

Encouraging Curiosity about CoreNet

Presented by:



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Director, Real Estate Planning

Atrium Health



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Citrix



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Session Goals

- Understand the CoreNet Carolinas value proposition
- Know how to access information
- Explore ideas on how to get involved
- Tap into CoreNet global resources and advanced education





CoreNet Carolinas Value

CoreNet Global Member Categories

- **Corporate End User** Also known as corporate occupiers and corporate tenants forming the industry's demand side. These members are executives who manage real estate and related assets for companies whose primary business focus is not corporate or commercial real estate (CRE). Financial institutions, technology, energy, transportation, and consumer manufacturing are among the sectors represented in this category.
- Service Provider Also known as strategic partners and outsourced service partners forming the industry's
 supply side. A wide diversity of mainly commercial real estate interests populates this category of membership.
 CRE industry segment and disciplines represented include architects, brokers, contractors, developers, energy
 management, investors, landlords, owners, site selection consultants, sustainability, technology, workplace
 design and furniture, and many other parts of the CRE supply chain.
- Young Leader Also known as young professionals or emerging leaders, Young Leaders may be corporate end
 users, service providers or economic developers. Young Leaders are CoreNet Global members who are 35 years
 of age or younger.
- Economic Developer Also known as community development, as well as local, state or regional economic
 development corporations (EDC's), also on the CRE industry's supply side. EDC involvement includes
 government agencies, Chambers of Commerce, public-private partnerships (PPP's), universities, and many other
 interests.

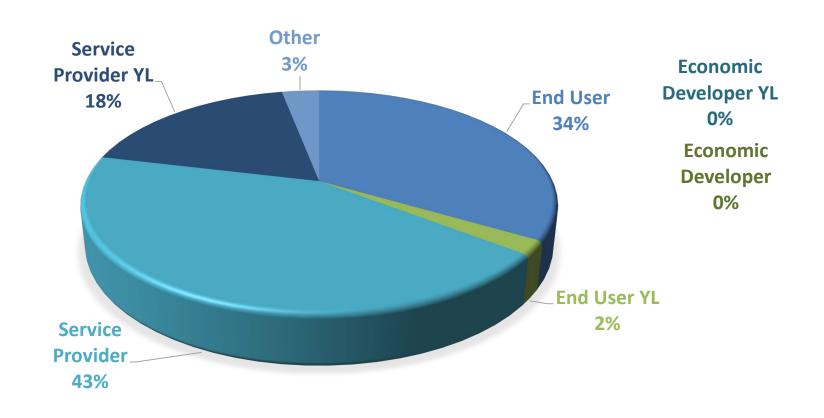


CoreNet Global Member Categories cont.

- **Academia** Academic Members are educators at a college or university who spend not less than eighty (80) percent of their time researching or teaching in the field of real estate, corporate real estate or real estate related education.
- Student Student memberships are intended *only for those new to the profession*, who are enrolled full-time in degree-granting programs with accredited colleges or universities that include real estate or real estate related fields (exclusively online universities are not recognized at this time). To qualify for a Student membership, the applicant, along with their online or .pdf application, must present proof of class registration and a Student ID card that confirms current enrollment dates (past classes completed do not qualify).
- **Journalist** Available for full-time journalists working for a publication company. Must submit a letter on your publication's letterhead, signed by your immediate supervisor verifying the nature of the business as a publication company, join by phone or email only.
- Retired Available for our former active members only. In order to receive this rate, a person must have been a
 member in good standing for a minimum of five years. Must submit a letter from your last employer confirming
 your retired status, join by phone or email only.

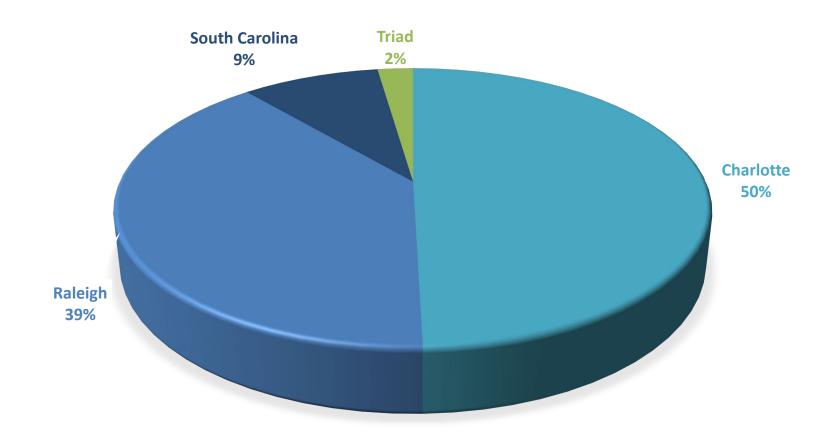


Current Chapter Membership By Type





Current Chapter Membership By Market





4 Major Chapter Events Yearly

- Mega Event (Charlotte) March 10th & September 29th
 - Major Speaker
 - Breakout Education Sessions
 - Networking
- Design Competition (Virtual) April 7th
 - Presentations from participating teams
 - Virtual Networking
- Premier Spring Event (Pinehurst) May 9th 10th
 - Tech Symposium
 - Golf Tournament
 - Networking
- CORE Awards (Charlotte) January 2023
 - Awards Ceremony & Dinner
 - Networking



Additional Chapter Events Throughout The Year In Each Market

Programs

- Education events with speakers and panels
- Networking

Networking

- Dedicated to Networking for members and guest
- Young Leader
 - Education
 - Sr. Leader Roundtables
 - Networking

• Diversity, Equity & Inclusion

- Education events to highlight diversity within Corporate Real Estate
- Networking



Sponsorship

ALL SPONSORS RECEIVE

- Corporate visibility at all Carolinas Chapter Events (in person and virtual)
- Corporate visibility in all Chapter print material and advertising
- Company logo with link on Chapter website
- First right of refusal for additional event sponsorships
- Free registration for all virtual events
- Quarterly Sponsor newsletter

DIAMOND LEVEL Cost: \$12,500	PLATINUM LEVEL Cost: \$6,500	GOLD LEVEL Cost: \$3,000
 4 tickets to all 2022-2023 Carolinas Chapter sponsored Education & Networking events (\$2,880 value) 2 Annual CoreNet Global Memberships (\$1,800 value) 1 CoreNet Global Summit Early Registration (\$2,000 value) 	3 tickets to all 2022-2023 Carolinas Chapter sponsored Education & Networking events (\$2,160 value) 1 CoreNet Global Summit Early Registration (\$2,000 value)	2 tickets to all 2022-2023 Carolinas Chapter sponsored Education & Networking events (\$1,200 value)
CORE AWARDS		
5 tickets to the CORE Awards (\$1,250 value)	2 tickets to CORE Awards (\$500 value)	
MEGA EVENT		
4 tickets to Mega Event (\$600)	2 tickets to Mega Event (\$300)	1 ticket to Mega Event (\$150)
SPONSOR RECOGNITION		
Diamond sponsors will be provided one ticket to End User Round Table	Platinum sponsors will be provided one ticket to End User Round Table	Company name displayed on Chapter-Sponsored
 Complimentary sponsorship of one program events (\$1,500 value) 	 Logo displayed on Chapter-Sponsored Event Signage 	Event Signage Company name included on Chapter correspondence Mid-year review and roundtable
Logo displayed on Chapter-Sponsored Event Signage	Logo included on Chapter correspondence	
Logo included on Chapter correspondence	Opportunity to display Company Information at all Chapter sponsored Education and Networking events	
 Opportunity to display Company Information at all Chapter sponsored Education and Networking events 		
Sponsor profile included in one newsletter and once on social media outlets	 Sponsor profile included in one newsletter and once on social media outlets 	
Quarterly check-in from Sponsorship Committee for feedback and value assessment	Quarterly check-in from Sponsorship Committee for feedback and value assessment	
Recognition of recent completed projects on chapter social media outlets	 Recognition of recent completed projects on chapter social media outlets 	



Additional Sponsorship Opportunities

A LA CARTE SPONSORSHIP OPPORTUNITIES			
Programs	\$1500 each		
CRC Events	\$500 each or in-kind		
Networking	\$500 each or in-kind		
Young Leaders	\$500 each or in-kind		
Past President Dinner	Contact for more details		

A La Carte opportunities available for Mega Event, Core Awards, & Premier Spring Event



Communications: How To Access Info







How to Get Involved

2022-23 Priorities

- Theme: Co-Create the New World of Working
- Priorities:
 - Help members and sponsors understand, navigate, and influence the post-COVID CRE world
 - Encourage trying new ideas, methods, iterations
 - Increase transparency
 - Strengthen training and leadership development
 - Continue D&I and new market expansion



Focus

W. Chiosital Chi Ease of Engagement **Theme** Co-Create the New World of Working **Foundation of Inclusion** Diversity * Geography * Transparency

Learning & Development



2022-2023 Board

Jenna Geigerman President

Sean O'Neill
Vice President

LaMonte Johnson
Past President

Brad Divins
Treasurer

Courtney Fain Secretary

John Christenbury **Lalonna Griffin Shannon Sowers** Savannah Enzweiler CLT BOD/Market **New Market Dev RAL BOD/Market** SC BOD/Market **Mendy McNeel** Amy Davis (C) **Elizabeth Romano Tony Perez** Hakima Maghnaoui(R) Communications Membership D&I **Sponsorship** Frank Wiseman(C) **Blake Martin (C) Ashley Hall Camille Lahey** Matt Racher (R) Jessika Douglas (R) YL/UR **Events** Networking/CRC **Programs**

NOTES

- Per bylaws: Maximum board seats = 20
- Board members this year = 20

Green – same role or ELT progression

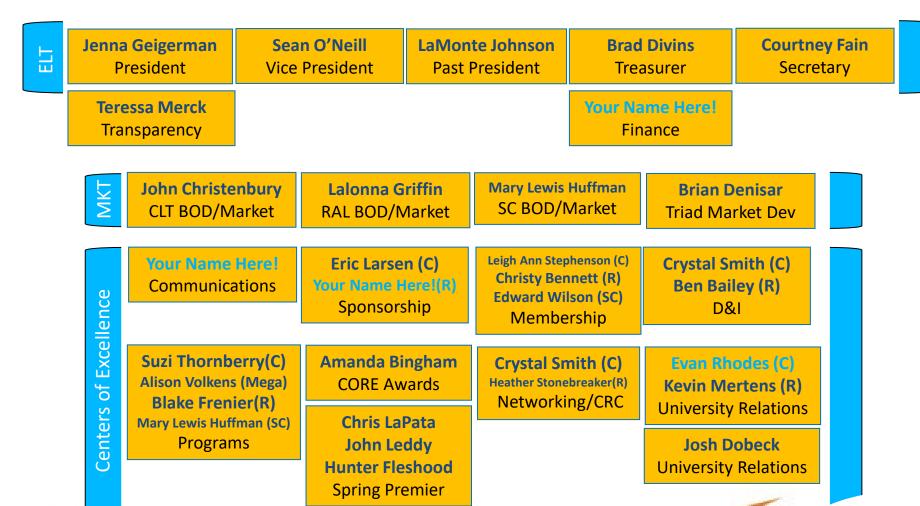
Orange – returning BOD, new role

Yellow – new BOD

(C) – CLT and (R) – RAL role for dual board seat



2022-2023 Committee Leads





Website Committee Info





The Board Liaisons, Committee Chairs, and current committee members are listed below. If you have an interest in learning more or getting involved with a committee, reach out to these individuals.

Need help identifying a committee or getting more engaged? Contact the Transparency Task Force, which is focusing on increasing engagement.

Communications

Manages all Carolinas Chapter communications, including newsletters, social media, and website content.

- Board Liaison: Mendy McNeel, Truist (mendy.mcneel@truist.com)
- Committee Chair: Mendy McNeel, Truist (mendy.mcneel@truist.com)
- Committee Members: Richard Clark, Strategic Connections

Diversity and Inclusion

Focuses on the priority of eliminating discrimination, promoting equality in the chapter/workplace, and increasing the diversity of our membership.

- Board Liaison: Tony Perez, SOLID Surface Care (tperez@solidcare.com)
- Committee Chair(s): CLT Crystal Smith, Duke (Crystal.Smith2@duke-energy.com), RAL Ben Bailey, JLL (Ben.Bailey@am.jll.com)



Committee Commitment

- Varies by committee
- Some have regular cadence
- Some are heavier in certain seasons
- Most have opportunity for special projects
- Ongoing special opportunities if have window of availability or specific passion
- Open to new ideas and targeted opportunities



Committee Engagement

- ID type of volunteering/areas of interest
- Look at who is engaged if networking is primary driver
- Contact leaders listed on website for specific committee
- To explore the best opportunity(ies) for you:
 - Chat with your membership rep
 - Engage Transparency Task Force
 - Ask anyone in leadership for suggestions/advice



Succession Planning

- 1. Join CoreNet
- 2. Join a committee
- 3. Be active on the committee
- 4. Volunteer for leadership role
- 5. Lead a committee
- 6. Do a great job!
- 7. Be identified for future board opportunity



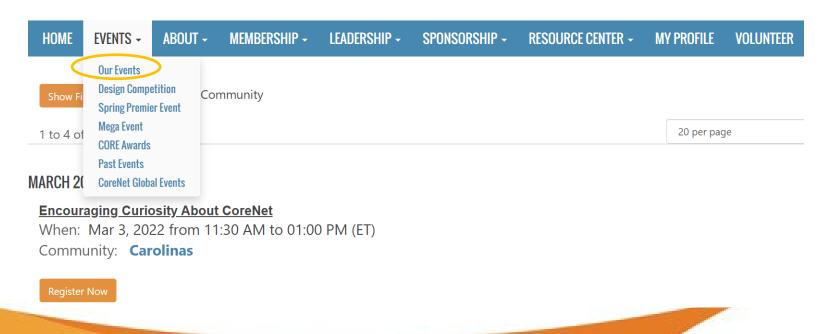
Board Service

- Max 20 board members
 - Time commitment includes monthly meetings, semi-annual board retreats, and leading a chapter area
- Three-year term
 - Typically lead 2 areas (1 for 2 yrs, 1 for 1 yr)
- Roll off unless identified for officer role
- Officers start as Secretary or Treasurer
- Roll off unless identified as future President
- President path 3 years
 - Vice President, President, Past President



How to Engage in Events

- Weekly update with links from CoreNet Carolinas
 - If you aren't getting regular communications, contact <u>carolinas@corenetglobal.org</u>
- Look on website (past events include recordings if available)





How to Sponsor

- Reach out to Sponsorship team (contacts on website)
- Review sponsorship opportunities (brochure on website)
- Evaluate goals and investment target v the various options



2022-2023 ANNUAL SPONSORSHIP PROGRAM

The Carolinas Chapter members are the best in their respective roles in the industry. Being a sponsor means that your organization has the opportunity to network with the innovators and thought leaders. Your organization benefits by getting insight into what our members think on current issues, what challenges they face, and how they approach their work. Your organization can use this insight to better target your audiences and hone your product and service offerings.



Transparency Task Force

- The help desk for how to get involved
- Led by Teressa Merck, who identified the issue
- Will call existing members to assess interest
- Ensure people connect to committee and sponsorship opportunities
- Identify key questions and areas of confusion
- Help craft collateral to ensure clarity





Global Resources

CoreNet Global



WHO ARE WE?

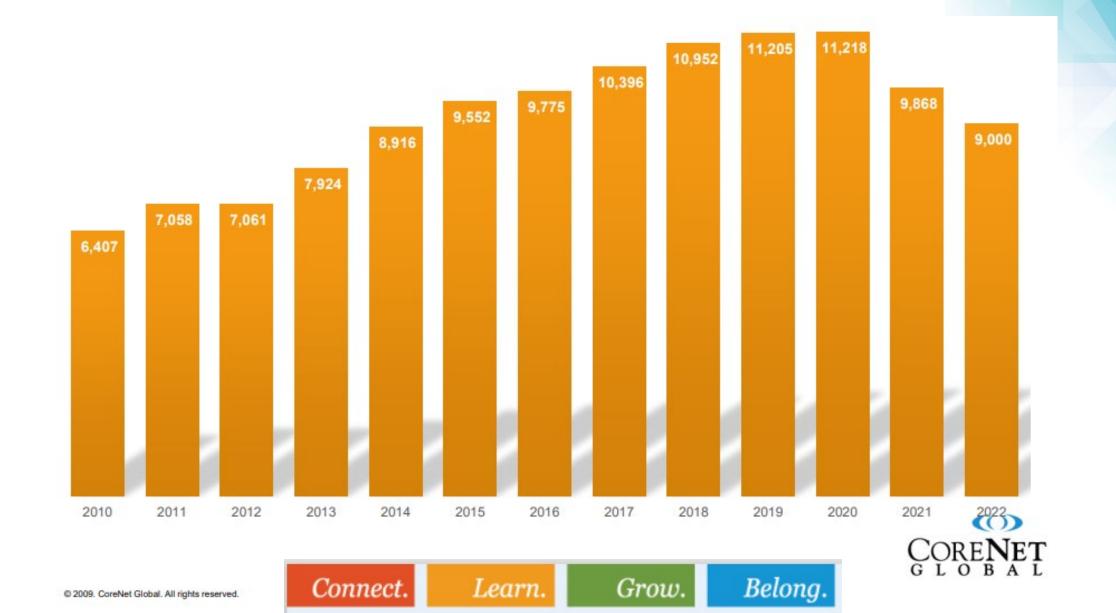
CoreNet Global is a non-profit association, headquartered in Atlanta, Georgia (US), representing nearly 10,000 members in **50 countries** with strategic responsibility for the real estate assets of large corporations.

The organization's mission is to advance the practice of **corporate real estate** through professional development opportunities, publications, research, conferences, designations and networking in **46 local chapters** and networking groups globally.



CoreNet Global – Membership History





Global Chapters



CoreNet Global has 46 local chapters worldwide.

- 40		
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China

Hong Kong

India

Malaysia

Japan

Philippines

Singapore

Australia and New Zealand

Australia New Zealand

Europe, Middle East & Africa (EMEA)

Benelux Middle East

Central Europe South Africa (Networking Group)

France United Kingdom

Latin America

Brazil Mexico

Global Chapters



CoreNet Global has 46 local chapters worldwide.

North America

Arizona

Atlanta

Canadian Chapter

Carolinas

Central Texas

Chicago

Colorado

Connecticut Westchester

Houston

IKO Chapter (Indiana, Kentucky, Ohio)

Kansas City

Michigan

Mid-Atlantic

Midwest (Minnesota)

New England

New Jersey

New York City

Northern California

North Texas (Dallas/Fort Worth)

Oregon

Philadelphia

Pittsburgh

Southeast Florida

Southern California

Tampa

Tennessee

Washington State

Global & Chapter's working together...



Global:

Governance

Memberships

Corporate Partnerships

Professional Development /

Certifications

Annual Summit

Web-Site

Diversity, Equity & Inclusion

Research/Knowledge Center

Publishes E.LEADER Magazine

Academic Challenge

Chapter:

Governance / Bylaws

Programs / Events

Networking

Community Reinvestment

Sponsorship Opportunities

Web-Site

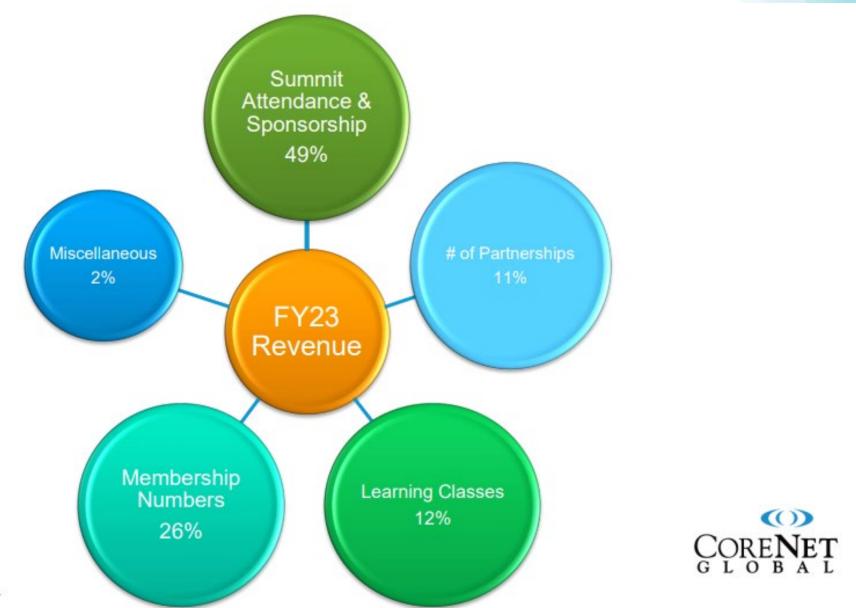
Young Leaders

University Relations

Diversity, Equity & Inclusion

CoreNet Global - FY23 Revenue make-up





CoreNet Global - FY23 Strategic Initiatives



FY23 STRATEGIC FRAMEWORK



Vision: Be indispensable to the successful practice of corporate real estate globally

Mission: To advance the practice of corporate real estate

Overarching Strategy

Be an inclusive, experience-driven association with a trusted engagement platform for learning, sharing, creating and advancing.



Connect.

Learn.

Grow.

Belong.

Tradition of Excellence



CoreNet Carolinas Chapter has been awarded "CHAPTER OF THE YEAR" twice in our young history.

2013 – Small Chapter Category < 200 Members

2019 – Large Chapter Category >200 members





PROFESSIONAL DEVELOPMENT OVERVIEW



Professional Development



CoreNet Global offers **professional development** for each stage of your career, whether you are a young leader, a mid-career professional or a seasoned professional.

Choose from a **variety** of online content, e-learning, virtual seminars or in-person seminars on a wide variety of corporate real estate topic areas and gain useful business and leadership skills.

CoreNet Global also offers opportunities for ongoing **professional and personal development** through Chapter programs, global conferences and roundtables, research, Career Center, Mentor Match, and more.

Professional Development Designation Programs



CoreNet Global **professional designation programs** are recognized globally as marks of distinction and excellence in the corporate real estate profession. These programs consist of proven seminars taught by seasoned practitioners. The proven curricula are designed to expand CRE knowledge as well as performance and productivity.

- Qualified Professional of Corporate Real Estate (QPCR): designed for those with fewer than five years of experience.
 - www.corenetglobal.org/QPCRlearnmore
- Master of Corporate Real Estate (MCR): designed for those with five or more years of experience).
 - MCR.w: additional content and learning to develop an excellence in workplace strategy
 www.corenetglobal.org/MCRlearnmore





Qualified Professional of Corporate Real Estate (QPCR)



QPCR is a virtual, self-paced program designed to help you build a strong foundation in corporate real estate (CRE), enhance your business and leadership skills, and develop your professional network. This unique, new designation gives you what you need to succeed:

- Essential CRE knowledge
- Business and leadership skills
- Strategic and global awareness.

QPCR element... Mentor Match



MENTOR MATCH



Welcome to the CoreNet Global's Mentor Match Program!

CoreNet Global strives to deliver value to our members at each stage of their career. **Mentor Match**, is one way we are assisting members to connect in a meaningful way to promote dialog between corporate real estate (CRE) professionals. By participating and filling out your self-selected preferences, Mentors and Mentees can connect with other like-minded professionals.

(You must be a CoreNet Global member to participate)

Become A Mentor

Become A Mentee





Qualified Professional of Corporate Real Estate (QPCR)



Earn your QPCR when you want, where you want.

- Build your personalized curriculum to complete 70 hours of online coursework
- Gain CRE knowledge and develop the skills you need when you need them
- Learn online:
 - Self-paced courses
 - Course recordings
 - Live, instructor-led courses

Highlights:

- ✓ \$999 member price (\$1499 non-members)
- ✓ Access to <u>all</u> the content for 2 years
- ✓ Program schedule enables you to complete the program within 9 months.

Master of Corporate Real Estate (MCR)



The Master of Corporate Real Estate (MCR) program is a professional designation series of seminars designed to meet the training needs of corporate real estate (CRE) professionals.

Delivered by **experienced faculty** comprised of leading experts in their fields, seminars use an **interactive**, **team-based** approach to **solve problems**, analyze case studies and share experiences. The MCR designation assures clients and colleagues of an **advanced competence** and successful experience as a CRE professional.

- Understand how CRE fits into the corporate enterprise
- Apply CRE best practices and practical approaches to their current work
- Select specialized professional development seminars to hone skills unique to specific roles within CRE
- Solve problems in small groups with peers and faculty from various roles across the CRE profession

MCR Professional Development Seminars



- Advanced Lease Analysis
- Advanced Negotiations for CRE Professionals
- Corporate Real Estate Finance*
- Data Driven Performance Improvement*
- Enterprise Alignment*
- Optimizing Service Delivery & Outsourcing
- Portfolio Management
- Real Estate's Impact on Financial Statements*
- Roadmap to CRE Technology Success
- Workplace Strategy Essentials (#1)*
- Workplace Strategy Methodologies (#2)**
- Workplace Strategy in Practice (#3)**
- Capstone: Leadership & Strategy*

^{*}Required for MCR. **Prerequisites apply

Renewal of MCR



You must meet the following requirements to renew your MCR/MCR.w during each **three-year** renewal period:

- Continuing professional development as evidenced by one of the following options:
 - Attend a total of two CoreNet Global summits or two-day professional development seminars; or
 - Complete 32 contact hours of professional development relevant to corporate real estate*; or
 - Continuously hold a valid Broker's license* during the renewal period.
- Attest to completion of #1 and pay the three-year renewal fee prior to your MCR expiration date.

Reinstatement: To reinstate a lapsed MCR designation of greater than 90 days, you must meet the continuing professional development requirements and pay a reinstatement fee.



Current Carolinas Chapter members serving as Global Faculty









Koo MacQueen, MCR Honeywell



Tom Kurtz, MCR CBRE



Dan BoutrossJones Lang LaSalle



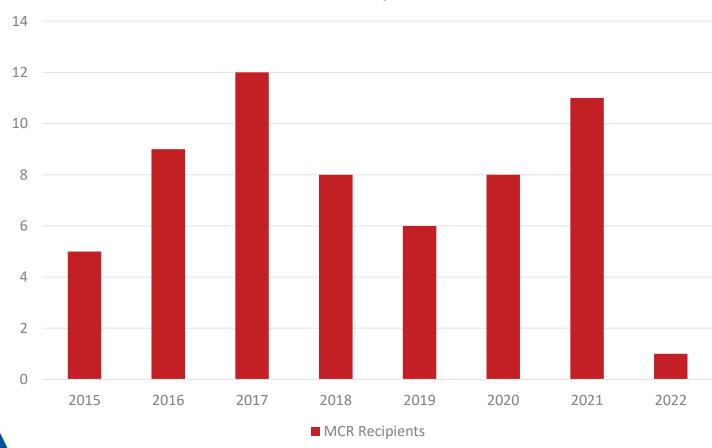
Chris LaPata, MCRCharter Communications



Chapter MCR history:











Current Chapter Enrollment:



Active Candidates:

- •QPCR Designation –13
- •MCR Designation 40
 - –(including 2 workplace specialization)
- •DE&I Certificate Program 13



Diversity, Equity, and Inclusion Certificate Program



"We commit to doing all we can, using our collective power, to **eliminate discrimination** and promote equality in the workplace." ~CoreNet Global



Offered through a series of webinar sessions, the program is available on demand. Sessions address a wide range of diversity, equity, and inclusion issues.

- Build your personalized curriculum to complete 6 courses
- Full access to all the courses and content for 1 year
- Learn online at your own pace
- Track your progress, print your certificate of completion on demand

Diversity, Equity, and Inclusion Certificate Program



- Empowering inclusion in the workplace
- Understanding and celebrating intersectional difference
- #lamremarkable
- Diversity and inclusion in the workplace
- DE&I: The Role of CRE, design & organizational planning
- Bias vs inclusion
- Systems of (in)equality: How did we get here?
- Understanding transgender & gender diverse communities
- LGBTQ Basics
- Gen in the workplace: Understanding the importance of organizational values
- Chief Diversity Officers: A candid conversation
- Inclusion for all: How to build LGBTQ inclusive workplaces and why it matters
- 23-point leadership action list
- Women in the workplace
- 50 ways to fight bias
- Having difficult conversations
- Prioritizing humanity: examining racism today

MCR, QPCR, DE&I Certificate Costs...



MCR Seminars	Americas (USD\$)	Asia* (USD\$)
Member	995	746
Non-Member	1,295	971
Capstone		
Member	1,995	1,496
Non-Member	2,495	1,871

QPCR

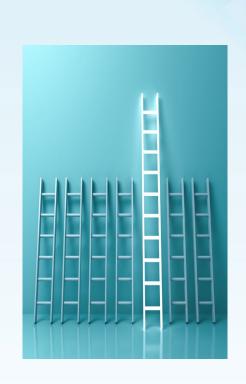
Non-member: \$1,499 USD

Member: \$999 USD

DE&I

Non-member: \$129/course

Member: \$59/course



Individual Courses



www.corenetglobal.org/SeminarSchedule

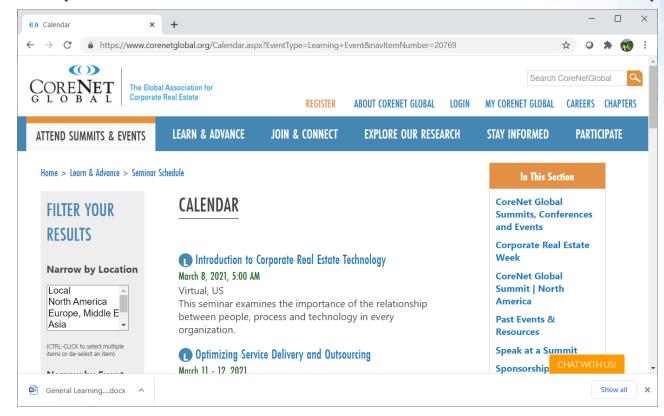






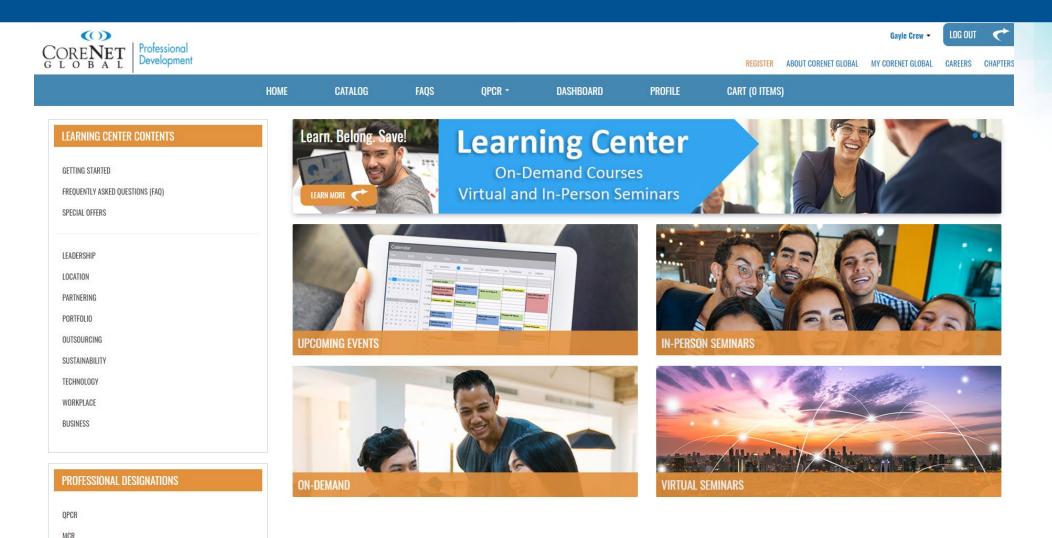
Search multiple regions to find courses at times appropriate for your region.

Anyone can take a CoreNet Global course in a topic



CoreNet Global Learning Center





Learn.corenetglobal.org





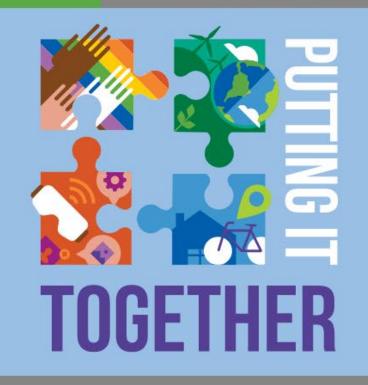
HOME

ATTEND

CORENET GLOBAL

REGISTRATION

CoreNet Global Summit | Chicago | November 1-3, 2022





Call for speakers is now open!

2022 CORENET GLOBAL SUMMIT NORTH AMERICA CHICAGO

NOVEMBER 1-3

Early Bird rates expire June 13. Register Today!

Home | CoreNet Global Summit | North America | November 1-3, 2022

UPCOMING EVENTS

MEMBERSHIP DIRECTORY

SAVED KNOWLEDGE CENTER ARTICLES



the LEADER
Seminar Schedule

Press Releases

News

CoreNet Global in the







www.corenetglobal.org

ATTEND SUMMITS & EVENTS

LEARN & ADVANCE

JOIN & CONNECT

EXPLORE OUR RESEARCH













CNGTV



CoreNet Global is pleased to announce CNGtv, your channel for the latest news and happenings within corporate real estate starring, YOU, CoreNet Global members and subject matter experts.



Visualize This: Discover the Power of Digital Twins



Corporate Identity Solutions with HID Global's Matt Winn



Solar Power and the Coming Revolution in Clean Energy

https://www.corenetglobal.org/cngtv



General information on all Professional Development courses and programs: www.corenetglobal.org/ProfDev

Professional Designation Programs and Group Programs:

www.corenetglobal.org/QPCRlearnmore

www.corenetglobal.org/MCRlearnmore

www.corenetglobal.org/MCRGroups

www.corenetglobal.org/DEI

Seminar Schedule: www.corenetglobal.org/seminarschedule

Learning Center: https://learn.corenetglobal.org



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Seminar Schedule: www.corenetglobal.org/seminarschedule

Learning Center: https://learn.corenetglobal.org



For More Information:

www.corenetglobal.org

Learning@corenetglobal.org

+1 (404) 589 3200

Gayle E. Crew

Director, Learning Operations

Thank you





Next Steps

How to Learn More

- Visit Chapter website https://carolinas.corenetglobal.org/home
- Visit global website
 https://www.corenetglobal.org/
- Explore committees
 - Visit breakout session(s) from 12:30-1:00pm
 - Reach out to a committee chair to get involved (email on website)
 - Connect with Transparency Task Force (email on website)



Breakouts

- 1. Communications, D&I, and General Questions
- 2. Global Resources and Professional Education
- 3. Market Leadership for CLT and RAL and End User Round Tables
- 4. Market Leadership for South Carolina
- 5. Market Leadership for Triad and New Market Development
- 6. Membership and Transparency Task Force
- 7. Networking, Young Leader, and University Relations
- 8. Programs including Mega Event and Design Competition
- 9. Special Events including Spring Premier and CORE Awards
- 10. Sponsorship and Finance



What Questions Do You Have?



