte, NC, as well as Columbia, Charleston and Greenville, SC and Nashville, TN. We are currently the eighth largest Herman Miller dealer in the United States.

Customer Satisfaction is the objective of our company. As a means of measuring our performance for customer satisfaction, Alfred Williams & Company sends surveys to all customers. This formal, documented program rates the management of a project in all areas, including design, project management and installation. We are proud to say that Alfred Williams & Company ranks *first* in customer satisfaction, and we have done so for four of the past seven years based on survey scores in the Herman Miller Certified Dealer Network for North America. Performance criteria evaluated for the Certified Dealer Network include leadership, information systems, business planning, human resources, process management, business results and customer satisfaction. Alfred Williams & Company's corporate incentive plan measures key indicators of our business, including the satisfaction of our customers, and each employee is financially tied to those results.

Alfred Williams & Company has an extended list of services, including: Facility Management; Moves and Installation; Warehousing; Asset Inventory Management; Furniture Project Management; and Design/CAD Services.

At Alfred Williams & Company, our mission is to leave our customers with such an extraordinary experience they are compelled to share it with others.

Giving Back, Doing Good

Charlotte-area members of the Carolinas Chapter came together for another successful event at **Second Harvest Food Bank**. This impressive organization does so much to fight hunger and homelessness in the Charlotte region; and by creating volunteer opportunities to serve them, our Chapter addresses several of our core pillars of community reinvestment.

The **Second Harvest Food Bank** receives several truckloads of merchandise and food every week that need to be sorted so the items can be distributed to the many agencies they support. So on Friday, February 22nd, 15 enthusiastic volunteers represented our Carolinas Chapter in order to sort pallets of cosmetics donated to Second Harvest. Although this may seem like an odd type of donation, these items are a vital part of the wellbeing of those who have so little. We may take for granted having soap, clean hair, deodorant, etc., but these items could make all the difference in landing a job or a new apartment.

The Carolinas Chapter of CoreNet Global will be hosting another event at the **Second Harvest Food Bank in November**. So mark your calendars...and come join the fun while giving back to the community.



Connecting the Globe

Global connectedness is rapidly increasing...OUR world seems to get smaller by the day. So this year, every CoreIssues will highlight a member's experience abroad — whether it relates to an international chapter of CoreNet Global, business-related CRE interactions in a foreign land, or simply an exciting vacation adventure worth sharing.

As global as CoreNet is, it still falls within the small world in which we all are living. Maybe a confusing statement but let me explain. After the great success that the Carolinas Chapter has experienced over the last several years, it became apparent that we were becoming somewhat of a model for others to emulate. I don't say this as a means of

braggadocio, but because of what the officers saw a couple years back as a responsibility. We recognized that much of our success came through evaluating other Chapter's performance and structures, adapting what would work for us here in the Carolinas, and then just leveraging the great energy of the leadership and members to take us the rest of the way. To that end, we made a conscious effort to put ourselves out there as a resource to any other chapter that might also be looking for ideas.

Who would have thought that one of those chapters would be from another continent? Well, on a recent business trip to Brazil, I had the fortune to meet with some of the Brazil Chapter leadership, where we discussed our concerns, challenges, successes and best practices. And to bring it home in the context of my opening statement, though we are very distant culturally, linguistically and seasonally (our summer is their winter), we are really not very different in the challenges we face and the motivations that drive us to become more successful and relevant chapters. It was a great experience and, if you have any free time on any of your trips in the near future (international or otherwise), I highly recommend reaching out to that regional chapter's leadership, grab some coffee or lunch, and trade some valuable insights. It will be time well spent. Safe travels and good meeting!

