

# CoreIssues

(Q3) volume 6, 2012



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# A Message from the President

## You can't improve what you can't measure.

Every October, the Board of Directors for the Carolinas Chapter of CoreNet Global has a two-day strategic planning retreat to review the past year's performance, reflect upon what has gone well, address any outstanding challenges, and contemplate actions for the upcoming year.

How do we do this most effectively? Through the input of our membership, of course!

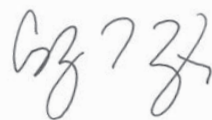
Every Chapter member should have already received a detailed survey encompassing multiple areas for us to evaluate the state of our membership value. Where is the Chapter performing well? Where do we need additional focus and/or resources? Are we maximizing what our members expect and deserve?

It is important that you participate in the survey so we can continue to evolve the Chapter and understand these key points. Please take 10 minutes to provide clear and frank input on how the Chapter is performing for you. Written comments in addition to the general scoring are most helpful.

We will share the survey results with membership to reflect openness and transparency. Most importantly though, we will take the results and use them as the primary point of discussion and action during our strategic planning retreat in October. The information is critical as we continue to build our membership value year-over-year.

While accolades and positive feedback are always rewarding, the areas where scores are not high are important focal points. It is only by measuring and understanding these areas that we can continue to maximize the capabilities of the Chapter.

I appreciate your honest feedback and am hopeful for a high participation rate. I further look forward at the Board of Directors meeting to share and act upon the input received to further push our Chapter towards the pinnacle of excellence.



**Craig Youst**  
President

( > ) **CLICK HERE** to fill out  
the Chapter member  
survey right now!



# Calendar of Events

**SEPTEMBER 12<sup>TH</sup>**

Networking Event — Charlotte

( > ) [Register Now!](#)

**SEPTEMBER 13<sup>TH</sup>**

Networking Event — Raleigh

( > ) [Register Now!](#)

**OCTOBER 17<sup>TH</sup>**

Young Leaders Event — Raleigh

Educational Event: CoreNet Global Workplace 2020

Research Workshop — Charlotte

**OCTOBER 18<sup>TH</sup>**

Educational Event: CoreNet Global Workplace 2020

Research Workshop — Raleigh

Triad Meeting

**NOVEMBER 7<sup>TH</sup>**

Young Leaders Event — Charlotte

**NOVEMBER 9<sup>TH</sup>**

Community Outreach Event — Charlotte & Raleigh

**DECEMBER 5<sup>TH</sup>**

Year-End Review — Charlotte

**DECEMBER 6<sup>TH</sup>**

Networking Event — Raleigh

Year-End Review — Raleigh

**DECEMBER 12<sup>TH</sup>**

Triad Lunch

## 2012 Board of Directors

**Craig Youst**

*President*

Red Hat

**Danny Seaton**

*Vice President*

Red Hat

**Tony Perez**

*Treasurer*

Bank of America

**Tripp Guin**

*Secretary*

Atlantic Coast Commercial

**Dan Jennings**

*Senior Advisor*

AREVA

**Hunter Fleshood**

*Senior Advisor*

Capital One

**Philip Grossberg**

*Senior Advisor*

CBRE

**Steve Bodenheimer**

*Director*

Duke Energy

**Jessica Brown**

*Director*

CBRE

**Frank Wiseman**

*Director*

Tandus Flooring

**Koo Stengle**

*Director*

BB&T

**Kevin Jenkins**

*Director*

Turner Construction

**Chris LaPata, MCR**

*Director*

Steelcase, Inc

**Suzanne L. Jacobs, MCR**

*Director*

Time Warner Cable

**Sheila Favuzza**

*Chapter Administrator*



# Noteworthy News

## **Growing Strong**

The Carolinas Chapter is thrilled to welcome 24 new members since June! This brings membership to 264 with a 40% end user to service provider ratio.

## **Sponsor Breakfast: Giving Thanks & Affirming Impact**

The Sponsor Breakfast provides an opportunity to share with the sponsors how the Chapter is using their sponsorship dollars. We highlighted our successful education, networking and young leaders events, as well as the CRC outreach activities. There was also an interactive discussion regarding current initiatives for upgraded branding and communications, our dedicated Chapter administrator, and the updated Annual Report and Balanced Scorecard. Twenty sponsors and three Board members attended the Raleigh breakfast, held July 11<sup>th</sup>, and in Charlotte on July 18<sup>th</sup>, there were 46 sponsors and eight Board members and senior advisors in attendance.

*Fascinating Fact: Even in the economic downturn experienced since 2009, our number of sponsors and dollars pledged have exceeded 20% growth year on year. We launched the Diamond level sponsor in 2012 in response to interest from many sponsors and saw over 10% of our sponsors increase their level of support to this new class.*

## **Young Leaders Visit Ballentyne**

We had another great Young Leaders Event on July 12<sup>th</sup> thanks to our friends in Ballantyne! Barry Fabyan, Senior Vice President, Bissell, provided an excellent interactive overview of the history, strategy, develop-

ment and future plans for Ballantyne. The group of 22 attendees was then given a tour of their new 10-story towers under construction. The event concluded with networking at The Gallery bar in the Ballantyne Hotel.

## **Microsoft Strategies Focus of Education Event**

Record numbers turned out on June (6<sup>th</sup> in Charlotte, 7<sup>th</sup> in Raleigh) to welcome Amy Trulson, Regional Workplace Strategist for the Americas, Microsoft, and hear details of her role as part of the Global Workplace Strategies group. Amy has been working for the past four years to evolve Microsoft's workplace by driving the Workplace Advantage program, which ensures that Microsoft employees have effective and inspiring workplaces. She was clear to point out that even a leading-edge technology company such as Microsoft was missing an opportunity to leverage their real estate to promote the type of collaboration and foster the brand identity they needed in order to attract and retain the best talent in their industry.

Amy graciously shared the four key tenants of the Workplace Advantage program: Enhance innovation and productivity; Create more and different types of collaboration spaces; Focus on human factors; and Showcase the Microsoft brand and technology. In closing, Amy cited the need for a solid Change Management program that stresses the need to align the real estate team with business unit objectives, involve and empower employees in the process, and to communicate clearly and effectively.

# MegaEvent a Mega Success!

## Impressive Panel Provides Valuable Insight



The Carolinas Chapter of CoreNet Global exists to “connect groups of professionals, end users and service providers in order to advance knowledge, promote personal excellence and add value to each individual and their respective enterprise.” Staying true to this mission, it is no surprise that this year’s MegaEvent, titled “Keeping the Carolinas Competitive”, stands out among the best in Chapter history.

On Wednesday, August 8<sup>th</sup> over 250 CRE end users and service providers came together in Charlotte at 1 Bank of America Center Auditorium to participate in this interactive and informative program. Craig Youst (Chapter President) opened this stellar event by providing a backdrop to the story about to be told. Ironically, in addition to Craig’s MegaEvent presidential duties, he is also a subject-matter expert on site selection, having just recently led Red Hat’s site selection process and determining that downtown Raleigh was a great place for Red Hat to do business.



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# MegaEvent (cont.)

Prior to starting the keynote and panel discussions, Craig welcomed to the stage Suzanne Verity, CoreNet Global Vice President of Education, for some compelling updates on CoreNet Global's strategic vision for the future. Suzanne gave testament to the growth and continued dedication of the Carolinas Chapter members. This was reinforced in her message by identifying our Chapter as a "leader and a model" having an instrumental role in the transformation of CoreNet Global.

## CELEBRATING SUCCESSES

Talk about a star-studded line up! The Keynote address was to be given by Keith Crisco, Secretary, NC Department of Commerce. Unfortunately, Keith was called away for State-related business at the last minute and could not attend the event in person; but the resourceful CoreNet team responded and was able to capture Keith's message via video, where he recognized the

great accomplishments by the city of Charlotte, including luring big business and big events such as the Democratic National Convention (DNC), and touted all that North Carolina has to offer. Next onstage was Deputy Secretary Dale Carroll, reinforcing the role that our political leaders play in recruiting big business to the Carolinas.

## BRINGING BUSINESS TO THE CAROLINAS

As the panel discussions began, our Chapter was honored to have Mike Collins serve as Master of Ceremonies. Mike has been a fixture in Charlotte radio and television since 1985, and his knowledge of North and South Carolina, combined with his 30 years experience in broadcasting, made him the perfect host.



( > ) **CHRIS TURNER**  
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# MegaEvent (cont.)

## Panel One consisted of the following economic development and corporate recruiting experts:

- Bob Morgan, Charlotte Chamber of Commerce
- Harvey Schmitt, Raleigh Chamber of Commerce
- Mitchell Silver, City of Raleigh
- Ron Kimble, City of Charlotte
- Bobbie Shields, Mecklenburg County
- Jim Hodges, Former SC Governor; McGuire Woods
- Ronnie Bryant, Charlotte Regional Partners
- Ken Atkins, Wake County Economic Development

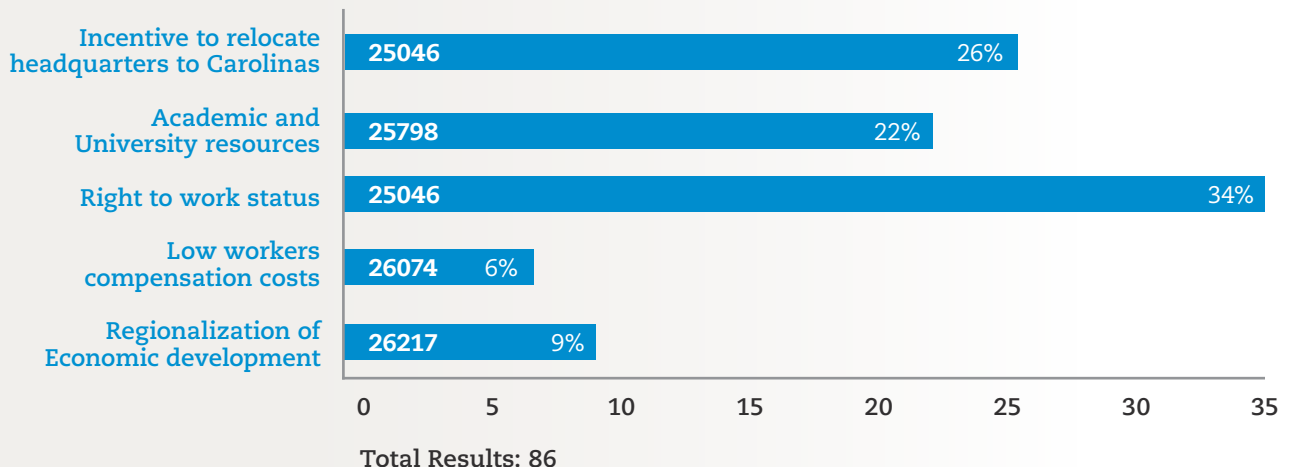


The panelist insight and audience interaction were very informative. It was fascinating to understand the role that “incentives” play in recruiting big business to our region, as the experts clarified how incentives work and the economic payback to the State for the investment made. In addition to the great information, Mike Collins was able to use his humor to stir up the spirited rivalry between North and South Carolina. Jim Hodges, the former Governor of South Carolina, took the bait but proved to be a worthy adversary as he stood his ground and battled Mike’s quick wit!

To entice continued active participation, we unleashed the use of technology to get “real time” feedback from the attendees. The audience was asked to turn ON their phones and text responses about relevant statements from the panel session.

## WHICH OF THE FOLLOWING IS THE CAROLINAS BIGGEST STRENGTH?

(Top 5 results shown here.)



# MegaEvent *(cont.)*

## END-USER EXPERTISE

### Panel Two focused on the end-user experience and included:

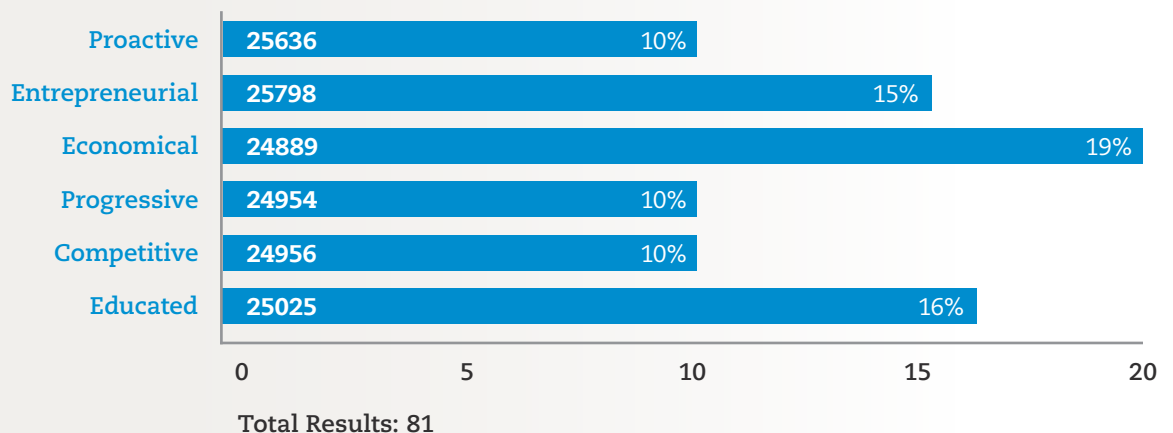
- Earl Bennett, General Counsel, Husqvarna Group of Companies, North & South America
- Simon George, Senior Director, Global Real Estate, RED HAT
- Nate Spilker, Director of Client Services, Citrix Systems
- Cristy Nine and Jessica Brown representing the broker and end user interests for Chiquita
- Dale Carroll, Deputy Secretary of the NC Department of Commerce

These subject-matter experts provided unique visibility into why their business entities chose to relocate or expand operation in the Carolinas. In summary, North and South Carolina provide a very favorable climate for doing business in our region. Our politicians are accessible, and they are clever when it comes to providing competitive incentives. In addition, our low cost of living, desirable geography, educated workforce and natural resources play essential roles in these businesses choosing to call the Carolinas home.

*The texted, real-time feedback from this Panel provided interesting insight to the audience's perspective. (Many thanks to the Chapter team members who worked hard to make this interactive technology happen!)*

## WHICH OF THE CHARACTERISTICS DO YOU FEEL BEST REPRESENTS THE CAROLINAS?

(Top 5 results shown here.)





## MegaEvent (cont.)



( > ) DANA WATTS  
Vice President  
SMMA – Chapel Hill, NC  
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This thought-provoking educational event was followed by a fabulous reception 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 key networking.

The MegaEvent truly transpired in perfect harmony. With the Carolinas Chapter acting as the conductor, every chord struck value-added resonance for all those in attendance. Our Chapter would like to express our gratitude to Bank of America, the event sponsor, and IA (Interior Architects), the reception sponsor. Finally, a big thanks to the Carolinas Chapter Programs Committee and all our members, sponsors and guests, all of whom rallied to make the event a grand success!

*Photographs provided by J. Wes Bobbitt Photography. [www.jwesbobbittphotography.photorelect.com](http://www.jwesbobbittphotography.photorelect.com)*

# 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 get to hear from these influential Sponsors — and from our gracious Platinum Sponsors — as to **Why CoreNet Matters**.

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### DIAMOND LEVEL

## Balfour Beatty Construction

“Balfour Beatty Construction views CoreNet as the leading “think tank” for corporate real estate executives. With a large portion of our projects being Corporate Headquarters, Corporate Interiors and Mission Critical work, it is very important that we understand the challenges our clients face. CoreNet, without question, provides the best platform locally, nationally and globally to address current key issues. The knowledge we have gained by attending CoreNet events and summits, as well as the interaction we’ve had with other CoreNet members, has been incredibly valuable.

“There are several reasons we support CoreNet. First and foremost, it’s about supporting our clients. We understand that CoreNet is an enormously relevant industry association supporting education around the challenges that exist in today’s marketplace. As a partner, we want to support them in figuring out what is best for their company and their strategic goals. Secondly, the long-term relationships that we have formed from our CoreNet connections have proven to be priceless. There is a level of trust that we have with our clients, and CoreNet helps solidify that trust. Finally, CoreNet is a platform that allows our company to demonstrate its total value. The depth of our construction expertise in many areas, matched with our coast-to-coast and international geographical capabilities, allows us the ability to provide our clients with solutions other general contractors simply can’t offer. CoreNet is a place that helps us differentiate ourselves...and this is incredibly valuable to us.”

~ Robby Lowe, Director of Business Development

# Sponsor Spotlight:

## Why CoreNet Matters (cont.)

### DIAMOND LEVEL



"CBI is a longtime member and supporter of the CoreNet Carolinas Chapter. Now a Diamond Sponsor, we are proud to be one of the strongest supporters of the organization. As a company grounded in strong relationships, we value partnerships that allow us to continue connecting with members of the real estate and A&D communities in all of our markets. As CoreNet members, CBI Associates regularly attend CoreNet networking events, corporate functions and organizational meetings that provide us with great opportunities to continue building relationships and interacting with our partners on a professional level.

"CoreNet gives CBI great exposure to educational opportunities throughout the business year. Associate development and training is very important at CBI, as we are constantly striving to enhance our knowledge of the workplace so we can continue to be thought-leaders in our industry and workplace consultants for our clients. The educational courses, webinars, workshops and CEU's offered by CoreNet Carolinas gives CBI and our Associates great insight and perspective into the CRE and workplace world, keeping us knowledgeable in workplace trends and providing great information to offer our clients on a regular basis.

"Our partnership with CoreNet Carolinas has contributed to CBI meeting our clients' needs and exceeding their expectations at every touch, and we truly value all of the benefits we receive from being a CoreNet member. We look forward to continuing to partner with CoreNet and building upon these benefits as we grow our organization in the future."

~ **David Longo**, *President and CEO*

*CBI is an acclaimed Knoll Dealer in North and South Carolina and Tennessee. CBI specializes in developing corporate workplace solutions and has been serving an impressive group of clients that range in size and spans a spectrum of industries for the past 20 years.*

# Sponsor Spotlight:

## Why CoreNet Matters (cont.)

### PLATINUM LEVEL



According to John McKinney, Executive Vice President, "CoreNet offers a valuable experience in many ways. The programs offered to members educate our employees in areas outside of our normal areas of expertise. Additionally, networking with other professionals in our field is critical to our success and provides a fun environment to interact."

Focusing on corporate and healthcare interiors, Alfred Williams & Company provides furniture, interior wall, and carpet solutions. The company also offers various services, including design, project management and corporate relocation. Alfred Williams & Company is consistently recognized for having the highest level of customer satisfaction in the Herman Miller Certified Dealer Network in North America.

# Giving Back

## Supplying School Success

For the second year, the Carolinas Chapter Community Reinvestment Committee has supported Classroom Central with school supply drives and some valuable volunteer sweat equity.

Classroom Central collects school supplies and provides a “Free Store” for teachers who serve within impoverished Charlotte communities. The store is open all year and depends entirely upon financial and supply donations, as well as volunteer support.

Our Chapter held a school supply drive at the August 8<sup>th</sup> MegaEvent, collecting five storage bins of supplies! Hillthrup, a Chapter sponsor, generously supplied the storage bins and delivered the collections to Classroom Central. And on August 16<sup>th</sup>, eight volunteers representing CoreNet sorted thousands of pencils, pens, packs of notebook paper, markers, crayons and all the necessary supplies required for children to succeed at school.

*A big **THANKS** to all those who participated in this vital outreach effort. Education and children are two “pillars” in the Carolinas Chapter Community Reinvestment plan.*

