



ANNUAL REPORT 2018

of the Carolinas Chapter
of CoreNet Global



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A MESSAGE FROM THE 2018 PRESIDENT

2018 was a year of records and firsts for CoreNet Carolinas as we focused on sponsor and member Satisfaction. The following summarizes just a few of our successes:

- We revamped the Annual Sponsorship Value Proposition to provide more benefits to sponsor companies and their employees. This helped us raise a record \$197,000 that has funded our various Programs and Events.
- Our Chapter membership is at an all-time high with approximately 379 members made up of 39% End Users.

Our Raleigh region now exceeds 100 members with 56% of them being End Users.

- Our Chapter held three End User Roundtables in Charlotte, Greensboro, and Raleigh for approximately 45 people who were mostly non-members. We exchanged best practices in the areas of real estate, workplace, and change management.
- Our Mega Event and CORE Awards had record attendance. The CORE Awards team and individual finalists made it difficult for the judges to select winners—actually they are all winners.
- We held a CRE Technology Symposium the afternoon before our Golf and Tennis Outing and had approximately 50 attend for this first time event. Please plan to attend these 2019 events as they will be even better.
- As of November 2018, we have our first full-time Chapter Executive Director (Amanda Shumaker) after bidding Chapter Administration Services and selecting Association & Conferencing Group who also manage four other CoreNet Global Chapters in the United States.

I want to personally thank all Sponsors and volunteers who have made CoreNet Carolinas Chapter the “best professional real estate organization in the Carolinas.” You have all helped to achieve all of the above and more successes. In addition, special thanks to our Board members who worked tirelessly in 2018 and was always focused on what is best for Carolinas Chapter Sponsors and Members. They made my job as President easy and all I had to do was stay out of their way.

I look forward to seeing all of you and your friends at our CoreNet Carolinas programs and events in 2019. Hope all of you and your families have a wonderful 2019 and beyond.

Marty Scannell
2018 CoreNet Carolinas Chapter President



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ABOUT CORENET GLOBAL

CoreNet Global is the world's leading association for Corporate Real Estate (CRE) and workplace professionals, service providers and economic developers. Over 11,000 members, who include 70 percent 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.



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



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

VISION OF CONNECTIVITY

Our vision includes an intense emphasis on inclusion and connecting with a focus on:

- **Diversity and inclusion**
- **Global connectivity**
- **Local partnerships**

CHAPTER 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 400 members in the Carolinas Chapter in 2018 - a 10 percent increase over 2017 membership..

WHO ARE THE MEMBERS OF CORENET CAROLINAS?

4%

STUDENT MEMBERS

Full-time of active degree candidates in real estate or related fields. Academic Members are college or university educators in the field of real estate or real estate related education. Retired members were previously active members for a minimum of five years.

39%

CORPORATE END USERS

These members are executives who oversee the management of real estate and related assets for companies whose business focus is not corporate or commercial real estate.

57%

SERVICE PROVIDERS

Also known as strategic partners and outsourced service partners forming the industry's supply side.

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.

PROGRAMS/EVENTS

Support from our annual sponsors help fund our annual programs and events like CORE Awards, Mega Event and the annual Golf & Tennis Tournament.

CONNECTIONS

Our sponsorship program furthers our mission of connecting end users and service providers within the commercial real estate industry.

COMMUNITY OUTREACH

Giving back to our communities is a priority of CoreNet Carolinas. Our annual sponsorships allow us the flexibility to support numerous outreach programs.

2018 SPONSORS

DIAMOND LEVEL



Balfour Beatty



PLATINUM LEVEL

colite



LINCOLN
HARRIS



Alfred Williams
& Company



Moore & Van Allen

GOLD LEVEL

Baringer Construction
BHDP Architecture
Brasfield & Gorrie, LLC
BrightView Landscape
Services
Canon Business Process
Services
CBI
Childress Klein
Cousins Properties
Gensler
Haworth

Herman Miller
Holder Construction
IA Interior Architects
InterfaceFLOR
Interstate Contract Cleaning
Knoll
Little
McAdams
McDonald York
McQuire Woods LLP
Mohawk Group
MSS

NAI Southern Real Estate
Office Environments
Perkins + Will
Progressive AE
Solid Surface Care
Steelcase
Storr
Tandus Centiva Inc.
Unified AV
United Maintenance
Corporation
Womble Bond Dickson

GOLF & TENNIS TOURNAMENT

This year's **Golf and Tennis Tournament** at Grandover Resort and spa was another tremendous success. The event has become one of the most anticipated and enjoyable events on our annual calendar. It's a chance for us to show our appreciation to our annual chapter sponsors for all the time, energy and resources they put into our chapter. Proceeds from mulligan and raffle sales go our scholarship fund. We also held a very successful **Tech Symposium** the night before our tournament with over 40 in attendance and over 50 members at the networking reception.



- ♦ **\$5,200 in Sponsorship Monies Raised**
- ♦ **\$2,800 Raised for the CoreNet Carolinas Scholarship at UNC Charlotte's Childress Klein Center for Real Estate**
- ♦ **124 Golfers and 10 Tennis**

MEGA EVENT

Once again we had a record turnout for this year's Mega Event held at the Ritz-Carlton Charlotte. Our Plenary Session featured Theresa Payton, Cybersecurity authority, star of the CBS TV show, *Hunted*, and former White House CIO who presented on strategic opportunities in cybersecurity and identifying emerging threats. Our Breakout Sessions focussed on lighting innovation, AI in CRE, the future of traditional workspaces, and smart tech for successful water management.



297 in attendance



\$29,500 raised in event sponsor support

CAROLINA CORE AWARDS

360
IN
ATTENDANCE

\$36K
RAISED IN
SPONSORSHIPS

28%
INCREASE IN
NOMINATIONS



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 8th, we held our annual event at the RITZ-CARLTON Charlotte with 360 in attendance - the largest Core Awards in our history. We presented seven awards from 28 nominations and enjoyed a wonderful night of celebrating CoreNet Global, our industry and the exemplary professionals making an impact within it.



END USER ROUNDTABLES

In 2018, CoreNet Global Carolinas held three End User Roundtable Discussions to focus on the topic of “Agility” to further the ever-evolving understanding of the many ways CRE teams are bringing agility to their enterprises. As evidence, CBRE just released The Agility Mandate, leading edge research conducted in partnership with CoreNet Global, which asked 87 participating organizations to assess their agility-focused outlook and capabilities at the enterprise and CRE level.



February 22, 2018

Compass Group NA Headquarters
Charlotte, NC
Moderators: Koo Macqueen and
Chris LaPata



August 22, 2018

BB&T Leadership Institute
Treehouse Greensboro, NC
Moderators: Mendy McNeel,
Sean O'Neill and Madison Bonner



November 29, 2018

IBM
Raleigh, NC
Moderators: Koo MacQuen and
Bruce Sargent

**AGILE REAL ESTATE:
EMPOWERING CRE ORGANIZATIONS
TO SUPPORT DYNAMIC BUSINESSES**

PROGRAMS & NETWORKING

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 2018, showing increases across the Carolinas in attendance and program offerings.



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 2018, 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.



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. It is an important component in our vision for building the future of CoreNet Global Carolinas.



YOUNG LEADERS



2018 COMMUNICATIONS

2018 was a year of building on the changes and momentum the CoreNet Carolinas Chapter Communications committee created in 2017. 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.



INSTAGRAM

Grew from 196 to 386 followers with 225 posts and Instagram Stories.



FACEBOOK

Added 27 new followers with 280 posts reaching 10,770 users.



LINKEDIN

Launched LinkedIn Group that now has 115 followers.



MEDIA OUTREACH

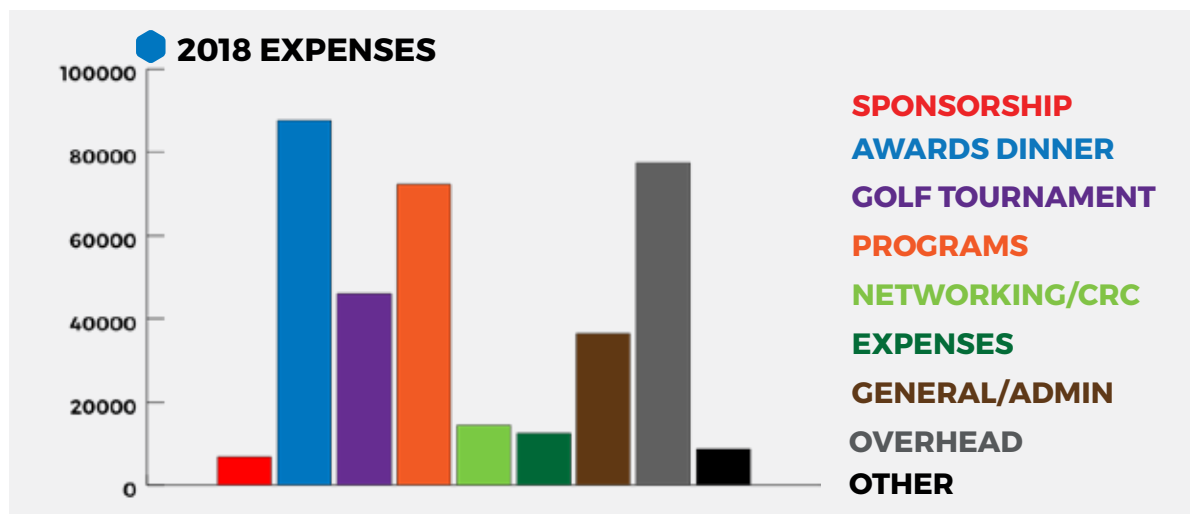
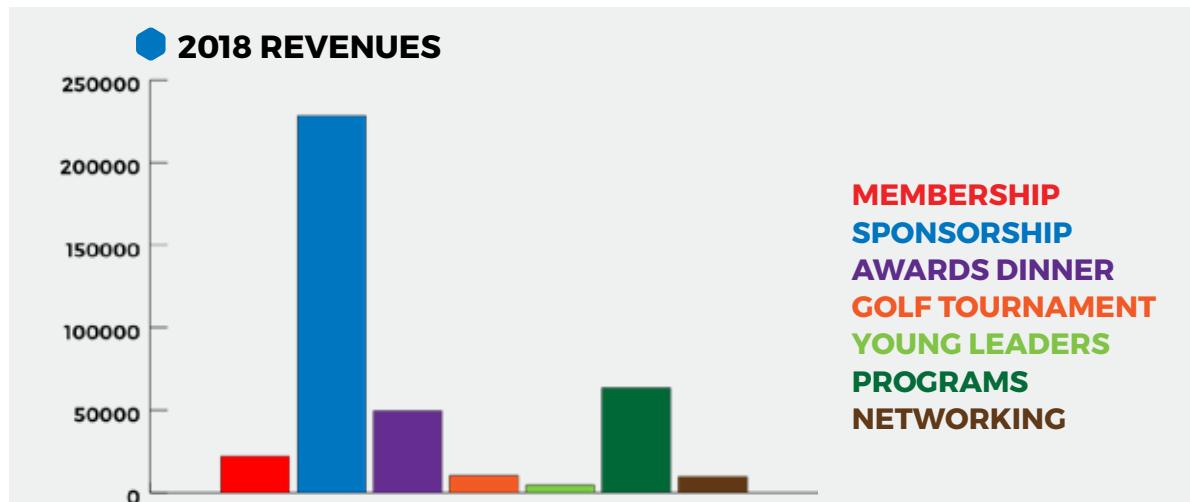
30 published Media features with 7,500 word capture.

2018 COMMUNITY REINVEST

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 2018, allowing members an opportunity to work side by side to give back to the Carolinas. Organizations we helped this year include: **Beds 4 Kids, Classroom Central, Crayons2Calculators, Habitat for Humanity, Second Harvest Food Bank and Ronald McDonald House.**



FINANCIAL REPORT



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.



A MESSAGE FROM THE 2019 PRESIDENT

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 2018, we saw the Chapter continue to grow to nearly 350 members; we held our third annual CORE Awards event recognizing the top real estate professionals and projects in the Carolinas; our Mega Event beat attendance in 2017, and our University of South Carolina student members made it to the Global finals in the academic challenge. While Charlotte and Raleigh end user participation continues to grow, we are expanding our reach into the Triad and Greenville SC. As we look forward to 2019, 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

- **MEMBER AND SPONSORS VALUE & ENGAGEMENT**
- **INDUSTRY LEADING PROGRAMS**
- **PROFESSIONAL DEVELOPMENT**

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:

- New Golf Tournament format in Pinehurst (May 2019)
- Mega Event (September 2019)
- CORE Awards Recognition Dinner (September 2019)

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 Amanda Shumaker, Amanda Shumaker ashumaker@associationconferencegroup.com

It is an honor to serve as President in 2019. 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 2018.

Sincerely,

Frank Wiseman
CoreNet Carolinas 2019 President



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2018

