

REAL ESTATE Perspectives

Corenet Global Southern California Chapter



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Sustainable Design is Part of Toyota's Culture Part I: A Broad Brush Look

by Phyllis Dubinsky and Al Grazioli

"It's in the DNA," proclaims Sanford (Sandy) Smith, Toyota corporate real estate and facilities manager and 2003 Corporate Real Estate Executive of the Year for CoreNet Global in Southern California, when asked about Toyota's commitment to sustainable design for their facilities in the U.S. and globally.

Sandy Smith shared his thoughts with me when I met with him and his colleague, Debra Okamoto, Toyota's real estate & property management manager and chairperson of the Southern California Chapter of CoreNet Global. Toyota's approach to sustainability is comprehensive and deeply ingrained in the firm's culture. Presented in a two-part series, this first part examines the broader issues that drive Toyota's commitment to the environment through, among other things, sustainable design. Part two will be a more detailed review of how they actually get it done.

When evaluating Toyota's commitment to the environment, numerous questions come to mind. How long had Toyota been going down this path and why? Was it a mandate or did it evolve from within? And the process...at what point in the process does sustainability come into play?

Toyota has had a commitment to the environment for over 25 years. In the early 1980s, the firm adopted a global earth charter to seek ways to reduce the impact

of its operations on the global environment. This was a bold statement that tied directly into the Toyota creed, which is respect for people and cultures. The global earth charter challenged the firm to look at every aspect of its business and then take voluntary action to find ways to reduce the impact of its operations on the environment. One senses immediately that Toyota is up for the challenge and the global earth charter is also closely linked to a principle at the core of Toyota's philosophy — "Kaizen", Japanese for "change for the better."

Kaizen addresses the ability to continually improve what it is that you are doing. The facilities group applies this principle when it conducts post-occupancy evaluations. If they discover a problem or a goal not met, e.g., energy efficiency, the group will apply whatever lesson is learned to the rest of the portfolio so they don't repeat the same mistake and continually improve their procedures. Toyota carefully tracks these procedures through a yearly environmental report that outlines environmental action plans and tracks updates and progress to those plans. The challenge for the real estate and facilities departments, Smith explains, "was to formulate a plan that would contribute to this overall corporate objective using these principles."

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Message from the President & Chair



The CoreNet Global Southern California Chapter is progressing quickly toward our three goals this year:

- Provide education
- Increase committee participation
- Provide greater value to our sponsors

The local half-day education programs are in place! Alice Wilson and Todd Anderson have arranged educational programs for the entire year. These programs were specifically chosen as a result of direct feedback from our corporate real estate members.

Our leadership committee, the Board of Directors, has expanded from 13 members to 18 members this year to provide better representation of our special interests. We have vice presidents on the Board from our community reinvestment challenge (Bill Fleck), mentorship/emerging leaders (Dan Madrigal) and ambassador programs (Frances Paulack).

Another goal that has been met is our support of our four regions' specific interests. We now have four regional advisory committees and four regional membership committees (who under Mary Jane leadership are diligently trying to recruit "emerging leaders" in our effort to win the Trailblazer Award for the third year in a row).

Lastly, we have one of the most successful chapters in CoreNet because our strong sponsor support allows us to maximize our value to members. We have implemented many actions that give our sponsors the recognition and business enhancement they should expect while increasing educational and development value to all members.

- The chapter spends \$15,000 per year to be a CoreNet Global Learning Partner – a program that provides nationally acclaimed speakers and improves the quality of our half-day educational programs.
- Support newly involved members with financial assistance on their memberships and Summit

attendance in exchange for active involvement in our chapter.

- Provide a professional administrator who is tasked with supporting our committees and assisting prospective members in learning the value of membership and committee involvement.
- Contribute part of the money raised at our golf tournament, special Marine Corps support night and our annual holiday event to charity and our dedicated military troops.

Our annual sponsorship program is led this year by Alan DeFrancis of Boeing Realty Corp. It starts now and is extended through December 2007 in order to get in sync with corporate calendar year budgets and give our sponsors an extra six months of sponsorship exposure. If your organization would like to enhance your visibility with key decision makers please join our efforts as we build an even stronger chapter.

We both would like to give special recognition for the last three months to some amazing accomplishments: Alice Wilson/LBA Realty and Todd Anderson/Cushman & Wakefield for setting up the education programs for this year; Kathleen Neary/Knoll and Marci Lofton/Johnson Fain for leading the golf tournament committee and exceeding revenue goals; Patti Sagers/Corporate Contractors for establishing the L.A. Membership Committee, having regular meetings and taking on the Trailblazer goals; and Harry Topping/City National Bank for raising almost half of our sponsorship dollars so far.

Thank you to all the members for supporting CoreNet Global and we would like to offer to all non-members an invitation to join CoreNet Global.

Debra Okamoto, Chairperson
and Dennis Potts, President

Sustainable Design is Part of Toyota's Culture

Part I: A Broad Brush Look

by Phyllis Dubinsky and Al Grazioli

Continued from page 1

A major differentiating factor for the Toyota approach to facilities is how sustainability fits into the whole scheme of things. Very often companies view sustainable design as an add-on or nice thing to have that may or may not be achievable. At Toyota sustainability is part of the basic criteria of any facilities requirement from the start. Projects are initiated with an "eco-scorecard," which reviews sustainable opportunities at any given location. In a region of the country with a high amount of rainfall, opportunities may include ways to maximize interior light, or use rainfall in the building systems and making sure the water is properly channeled to avoid impacts to the ecosystem. Rather than addressing components of sustainability that don't make sense



LEED Gold Certified buildings on Toyota's headquarters campus in Torrance embody sustainable design.

for a particular project, the approach is more what does make sense for a particular project. The result has been many LEED certified buildings, a by-product of the process, not the driver.

"Because the most sustainable building you can build is no building at all, if you are out of space and have a need to fill, you are going to have some impact on the environment. So we look at relative impacts to the environment as one of the filters for evaluating alternatives. For example, when assessing the performance of an exterior building skin, one would normally consider aesthetics, cost and durability. One of

the additional filters we add into the mix is how this skin contributes to our sustainability objective."

The same is true for leased space. "It's really a mindset," said Okamoto. In a recent project, she explains, "We were able to incorporate some of the green mindset into our ideas on leasing space, which we've never done before. We wanted to make sure all of the knowledge gained and best practices developed on our owned buildings were incorporated into our leased facilities. Okamoto points to Toyota's recent lease of space in Washington DC for a governmental relations requirement and explains, "It's the first time we took a leased facility and tried to incorporate sustainable principles."

The result was an opportunity to benchmark this first-ever sustainable leased project against more typical leased environments. While LEED was not a driver, ultimately all the buildings qualified for LEED and contributed to site selection criteria.

What it comes down to is that the challenge of environmental responsibility is carefully linked to doing business. Smith comments, "We're constantly balancing the challenges of schedule and budget and all the business constraints." The "process green" methodology put in place by Smith's

real estate group forces the group to challenge themselves and raise awareness not only within the Toyota team but with their business partners as well.

The next issue will provide further detail and individual case studies, to give a better understanding of what it really takes to embrace sustainability. Toyota is clearly a leader in this area, as it is in many others.



At its South Campus headquarters, as well as in leased space, Toyota has a "green mindset."

Phyllis Dubinsky is a principal of PDK Market Strategies, a firm that specializes in strategic marketing and ahead of the curve thinking for service firms.

Al Grazioli is a real estate developer and advisor.

Events Calender

SEPTEMBER 1, NOON-2PM

CALIFORNIA SPEEDWAY

NASCAR / CorNet lunch
RSVP to Cindy Chapman,
909.395.2396

SEPTEMBER 12, 7:30AM-NOON

BIOSITE CAMPUS, SAN DIEGO

Aligning Real Estate with Business
Strategies with Steve Binder,
Cushman & Wakefield managing director

SEPTEMBER 20, 7:30AM-NOON

TOYOTA NATIONAL HEADQUARTERS TORRANCE

Real Estate Strategy & Planning with
Stan Gibson CPM, MCR.h, SVP,
Terrus Real Estate Group and
David T, Kamen, AON, Sr. VP/Corporate
R.E.

SEPTEMBER 28, 7:30AM-NOON

FIRST AMERICAN TITLE, SANTA ANA

Real Estate's Impact on Corporate
Financial Statements with Stephen Barker,
Boeing Realty Corporation president and
Todd Anderson, Cushman & Wakefield
managing director

SEPTEMBER 28, 6PM-8:30PM

PETCO PARK, SAN DIEGO

CRE Night at Petco Park
Padres baseball game

OCTOBER 18, 7:30AM-NOON

TOYOTA NATIONAL HEADQUARTERS, TORRANCE

Open Standards Consortium for Real Estate
(OSCRE) with Andy Fuhrman, OSCRE
Americas CEO What are data standards?
Why are they important? What does it
cost? What are OSCRE and other standard
development orgs doing about it? How can
you help?

NOVEMBER 9, 6PM

JONATHAN CLUB, LOS ANGELES

Annual Holiday Event

Toyota to Host September 30 Strategic Planning Session

by Stan Gibson, CPM, MCR.h

From commodity to critical and reactive
to proactive, strategy and planning are
necessities for business!

What are the expectations of the corporate
real estate/facilities management team in
today's environment? We've all moved past
the days of getting a passing grade if we
negotiated a great lease in a tight office
market, with comfortable room temperatures,
clean elevators and restrooms, and office
relocations managed without a hitch.

Although these day to day issues are still
important to our success, we've moved on!

Please join us on September 20 at Toyota's
national headquarters in Torrance as we look
at strategic planning and its importance.

A continental breakfast will be available
at 7:30 a.m. and the session will conclude
at noon. You may register now by visiting
the Southern California Chapter's website
at www.corenetglobal.org, or by calling
800.305.0091.

Today's real estate landscape is fast paced,
proactive, and sophisticated. Having been
in the real estate business for over 20 years,

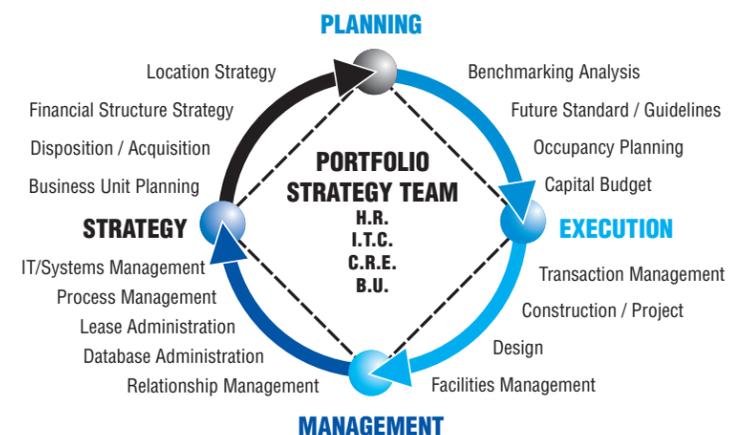
I'm here to tell you that we can't hide behind
excuses of limited time and resources
to provide strategic planning to senior
management. Because real estate is often
the second highest expense a company
has (behind labor), there is no better way to
secure your future than to understand how to
strategically sell your abilities.

Strategy and Planning is a one-day course
beneficial for both service providers and end
users in the corporate real estate industry. For
service providers, Michael Lipsey, president of
The Lipsey Company, noted in a recent article
that "top earning professionals net between
30% and 40% of their annual income from non-
traditional activities such as consulting." An
equally compelling quote comes from Thomas
Friedman in his latest book, *The World is Flat*,
challenging all of us to become "untouchables"
in today's environment. When mentioning what
to tell our children about the flattening world
(a term used to describe globalization) he
states, "There is only one answer. You have to
constantly upgrade your skills. There will be
plenty of good jobs out there in the flat world
for people with the knowledge and ideas to
seize them."

So what can you expect to learn in this one day seminar? We'll answer the following questions:

- How do I get my arms around the "big picture"?
- How do I identify critical business drivers and tie them into specific metrics?
- What are the best goal-setting methods for corporate real estate departments, business units and service providers?
- What are the best strategies for portfolio modeling and developing multiple scenarios?
- How do we plan for demand, headcount and capacity forecasting?
- How do we manage space forecasting and supply?

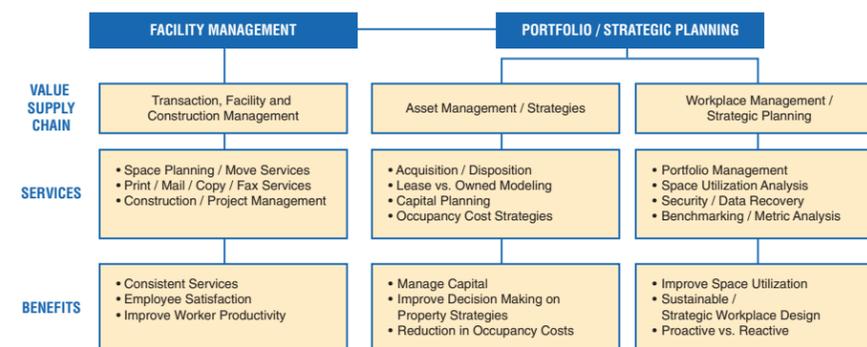
As the day moves on we'll dive deeper into various formats for developing a strategic plan
as well as various ways to approach senior management. In addition, we will discuss optimal
models regarding strategic infrastructure (see chart, below).



This class will involve interactive learning from all participants and will serve as a catalyst for
mastering new skills in a changing world. For those already performing strategic planning, we
hope you will attend, share your knowledge and pick up new ideas as you navigate through
the strategic planning process. Regardless of your level of experience, we hope to see you on
September 20th for a day of learning!

*As senior vice president, Stan oversees strategic corporate
real estate consulting and business development for
Terrus Real Estate Group. Prior to this role, Stan was
responsible for overseeing and directing the corporate real
estate department and investment property management
operations for the Principal Financial Group. In addition,
Stan spent 12 years in Dallas, Texas working for Lincoln
Property Co. and the Vantage Co. in various asset
management and real estate-related activities.*

*Stan holds a Bachelor of Science in Business Management
from Eastern Illinois University as well as Certified
Property Manager and Master of Corporate Real Estate
designations. In addition, he is a Certified Toastmaster and
a faculty member for CoreNet Global. As a lead instructor
for the "Real Estate Transactions Impact on Corporate
Financial Statements" course, he has earned top faculty
honors for the last seven years.*



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real estate
SOUTHERN CALIFORNIA





Darren Shibuya, Molly Hobin and Harry Topping present the check for \$8,500 on behalf of CoreNet Southern California to Tom Neary of Habitat for Humanity.

Casino Night Raises \$8.5K for Habitat For Humanity Hurricane Relief Fund

by Molly Holin & Kathleen Neary

CoreNet Southern California held its 1st annual Casino Night last November 17th at the Beverly Hilton in Beverly Hills. The event, which was sponsored by Howard Building Corporation, raised \$8,500 for the Habitat for Humanity Hurricane Relief Fund. Over 250 Southern California CoreNet members and guests enjoyed a great evening of Black Jack, Craps, Roulette and Texas Hold 'Em all the while trying to win raffle tickets for one of several prizes including the grand prize, a trip for two to Las Vegas.

Guests dined on a fabulous buffet dinner, danced to the great sounds of Joe's band (sponsored by Arden Realty) and sipped from the martini bar (sponsored by Tangram Interiors). All in all, it was a very fun evening and a huge success, as much-needed funds were raised for a very deserving charity.

Please save the date for the 2nd Annual CoreNet Southern California Casino Night to be held on November 9, 2006 at the Jonathon Club in downtown Los Angeles.

CoreNet Global 6th Annual Golf Tournament Raises \$10K for Habitat for Humanity

By **Marci Loftin**
Golf Tournament Co-Chair

The sun shined brightly on an outstanding field of corporate real estate, end user and service provider golfers at the 6th annual golf tournament hosted by the Southern California Chapter of CoreNet Global. The tournament was held June 19 at the Monarch Beach Golf Links in Dana Point and the afternoon proved to be outstanding for golf and business-related networking. This year the tournament benefited Habitat for Humanity, which provided an extra level of motivation and excitement for sponsorship and participation by Southern California professionals.

Committee members included tournament co-chairs Kathleen Neary of Knoll and Marci Loftin of Johnson Fain, along with Max Maxwell (Knoll), Darren Shibuya (CRESA Partners), Jeremy Bowman (Knoll), Rachel Katz (CB Richard Ellis), Laura Kennedy, Andrea Rodrigues (Western Office Interiors) and Andrea Shaffer. The committee's dedication and focus resulted in an impressive turn-out of Los Angeles and Orange County CoreNet Global members and guests.

Title sponsor CRESA Partners joined with other event sponsors including Arden Realty/Shlemmer + Algaze + Associates (cocktail reception), Environetics (box lunches), Tangram Interiors (goody bags) and Howard Building Company (golf shirts) to present the event. Other opportunities for sponsorship included watering holes, activity holes, contest holes, T-signs and signage. Paul Bielenberg of Bielenberg Associates was on hand throughout the day, photographing players and generously providing sleeved prints to players. CoreNet Global wishes to extend a very warm thank you to all sponsors for supporting both the organization and Habitat for Humanity. The generosity of our professional community makes our efforts worthwhile

and particularly satisfying, given the opportunity for contribution to such a worthy cause. Winners of the day included the first place team of Melinda Wood (LNR), Jan Karl (JK Associates), Daniel Cenicerros (Real Estate Media) and Dan Epp. Second place winners were Keith Metzler, Len Santoro, Greg Vena and Dave Greiner, all representing the City of Victorville. Third place team members included Al Grazioli, David Morgan, Kelly Marks and Mitchell Zellinger (Tangram Interiors). Nan Richardson (IA Interior Architects) captured ladies closest to the pin, while mens closest to the pin was won by Ben Power. Annette Lievers (Shaw Contract) and John Wichard (HSW Enterprises) won longest drive for women and men respectively.

After completing the round at Monarch Beach, participants enjoyed a Mexican-themed cocktail reception at Club 19. The fabulous venue provided vistas of the course, patio seating and delicious snacks for the hungry golfers. Dave Neary, past president of Habitat for Humanity, commended CoreNet Global's involvement and spoke about Habitat for Humanity's recent Southern California projects. Raffle prizes were given away by sponsors including LNR, Corporate Contractors, Arden Realty, the City of Ontario and Fullmer Contract. Prizes included TaylorMade golf equipment, rounds of golf, baseball tickets and golf memorabilia. Paul Stockwell (Studley) walked away with a CoreNet global membership!

All in all, this year's tournament was a terrific event. How can one go wrong, golfing with friends and meeting new people, all for a good cause? And now we have next year's tournament to look forward to! Thank you to all who made the tournament the success it was.



Celebrating their victory: (Centered Four) Daniel Cenicerros (Real Estate Media), Frances Pawlak (Herman Miller; standing in for Dan Epp), Melinda Wood (LNR), Jan Karl (JK Associates). Far left is Dennis Potts, Chapter President (Staubach). Far right, Event MC Dave Willis (CRESA Partners) and to the left of him, Chapter Chairperson Debra Okamoto.



Gathering at the Clubhouse: Kathleen Neary (Knoll), Jeff Elie (Kaplan), Darren Shibuya (CRESA Partners), Dennis Potts (Staubach), and John Clement (Venture Point Real Estate Group).



Enjoying the course: Brad Cox (Trammell Crow), Patti Sagers (Corporate Contractors), Marci Loftin (Johnson Fain) and Onno Zwaneveld (Trammell Crow).



Golf Committee team members: Kathleen Neary (Knoll) & Marci Loftin (far right), along with Chapter President Dennis Potts (far left), Max Maxwell (Knoll), Debra Okamoto (Toyota) and Jeremy Bowman (Knoll).

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Without the dedication and commitment of the following CoreNet Global Southern California members, this issue of Real Estate Perspectives would not have been possible:

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Helping Inland Empire Businesses Save Money

Southern California Edison Offers Incentive Programs to Keep Business in California

By **Kelly Marks**

Southern California Edison's (SCE) Economic and Business Development (E&BD) group offers guidance, resources and assistance to businesses not only in the Inland Empire, but for all of its 50,000 square mile service territory. As the business community prospers, so does the community at large. This is why SCE supports economic and business development efforts to retain, expand and attract business. One program SCE offers to help businesses to thrive in its region is the Economic Development Rate Program (EDR).

SCE's EDR is specifically designed for businesses considering a move out of (or locating to) Southern California. The program offers rate discounts to eligible business customers with a five-year declining discount off a customer's SCE bill as follows:

Year 1	25%
Year 2	20%
Year 3	15%
Year 4	10%
Year 5	5%

The EDR is available to SCE bundled (regular) service, direct access or community choice aggregation business customers that have at least one eligible service account or a proposed new facility with a peak demand of at least 200 kilowatts (kW). To be eligible, a customer must present a business case demonstrating that it has viable out-of-state options, including facility closure, for which the EDR is a workable alternative. The EDR is available until December 31, 2009 or until the program signs up 100 megawatts of demand (the equivalent of 500 customers with 200 kW of demand).

This is just one example of how Southern California Edison is supporting the greater community, positively impacting economic development and improving the quality of life throughout the Inland Empire.

First Ever Valley Economic Summit Draws Over 400 Participants

By **Karen Pearson**

The first ever 2006 San Fernando Valley Economic Summit held in May drew over 400 participants from the region's business community. Co-presented by the Economic Alliance and California University Northridge (CSUN), the event featured releases of two important reports – the 4th annual CSUN San Fernando Valley Economic Forecast and the 3rd annual CSUN San Fernando Valley Real Estate Outlook.

Los Angeles Mayor Antonio Villaraigosa provided the special welcome address.



Dr. Daniel Blake discussing SFV Economic Forecast

The national economic forecast was presented by Richard Weiss, chief investment officer for City National Bank, followed by Dr. Daniel Blake, director, Economic Research Center, CSUN, who gave the Valley economic forecast.

According to Dr. Blake, the growing Valley economy boosts average wages and salaries, producing respectable gains in purchasing power for the average worker. "The higher average salaries combined with expanding employment rolls will create a rising real income pool for the Valley and an attractive environment in which to develop and expand local businesses," he said.

Jonathan Weiss, senior vice president and managing director, Marcus Millichap, presented the CSUN San Fernando Valley Real Estate Outlook. Some of the highlights of this report include the prediction that Valley employment growth will again outpace Greater Los Angeles this year with a 1.6% increase, or 11,000 jobs, anticipated. The core motion picture and sound recording industry is forecast to post above average growth of 3.3% this year with the addition of 3,500

high-paying jobs, while manufacturing employment is expected to stabilize by year-end.

Two special breakout sessions included eight panel presentations, including Real Estate Equity and Finance, Using the Economic Forecast Data to Make Business Decisions, and the Outlook for Entertainment, Manufacturing and Mixed-Use Development. An exhibitor exposition also was included in the half-day summit.

Rick Caruso, founder and president of Caruso Affiliated, was the luncheon keynote speaker. Named "Developer of the Year" by the Los Angeles Business Journal, Caruso's company is responsible for numerous projects in the greater Los Angeles area including The Grove, the Commons at Calabasas, Encino Marketplace and Promenade at Westlake. Among his company's current projects are the Americana at Brand in Glendale, the Village at Playa Vista, and the Shops at Santa Anita.

Plans are already underway for next year's San Fernando Valley Economic Summit to be held on May 18, 2007. This year's forecast publications are available by contacting the Economic Alliance at www.economicalliance.org or calling 818.379.7000.



Mayor Antonio Villaraigosa

"The higher average salaries combined with expanding employment rolls will create a rising real income pool for the Valley and an attractive environment in which to develop and expand local businesses."

Dr. Daniel Blake

Welcome New Members

Peter Belisle, Jones Lang LaSalle
 Martial Besse, UCLA Anderson Student
 Ken Burkhalter, RAND
 Diane Coles, SCAN Health Plan
 Merelle Douglas, SAIC
 Jennifer Dryden, Northern Trust
 Damon Dusterhoft, LPA, Inc.
 Nora Fay Lehr, Construction Corp
 Stevie Field, SW California Economic Alliance
 Sally Fisher, Jones Lang LaSalle
 Lanie Geldert, EwingCole
 Dahlia Geldin, Tangram Interiors
 Alexander Grossman, Braun, Inc.
 Dennis Hearst, Cushman & Wakefield
 Erik Hernandez, Lee & Associates
 Tricia Hinckley, City of Riverside
 Ken Horner, Indymac Bank
 Scott Hunter, NBBJ
 Bryan Jacobs, Jones Lang LaSalle
 Christopher Jicha, County of San Bernardino
 Chon Kantikovit, Grubb & Ellis Company
 Laura Kennedy, Wirt Design Group
 William Lim, Gensler
 Richard Loyd, Chevron Corporation
 Jay Mast, Lee & Associates
 Stephanie Mill, BRG of San Diego
 Kathleen Neary, Knoll
 Michael Nuby, Southern California Edison
 Holly Rau Bhattazharya, Kimball Office
 Joseph Ryan, Bank of America
 John Scheffey, The Scheffey Group, .
 Carey Storm, QUALCOMM
 Tommaso Trinchieri, New Century Mortgage Corp.
 Carolle Van Sande, Pacific Capital Bancorp
 Terry Walhood, Northrop Grumman
 Susan Wallace, Deloitte
 Elizabeth Wheeler, Purchase Planners Group
 Meredith Wollman, HOK
 Onno Zwaneveld, Trammell Crow Company

Attention New Members: Please be sure to meet with your assigned Ambassador and share your goals in joining CoreNet, so that introductions can be made and goals achieved. For assistance, please contact VP of Ambassadorship Frances Pawlak of Herman Miller at 949.933.4652.



Mike Howard of HBC, major sponsor of the holiday fundraising event, congratulates Marine battalion commander LTC Patrick Looney.

CoreNet Global/Orange County Raises \$10K for Local Marines

By **Jeff Manley**

On December 7, 2005 the Southern California Chapter of CoreNet hosted a holiday reception/fund-raiser at the Pacific Club in Newport Beach for the members at large. In light of the situation in Iraq, the holiday planning committee decided to do something to lift the holiday spirits of a unit of local heroes from Camp Pendleton. We identified a unit, 3rd Battalion, 5th Marine Regiment, scheduled for deployment shortly after the holidays and developed a plan to raise money that would offset some of the costs associated with their pre-deployment Marine Corps Ball in Las Vegas.

The response from the CoreNet community was tremendous! At the end of the event, over \$10,000 was donated to the unit. The money was presented to battalion commander LTC Patrick Looney, who was gracious enough to give us a brief history of his unit's role in the war on terrorism and the mission his unit would be facing when they arrived in Iraq. Everyone left the event inspired by the courage and professionalism of the heroes that were among us and feeling good that they contributed to a show of support for their heroic efforts.



Jeff Manley of CRESA of OC and Alan DeFrancis, vice president of Boeing Realty Corp. presented a \$10,000 check to LTC Looney.

Southern California Edison Hits a Home Run

By **Yvette Sayegh**

CoreNet Global's Southern California Chapter wants to thank everyone who participated in the Los Angeles Angels of Anaheim event held on May 16, 2006. The event was hosted by SCE's Economic and Business Development (E&BD) team. As a vested business partner, SCE's success is tied to the local economy. SCE can't pick-up its wires and move to another market, so instead, SCE's E&BD team works to energize the regional economy by retaining, expanding and attracting business in and to its 50,000 square-mile service territory.

E&BD partners with others to achieve its California Public Utilities Commission (CPUC) mandated goals. To achieve these, CoreNet is an important partner for SCE. Networking in CoreNet gives E&BD visibility for business retention, expansion and attraction transactions and provides the opportunity to create value for CoreNet members. One great example is how SCE's Economic Development Rate (EDR) can help CoreNet members.

Many new and familiar faces were brought together at this event by SCE and CoreNet, including representatives from CCI, Chapman University, City of Ontario, HomeAide America, Kia Motors America, Lee & Associates, Mindspeed, NAMM California, New Century Mortgage, Staubach, Toyota and Warner Bros. We not only learned that Guerrero can hit a stellar homerun, but that uniting CoreNet members in this environment can set the stage for productive networking. "We had a great time at the ballpark and we look forward to hosting CoreNet members at other future events," notes Campbell Hawkins, SCE's Manager of E&BD.

CORENET GLOBAL SOUTHERN CALIFORNIA OFFICERS & BOARD OF DIRECTORS

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CoreNet Global Southern California Chapter

Presents the 2006/2007 Corporate Real Estate Professional Development Series

Corporate real estate in the 21st century is emerging as a strategic management asset for many of the world's most respected and recognized companies. It is becoming a tool for managing in turbulent times against the backdrop of challenging economies, constant technological change, globalizing operations, and the drive to add to shareholder value. CoreNet Global, the world's premier professional association for corporate real estate executives, is helping leading-edge organizations achieve new levels of value through a comprehensive knowledge sharing and professional recognition agenda that positions real estate as a strategic benefit, no longer as simply a transactional necessity.

CoreNet Global invites your company to become a Chapter Learning Partner of the Southern California Chapter. As a Chapter Learning Partner you will attend local CoreNet Global Learning and abridged EDP programs that provide continuing professional development credits. The Chapter Learning Program includes programming from the best of the Summits, CoRE 2010, abridged EDP programs and more.

Each program provides important information for corporate real estate executives in four hour formats presented by CoreNet Global speakers.

The purpose of providing this educational package is to make it easy for you and your staff to participate and benefit from local learning and

networking opportunities at a reduced rate. As a Chapter Learning Partner, you'll be able to attend all chapter events at no additional costs.

Why not join with the industry's best practitioners to provide the leadership to create programs that drive innovation, adding value in times when your organization most needs these enhancements? Join the global movement in corporate real estate.

CORPORATE CHAPTER LEARNING PARTNER LEVELS (CRES ONLY):

Gold: 8 people \$2,500

Silver: 4 people \$1,500

Bronze: 1 person \$500

The above represents number of tickets per event, except golf. Two golf tickets are included at the Gold level.

BENEFITS FROM APRIL 2006 TO MARCH 2007

- * 9 CoreNet Global Chapter Learning Program offerings at various locations
- * 3 "Partner Only" Industry roundtable events
- * All chapter events

For more information, visit:

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