

# CoreIssues

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# A Message from the Outgoing President

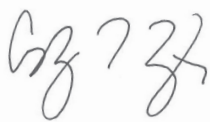
Benjamin Franklin once said, "You may delay, but time will not." It is hard for me to believe how quickly this year has passed. As my Presidential term for the Carolinas Chapter of CoreNet Global draws to a close, I feel very fortunate to have been a Chapter leader and a part of this dynamic organization. So as I close my leadership term, it is inspiring to reflect on the highlights of 2012!

- All-time high in corporate sponsorship
- All-time high in Community Reinvestment donations
- All-time high number of events throughout the Carolinas (46!)
- Standing-room-only Program and Network events
- Another successful MegaEvent, drawing a crowd of around 300 real estate professionals
- Penetration into new markets throughout the Carolinas, particularly the Triad area
- Sold-out Community Reinvestment events
- Host of CoreNet Global's Discovery Forum in early 2012

I am very excited to move into the newly created (and creatively titled) Immediate Past President role, where I will continue to engage with the Board and membership. I look forward to supporting our new President, Danny Seaton, and the rest of the Chapter to further promote CoreNet Global's mission to *Connect, Learn, Grow and Belong*.

Thank you to the entire membership and, particularly, the Board of Directors for the incredible support this past year. I am honored to have worked so closely with the finest leaders in our industry and am proud that 88% of recent survey participants are satisfied or very satisfied with their Chapter membership. I look forward to further helping Danny, the Board, and all our members push that rate even higher and continue our progress as the premier association for real estate professionals.

Sincerely,



**Craig Youst**  
Outgoing President




# A Message from the Incoming President

I am honored to begin my journey as Chapter President. In Craig's closing letter he took the time to reflect on the many successes from 2012. The strong foundation that has been established is inspiring, and it will no doubt serve as a great impetus to continue our momentum in the year to come.

For those of you who may not know me well, I have been an active member of CoreNet Global and a Chapter Leader since 2006. During this time I have had the opportunity to be associated with and mentored by many of the former Chapter presidents. I feel confident that this association, as well as my tenure with the Carolinas Chapter of CoreNet Global, has allowed me to hone my skills in preparation for this leadership opportunity.

It is critical to stay focused on our Chapter Mission and remain in lock step with CoreNet Global organizational initiatives. I am very fortunate to be working with a talented and energetic Board, which continues to bring tremendous *value* to our members. In addition, I am looking forward to using Craig's leadership experience to ensure that there is a seamless transition as I assume Chapter president responsibilities on January 1<sup>st</sup>.

Best,



**Danny Seaton**  
*Incoming President*





# Calendar of Events

## ( > ) Alphabet Soup Networking Social

**THURSDAY, JANUARY 17<sup>TH</sup>, 2013**  
**The Comedy Zone at the**  
**NC Music Factory**

**( 5:30-7:00pm )**  
*Networking*

**( 7:00-9:00pm )**  
*Private Comedy Show*  
*featuring Shaun Jones*

\$50 online

\$70 at the door

Price is per person  
& includes 2 drink tickets

Free Parking

Hosted by CREW Charlotte

**( > ) [Register Today!](#)**

## Mark Your Calendars

for these great events  
coming first quarter 2013!  
Details of each to follow!

### **JANUARY 17<sup>TH</sup>**

**Alphabet Soup** *(see details to the left)*

### **JANUARY 23<sup>RD</sup>**

**Young Leaders Skee-ball Tournament**  
*Raleigh*

### **JANUARY 24<sup>TH</sup>**

**End User Roundtable**

### **JANUARY 30<sup>TH</sup>**

**Young Leaders Toastmasters**  
*Charlotte*

### **FEBRUARY 13<sup>TH</sup>**

**Owner/LL Panel**  
*Charlotte*

### **FEBRUARY 14<sup>TH</sup>**

**Owner/LL Panel**  
*Raleigh*

### **FEBRUARY 20<sup>TH</sup>**

**Young Leaders Toastmasters**  
*Raleigh*

### **FEBRUARY 21<sup>ST</sup>**

**Young Leaders Networking**  
*Charlotte*

### **FEBRUARY 26<sup>TH</sup>**

**Discovery Forum, Bank of America**  
*Charlotte*



# Noteworthy News

## Corporate Real Estate 2020

Corporate Real Estate 2020 is CoreNet Global's transformational research initiative envisioning the future of business and the changing nature of work. On October 17<sup>th</sup> in Charlotte and again on October 18<sup>th</sup> in Raleigh, Richard Kadzis, Vice President for Strategic Communications and Chief Editor of *The Leader Magazine*, facilitated an interactive work session structured around the findings of this valuable research. Richard presented an executive summary of this research program, and then attendees were organized into small groups for work sessions. Each group then presented the results of their respective group assignments, with discussion following. There was a full-house turnout at both locations, and due to the great success of this event, the Carolinas Chapter will be utilizing this workshop format in the future.

## Young Leaders

The Chapter's Young Leaders group hosted their 2<sup>nd</sup> Annual CoreNet Carolinas Charity Skee-ball fundraiser. Held on August 29<sup>th</sup> in Charlotte at Jackelope Jack's, the event raised \$760 for the Belk College of Business Real Estate program. Included among the 44 enthusiastic attendees were three UNCC students and Chapter Board members. Prizes were donated by Jackelope Jack's, with Elizabeth Crippen taking home the grand prize (a keg-o-rater), and Matt Bowen and Jeff Schneider each winning \$25 gift certificates.

## 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



# Please Welcome the 2013 Board of Directors

The Carolinas Chapter of CoreNet Global would like to officially announce our 2013 Board of Directors, effective January 1<sup>st</sup>, 2013. The year to come will no doubt be filled with fresh energy and excitement, a refined focus, and engaging activities and events...all aimed to further enhance the personal and professional development of our valued members.

Joining the Board this year are **Kristin Bender, Supervisor, Portfolio Management, at Time Warner Cable; Clark Hobson, Transaction Manager for Duke Energy; and Jon Goldberg, Attorney for K&L Gates LLP.** Additionally, as **Jessica Brown** exits the Board, we would like to thank her for her contributions and enthusiastic dedication during 2012.

**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

# The Wind in Our Sails

I have been writing feature articles for *CoreIssues* for the past four years. Oftentimes the articles are topical in nature and prove to be easy to write. However, sometimes the featured subject matter poses much more difficulty for me...this issue was one of those instances! Our Communications team knew that this issue's main article had to present the value of our recent Carolinas Chapter survey. How was I going to make the survey results interesting or compelling to our readers?

During a recent weekend visit to Beaufort, NC, I was walking the boardwalk along the waterfront, and it came to me! What, you might wonder, does a sleepy little southern waterfront town have to do with article you are reading? Well, it served to be the inspiration for an analogy that resonated with me — and one I knew I had to share.

While I was standing on the boardwalk, I had the opportunity to watch a sailboat captain navigate his way into the harbor. As I surveyed him skillfully work the main sail, capturing the ocean breeze to propel the boat through the harbor, I recognized a clear parallel to our stellar Chapter and the recent survey. The “ah-ha” moment hit me, and I’m excited to present it to you here.

The responses (or data) received from our members through the survey represent the wind that is captured by a sail. Our job as Chapter leaders is similar to that of the captain's: We need harness the wind and use it to skillfully guide and adjust the direction we take the Chapter.



Members are the lifeblood of any association, not only for the revenue provided through their annual dues, but also with their time and talents as volunteers. The Carolinas Chapter of CoreNet Global is no different. We can only remain viable and carry out our mission if we can create value to retain existing members and attract new ones.



# The Wind in Our Sails (cont.)

## THE RIGHT COURSE

The survey results that were provided will help chart the course or direction we take the Chapter. The great news is that, overall, **88% of recent survey participants are satisfied or very satisfied with their Chapter membership.** Survey respondents also noted that the Chapter is delivering exceptional programs. For example, members believe our **programs are of high caliber, relevant and representing current trends.** Moreover, most respondents also feel that the **Chapter activities and benefits are of value and that they would recommend the Carolinas Chapter of CoreNet to their peers.**

However, there is always room for improvement if we are going to continue our progress as the premier association for real estate professionals.



## NECESSARY SHIFTS

The most valuable aspects of Chapter membership, according to survey respondents, include Networking Opportunities, Professional Development and Educational Opportunities. With this in mind, coupled with the specific feedback received regarding potential improvements, we've outlined three key categories on which we will focus Chapter development.



## (>) EDUCATIONAL OPPORTUNITIES

Learning and professional development are cornerstone components of CoreNet Global. To that end, our Chapter is committed to bringing increased value in these areas by **broadening our educational curriculum with more “meaty” CRE topics.** Additionally, **our Chapter is bringing MCR (Masters of Corporate Real Estate) classes to the Carolinas in 2013!** These courses, typically held at the CoreNet Global Summits, have previously been unavailable in the Carolinas.



# The Wind in Our Sails *(cont.)*

## ( > ) BUILDING NETWORKS

Business (and individual) success is a product of establishing and maintaining good relationships. A key membership goal within our Chapter is cultivating professional relationships through our networking activities and events.

**Improving location, accessibility and calendaring** will all add up to increased relationships among the CRE peers within the Carolinas Chapter.

## ( > ) COMPELLING EVENTS

The Carolinas Chapter of CoreNet Global is an exceptional organization. We're not only an award-winning Chapter, but we are held up as standard to which other Chapters around the nation strive. With this benchmark in mind, our goal is to **take our annual MegaEvent to a new level, making it a true marquee event.** To be exceptional is to be memorable; therefore, our efforts include bringing in speakers and leaders who are in line with the stellar level of our Chapter...we are anticipating great things!

Speaking as your incoming president and as a representative of Chapter leadership, I want you to know that the future of the Carolinas Chapter is in capable hands. Just as that sailboat captain remained focused on skillfully and successfully guiding his vessel, we are committed to you — our members and sponsors — and to forging a path toward increased value and continued success.



# The Value of Sponsorship

Along with our valued members, the sponsors of CoreNet Global Carolinas Chapter are key to the success and growth of our flourishing organization. At every level of support, CoreNet sponsors significantly contribute to the educational, networking and community reinvestment events hosted by our Chapter.

But the benefits of sponsorship are tremendous as well. As a sponsor, your organization is constantly exposed to our well balanced, growing membership, including CRE end users, service providers and economic developers. With sponsorship identification at all events, sponsor companies are consistently in the spotlight. And each quarter, our *CoreIssues* newsletter highlights Diamond and Platinum sponsors with a strategic marketing write-up, as well as an opportunity to share some expert industry advice.

This was our inaugural year for the Diamond level of sponsorship, and response was excellent, with seven sponsors leading the way. And as we continue to promote the value proposition of all sponsorship levels, we are offering a new benefit for Diamond level sponsors in 2013. **We will be inviting our Diamond sponsors to attend a private end-user executive dinner moderated by Richard Kadzis, CoreNet Global VP of Strategic Communication.**

Every sponsorship level holds significant benefits, and we invite you to take advantage of these opportunities. Here is a comprehensive list of the sponsorship benefits at each of the four available levels:

## **DIAMOND LEVEL — \$10,000**

- 4 Complimentary Admissions to all Education Programs
- 6 Complimentary Invitations to the Golf Tournament
- 4 Complimentary Invitations to all other Chapter Events
- Hole Signage at the Annual Golf Tournament
- Logo and Link on the Carolinas Chapter Website
- Logo on Display at every Function
- 1 CoreNet Global Summit Early Registration
- 2 Annual CoreNet Global Memberships
- Sponsor Appreciation Event
- Sponsor Spotlight in the Newsletter
- Invitation to Attend a Private End-User Executive Dinner Moderated by Richard Kadzis, CoreNet Global VP of Strategic Communication

# The Value of Sponsorship *(cont.)*

## **PLATINUM LEVEL — \$5,000**

- 4 Complimentary Admissions to all Education Programs
- 4 Complimentary Invitations to the Golf Tournament
- 2 Complimentary Invitations to all other Chapter Events
- Hole Signage at the Annual Golf Tournament
- Logo and Link on the Carolinas Chapter Website
- Logo on Display at every Function
- 1 CoreNet Global Summit Early Registration
- Sponsor Appreciation Event
- Sponsor Spotlight in the Newsletter

## **GOLD LEVEL — \$2,500**

- 2 Complimentary Admissions to all Education Programs
- 2 Complimentary Invitations to the Golf Tournament
- Hole Signage at the Annual Golf Tournament
- Logo on Display at every Function
- Logo and Link on the Carolinas Chapter Website
- Sponsor Appreciation Event

## **SILVER LEVEL — \$1,500**

- 1 Complimentary Admission to all Education Programs
- Logo and Link on the Carolinas Chapter Website
- Logo on Display at every Function
- Sponsor Appreciation Event

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If your organization is not already taking advantage of the sponsorship benefits, and you'd like more information about becoming a Carolinas Chapter sponsor, please contact [Koo Stengle](#) today!



# Giving Back

## Feeding the Hungry

The Carolinas Chapter held dual Sweat Equity events on November 9<sup>th</sup> at **Second Harvest Food Bank** in Charlotte and the **Food Bank for Central & Eastern North Carolina** in Raleigh. CoreNet volunteers sorted food donations that will be distributed to charitable agencies in the Charlotte and Raleigh areas.



Both food banks partner with agencies in 53 North Carolina counties through Feeding America. The agency recipients include soup kitchens, emergency pantries, emergency shelters, low-income daycares, senior programs and group homes. Feeding America is the nation's leading domestic hunger-relief charity. Their mission is to feed America's hungry through a nationwide network of member food banks and engage our country in the fight to end hunger.

On September 28<sup>th</sup> an energetic group of 18 volunteers from our Carolinas Chapter participated in a unique outreach opportunity. This Sweat Equity event was held at the **Inter-Faith Food Shuttle Farm** in Raleigh and also focused on our Community Reinvestment pillar of Hunger. The group worked hard on a wide variety of activities at the farm, including building a framework for a greenhouse to be used to cultivate seedlings for summer planting.

Inter-Faith Food Shuttle pioneers innovative, transformative solutions designed to end hunger in our community. Inter-Faith Food Shuttle serves children, adults, families and the elderly through proactive programs, moving beyond emergency food provision to sustainable, local solutions to food hardships. To learn more, visit [www.foodshuttle.org](http://www.foodshuttle.org).

The Four Pillars of Humanity in the Carolinas Chapter Community Reinvestment plan are Hunger, Housing, Children and Education. Our Chapter works to end hunger through Sweat Equity events at food banks, food drives at our Networking Events and financial donations made possible by our generous Chapter sponsors. If you haven't participated in one of the Chapter's Sweat Equity events, you are missing out on a great time for good causes!

