

# 2017

## ANNUAL REPORT

of the Carolinas Chapter  
of CoreNet Global

# 2017 PRESIDENT'S MESSAGE



Greetings and Happy New Year! I hope this note finds you all healthy, rested and re-energized after a peaceful holiday season.

As I look back on 2017, I am grateful to have had the opportunity to serve as chapter President. As previous chapter

Presidents can attest, the role is challenging, humbling, and stretches you in every way. It also provided me a tremendous sense of pride and satisfaction as we delivered on our 2017 objectives and continue to show why the Carolinas CoreNet Chapter is one of the most accomplished and vibrant chapters within CoreNet Global.

Our 2017 objectives focused on three main objectives supporting our chapter's mission and we successfully delivered on all three. Key results for each include:

## Member and Sponsor Value and Engagement

- Chapter Membership increased by 10% to 350 members
- Chapter Event Attendance up 23% vs 2016, with increases across all programs and events:
  - Programs – **up 15%**
  - Networking – **up 12%**
  - Community Re-Investment – **up 19%**
  - Young Leaders – **up 6%**
- Focused Raleigh leadership structure to drive more meaningful programming and engagement in the Raleigh market increasing attendance by **32%** vs 2016.

## Provide Industry Leading Programs:

- Held 24 plus events throughout 2017
- The Chapter's premier events included:
  - **Golf and Tennis Tournament** (May 2017) - completely sold out with 156+ golf and tennis players
  - **MEGA Event** (Sept 2017) - featured keynote speaker Paul DePodesta, Cleveland Browns Chief Strategy Officer. Paul shared with the audience his experiences with the Oakland A's developing the "Moneyball" methodology that revolutionized Major League Baseball and is now being used within every industry.

- **CORE Awards** (Nov 2017) – our 2nd annual awards banquet recognizing the Carolina's CRE talent and top projects. The event was sold out with 350 attendees.

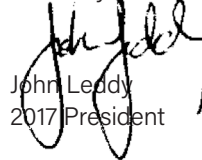
## Professional Development

- Hosted the Southeast Regional Seminar in Charlotte in April 2017. Seven different MCR/ SCLR seminars were taught with over 100 CRE professionals attending.
- Program Events in both Charlotte and Raleigh provided industry insights into the latest industry trends such as Co-Working and the effects on Corporate Real Estate Strategy, the LEAN Construction methodology, and how social evolution and emerging technologies will affect the past, present, and future at our workplaces.

In closing, I'd like to express my appreciation to our 2017 Board of Directors and our Committee teams. Without this amazing group of people, we wouldn't be able to succeed as a chapter. I thank them for their support and dedication in making the Carolinas CoreNet Chapter the amazing organization and I look forward to turning over the President's role to Marty Scannell in 2018.

On behalf of the board, I would like to thank you for your membership, your sponsorship, and your engagement in making the Carolinas CoreNet Chapter the successful organization it is today.

Sincerely,



John Ledy  
2017 President



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## WHO WE ARE

### CoreNet Global

CoreNet Global is the world's leading association for Corporate Real Estate (CRE) and workplace professionals, service providers and economic developers. Over 9,000 members, who include 70% of the Fortune 100 and nearly half of the Forbes Global 2000, meet locally, globally and virtually to develop networks, share knowledge, learn and thrive professionally.

CoreNet Global's mission is to advance the practice of corporate real estate through professional development opportunities, publications, research, conferences, chapters and networking groups.

## THE MISSION OF CORENET GLOBAL CAROLINAS CHAPTER

Connect CRE professionals, end users and service providers.

Advance knowledge, promote personal excellence and add value to each individual and their respective enterprises.

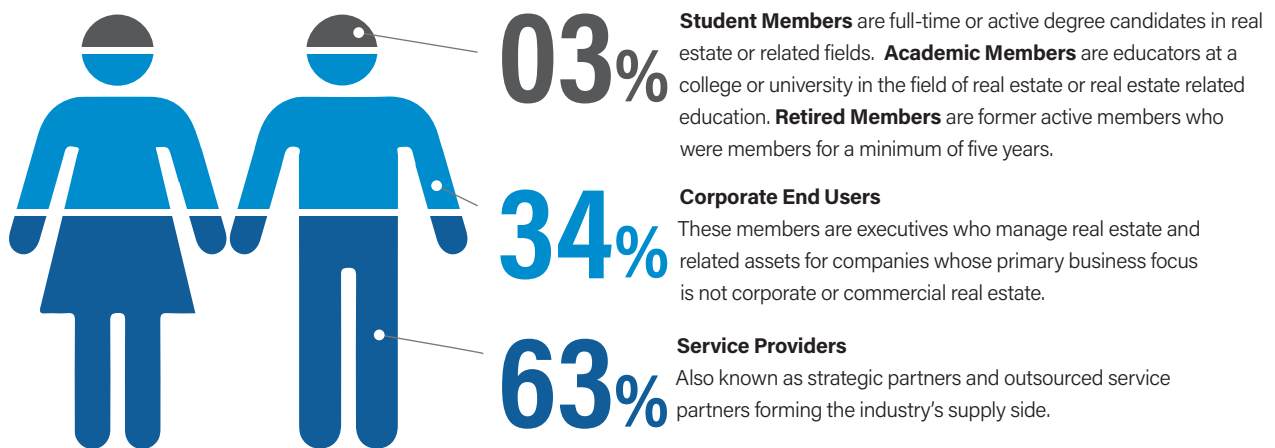
Facilitate and sponsor diverse programs that provide educational and networking opportunities.

# MEMBERSHIP

We execute programs to attract and retain Corporate Real Estate professionals and service providers as members of CoreNet Global. Our committee markets CoreNet Global's numerous opportunities to CONNECT, LEARN, GROW and BELONG through people, networks, knowledge-sharing and professional development.

**There were 350 members in the Carolinas Chapter in 2017. This is a 10% increase over 2016 membership.**

## Who Are the Members of CoreNet Carolinas?

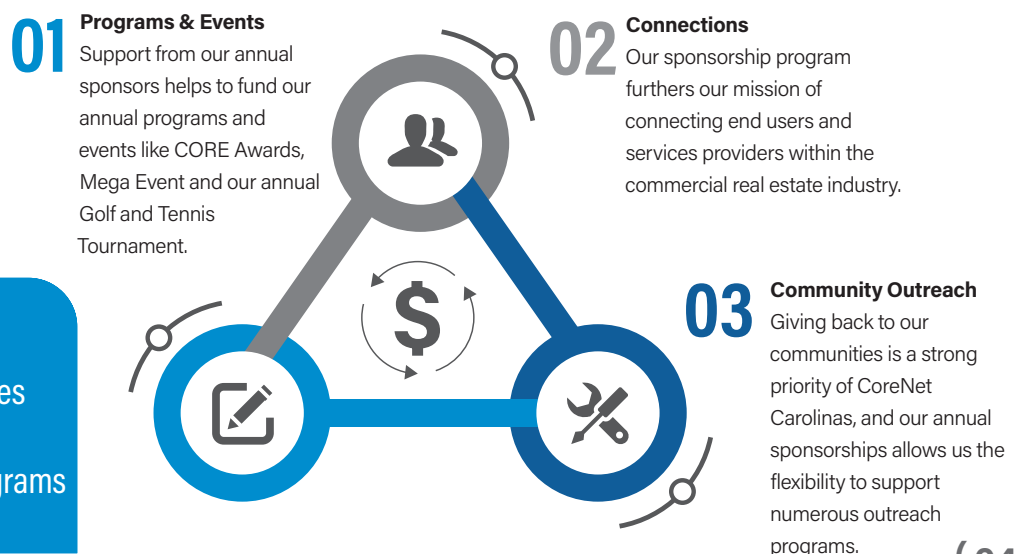


# SPONSORSHIP

This vital committee generates the financial support for all annual programs. The group efforts build the bridge for different organizations to see the value of contributing to CoreNet. The Sponsorship Committee not only receives financial contributions, but also shows organizations a realistic return on investment for contributions.

**Our annual sponsorship program raised \$153,500 in 2017.**

10% of annual sponsor monies were given to outreach programs





# 2017 ANNUAL SPONSORS



## DIAMOND LEVEL

**Balfour Beatty**

**CBRE**



## PLATINUM LEVEL

**colite**



**McGUIREWOODS**

**MI Southern Real Estate**  
Commercial Real Estate Services, Worldwide



## GOLD LEVEL

Alfred Williams  
Barringer Construction  
Brightview Landscape Services  
Canon Business Process Services  
CBI  
Childress Klein  
Cousins Properties  
Delve Interiors  
Diversified Construction  
Haworth  
Herman Miller  
IA Interior Architects  
InterfaceFLOR

JE Dunn  
Little  
Mohawk Group  
MSS  
Office Environments  
Perkins+Will  
Savills Studley  
Steelcase  
Storr Office Environments  
Turner Construction  
United Maintenance Corporation  
Xzact Technologies



## SILVER LEVEL

Avison Young  
BHDP Architecture  
Bonitz/Floorscape  
CFS-Millicare  
Gensler  
Holder Construction  
Interstate Contract Cleaning Service  
JOFFIE  
K&L Gates  
KDC Real Estate Development & Investments

Knoll  
Maxus Group  
McDonald York  
Progressive | AE  
Rodgers Builders  
Tandus Centiva  
Terracon  
Trinity Partners  
Weathermatic



# GOLF AND TENNIS TOURNAMENT

This year's Golf and Tennis Tournament, held at Grandover Resort & Spa in Greensboro, was a tremendous success. It has become one of the most anticipated and enjoyable events in our annual calendar. Each year, the golf and tennis tournament is held to show our appreciation to our annual chapter sponsors for all of the time, energy and resources they put into our chapter. All proceeds from mulligan and raffle ticket sales are contributed to our scholarship fund.



## ◉ SOLD OUT

This year's event was sold out with over 159 registered golf and tennis players.

## ◉ \$5,950.00

Raised in sponsorships for the 2017 tournament.

## ◉ \$3,125.00

Raised for the CoreNet Carolinas Scholarship at UNC Charlotte's Childress Klein Center for Real Estate.

# MEGA EVENT

Once again, the Mega Event garnered a fantastic turnout. Our plenary session speaker, Paul DePodesta, former Major League Baseball general manager and the current strategic director for the Cleveland Browns, presented how "big data" can help organizations create strategy and sharpen their competitive edge. Our breakout sessions focused on innovation, provided attendees with case studies and proven examples of how businesses can stay ahead of the curve and thrive in the ever-changing CRE industry.



**311 Attendees at this year's event**



**\$18,500 raised in event sponsor support**



**What our attendees said about the 2017 Mega Event:**

*"Great Collaborative environment"*

*"Great views on the generational differences."*

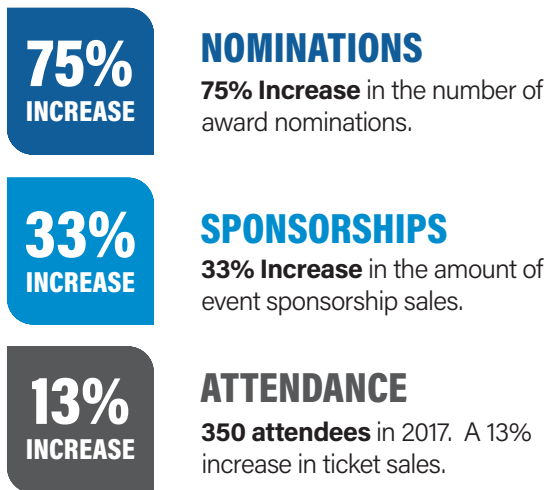
*"The speakers knew what they were talking about. Great content."*



# CAROLINAS CORE AWARDS

The mission of the CORE Awards is to promote excellence and effectiveness of Corporate Real Estate (CRE) professionals and the CRE industry in the Carolinas by celebrating exemplary contributions at a festive gathering of CoreNet members and constituents. On November 9th, we held our second annual event at the NASCAR Hall of Fame and we were overwhelmed by the tremendous response we received this year.

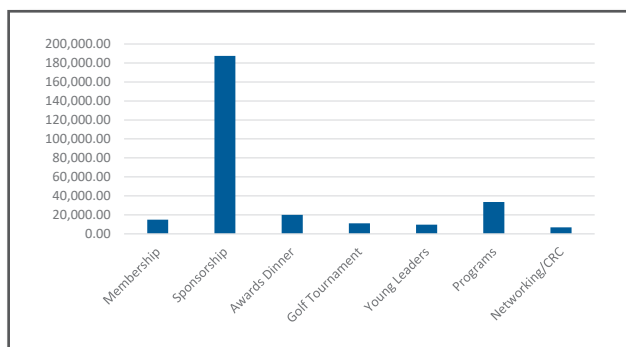
## Carolinas CORE Awards numbers increased in 2017:



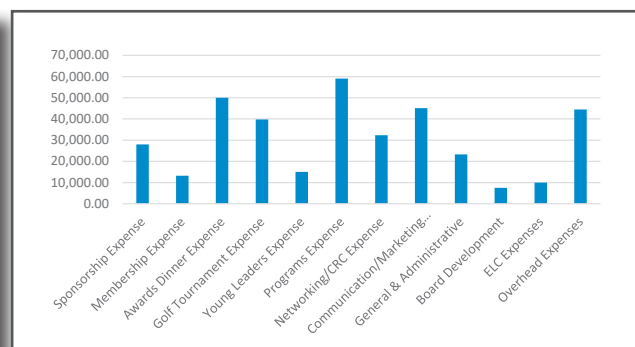
## FINANCE

The Carolinas Chapter of CoreNet Global is an independent nonprofit (501c6) legal entity. Throughout this past year, the strength of our Chapter's financial foundation has increased, and the generous sponsorship commitments continue to rise. With this solidified fiscal underpinning, we are able to provide more benefits to our members across the Carolinas through all of our committee platforms.

### Revenue

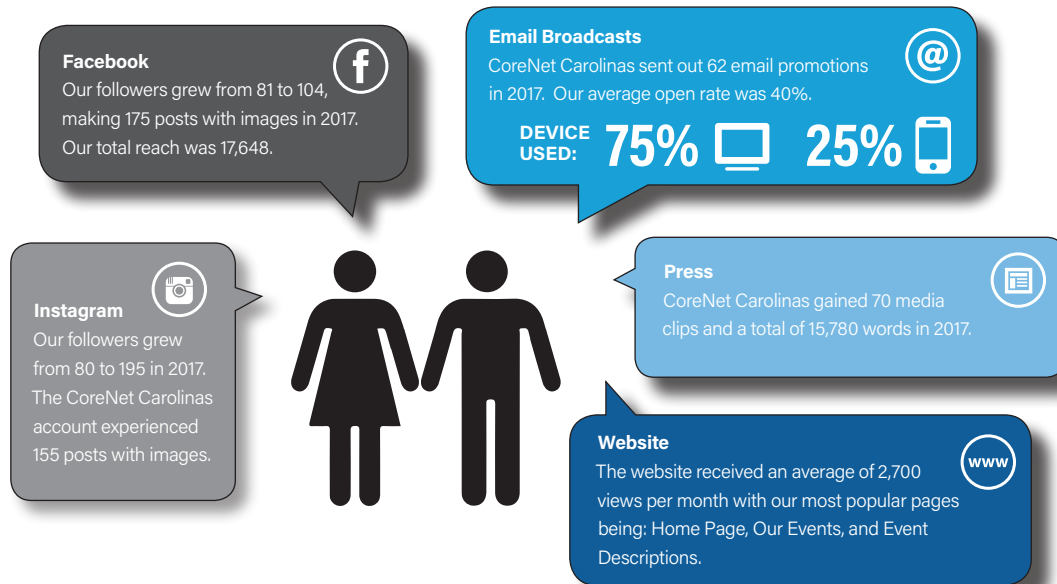


### Expenses



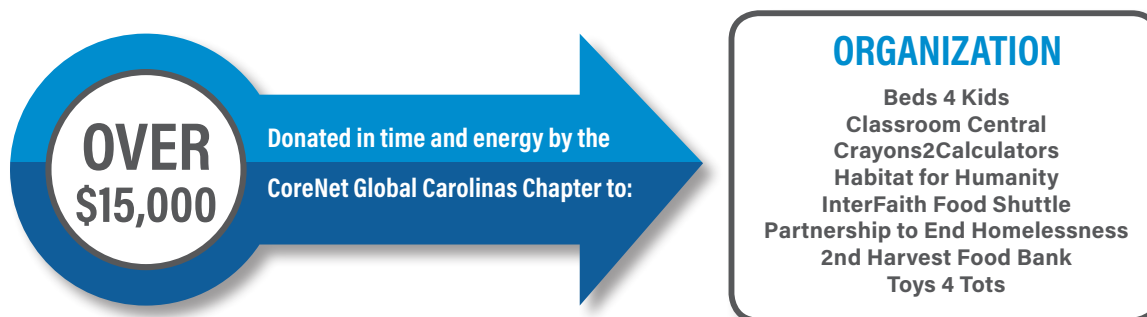
# COMMUNICATIONS

2017 was a year of building on the changes and momentum the CoreNet Carolinas Chapter Communications committee created in 2016. We are continuing to trend in the right direction and look to increase our reach within the Carolinas as a leading organization for corporate real estate.



# COMMUNITY REINVESTMENT

The Community Reinvestment Committee (CRC) organizes the Chapter's community projects and participation. This team helps our Chapter make a meaningful and lasting impact on the lives of others. We held numerous community outreach events in the Carolinas in 2017, allowing members an opportunity to work side by side to give back to the Carolinas.





# PROGRAMS

With eight events held in Charlotte and Raleigh throughout the year, our Programs Committee brought together relevant, compelling content in alignment with the needs of our members and sponsors. The committee's hardwork and commitment to providing essential content to our members and industry professionals paid dividends in 2017, showing increases across the Carolinas in attendance and program offerings.

**75%**  
**INCREASE**

in the number of  
overall Carolinas  
Chapter programs.

**15%**  
**INCREASE**

in Carolinas Chapter  
program attendance.

**23%**  
**INCREASE**

in attendance at  
programs in the  
Charlotte area.

**85%**  
**INCREASE**

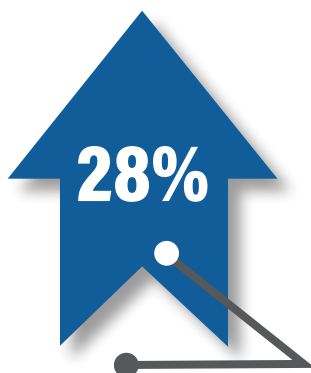
in attendance at  
programs in the  
Raleigh area.



# NETWORKING

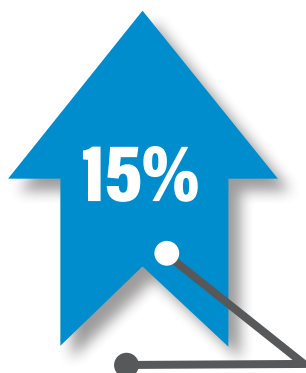
Connecting members of the Corporate Real Estate industry stands as a pillar of CoreNet Global and the Carolinas Chapter. The Networking Committee focuses much of its energy on bringing together members, sponsors and prospective members for the chance to get to know others in the corporate real estate industry, strengthening relationships and solidifying the membership of the organization. In 2017, the committee developed "Networking with a Mission" to not only bring members of the industry together, but to use the organization's networking events to give back to our communities and to further the efforts of the Community Reinvestment Committee.

**ATTENDANCE**



**Increase** in attendance  
at Networking events for  
the Carolinas Chapter.

**EVENTS**



**Increase** in the number  
of Networking events  
held in 2017.



# YOUNG LEADERS

Planning both social and informative events targeted specifically at our Young Leader constituents, this committee focuses on grooming our next Chapter leaders, creating a talent pipeline to service existing committee requirements and future Chapter Board positions.



## MEMBERSHIP

The Carolinas Chapter saw a 6% increase in Young Leader membership in 2017.



## EVENTS

There were six Young Leader events held in 2017: three in Raleigh and three in Charlotte.



## COMMUNITY OUTREACH

In 2017, the Young Leaders enhanced their community service activities: both Charlotte and Raleigh organized a Habitat for Humanity build day, and the Charlotte Chapter decorated pumpkins at their October networking event for Ronald McDonald House.

# RALEIGH LEADERSHIP REPORT

**A Special Report by Jenna Geigerman, Raleigh Leadership/Board Development Chair**



The Carolinas Chapter has members in two states, with natural concentrations in the larger metro regions of Charlotte and Raleigh. Historically, most of the chapter leadership has been in Charlotte, so it has been easier to plan events and build excitement in that market. In 2017 the Chapter responded to

Board Member Kathy Blessington who suggested it would be easier to build attendance, membership, and engagement in the Raleigh market if there were more board members who worked in the area. With an increase from three to five Triangle board members, there were enough people to have dedicated leaders focusing on Raleigh programs, networking, and membership. In addition, for the first time there was

cohesive market planning by this subset of the board, coordinating dates, times, and locations to make events more accessible to all.

The results are noteworthy, with a 29% Raleigh membership increase, compared to 10% for the chapter as a whole. Raleigh end user membership increased from 35% to 48%, significantly more than the respectable 37% mix of the chapter. There was a 33% increase in the number of events planned in Raleigh, 32% more participation in events held in both 2016 and 2017, and an 85% increase in total registration for all events. The market-focus approach has been so successful that the board is exploring expanding to another market, starting with end user meetings in the Triad, NC and Charleston, SC to assess the strength of the market.

# 2018 PRESIDENT'S MESSAGE



Welcome to the Carolinas Chapter of CoreNet Global. The mission of the Chapter is to **connect** professionals, end

users, and service providers in order to **advance** knowledge, **promote** personal excellence, and add value to each individual and their respective enterprises. Our Chapter accomplishes our mission through facilitating and sponsoring a variety of diversified programs that provide our members and sponsors with educational and networking opportunities.

For 2017, we saw the Chapter continue to grow to nearly 350 members; we held our second annual CORE Awards event recognizing the top real estate professionals and projects in the Carolinas; and we provided many opportunities to network through social and program events. In addition, we established a new leadership model in the Triangle which added new Board members in this market and helped us grow membership (end users increased by approximately 48%). I want to thank John Leddy, our outgoing Chapter President, for his leadership and continued commitment CoreNet.

As we look forward to 2018, we're excited to carry forward our momentum and we'll be focusing on the following objectives:

**Member and Sponsor Value and Engagement** through our Chapter events. These events are held in Charlotte and Raleigh and provide members and sponsors the opportunity to connect as Corporate Real Estate (CRE) professionals. Events include:

- Networking specific events
- Young Leader and University events
- Community Re-investment events
- End User Forums in 4 different locations in NC and SC

## **Provide Industry Leading Programs**

addressing the latest CRE topics with industry experts as speakers and panelists. The Chapter holds quarterly programs and annually hosts three premier events:

- Golf and Tennis Tournament (May 2018)
- Mega Event (September 2018)
- CORE Awards Recognition Dinner (September 2018)

## **Grow our End User Membership**

through the value provide by networking, informational programs, and sharing of best practices. We are planning four End User Forums that would take place in Charlotte, Raleigh, the Triad, and a location to be determined in South Carolina. These Forums will bring together end user leaders so they can share experiences and develop relationships that should benefit them personally and their companies.

**Professional Development** through CoreNet Global sponsored classes supporting continuing education requirements and courses to achieve MCR and SLCR designations.

We encourage all members to become actively involved by attending our events or contributing your expertise in some other capacity. In addition, we have many opportunities on Committees that can aid our Chapter and help each person grow. Should you have any comments or suggestions on how to further improve the Chapter, please contact us.

It is an honor to serve as President in 2018. I'm looking forward to working with a talented group of CRE professionals that make up our Board of Directors, building upon the tremendous success that our Chapter has achieved in 2017.

Sincerely,

Marty Scannell  
CoreNet Carolinas 2018 President

# 2018 Board of Directors

**Marty Scannell**  
President  
Compass Group USA

**Bill Robinson**  
Vice President  
CBRE

**LaMonte Johnson**  
Treasurer  
Carolinas HealthCare System

**Frank Wiseman**  
Secretary  
Tandus-Centiva

**John Leddy**  
Past President  
JLL

**Amber Brown**  
Sponsorship - Charlotte  
Q2 Solutions

**Alyson Craig**  
University Relations  
UNC-C, Belk College of Business

**Hunter Fleshood**  
Programs - Charlotte  
BB&T

**Brett Frenier**  
Programs - Raleigh  
CBI

**Jenna Geigerman**  
Lead/Board Development - Raleigh  
Citrix

**Don Haunert**  
Sponsorship - Raleigh  
Red Hat, Inc.

**Robin Hilburn**  
Board Development  
Duke Energy

**Ivory Johnson**  
Membership - Raleigh  
Lenovo

**Carole Maret**  
Networking/CRC/YL - Charlotte  
Office Environments

**Kim Marks**  
Membership - Charlotte  
Progressive AE

**Ana Marshall**  
Networking/CRC/YL - Raleigh  
Red Hat, Inc.

**Sean O'Neill**  
Programs - Charlotte  
BB&T

**Cassie Zingery**  
Communications  
JLL

**Tripp Guin**  
Senior Advisor  
TRIPP Commercial

**Koo MacQueen**  
Senior Advisor  
IBM

**Chris LaPata**  
Senior Advisor  
Steelcase

**Anthony (Tony) Perez**  
Senior Advisor  
Carolinas HealthCare System

**Sheila Favuzza**  
Chapter Administrator  
CoreNet Carolinas





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