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Balfour Beatty Construction is the fourth largest contractor in the nation, a commercial construction business delivering more than \$3.4 billion each year in complex, one-of-a-kind custom buildings that enhance people’s lives and alter the scenery of our communities and our nation. Our Georgia office, located in Atlanta, opened its doors in 2001, and focuses leadership around corporate office interiors, education, healthcare, mission critical facilities, multifamily housing and retail/mixed use projects.

While many hear construction and think “hammers, concrete, and steel” – in reality, our job is much more a service business. We take great pride in creating innovative, inspiring and sustainable work environments for Fortune 500 companies, public companies, and private clients using a negotiated team approach. We represent the needs, expectations, and vision of our clients and help turn that vision into reality through our partnership with subcontractors, architects, community leaders, politicians, corporate boards, and project neighbors.

Our company vision is “to differentiate ourselves so significantly that we change the industry.” How? By making service delivery our top priority -- one relationship at a time. Rather than looking to capitalize on the profits on individual projects, our intention is to maximize long-term relationships. And our ability to do so has won us an 85% repeat customer rate over the past five years.

Our company motto is “It’s time to expect more.” And we do. We expect more of ourselves so that we may give more of ourselves – to our customers, to our partners, and to the communities in which we live and work. This philosophy is what has earned us a spot on FORTUNE magazine’s “100 Best Companies to Work For” list for two consecutive years.

Interested in learning more about what you can expect from us? Tour our website, www.balfourbeattyus.com, and if you’d like more information, contact us and give us an opportunity to answer your questions.



PRESENTING SPONSOR

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CoreNet Global and the Atlanta Chapter

CoreNet Global is the world’s leading professional association for corporate real estate and workplace executives, service providers, and economic developers. The 7,000 members, who represent 70% of the Fortune 100 and nearly half of the Global 2000, meet locally, globally and virtually to develop networks, share knowledge and thrive professionally. For more information, please visit www.corenetglobal.org

The Atlanta Chapter of CoreNet Global is one of the largest and most active chapters in the world, with about 400 members. Throughout the year, the Chapter regularly brings together professionals in the corporate real estate industry for learning and networking. Events include education programs, end user roundtables, the annual Ed Forum, networking events, community service projects and Young Leader programs. For more information, please visit www.corenetatlanta.org

Through the Chapter community, corporate real estate executives connect with their professional peers and the service provider community connects with its client base. All benefit from relevant and high quality education programs that bring out promising new strategies and proven best practices.

In November of this year, Atlanta will be the Host City for the Fall Global Summit. Following Pre-Summit Seminars for MCR and SLCR courses on November 5th and 6th, the Grand Opening Reception will take place on Sunday, November 6th and the Summit will run through Tuesday, November 8th. A special Community Reinvestment Challenge (CRC) project will also be underway in the days leading up to the Summit. This will be coordinated by the Atlanta Chapter, and populated by visiting members from all around the Globe.

All of these activities offer examples of how CoreNet Global sets the bar for knowledge, networking and professional advancement. CoreNet Global and the local chapters provide outstanding resources and contacts so that the Corporate Real Estate community can become more effective, add strategic value to their companies and clients, and fulfill their roles as leaders within their companies. We look forward to seeing you at future events!

Connect.

Learn.

Grow.

Belong.



Welcome to the CoreNet Global Atlanta Chapter’s Sixth Annual Ed Forum. This Forum was started as a landmark effort to reach the Corporate Real Estate community in the metro Atlanta area, to provide high quality and relevant professional education and development. We also wanted to provide the Corporate Real Estate community an opportunity for networking, which has proven to be a lasting and powerful basis for the improvement of Corporate Real Estate practice and for business development. With each succeeding year, the Ed Forum has grown in attendance and acclaim until, today, it is the premier annual event of our chapter.

Our 2011 Ed Forum, *Leading Through Turbulent Times: Transforming Challenge into Opportunity* will explore the leadership strategies of organizations that have prevailed and are finding the right balance between seizing opportunities and managing accompanying risk.

The post-recessionary world presents complex challenges for corporate real estate executives and our organizations. Business drivers - the knowledge explosion, the technology revolution, environmental awareness, the pace of change, and globalization - once thought to be the fuel for unlimited growth, wealth and success, actually are more complicated than originally thought. We are discovering that these drivers are actually double-edged swords, sources of opportunity and causes of deep uncertainty. They are presenting very real paradoxes for how we live our lives and lead our organizations. We now understand that each business driver has positive and negative elements and results. Our challenge, as Corporate Real Estate leaders, is to learn how to turn these paradoxes into real opportunities.

In China, there is a symbol for the word “change.” It means both crisis and opportunity. This says a lot about what to expect in our future. Increasingly, success will depend on our ability to manage these paradoxes and lead in uncertain times. Will we create crises or opportunities from the change around us? Leading in turbulent times is different. It is more complex, more personal, and more demanding.

We are pleased that you have joined us today, as we are inspired by those who are using these strategies to succeed in our current turbulent times and to prepare for the uncertainties of the future. We also look forward to learning from your insightful participation in the interactive discussions in today’s sessions.

Thank you for coming and please enjoy your day!

Tim McCarthy
Senior Vice President, Jones Lang LaSalle

A handwritten signature in black ink, appearing to read 'Tim McCarthy'.

President, CoreNet Global Atlanta Chapter

Karen League
Senior Vice President, Jova/Daniels/Busby

A handwritten signature in black ink, appearing to read 'Karen A. League'.

Chairman, 2011 Ed Forum

SCHEDULED DESCRIPTION OF THE DAY

SCHEDULE OF EVENTS

TIME	TITLE	SPEAKER	REPRESENTED COMPANIES	LOCATION
7:30-8:00AM	REGISTRATION & NETWORKING			Pre-function
8:00-8:30AM	BREAKFAST			Salons 3-6
8:30-9:30AM BREAKFAST	ENERGIZING GEORGIA'S FUTURE	RON SHIPMAN	GEORGIA POWER	Salons 3-6
9:30-10:00AM	MORNING BREAK			Pre-function
10:00-11:30AM SESSION 1	WIRED & DANGEROUS: YOUR CUSTOMERS HAVE CHANGED - WHAT TO DO ABOUT IT	JOHN PATTERSON	THE CHIP BELL GROUP	Columbia
10:00-11:30AM SESSION 2	EFFECTIVELY ENGAGING THE C-SUITE	DAVID STOUTAMIRE DAVID FANNIN	MACE DAVID FANNIN, LLC	Atlanta
10:00-11:30AM SESSION 3	NOVELIS: CAPITALIZING ON CHAOS	ERIC DRUMMOND ROB METCALF CHRIS AHRENKIEL DEIRDRE O'SULLIVAN	NOVELIS JONES LANG LASALLE TISHMAN SPEYER IDEA SPAN	Salon 2
11:30-11:45AM	NETWORKING			Pre-function
11:45-12:15PM	LUNCH			Salons 3-6
12:15-1:15PM LUNCH	THE ADVENTURE OF CHANGE	DR. JEFF SALZ	THE WAY OF ADVENTURE	Salons 3-6
1:15-1:30PM	NETWORKING			Pre-function
1:30-3:00PM SESSION 4	EMERGING TECHNOLOGIES IMPACT ON URBANIZATION & THE WORKPLACE	PETER MISCOVICH	JONES LANG LASALLE	Atlanta
1:30-3:00PM SESSION 5	STRATEGIC PLANNING FOR THE NEXT GROWTH WAVE	MATT FANOE TOM LADUE BRANDON FORDE	COCA-COLA REFRESHMENTS MCKESSON STUDLEY	Salon 2
1:30-3:00PM SESSION 6	SUSTAINABILITY=INNOVATION	JIM HARTZFELD LAURA CASE	INTERFACERAISE SOUTHFACE	Columbia
3:00-3:30PM	AFTERNOON BREAK			Pre-function
3:30-4:50PM SESSION 7	IS THE TERM "GOVERNMENT INNOVATION" AN OXYMORON?	SHYAM REDDY GEORGE HEERY BUDDY HILL ENNIS PARKER BILL CLARK FRED PERPALL	GSA BROOKWOOD GROUP GSA BROOKWOOD GROUP STEVENS & WILKINSON THE BECK GROUP	Salons 3-6
4:50-5:00PM	CLOSING REMARKS DOOR PRIZE DRAWING			Salons 3-6

Breakfast Keynote - 8:30-9:30AM

Energizing Georgia's Future

Ron Shipman - Vice President of Environmental Affairs, Georgia Power

Georgia's ability to grow and develop requires a stable and cost effective supply of electricity. With the state's environmental goals as a framework, Georgia Power is committed to a Smart Energy strategy that includes long-range generation planning with a diversity of fuel supplies to ensure economic stability.

These plans incorporate reliable and abundant fuel sources such as coal and nuclear in addition to emerging alternative fuels. Each fuel supply offers tradeoffs that must be considered in a spirit of partnership with electricity providers, federal and state officials, customers, and business leaders.

This session will introduce these themes and the information business leaders need to know to participate in productive solutions.

Learning Objectives:

1. Understand the variety of power plant fuels along with their economics and tradeoffs
2. Understand the technology challenges and opportunities with alternative fuels in Georgia
3. Gain an appreciation of the short- and long-term tradeoffs between regulatory action, generation planning, and energy cost and availability
4. Better understand the integration of Smart Energy initiatives in the production and delivery of power to customers

Lunch Keynote - 12:15-1:15PM

The Adventure of Change

Dr. Jeff Salz - The Way of Adventure

Drawing from tales of a life-time of personal adventure, ancient mythology, award-winning photography and music tales, Dr. Jeff Salz instructs us in the skill set of the adventurer so that we can navigate with confidence and success these turbulent times.

With humor and passion he shares his uplifting Six Steps to the Top and inspires us to 'see things we have never before seen...or see familiar things as we have never before seen them.'

"A remarkable hour that will have you laughing and crying and perhaps even changed forever." Kevin Turner, COO Microsoft Corporation.

Learning Objectives:

1. The Six Steps to the Top - Timeless Certainties for Uncertain Times
2. How to avoid burnout and assure success by gaining skills that will enable you to focus on process vs. outcome
3. How to sustain long term success by balancing skills and challenges to attain the Adventure State
4. How to apply Joseph Campbell's Hero's Journey model to create a roadmap for change



**Morning Concurrent Sessions -
10:00-11:30AM**

**Session 1: Wired & Dangerous: Your Customers
Have Changed- What To Do About It**

John R. Patterson - Senior Partner, The Chip Bell Group

The tough economy has completely reshaped customers, altering the path organizations must take in order to capture and retain customer loyalty. Today's customers are picky (demanding value), fickle (quicker to leave), vocal (telling all through word of mouth and word of mouse) and vain (expecting personalized service). Add to the mix the viral effect of social media and a small band of wired, unhappy customers can overnight bring mayhem to an organization's reputation and bottom line. Indifferent, ho-hum service to today's recession-hardened consumer, equals bad service they refuse to tolerate. However, winning companies understand how customers have changed and have turned to service innovation, reinventing their approach to creating experiences that elevate loyalty, growth and profits.

Based on his forthcoming book by the same title, this powerful, high-energy presentation draws on John's deep experience consulting with many of the elite service-providing companies plus his cutting edge customer research. Attendees learn proven techniques for renewing and innovating tactics and techniques needed to drive business growth and reputation.

Learning Objectives:

1. How customers have changed coming out of the recession
2. Learn the New Economics of Customer Loyalty and the ROI of delivering a consistently great customer experience
3. Understand the startling impact of social media and strategies to utilize this medium for strengthening client relationships
4. Learn a myriad of cutting-edge practical tools, techniques and countless ideas for either reinventing or re-igniting the service experience you deliver to those you serve

Session 2: Effectively Engaging the C-Suite

David C. Fannin - David C. Fannin LLC
David Stoutamire - Director, Project Management – Southeast Region, Mace North America Limited

Major strategic CRE initiatives must be driven by the needs of the enterprise. Such initiatives can impact operational efficiency, can affect morale and welfare, and can consume significant resources and management time. In turbulent times, active participation by executive management (the C-suite) is essential for project success, but must be carefully managed.

- How can the CRE executive ensure that the project truly supports the needs of the enterprise?
- How can the CRE executive ensure that C-suite participation supports and not hinders achieving project objectives?
- How can the CRE executive leverage or bypass corporate culture and organizational structure to assure project success?
- What is the most effective way to get a decision?

This session offers answers to all of these questions by examining an actual strategic large CRE project and what it took to achieve success. Adapting the tools and techniques presented in this session will help you make your major strategic CRE initiatives more successful.

Learning Objectives:

1. Strategic CRE initiatives must have clearly defined objectives which transcend individual desires and are supported by a defensible business case
2. Strategic CRE initiatives must be led from the top. Without C-suite access, authority and influence, the project team will not have the resources, inertia, or horsepower to succeed.
3. A small, empowered, technically savvy core project management team is much more adaptable, flexible, and nimble than a large, unwieldy committee.
4. Get the right people on the bus and in the right seat. If in-house talent is inadequate, too busy, or otherwise inappropriate, don't be afraid to go outside the enterprise for help. It will be cost effective in the long run.





Session 3: Novelis: Capitalizing on Chaos

Eric Drummond - Senior Vice President & Chief People Officer, Novelis
Rob Metcalf - Managing Director, Jones Lang LaSalle
Chris Ahrenkiel - Senior Director, Tishman Speyer
Deirdre O’Sullivan - Principal, idea | span

Novelis is a \$10 billion world leader in aluminum rolled products, operating 31 manufacturing plants in 11 countries and employing over 11,500 people. The leadership team has moved boldly to revitalize the company by accelerating its positioning as an innovation leader, enhancing shared global resources through technology and focusing on cultural shifts to attract and retain the best talent in the world. To support these strategies, in 2010 Novelis relocated their North American HQ from Ohio, uniting this operation with its world headquarters in Atlanta, Georgia.

Novelis knew their real estate could better support their organizational goals. With approximately 30% of their Cleveland employees relocating it was imperative they recruit new talent. Novelis recognized the relocation offered opportunity to craft a workplace tailored to their vision and embarked on a real estate search in a favorable market. They assembled a strong team early in the process, engaging their broker, project manager and design firm within days of each other, to help them evaluate real estate opportunities. Their directive: Find us the best real estate value that supports our global presence and commitment to forward-thinking ways of doing business, while designing a world

class environment that would showcase Novelis as a premier growth company.

Learning Objectives:

1. Learn how the building developer positioned Two Alliance to “stand out in a crowd”, reaching 85% occupancy since building delivery in 2009.
2. Understand how Brokers are finding ways to assist clients in structuring financial real estate commitments to provide tangible value to the organization in challenging times.
3. Hear from Novelis’ Chief People Officer how their real estate decision and new workplace have impacted the organization’s ability to achieve specific business goals.
4. Get a view of how Novelis’ organizational vision was translated into their new workplace environment.



**Afternoon Concurrent Sessions -
1:30-3:00PM**

**Session 4: Emerging Technologies Impact on
Urbanization & the Workplace**

Peter Miscovich - Managing Director, Corporate Solutions - Strategic Consulting, Jones Lang LaSalle

Emerging Technologies will change the way we work and live.

How will Technology Impact the Future of Work and the Workplace of the Future?

How will revolutionary emerging technologies transform corporate real estate and change the game for corporate occupiers?

How will people work and live in the year 2020?

How will Workplace Mobility, Cloud Computing, Social Media Platforms, Distributed Work and Workplace Robotics impact the workplace of the future?

What does this significant trend mean to the Corporate Real Estate Industry?

Learning Objectives:

1. Gain an understanding of Emerging Technologies coming to the workplace and Corporate America over the next ten years
2. Gain an understanding of how leading companies are embracing Emerging Technologies and how these technologies are leading to greater performance
3. Gain an understanding as to how the Corporate Real Estate function must learn to partner with internal IT groups as well as external Technology "Ecosystem" partners
4. Gain an understanding of the benefits of Emerging Technologies for Corporate Real Estate in terms of improved occupancy metrics and greater employee effectiveness

**Session 5: Strategic Planning for the
Next Growth Wave**

Matthew Fanoie - Vice President of Real Estate, Coca-Cola Refreshments

Tom LaDue - Senior Director of Real Estate, McKesson

Brian Levy - Head of Real Estate and Facilities - Americas, Sony Ericsson Mobile Communications

Michael LaFerle - Vice President Real Estate, The Home Depot

Brandon Forde - Executive Vice President, Studley

Should I continue shrinking my portfolio? (subleasing, consolidation, etc..)

What is a healthy vacancy rate?

How do I build flexibility in my portfolio?

Is an Alternative Workplace Solution part of the strategy?

How do I gain better visibility into business unit growth / reduction projections? How do I challenge it?

What tools and analysis do I have to help me with my strategic planning?

Learning Objectives:

1. Market statistics on recent increase in recruiting, and market statistics by industry sector
2. The CRM function is more important than ever in the Strategic Planning process
3. Strategic planning analysis and tools
4. How companies have overcome turbulent times



Session 6: Sustainability = Innovation

James E. Hartzfeld - Managing Director, InterfaceRAISE LLC
Laura Case, LEED AP BD+C - Senior Project Manager, Commercial Green Building Services, Southface

The challenges of sustainability are calling society to do the right thing. Increasingly, companies are finding these challenges a source of innovation and business change. These values are often found when people shift their mindset and how they view the world. Corporate Real Estate professionals have the unique opportunity to directly bring about this change not only through the operations which they oversee, but also through the whole organization which they serve:

Corporate Real Estate has the opportunity to drive innovation through the whole organization! And in doing so bring value to the organization as never before.

Hartzfeld and Case will explain how sustainability can drive cultural transformation, how CRE is the logical source for driving this value creation, and showcase lessons learned from a local organization's success.

Learning Objectives:

1. Help CRE and other participants find new sources for providing value to the C-Suite
2. Learn how the concepts of sustainability can drive innovation in an organization
3. Learn best practices for effecting cultural transformation
4. Hear a case study of a recent Atlanta organization's successful transformation and the lessons learned in the process.



Closing Plenary Session - 3:30-5:00PM

Session 7: Is the Term "Government Innovation" an Oxymoron?

Shyam Reddy - Regional Administrator for the Southeast, GSA
George Heery, FAIA, RIBA, FCMAA - Chairman, Brookwood Group
Buddy Hill, AIA - Project Manager, GSA
Ennis Parker, AIA - Vice Chairman of Brookwood Group
Bill Clark, AIA - Managing Principal, Stevens & Wilkinson
Fred Perpall, AIA - Managing Director, The Beck Group

The U. S. General Services Administration, the largest "commercial" real estate owner/developer in the U.S., has for years led the way as an innovator in the real estate industry. GSA's leadership has been felt in such areas as: architectural design excellence, qualifications based selections of architects and engineers, energy conscious design, sustainable design and construction, Building Information Modeling (BIM), historical preservation, and alternative project delivery methods such as Design/Build, CM at risk, CM agency, and Bridging. GSA's leadership in all of these areas has had a significant and lasting impact on the private sector real estate industry in the U.S. Shyam Reddy, appointed by President Barack Obama to serve as regional administrator for the Southeast Sunbelt Region of the General Services Administration (GSA), will discuss the leadership role that GSA has played in the design and construction industry of the United States.

Shyam will be joined by a distinguished panel to discuss the Bridging project delivery method and how it was applied in transforming a group of contiguous late nineteenth and early twentieth center buildings into a new 21st century federal office building - on schedule and within budget, satisfying all Owner/tenant program requirements. The panel will be moderated by Ennis Parker AIA, Vice Chairman of Brookwood Group and include: William C. "Buddy" Hill, AIA, GSA project manager and Owner's Representative; George Heery, FAIA, RIBA, FCMAA, Chairman of Brookwood Group, the construction manager for the project; Bill Clark, AIA, Principal with the Owner's design architect, Stevens & Wilkinson; and Fred Perpall AIA, Managing Director for The Beck Group the design/builder. The panel will demonstrate how the Bridging method of project delivery provided for: A high degree of collaboration between the Owner, its tenant, the designers, and constructor; the integration of design and construction technologies; and a significant reduction in the Owner's risk for cost growth during construction.

Learning Objectives:

1. What influence has the GSA had on the private-sector real estate industry?
2. How are change orders virtually eliminated and costs controlled with the Bridging method?
3. How does the Owner benefit from the Bridging method?
4. What project types benefit from the Bridging method?

Chris Ahrenkiel, Senior Director, Tishman Speyer



Chris Ahrenkiel joined Tishman Speyer in 2006, following the firm's acquisition of Trizec Properties' Atlanta portfolio, where he started in 2003. In his commercial real estate career, Chris has been involved in leasing some of Atlanta's most well known assets including his current assignment, One and Two Alliance Center. In 2009 and 2010, Chris executed two of Buckhead's largest lease transactions in the past decade, Marsh & McLennan Companies and Novelis, Inc, which, along with several other transactions, brought Two Alliance Center to over 85% leased just 18 months following delivery of the Tower, in one of the most challenging real estate markets in history. In 2010, he was responsible for over \$130 Million in revenue, earning him the prestigious #1 Producer award from the Atlanta Commercial Board of Realtors. In addition to heading the leasing at Alliance Center, Chris is involved in acquisitions, dispositions, and development.

Chris graduated Cum Laude with a B.B.A from the University of Georgia and Summa Cum Laude with an M.B.A. and a concentration in Commercial Real Estate from Georgia State University.

Laura Case, LEED AP BD+C, Senior Project Manager, Commercial Green Building Services, Southface



Laura Case, LEED AP BD+C received a Bachelor's degree in Civil Engineering Technology from Southern Polytechnic State College and has over 25 years experience in the building industry including LEED administration, construction project management, campus planning, facilities management, logistics, and space planning. From 1999 until 2009, she was instrumental in the planning and development for the portfolio of LEED Buildings at Emory University- one of the largest in the nation at approximately 2 million square feet of LEED Silver and Gold Certified buildings. Laura is currently a project manager with the Commercial Green Building Team at Southface, where she provides sustainable design, construction consulting, LEED administration and grant management services. She has also served on the local USGBC board since its inception and is also a member of the USGBC Sustainable Sites Technical Advisory Group.

Bill Clark, AIA, Managing Principal, Stevens & Wilkinson



Bill Clark is a managing principal of Stevens & Wilkinson, a 75-person architecture and engineering design firm based in Atlanta. Bill leads the firm's Education, State and Federal project work.

Bill received his Masters and Bachelor of Science degrees in Architecture from the Georgia Institute of Technology. He is a registered architect and is a member of the American Institute of Architects. In addition, Bill is a LEED Accredited Professional and

a member of the United States Green Building Council (USGBC), and the Georgia Solar Energy Association. He is an active member in the community and serves on numerous boards and organizations.

With more than 29 years of architectural experience, Bill's diversified portfolio ranges from higher education and governmental projects to office / corporate spaces. His significant projects include the new Dr. Bobbie Bailey and Family Performance Center and the Social Science Classroom Building at Kennesaw State University, as well as the Health Building Renovation for the Georgia Building Authority and the Elbert P. Tuttle U.S. Court of Appeals Annex for the General Services Administration.

Eric Drummond, Senior Vice President & Chief People Officer, Novelis



After earning a Masters in Labor Relations from Michigan State University, Eric has accumulated over 20 years of Fortune 500 experience focusing on International Human Resources with companies such as Ingersoll-Rand, PepsiCo, Coors Brewing, and RJ Reynolds. Prior to coming to Atlanta, he served as Vice President of Global HR for the National Basketball Association (NBA) based in New York City. Originally from Detroit, Eric has also lived in Europe, North Asia, and the Middle East. He moved to Atlanta in late 2009 after being appointed Chief People Officer for Novelis.

David C. Fannin, David C. Fannin, LLC



David Fannin is both an experienced attorney and an executive-level business leader with over 35 years of experience: (i) in private legal practice as a partner in a large multi-state, regional law firm, (ii) as a corporate general counsel for large publicly traded companies; and (iii) as a senior business executive with strategic and policy-making responsibilities for a Fortune 200 company. Most recently, David was the corporate general counsel for Office Depot, Inc. While serving as general counsel for Office Depot, he also assumed the role of Project Executive for the development of a new, 635,000 sf global headquarters for Office Depot management executives and with the corporate board of directors to achieve consensus on project objectives and key decisions. Now retired from Office Depot, David currently manages his own private consulting practice in south Florida.

Matthew Fanoie, Vice President of Real Estate, Coca-Cola Refreshments



Matt Fanoie is the Vice President of Real Estate for Coca-Cola Refreshments, USA Inc. (CCR). In his role, Matt manages a portfolio of over 600 properties, containing more than 40 million square feet of industrial / office space. CCR is a wholly owned subsidiary of The Coca-Cola

Company, focusing on the manufacturing, sale and distribution of the Company's products in the U.S. and Canada. Matt has been with the Coca-Cola system for 31 years, with over 20 years of experience in real estate and workplace solutions.

Matt is the chair elect of the CoreNet Global Board of Directors and is a past President of the Atlanta Chapter of CoreNet.

Prior to joining the Coca-Cola system in 1980, Matt spent two years working in marketing and planning for Union Oil Company.

Brandon Forde, Executive Vice President, Studley



Brandon Forde joined Studley as an Executive Vice President and Co-Leader of the Strategic Portfolio Solutions group.

As part of the SPS group, Brandon is responsible for developing and fulfilling strategic outsourcing relationships. He specializes in portfolio strategy, financial analysis, organizational alignment and occupancy cost reduction. Brandon has helped dozens of companies maximize the productive value of their real estate portfolios, minimize total occupancy costs and streamline operations.

Prior to joining Studley, Brandon was a Senior Managing Director of Global Corporate Services with CB Richard Ellis. Brandon also worked as a Senior Manager with E&Y's Real Estate Advisory Group in New York and Atlanta, focusing on consulting assignments for Fortune 100 clients, as well as with CFC, an entrepreneurial financial services firm on Wall Street. Brandon is an active member of CoreNet and has served as a faculty member for CoreNet's MCR program. He received a BA with honors from the University of California, Santa Barbara and an MS from Columbia University in New York.

James E. Hartzfeld, Managing Director, InterfaceRAISE LLC



Building on the knowledge he has developed from 17+ years of work on sustainability within Interface, the US Green Building Council, and other organizations, Jim provides insights, guidance and tools to help companies plan and implement their own technical and cultural transformations.

InterfaceRAISE is the sustainability consulting division of Interface Inc., a global provider of floorcoverings. Jim holds a degree in chemical engineering from the University of Missouri, and an MBA from the Goizueta Business School of Emory University

George Heery, FAIA, RIBA, FCMMA, Chairman of Brookwood Group



George Heery is an internationally recognized leader in both the construction program management and architectural professions. His career continues to be one of innovation and leadership. He was one of a handful of American design

and construction professionals who led the development of the new profession of construction management and construction program management. In his architectural practice George developed advanced project management procedures for controlling time and cost through the pre-design, design and construction phases of projects.

In 1983, George finalized his work on a new method of project delivery called Bridging., a hybrid of the traditional design-bid-build method and design-build, which retains the better features of both and eliminates those aspects of each which often cause problems for the owner. Bridging greatly reduces the owner's risks and costs while retaining full control over design and construction quality and details.

William C. "Buddy" Hill, AIA, GSA Project Manager and Owner's Representative



William C. (Buddy) Hill, AIA is a registered architect with over thirty-five years of experience in the design and construction industry, both as a designer and as an Owner's Rep. He spent the first half of his career practicing architecture in Dallas, Texas and Atlanta before joining his current employer, the U.S. General Services Administration (GSA) in 1991. The GSA is the civilian landlord for the federal government and the largest "commercial style" owner/developer of real estate in the U.S. procuring annually more than \$2 billion in design, construction management, and construction services. The Atlanta regional office oversees design and construction projects in eight states in the Southeast.

Buddy has held a variety of positions with GSA - from Project Manager to Regional Director of Property Development. He has been a leader in the federal government's adoption and implementation of Integrated Project Delivery Methods (such as "Bridging") within the federal procurement environment having presented GSA's approach to the U.S. Air Force, U.S. Army Corps of Engineers, and U.S. State Department. He has also presented on Integrated Project Delivery within the federal procurement regulations at national construction industry conferences including the AGC (Associated General Contractors) Super Conference. He is a graduate of Texas Tech University's School of Architecture. He served as President of the Atlanta Chapter of the American Institute of Architects (AIA) in 2007. He is a member of the AIA, the Construction Managers Association of America (CMAA), Design-Builder Institute of America (DBIA), and Construction Owners Association of America (COAA).

Tom LaDue, Senior Director of Real Estate, McKesson



Tom LaDue is currently the Sr. Director of the Real Estate Relationship Management (RERM) group within McKesson Corporation (a Fortune 14 company that provides services and products to health care providers and payors). Tom's RERM team focuses on developing short and long term real estate strategies that are aligned with McKesson's business

strategy, goals and initiatives. Prior to his current role, Tom was the Director of Real Estate for HBO & Company, a Fortune 500 Healthcare software and services company that was acquired by McKesson in 1999. He joined HBO & Company after working as a Strategic Facility Planning consultant at Heery International, a large Architectural/Engineering firm located in Atlanta. During his 8 year tenure at Heery, Tom provided Strategic Facility Planning consulting services to a diverse group of clients including GlaxoSmithKline, Tennessee Valley Authority, Chase Manhattan Bank, Georgia Power and MBNA. He is a graduate of the State University of New York at Buffalo with a degree in Environmental Design.

Rob Metcalf, Managing Director, Jones Lang LaSalle



Rob Metcalf oversees a team of seasoned tenant representation professionals, collectively they advise clients in various aspects of real estate strategy. He brings experience in providing real estate solutions that create maximum value for his clients. Rob's creativity and

extensive market knowledge continually allows him to exceed his clients expectations, regardless of market conditions.

Rob has over 25 years of experience representing large and mid-sized corporations providing creative solutions to their real estate needs. With transactions totaling more than 10 million square feet, some of the requirements recently completed include Novartis, United Health Group, BB&T Bank, Kemira Chemicals, GE Consumer Finance, ACS and Assurant.

Peter Miscovich, Managing Director, Corporate Solutions - Strategic Consulting, Jones Lang LaSalle



Peter Miscovich develops corporate strategies and solutions that enable workplace innovation and transformational change. Comprehensive solutions include corporate real estate, technology, human resources, finance, and corporate strategic

planning functions. Peter previously served as a Partner with PricewaterhouseCoopers' (PwC) Global Advisory practice focused upon Workplace Transformation. Global client relationships include: AIG, American Express, AT&T, Bank of America, Barclays Capital, Bloomberg, British Telecom (BT), CISCO, Deutsche Bank, Diageo, General Electric (GE), Goldman Sachs, General Services Administration (GSA), Hewlett Packard (HP), HSBC, IBM, JPMorgan Chase, MetLife, Merck, Pfizer, PricewaterhouseCoopers (PwC), Time Warner, UBS and Viacom.

Deirdre O'Sullivan, Principal, idea|span



Deirdre O'Sullivan has 27 years of experience in the field of interior design. She is President of idea|span, an Atlanta-based design firm. Deirdre has worked with many of the country's most recognized organizations such as General

Motors, Coca-Cola Enterprises, The Home Depot, Porsche and T-Mobile developing thoughtful, highly responsive approaches

to the workplace. Her depth of experience, curiosity and strong consensus building skills allow her to partner with clients to formulate forward thinking strategies to support their organizational goals. Since 2004, projects she has led for clients such as Wachovia, Turner Broadcasting and the Girl Scouts have been recognized with Design Excellence awards by IIDA and ASID.

Deirdre is a 1982 graduate of the University of Georgia with a BFA in Interior Design. She is NCIDQ certified, a licensed interior designer in the state of Georgia and LEED certified. She is a professional member of IIDA and a member of the Atlanta Chapter of CoreNet. Prior to joining idea|span Deirdre was a senior associate at Heery International.

Ennis Parker, AIA, Vice Chairman of Brookwood Group



Ennis Parker is Vice Chairman of Brookwood Group and brings more than 41 years experience managing large complex projects. He has directed the design and construction efforts for more than \$2 billion in public sector capital projects, nearly half of which have

been completed for colleges and universities. In addition, Ennis has extensive knowledge concerning all forms of project delivery, including design/build, bridging and construction management at risk.

John R. Patterson, Senior Partner, The Chip Bell Group



John is a sought after speaker on the topics of delivering consistently great customer experiences that drive customer loyalty and creating, leading and sustaining remarkable service that generates business growth. John is the co-author of three books with Chip Bell including their upcoming book "Wired and

Dangerous; How Your Customers Have Changed and What To Do About It" which will be released in May by Berrett-Koehler, the national best seller "Take Their Breath Away: How Imaginative Service Creates Devoted Customers" and "Customer Loyalty Guaranteed: Create, Lead, and Sustain Remarkable Customer Service." His articles have appeared in Leadership Excellence, Sales & Service Excellence, Assisted Living Executive, Energy World, Customer Relationship Management, Incentive Magazine, SBusiness, Quality Digest, Customer Service Excellence, and M World.

He is founder and President of Progressive Insights a member of the Chip Bell Group. He has over 30 years of executive leadership experience in the hospitality, business services, real estate and financial services industries. John holds a graduate degree in business from the Darden School at the University of Virginia and a B.S. in Business Administration from The Citadel.

His consulting practice specializes in helping organizations effectively deliver great customer experiences and coaching leaders for driving results. He has successfully completed engagements in a variety of industries including the real estate,

healthcare, financial services, senior living, insurance, public transportation, quick service restaurant, utility, trade show management, wholesale auto auction, technology, hospitality, education and business services industries.

Fred Perpall, AIA, Managing Director, The Beck Group



Known for his creative mind and his innovative thinking, Fred Perpall brings a highly energetic and communicative style to his clients, projects and the Beck family. As the Managing Director for the Eastern Division of the Beck Group his responsibilities include oversight of all aspects of Beck's Eastern United States,

Design, and Construction Practice. Fred's career at Beck includes a broad range of projects including higher education, religious, healthcare, athletic, and recreational markets. Consistent with the values of Beck, Fred is also a champion for sustainable buildings and practices for Beck's customers.

Fred received a Bachelor's degree in Environmental Design and Master's degree in Architecture from the University of Texas at Arlington. He also holds two certificates in Design and Communication Strategy from the Graduate School of Design at Harvard.

Fred is active in numerous professional, technical, civic, philanthropic, and community organizations. He currently serves on the Executive Committee of the Urban Land Institute, as the Director of Advocacy for the American Institute of Architects - Georgia, the Board Chair for Urban Plan - Atlanta, and on the Board of Councilors of President Jimmy Carter's Carter Center.

Shyam Reddy, Regional Administrator for the Southeast, GSA



In his role as principal executive of the region, Shyam K. Reddy leads a GSA work force of nearly 1,000 employees across Alabama, Florida, Georgia, Kentucky, Mississippi, North Carolina, South Carolina, and Tennessee.

Shyam's record of experience, innovation, and community involvement prepared him well to direct GSA's work throughout the region. Prior to joining GSA, he worked as a corporate partner at Kilpatrick Stockton LLP, an international law firm based in Atlanta. While at Kilpatrick, he remained an active member of the regional community with positions on the University of Georgia College of Public Health Board of Advisors, Common Cause of Georgia Board of Directors and the University of Georgia Alumni Association Board of Directors.

Shyam received his Bachelor of Arts in Political Science from Emory University and his Masters in Public Health from Emory University. He received his Juris Doctorate from the University of Georgia School of Law.

Jeff Salz, Ph.D.



One of today's authentic adventurers and explorers, Dr. Jeff Salz has spent a lifetime traversing most of the remaining blank spots on the globe. A professional wilderness guide and expedition-leader with a Ph.D. in cultural anthropology, he continues to lead frequent mountaineering treks to remote areas and unclimbed summits in the Himalayas. When not in the wilderness, through articles, books, keynote speaking and consulting, Jeff is the 'guru of adventure' for today's most cutting edge organizations. His client list includes the 'C level' leadership at organizations such as Google, eBay, Microsoft, Wal-Mart and the Walt Disney Company.

Jeff inspires us to "see things we have never before seen...or see familiar things as we have never before seen them."

Ron Shipman, Vice President, Environmental Affairs, Georgia Power



Ron Shipman is Vice President of Georgia Power's environmental affairs organization. In this position, Ron directs the company's environmental stewardship and compliance programs to meet or surpass all environmental laws and regulations.

Since joining Georgia Power in 1984, Ron has held a number of positions in the areas of nuclear chemistry, environmental affairs, legislative affairs, area management and distribution management. In each role his focus has been to provide superior customer service while building strong, long-lasting relationships throughout organizations, companies and external communities.

Ron received a Bachelor's degree in biology from Morehouse College and an MBA from Shorter College. He has completed numerous leadership development programs including: Leadership Georgia, the Regional Leadership Institute (RLI), and the Institute for Georgia Environmental Leadership (IGEL).

David Stoutamire, Director, Project Management – Southeast Region, Mace North America Limited



David Stoutamire has over thirty years experience in project management for design and construction (i) in the Federal sector for the U.S. Corps of Engineers world wide, (ii) in large-scale residential development, (iii) in institutional design and construction, and (iv) in commercial real estate.

Throughout his career, David has interacted at high levels with senior government, military, institutional, and corporate leaders and their staff.

Recently, David was the Office Depot project manager for the development of Office Depot's new corporate headquarters in Boca Raton. In this role, he interacted with Office Depot management and staff at a variety of levels to gain consensus on project direction and to obtain key decisions on important issues. Currently David is Director, Project Management - Southeast Region for MACE North America Limited.

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