

REAL ESTATE Perspectives

CoreNet Global Southern California Chapter



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CRE Spotlight: Banking On EFFICIENCY: Harry Topping, City National Bank

By Rob Kirner, Vice President, Jones Lang LaSalle

Working for City National Bank, the 25th largest bank in the U.S, Harry Topping, Senior Vice President and Head of Corporate Real Estate, truly loves his job.

City National Bank was founded in Beverly Hills in 1954 to serve the entertainment and real estate industries, professionals and Southern California's growing business community. Today, it is the second-largest independent bank headquartered in California, with more than \$40 billion in total assets and nearly 80 offices in Southern California, the San Francisco Bay area, Nevada and New York City.

During his tenure, City National Bank has acquired 11 financial institutions, both organically and via acquisition. In 2010, the company marks its 18th consecutive year of profitability and revenue exceeds \$1 billion for the first time.

According to Harry, City National Bank, measured in assets, is eight times larger than when he first started there almost 12 years ago. "We are the premier private and business bank in California. We are not a typical retail bank. We are the bank where people who want a higher level of service and on a more personal level of service than one typically receives from one of the big banks," he said.

Harry's job is to communicate, lead, and interact with the CEO, CFO, and the President. Communication skills are paramount in his position and mandatory when interacting and supporting his executive team and colleagues. Harry has a great deal of interaction with City National Bank's CEO, Russell Goldsmith, who supports Harry's contemporary, elegant, efficient, functional, and cost-effective office design aesthetic.

Harry's role within the company encompasses occupancy planning, site selection, leasing, design, construction, facility management, and financial components of all of the above. He manages four City National Bank colleagues and an additional 22 contractors. Harry finds excitement in



Harry enjoys spending time with his children

the variety of his workday. "Every day is different and exciting. I like that", said Harry. Office space and utilization was one of the main reasons he was brought on board City National Bank. His design background is a huge asset to City National Bank. High-quality design is important to him and he fights for that. Harry's background as an architect, developer, and project manager in corporate real estate proved to be a great mix of expertise. As a result, Harry is renowned as one of the best in his field.

"His design background is a huge asset to City National Bank. High-quality design is important to him and he fights for that."

Message from the Chair & President



Jo-E Immel



Mike Nuby

Building BRAND

In March we welcomed the 2011-2012 Board of Directors as part of an all-day strategy session to determine the focus for the next year. We have a number of new board members and we look forward to their ideas and perspective in elevating the CoreNet Southern California organization.

In keeping with our Mission Statement to be The Trusted Voice for Corporate Real Estate in Southern California, we determined our brand is the single most important value proposition to our members and sponsors and a focus on Branding will be our number one priority this term.

Brand is best defined by what we communicate to our members and potential members. It tells you who you are, what we provide, what you can expect, and how well we can be trusted. It is the message that communicates to existing and potential members and sponsors the value to being part of this organization and how we differentiate ourselves from other organizations.

In today's highly competitive business climate a brand is essential. For CoreNet Southern California, our Board focused on the following five elements of measuring our commitment:

- Relevant: Provide solution-based programs that fill a real need or solve a real problem in the marketplace for our members
- Deliverable: Make good on our promise of value and our ability to really deliver it
- Differentiate: Provide something that separates us from other associations
- Credible: Ensure the marketplace – our members and sponsors - believe we can deliver on what we say
- Inspiring: Engage and motivate members and sponsors and inspire the marketplace

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Based on our time spent with this organization at the local and national level, we firmly believe that the brand of CoreNet is recognizable and will differentiate you from your competitors. It will tell the world what you stand for and will instill a sense of confidence in customers who are deciding whether or not to work with you.

In this issue you'll also hear about the value of CoreNet from our members Harry Topping and Mary Jane Olhasso. As Harry notes in his profile, his favorite aspects of the organization include the ability to meet and exchange ideas with a wide array of peers, the organization's educational programs for his junior and middle management colleagues, and the ability to keep up with industry trends.

When our members tell us those things, we are confident we are on the right path to building a brand that is both relevant and inspirational.

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Building BRAND. What the experts say.

Remarkable marketing is the art of building things worth noticing right into your product or service. Not slapping on marketing as a last minute add-on, but understanding that if your offering isn't remarkable, it's invisible.

— Seth Godin, **ThePurple Cow**

If you want to create a powerful new brand, you should look for ways that your product or service can diverge from an existing category. In other words, the best way to build a brand is not by going after an existing category, but by creating a new category you can be first in.

— Al & Laura Ries, **The Origin of Brands**

Proverbs are the ideal. We must create ideas that are both simple and profound. The Golden Rule is the ultimate model of simplicity: a one-sentence statement so profound that an individual could spend a lifetime learning to follow it.

— Chip & Dan Heath, **Made To Stick**

All belief systems come with a story attached. The back story sets the stage for companies and brands that we trust, respect, and believe. When Sherwood Schwartz, creator of Gilligan's Island and The Brady Bunch, was asked why his shows began with a theme song outlining the show's premise, he said simply, "Because the confused do not laugh." The confused do not buy, either.

— Patrick Hanlon, **Primal Branding**

Welcome New Members! (as of January 2011)

- | | | |
|--|--|---|
| Eric Antonini UGL Services | Mark Fuller Activision Blizzard | Steve Robinson Broadcom Corp |
| Jim Ardell Wellpoint | Jocelyn Hamada CapitalSource Bank | Christina Santini Highland Commercial Roofing |
| Larry Becker General Services Administration | Alex Hayden Cushman & Wakefield | Thomas Schweiner Parsons |
| Patrick Benton EDMC | Kerry Hines Project Solutions Group | Robin Soper DIRECTV, Inc. |
| Travis Boyd CB Richard Ellis | Evan Kantor Grubb & Ellis Co | Greg Trujillo Turner Construction Company |
| Emilie Cope Broadcom Corp. | Greg Korth Rockefeller Group Development Corp | Rumi Walsh Mazda North American Operations |
| Jack Faherty Aramark Uniform & Career Apparel | Guy Margallo Johnson Controls, Inc. | Amy Williams NBBJ |
| Lauren Finn PACWEST Security Services | Carlo Matricardi | Annette Wiley Perkins + Will |
| Nick Foussianes Colliers | Larissa Plagge CB Richard Ellis | |
| | Marissa Rivera County of San Bernardino EDA | |

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Allen Matkins Leck Gamble Mallory & Natsis LLP, founded in 1977, is a California-based law firm with approximately 220 attorneys in seven offices in four major metropolitan areas of California: Los Angeles, Orange County, San Francisco and San Diego. The firm's core specialties include real estate, real estate finance, construction, land use, natural resources, environmental, corporate and securities, intellectual property, joint ventures, taxation, bankruptcy and creditors' rights, employment and labor law, and dispute resolution and litigation in all these matters. For more than 30 years, Allen Matkins has helped clients turn opportunity and challenge into success by providing practical advice, innovative solutions and valuable business opportunities.

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www.ontariothinksbusiness.com

THE NEW WORKPLACE: Herman Miller's John Lubbinge



Director of Product Management for Herman Miller John Lubbinge talked with editor Jessica Thompson about new trends in workplace design.

As individual employee spaces shrink from on average 8'x 10" to 6' x 8' or even smaller, there is a definite and drastic focus on the new workplace. Media from Wall Street Journal to Fast Company have been exploring the future of the cubicle and, more importantly, the future of how we will work. Mobility, multi-generational work environments, sustainability and bottom line costs are all driving major transformation of the workplace. Here's what John had to say:

Certainly there is pressure to reduce real estate cost, which is driving these more compressed footprints. One application trend that we are seeing are fully open benching applications. It's basically a large table, with literally a row of stations side by side that people work at with perhaps a screen dividing them. The younger generation is really comfortable working shoulder to shoulder in that space, collaborating with their neighbor. Some companies are putting benching applications across entire floor plates and some companies are more likely using them in highly collaborative team environments, or as touchdown spaces. Microsoft just launched a Touchdown space to accommodate groups of employees who found it difficult to fight traffic down to their main campus. Microsoft conceived the space on the third floor of a separate building as a

temporary stopover to help employees dodge the commute but still be productive. But it's not for everybody and every company.

“Certainly there is pressure to reduce real estate cost, which is driving these more compressed footprints. One application trend that we are seeing are fully open benching applications. It's basically a large table, with literally a row of stations side by side that people work at with perhaps a screen dividing them.”

This is really about looking at the entire office landscape, not just individual workstations. You might have areas that are more traditional wall-based individual offices, others that are more linear or benching applications, and then other areas that are focused more on group-oriented collaborative space. The office landscape in becoming less about the individual spaces, and more about what takes place in the entire office. It's about creating options so people have places where they can come together for an impromptu meeting or where they can go for heads-down work. The fact is people can now work in three or four different areas in an office in one work day.

These trends are occurring across all types of industries and across the country, not just along the coasts. For example, even law firms that have been traditional individual office environments are changing. While much of this change can be attributed to real estate costs, the fact is that the younger generation would rather have open space to collaborate.

Sustainability remains important. There remains more attention to environmental issues and a strong emphasis on LEED certification.

For today's CEOs these changes are driven by big trends: the cost of real estate, attraction and retention of the younger generation, and a drive for greater productivity through workforce collaboration.

The younger generation wants a more progressive environment to work in and that's important to recruitment. Technology has untethered us. You can work anywhere, from home, Starbucks or the office. As a furniture manufacturer, we need to create an environment where people want to come to the office, to seek out their need for social interaction. We're creating spaces that have a more residential feel and are more inviting.

I think the benching concept is really exciting. European companies worked that way for years, and now it's finally coming to the States. We never sold cubicles in Europe. This new plan is much more open and collaborative and creates a different landscape feel. Although we continue to pay attention to the individual workstations, we also are looking at creating space where impromptu conversation can happen. Herman Miller is spending a lot of time on this. We're creating furniture that facilitates impromptu meeting activity, creating areas where two to six people can come together at a time, bring their technology and use it seamlessly.

Companies such as Google and Apple are pushing the landscape as far as anybody. Google is literally just tables and screens that can be moved around as needed. They can put up screens and marker boards when and where they need them.

To really make these shifts though, you need that type of corporate culture. Management has to understand that their people are working in different areas. Sometimes there is a struggle with that. Do I need to see my employee everyday to trust that they are working? Lots of companies are starting to understand they must change how they view the work environment and look to us to help them do that.



Members in the NEWS

This year's Cooper-Hewitt National Design Award for corporate and institutional achievement was given to furniture design company, **Knoll**.

For the fourth consecutive time, **Jones Lang LaSalle** (NYSE: JLL) has been recognized as the best overall provider of corporate real estate services by the Watkins 2011 Survey of Corporate Real Estate Service Providers.

Super Lawyers has released its list of outstanding attorneys for 2011 and 60 **Allen Matkins** attorneys have been named among the best in California.

The **County of San Bernardino** Countywide Vision has been endorsed by the Board of Supervisors and the San Bernardino Associated Governments board. The Vision can be viewed at www.sbcounty.gov/vision in an interactive format. The Herman Miller Healthcare furnishing system

was honored twice with a Gold Award in General Hospital Devices and Therapeutic Products at the 2011 Medical Design Excellence Award (MDEA) ceremony and a Silver IDEA award in Medical & Scientific Products for the 2011 International Design Excellence Awards (IDEA).

Volunteer San Diego matched **CresaPartners** with The New Children's Museum and worked with museum staff to offer hands-on art workshops for museum visitors. This "Morning Madness" event, sponsored and staffed by **CresaPartners**, allowed the museum to provide over 200 museum visitors with an extra-special art experience.

CoreNet EVENTS: Great Information. Great Networking. Members Enjoy L.A. Event in May!



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CresaPartners

CresaPartners is an international corporate real estate advisory firm that exclusively represents tenants and specializes in the delivery of fully integrated real estate services, including: Transaction Management, Project Management, Relocation Planning and Management, Strategic Planning, Workforce and Location Planning, Subleases and Dispositions, Lease Administration, Capital Markets, Sustainability, Supply Chain and Facilities Management. With more than 50 offices, CresaPartners is the largest tenant representation firm in North America. Internationally, CresaPartners covers more than 125 locations in 35 countries. www.cresapartners.com

HermanMiller

Herman Miller works for a better world around you—with inventive designs, technologies and related services that improve the human experience wherever people work, heal, learn, and live. Its curiosity, ingenuity, and design excellence create award-winning products and services, resulting in more than \$1.3 billion in revenue in fiscal 2010. Innovative business practices and a commitment to social responsibility have also established Herman Miller as a recognized global company. In 2010, Herman Miller was again cited by FORTUNE as the "Most Admired" in its industry and among the "100 Best Companies to Work For" in America, while Fast Company has named Herman Miller among its 2010 "Innovation All-Stars." Herman Miller trades on the NASDAQ Global Select Market under the symbol MLHR. www.hermanmiller.com

EXCELLENCE to be Honored at REmmy AWARDS and CHARITY GALA

By Stephanie Denton, Business Development, Knoll, Inc.

On November 17th, hundreds of real estate industry professionals will celebrate corporate real estate excellence at the 5th annual CoreNet REmmy Awards and Charity Gala at the Beverly Hills Hotel. Hosted by Mr. John Cushman, Chairman of the board, Cushman and Wakefield, the event will include a high profile silent auction and business networking dinner, along with the awards ceremony.

A jury of distinguished senior-level corporate real estate executives will judge the three award categories: Corporate Real Estate Team Leadership, Innovative Workplace and Corporate Citizen. Last year's award winners included Hoag Hospital Irvine, Glumac Irvine Office and the Frontier Project Foundation. Companies that wish to submit nominations for the 2011 REmmy Awards can do so by going to www.sccorenet.org.

Along with the awards recognition, CoreNet Global Southern California will award a check for \$25,000 to Junior Achievement of Southern California. The non-profit organization helps to prepare young people for the real world by showing them how to generate wealth and effectively manage it, how to create jobs which make their communities more robust, and how to apply entrepreneurial thinking to the workplace. Students put these lessons into action and learn the value of contributing to their communities.

Paul McGunnigle, chairman of the board, Junior Achievement of Southern California, and CEO of Howard Building Corporation said, "CoreNet continues to show incredible charity. Not only in providing a financial gift to Junior Achievement of Southern California, but also by providing a forum for our message and support before, during, and after the program. We can't thank CoreNet enough for supporting our mission."

Nominate Your Company! Be part of REmmy history. Join the list of award winners that includes Hoag Hospital Irvine, Glumac Irvine Office, Frontier Project Foundation, (other winners?)

Find Your Excellence. (what are the timelines for 2011?)

SAVE THE DATE

2011
REMMY AWARDS
AND CHARITY GALA



benefitting


Thursday, November 17, 2011

Beverly Hills Hotel

Special Guest: John Cushman

Sponsorship Opportunities Available

Award Nomination Forms Available Soon

For more information, contact:
Lisa Oakes 714.282.8480

SELL-OUT for Annual Golf Tournament

June 3 was another successful day of golf at the 2011 Annual CoreNet Global Southern California Golf Tournament. The event, sold out six weeks in advance, was held at the Oak Creek Golf Club in Irvine. This amazing day of business development, networking and great golf featured a full field of golfers encompassing 170 participants including volunteers.

The best part is that CoreNet Global Southern California donated \$10,000 to Junior Achievement Southern California from event proceeds.

Participants included corporate real estate executives, city officials, brokers, construction and architecture consultants. The success of the event was due in large part to event co-chairs Chris Bald and Brian Denton. Might be worth getting your foursome requests in for 2012 now!

AND THE WINNERS ARE...

Closest to the Pin - Men
KEN SKIERSKI

Closest to the Pin - Women
KIM MCVAY

Longest Drive - Men
GREG ELLIOTT

Longest Drive - Women
MARIA MARTINICO

Tournament Winners

1st Place
BRYAN HOWARD
PAUL PARK
CRAIG KISH
CHRIS STRICKFADEN

2nd Place
JOHN OLIVER
JOHN OLIVER JR
TIM CONLON
ERIC JOHNSON

3rd Place
BRIAN OGDEN
TIM CARROLL
GREG ELLIS
GARRETT ELLIS



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Jones Lang LaSalle (NYSE:JLL) is a financial and professional services firm specializing in real estate. The firm offers integrated services delivered by expert teams worldwide to clients seeking increased value by owning, occupying or investing in real estate. With 2009 global revenue of \$2.5 billion, Jones Lang LaSalle serves clients in 60 countries from 750 locations worldwide, including 180 corporate offices. The firm is an industry leader in property and corporate facility management services, with a portfolio of approximately 1.6 billion square feet worldwide. LaSalle Investment Management, the company's investment management business, is one of the world's largest and most diverse in real estate with approximately \$40 billion of assets under management.

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FAST TALK

Mary Jane Olhasso on CoreNet and the County



Mary Jane Olhasso, economic development administrator, County of San Bernardino, just completed three years of service on CoreNet Global's Board of Directors. She was re-appointed each year to serve during a very tumultuous time for the global real estate association, guiding its survival during an historic economic downturn.

As she shared, survival for CoreNet meant a new direction and the appointment of a new

CEO, Angela Cain. It is now a newer, stronger organization today, built in response to a new world of work. "Today's CoreNet is focused on a component strategy, emphasizing communities such as workplace, special interest groups such as women, and adding value to the local chapters," Mary Jane added. "Everyone is evaluating where they put their dollars. We focused on delivering powerful content to our constituency and service delivery for the local chapters."

Every aspect of the organization was examined from administration and fiscal responsibilities and actions to course materials and integration of technology. "The new CEO took on the responsibility of putting members first and that was a big change in direction," she added.

For Mary Jane, being on the CoreNet Board was life changing. "We had to function in crisis mode due to outside market forces and yet we were able to lead the organization in such a positive new direction because of the talent at the table. The talent on the global board is staggering. It was humbling for me to be there to listen and participate in discussions at such a strategic level," she shared.

One area of great potential, she noted, is the women's special interest group. Its long term goal is advancement of women in Corporate Real Estate so that they can achieve and reach the highest levels of their organization. In September the Women's Group will hold its Annual Conference in Frisco, Texas providing a forum for attendees to enhance their leadership competencies, stimulate ideas on career advancement and participate in a phenomenal opportunity to network with other real estate senior leaders.

Her primary role now is leading the economic development function at the County. Mary Jane has been working to build her team and create a more stable and predictable environment for business investment in the County.

"To be successful, businesses need a clear strategy and defined direction. A business can make plans to effectively build their customer base and drive their planning, financing, marketing, and production. However, a key component to success is the location from where they operate their business," she said.

The County undertook a vision process to determine how to best focus scarce resources where they are needed and in turn, create a stable and predictable environment for business and investment. This represents a significant shift from the way the County had been doing business. For Mary Jane and her team, that shift is defined by the word partner. The County now strives to be a partner in business success. The County's vision process created an opportunity for its leadership to listen to business, make changes, and be the partner existing and future entrepreneurs, business owners and corporations need.

"My role now is to ensure that our businesses will not only succeed here in the County but they will thrive," Mary Jane said.

In many ways, implementing this vision at the County level bears many similarities to her role on CoreNet's national board. Both organizations are focused on positioning their members or businesses for success. Moreover, the critical knowledge gained by the County's Economic Development team through CoreNet will be indispensable to positively influencing the economic growth of the County and its industries.

Annual Conference: Breaking the Code
Translating the Written and Unwritten Rules
to Success

Westin Stonebriar – Frisco, Texas
September 25-27, 2011

You cannot afford to miss the Annual Women in CoreNet Global Conference. Speakers and attendees will explore corporate philosophies and learn if they actually match up with its written and unwritten rules. You will learn how to translate these codes by understanding that informal rules and corporate rituals are interpreted differently by men and women.

SCE: Here Comes the Sun

Southern California Edison (SCE) has been involved for more than two decades in the advancement of solar power. As a part of this advancement of solar generation, in 2008 the utility launched a solar PV program that will lead to creation of a network of neighborhood roof and ground-mount solar power plants.

A Game-Changing Solar Energy Idea

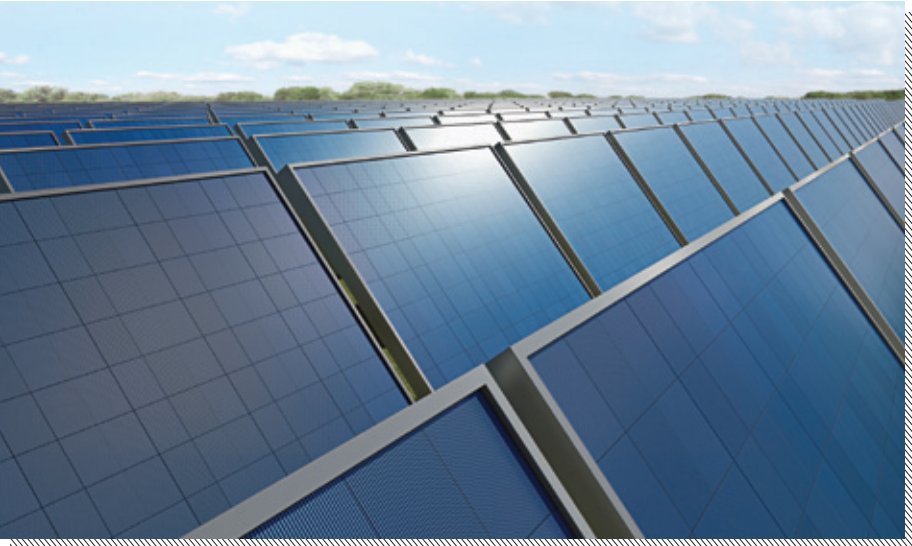
SCE generation planners identified an untapped opportunity to rapidly develop significantly more solar generation to help meet California's aggressive renewable energy goals. Solar advances were observed at both ends of the size spectrum – smaller installations on the rooftops of homes and small businesses, and larger central station installations in remote areas – but little activity was taking place developing one-to-10-megawatt installations. The utility's service area included an abundance of large structures with limited power use, for example, distribution warehouses.

Owners of such buildings had little incentive to offset electricity costs by installing solar arrays.

These market observations led SCE to propose leasing available roof and ground space and building solar stations that would serve all utility customers. SCE concluded that such a project could help drive down the installed cost of photovoltaic generation for everyone.

Today SCE has rooftop lease agreements related to its solar PV program with leading providers of distribution facilities, including Prologis, AMB and Kennedy and ground lease agreements with communities such as Porterville, Calif., and educational institutions such as the College of the Desert in Palm Desert, Calif.

SCE's solar PV project provides an opportunity for sustainability-minded communities and businesses to collaborate. "Two of our highest goals as a city are to encourage job creation and to build a greener tomorrow for our residents and future generations," said Redlands Mayor Pete Aguilar. "Southern California Edison's solar project has supported both goals by making available 120 construction jobs and adding to our energy resources three power plants that are silent, emission-free and use a renewable fuel source."



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- Victorville

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REAL ESTATE Perspectives

NEWSLETTER TEAM

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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CRE Spotlight: Banking On EFFICIENCY: Harry Topping, City National Bank

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When he first joined City National Bank, there was no data, no organization, and no understanding of what Corporate Real Estate could do for the organization. His primary goal was to turn an inefficient real estate department into a high-performance machine.

"This was a tough process. We did not have the resources such as training, software, financials, and accounting within real estate," he said. After careful consideration and analysis of the in-house conditions, Harry determined outsourcing would be the best solution. Harry outsourced a few functions first to a regional service provider and later to Jones Lang LaSalle, gaining significant cost and quality enhancements.

It was Harry who recognized that consolidating more than a third of City National Bank's Southern California workforce into their current and upscale downtown Los Angeles headquarters' location would not only reduce occupancy expense but would raise the bank's visibility throughout Los Angeles and Southern California. These efforts furthered the Company's sustainability goals and helped strengthen its brand.

"Why was it successful?" Harry quips. "Corporate real estate is the primary function of Jones Lang LaSalle and our other service providers. It is not the primary function of City National Bank. I am able to leverage real estate service providers' best practices and access tech logy that City National Bank does not possess."

Harry's Achievements/Implemented Programs at City National Bank (CNB)



Strategic Occupancy Planning, or rather, planning who sits where, when and why is Harry's bread and butter within CNB's Corporate Real Estate Department. "They have literally saved millions of dollars annually on occupancy expenses via early lease restructuring and downsizing. The average bank branch size now is 4,800 SF compared to 12,000 SF when I started. This is definitely a more efficient use of space," he said.

Harry collaborated with Jones Lang LaSalle to develop **CNB's Work Smart Program**, a branded internal alternative workplace strategy. It is a "drop-in center concept" at the branch level where areas are repurposed as drop-in space. Each year CNB expands the idea to other locations as a continuing effort to implement efficient use of office space and employee flexibility.

For the past four years, CNB has implemented their **Green Ladder Program**. This sustainability program measures and decreases CNB's carbon imprint and reduces the amount of water used for landscaping, recycling. It also includes installing solar panels, installing electrical and HVAC systems and other measures. CNB is LEED-certified at many of their new locations including New York and Nevada.

CNB continues to search for new and innovative ways to achieve their sustainability goals. Some noteworthy examples include constructing "Green Buildings" with state-of-the-art lighting and motion sensors, which have saved approximately 653,000 kWh annually. Most CNB facilities feature special low-toxicity paint, "Green Guard" certified furniture, and recyclable carpeting. All new projects are designed for LEED certification including 400 Park Avenue, New York and 100 Montgomery, San Francisco.

Energy and water conservation are of significant importance. One new water treatment system at the bank's Operations Center saves more than 1 million gallons of water per year. Solar panels installed at CNB's Riverside location saves over 77,000 kilowatts (kWh) annually. Automatic shut down of computers after hours saves over 1.2 million kWh annually. Recent air conditioning upgrades at two locations save approximately 164,000 kWh annually. New construction and renovations are designed to increase natural lighting in offices and special window shades and tinting mitigate heat gain.

Waste minimization and recycling are also part of CNB's core sustainability measures. City National recycles more than 1.3 million pounds of paper and cardboard per year. CNB has discontinued the use of Styrofoam cups and reduced the use of plastic trash can liners, saving more than 93,600 liners per year. Company-wide recycling programs support colleagues' responsible disposal and reuse of materials, such as batteries. CNB recycles more than 20,000 pounds of electronic equipment per year. Over 8 million printed pages per year have been eliminated through online reporting and electronic documents. All facilities now utilize filtered domestic water, replacing plastic bottled water.

Harry's Background & Career Timeline

Harry's love for architecture began while growing up in a Georgian-style home just south of the Loop in Kankakee, Illinois. When Harry's family decided to add on a modern room to their home, he met the architect. He decided then that this is something he

wanted to do. Harry cites his architecture idols as Frank Lloyd Wright, Louis Henry Sullivan and Ludwig Mies Van der Rohe. Growing up near Chicago, there is great architecture and culture, which also influenced his career decision. Coming from a family of doctors and destined for a medical career, Harry jokes, "No way, I could not handle that."

His career began as a licensed architect for Skidmore, Owings & Merrill LLP and then for HOK in San Francisco for about 10 years. He received his BA and MBA degrees from the University of Illinois at Urbana-Champaign. He then worked as a Project Manager for two developers, Premium Land & Development Company in San Francisco and Maguire Thomas Partners in Los Angeles.

Harry entered the entertainment world at Warner Bros. in Burbank, California. There, he was a project manager with a focus on design and construction. Harry fondly remembers his days when he used to have lunch next to Brook Shields.

CoreNet Benefits

Harry, a past Chairman and founding member of CoreNet, began his tenure with the organization with the merger of IDRC and NACORE. Of CoreNet's many benefits, Harry's favorite aspects of the organization include the ability to

meet and exchange ideas with a wide array of peers, the organization's educational programs for his junior and middle management colleague, and the ability to keep up with industry trends. (pull quote) He consistently takes benchmarking information to his CEO and CFO gained from being part of CoreNet.

"Harry's favorite aspects of the organization include the ability to meet and exchange ideas with a wide array of peers, the organization's educational programs for his junior and middle management colleague, and the ability to keep up with industry trends."

Harry's Personal/Interests/Hobbies/Passions

Harry and his wife Susan live in Valencia with their three sons, Trey, 8 and twin sons, Liam and Miles, 3 ½. Harry truly loves being a dad and spending quality time with his children. "It is a lot of work. It's all worth it to me and there are huge rewards."

In honor of their son Liam, Harry's wife Susan and her mother Mary created "The Topping Brothers Invitational" at the TPC Valencia, a charity golf tournament benefiting Autism Speaks. This year's event will be held September 20, 2011.

Harry is a philanthropist at heart and has been very fortunate for the past two years to be the top fundraiser for the Ronald McDonald House, Los Angeles Chapter where he is on the Board of Trustees.

A French wine lover, Harry lived in France for a year during his senior year of college as a full year exchange student at Bozar in Versailles, France. During this time, Harry learned to speak French and often drove around the countryside in his original Austin Mini Cooper.

Harry enjoys being outside in a natural setting which is quite restorative for him. Being away from the office is welcome when things get hectic. He also likes sporting events and has fond memories as a child when his grandfather took him to his first Cubs game at Wrigley Field. Unlike many fans of Chicago baseball, Harry cheers on both the Cubs and White Sox thanks to his grandfathers' love for the game. One of Harry's first memories was watching the White Sox win the American League pennant in 1959.

FROM CoreNet GLOBAL NEWSROOM

Once considered only a back office operation, the real estate and facilities (RE&F) function is now fully aligned with broader corporate strategic priorities, according to nearly two-thirds (63 percent) of respondents to a survey conducted by CoreNet Global and Deloitte.

More than half (56 percent) of survey respondents said that RE&F input is important to the strategic M&A/divestiture decision-making process, while an additional eight percent indicated that RE&F input was "critical" to the decision making process and able to steer strategic decisions based on specific analyses and insights.

Respondents indicated that RE&F was typically involved in the M&A transaction decision making either at the initial concept stage (22 percent) or prior to the final decision and internal announcement (59 percent). Conversely, 27 percent said that RE&F provides analytical support without having a "seat at the table" during the decision-making process; and, eight percent reported that RE&F has no part of the strategic M&A/divestiture decision-making process.

"What we are seeing is an increase in the perceived value of the RE&F function," said Richard Kadzis, Vice President of Strategic Communications at CoreNet Global. "However, the transition is not complete. Many RE&F professionals still believe that the RE&F function is not given enough weight in the M&A decision process."

Respondents indicated that the most important areas relative to RE&F in commercial due diligence were understanding the leased space profile (48 percent) and owned assets (26 percent).

"Understanding the RE&F-related commitments, liabilities, and risks is key to properly planning for the anticipated run-rate post-transaction. Given the upcoming changes in lease accounting, the leased space profile will continue to be of significant importance in RE&F due diligence—and an area where RE&F teams can be invaluable during pre-deal planning and throughout the deal life cycle," added Kadzis.

Just 33 percent of the respondents said that a potential target's real estate and facilities

portfolio was a key component in the pre-acquisition analysis effort.

"Clearly we need to work toward greater acceptance and understanding of the data and measures that RE&F can provide," Kadzis said. "While the one-time and recurring costs associated with a newly integrated or separated portfolio may not make or break every deal, some transactions can be significantly impacted by the real estate & facilities costs, as well as by the benefits," said Francisco J. Acoba, a leader in Deloitte's capital and real estate transformation practice.

The CoreNet Global and Deloitte study was conducted online in June 2010 and completed by 92 senior-level RE&F executives. Two-thirds (66 percent) of the respondents work for companies with 10,000 or more employees. Organizational headquarters for respondents were in the Americas (78 percent), EMEA (13 percent) and Asia Pacific (8 percent).

INTRODUCING: CoreNet Global Southern California 2011-20a12 Officers and Board of Directors



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