

Component Global Leaders Call

August 8 & 9, 2012



Agenda

1. Welcome (*Melanie Hill*)
2. An Overview of 2012/13 Leadership Training Events (*Melanie Hill*)
3. Best Practice – Programming - SoCal Chapter (*Frances Pawlak*)
4. Best Practice – Programming – Mid Atlantic (*Karen Fields*)
5. Best Practice – New Member Program – MidAtlantic Chapter (*Pierce DeGross*)
6. Q&A
7. Next Meeting

Leadership Training 2012 / 13

London, UK - Component Leaders Workshop

17 September 2012

Park Plaza Riverbank London

Orlando, FL - Component Leaders Workshop

9-10 October 2012

Marriott World Center

Atlanta, GA - Annual Leadership Forum

24-25 January 2013

Atlanta, Georgia 30303

Shanghai, CN - Component Leaders Workshop

March 2013

Shanghai

Best Practices - Programming

Frances Pawlak

Southern California Chapter

Vice President, Programs

frances_pawlak@hermanmiller.com

Program Description

We have a Speaker Series program, the purpose of which is to share knowledge through quality content and reputable, thought-provoking speakers, panelists and facilitators.

The outcome is increased value and members' return of CoreNet Global investment.

Key Elements for Success (1)

- We surveyed our membership, specifically Corporate Real Estate (CREs), and narrowed down topics on current business issues and future topics of interest.
- We also have CRE only roundtables that allow free discussion to develop program strategy for the calendar year.
- We have four regions in SoCal Chapter, so for cost efficiency, we would have the same event in the morning and afternoon as well in different regions to cover members in these regions. Regional committees share in the cost.

Key Elements for Success (2)

- We work with CoreNet Global to achieve MCR credits on programs – another incentive to attend, resulting in increased attendance.
- To plan the event efficiently, we developed a checklist where staff, vendors and technology requirements are addressed in detail.
- Following the event, surveys are e-mailed to attendees and thank you notes are sent to speakers and sponsors.

Elements to Repeat

- We will continue to seek input from membership on topics of interest.
- The practice of maximizing cost over a geographically diverse chapter by having speakers repeat in two cities on the same day (or evening and following morning) has served us well.

Best Practices - Programming

Karen Fields

MidAtlantic Chapter

Co-Chair, Programs

kfields@himesassociates.com

Education Committee Structure

- ◆ *Co-Chairs responsible for Board Liaison and Committee Direction. Robust training to promote Committee Members to Chair and Board Positions.*
- ◆ *Centralized Education Event location with all event planning being handled by Co-Chairs so Committee members can concentrate on topic development and panel development*
- ◆ *Communication Committee participates on Program Development calls to develop presentation for panelists and handles technology integration with Venue.*
- ◆ *Announcements, Sponsorship Appreciation and Committee Recognition developed for Chapter President*

Topic Development

- ◆ *Calendar of Education Events established for 12 months to give Committee Members time to develop program topic and panelists.*
- ◆ *Committee Members are teamed and assigned specific date for education event to champion. Co-Chairs actively involved.*
- ◆ *Each team is responsible for topic development, panel development, program write-up, presentation development and panel coordination.*
- ◆ *Teams are encouraged to develop topic ideas of interest to themselves and then vet the ideas to Co-Chairs for input.*

Panel Development

- ◆ *Seek participation of at least two CRE's for each panel*
- ◆ *All Committee Members assist in panel development. All use their own network to caste net for potential participants*
- ◆ *Committee Members may suggest panelists from their own organizations as long as the panelist is relevant to the program topic.*
- ◆ *Co-Chairs actively involved in assisting panel development.*

Best Practices - Programming

Pierce DeGross

MidAtlantic Chapter

Chair, Membership

Pierce.DeGross@hilton.com



CORENET
GLOBAL

Mid-Atlantic
Chapter

New Member Orientation/ Committee Overview

June 22, 2012



CoreNet Global – Who We Are

CoreNet Global is the world's leading association for corporate real estate (CRE) and workplace professionals, service providers and economic developers

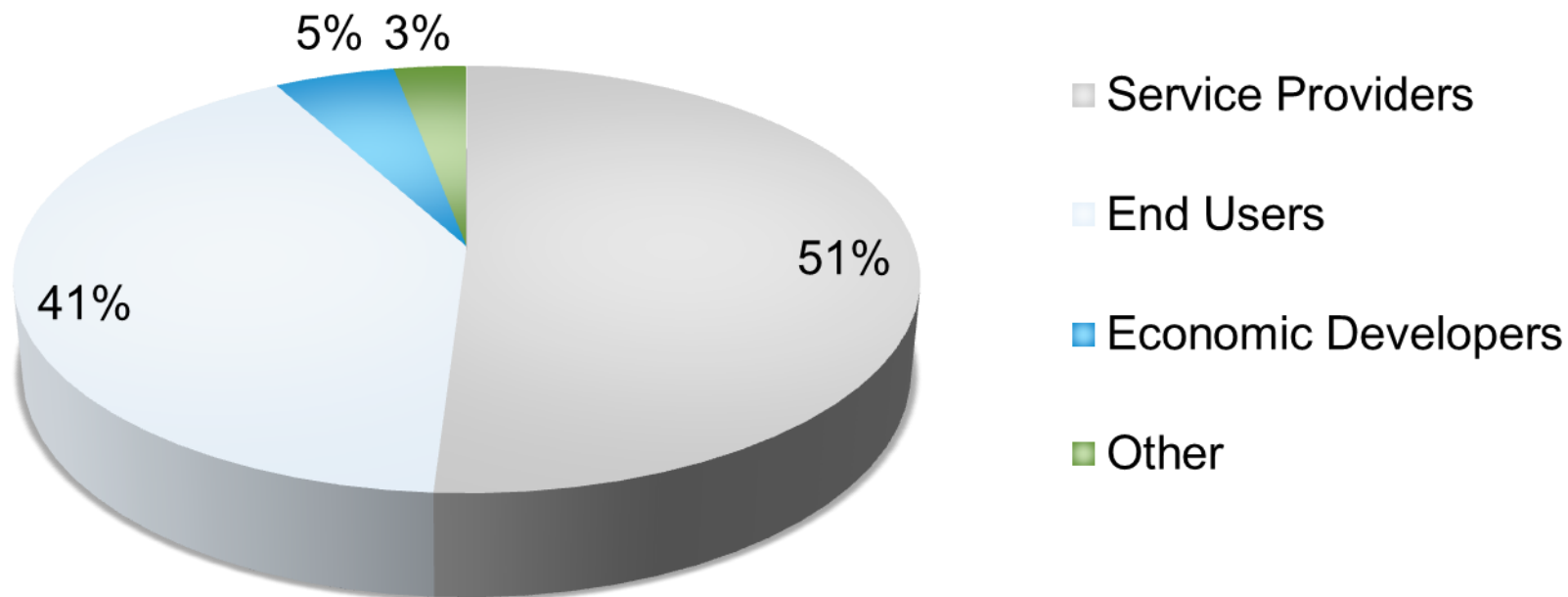


Mission Statement:

CoreNet Global's mission is to advance the effectiveness of Corporate Real Estate professionals and the entire industry engaged in delivering value to corporations through the strategic management of corporate real estate and workplace resources.

Global Membership Profile

Membership by Member Type



CoreNet Global Strategic Priorities – FYE 2012

- **Member Perspective: Be the Premier Customer Service Association**
 - Define Our Target Members and Their Unique Needs
 - Define How to Serve the Members Based on Their Unique Needs
 - Align Our Products & Services Based on Members' Needs

- **Value Perspective: Be the Essential Hub for Corporate Real Estate**
 - Be the Premier Organization for Networking
 - Broaden Learning Opportunities for New and Existing Members
 - Leverage the Collective Power of the Membership
 - Be the Industry Thought Leader & Voice of the Industry

- **Operational Perspective: Establish a Governance & Operating Model that Serves All**
 - Create an Aligned Component Structure
 - Create Effective & Efficient Systems and Process
 - Maintain a Sound Financial Structure

Mid-Atlantic Chapter Leadership



Lorena Stranigan
Kaiser Permanente
President



Scott McMillan
**International Monetary
Fund**
VP / President-Elect



Stacey Cohen
Marriott
Treasurer



Carolyn Swanson
Chapter Administrator

Mid-Atlantic Chapter Mission

- Provide industry specific education and networking opportunities to Members in the *District of Columbia, Maryland and Virginia*
- Enhance the skills and abilities of its Members to significantly improve their contributions to their respective organizations
- Encourage the use of new scientific methods, techniques and procedures in the field of Corporate Real Estate and infrastructure management
- Encourage the use of networking to foster relationships and facilitate communication among our members

Mid-Atlantic Chapter Committees

- **Membership**
- **Programs**
- **Special Events**
- **Sponsorship**
- **Volunteer Coordination**
- **Young Leaders**
- **Communications**
- **Sustainability**
- **Community Outreach**
- **Advisory**

Membership Committee

Members are the life blood of our organization. This committee helps grow the chapter by identifying new members and keeping members engaged. You may be asked to help with calling members whose membership will soon expire, contacting prospects, and explaining the benefits of membership



Pierce DeGross, MCR
Hilton Worldwide Inc.
Chair

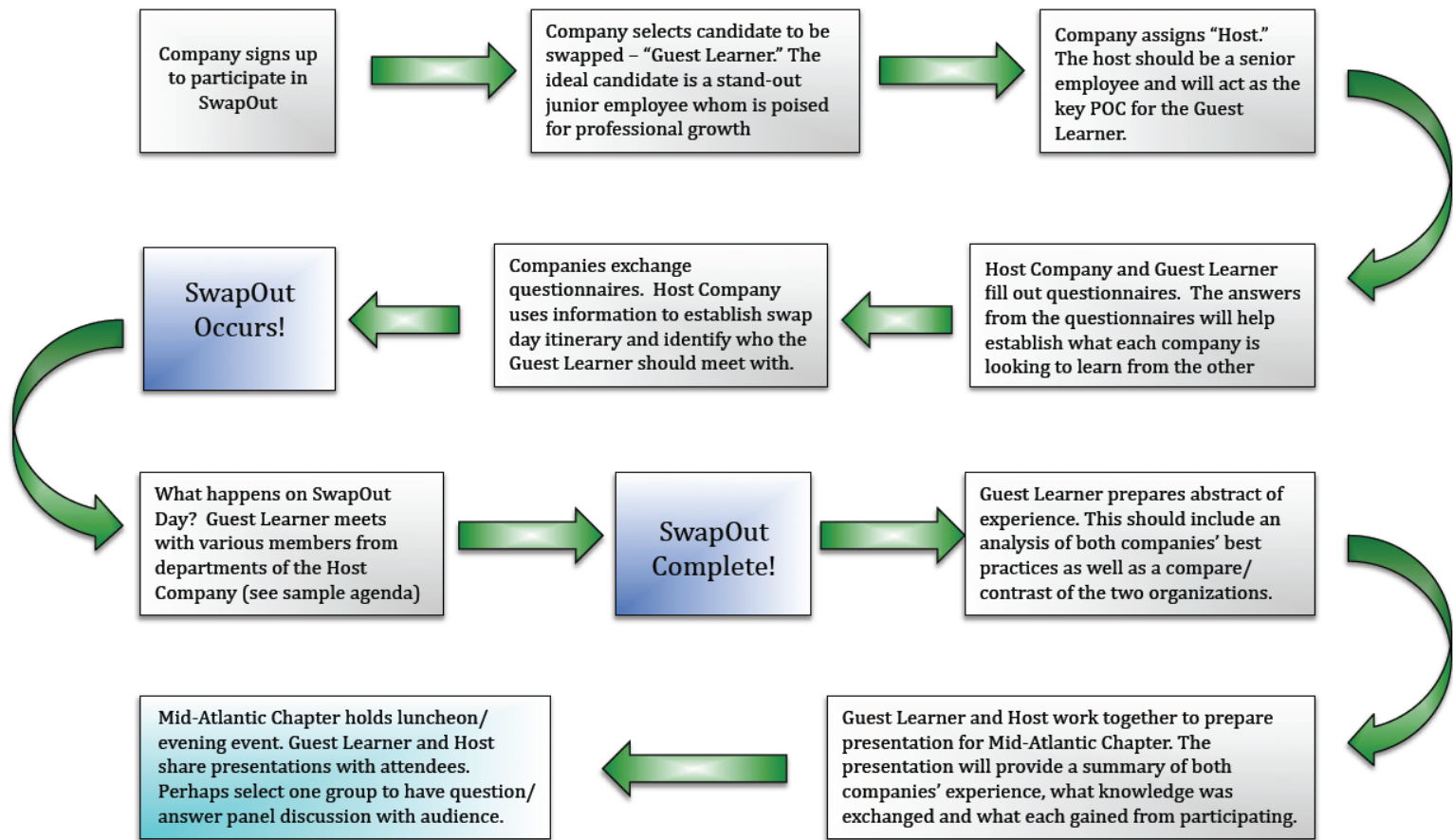
Programs Committee

Develops industry relevant educational events in support of professional development for Chapter members. These events are held throughout the year in Richmond, Baltimore and the DC Metro Area.



Karen Fields
Himes Associates, Ltd.
Chair

Example Program – SwapOut!



Special Events Committee

Organize, manage and host a number of events each year including:

- ***Holiday Party*** – December event full of seasonal cheer and charitable support for “Toys for Tots”
- ***Golf Outing*** – Spring event for golfers and networking
- ***Happy Hours*** – Fun, informal gatherings at local establishments for networking, relationship building and all-around good times



Rusty Meadows
CRESA Partners
Chair

Special Events Subcommittee – Annual Awards Celebration

Organize our Annual Awards Celebration. Each year, we honor the achievements of leaders in the Corporate Real Estate industry in categories such as:

- ***Sustainability***
- ***Best New Workplace Solution***
- ***Corporate Real Estate Executive***
- ***Service Provider Leadership***

2011 Awards of Excellence Gala



Sponsorship Committee

Identifies and contacts potential sponsors for both annual sponsorship and individual events. Committee members are responsible for explaining the various sponsorship opportunities available, the benefits (such as company recognition) that come along with becoming a sponsor and ensuring value is delivered.



Theo Bell
Epic Consulting, LLC
Chair

Volunteer Coordination Committee

Provides a managed resource for both new and existing members who are interested in getting more involved with the Chapter. The committee assists in identifying opportunities for member engagement by placing new volunteers into committees, and familiarizing them with the benefits of CoreNet.



Joanna Hoffschneider
MOI
Chair

Young Leaders Committee

Identifies and reaches out to rising real estate executives.

Committee members are responsible for recruiting and engaging members under 35 years of age. They provide professional development and networking opportunities to both rising stars as well as seasoned industry members



Nicole Miller
Studley
Chair

Communications Committee

Helps raise awareness of the chapter. This is accomplished through writing press releases, taking photos at events, writing event recaps, and advertising the Chapter. Committee members update the chapter's blog, posts to Facebook and Twitter and post updates and discussions on the Chapter LinkedIn Group



Julie Morris
Himes Associates, Ltd.
Chair

Sustainability Committee

Promotes environmental sustainability awareness, education, and best practice implementation within the chapter



Stephen Evanko
Capital One Services, Inc.
Chair

Community Outreach Committee

Promotes chapter involvement in charitable and philanthropic efforts through contributions of both money and time. Committee assists in identifying organizations needing assistance and facilitating fund-raising events & opportunities on behalf of our membership



Scott Brideau
Little
Chair

Advisory Committee

The Advisory Committee is comprised of former Chapter Presidents who assist and guide the current Executive and Operating Board with support and expertise that promotes continuity and strategic direction. This is our brain trust



Laura Morris
KlingStubbins
Chair

Want to be More Involved? Here's How:

- **Maximize your membership and help further develop your career by volunteering for a committee. As you have learned, we have a number of different committees and sub-committees that are in need of volunteers.**
- **Attend events! It's a great way to get to know your fellow Chapter members as well as learn more about what's happening in our industry and community.**

Think we missed something? Provide feedback/suggestions!

Thank you!



Next Meeting

12 September – 11am EST, 4pm UK (NA & EMEA)

Note: NA Leaders unable to attend the call at 11am EST can join the A/P Call at 9pm EST

13 September – 9am HK, 11am Sydney (Asia Pac)

Agenda:

Committee Structures & Succession Planning