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## 6th Awards Gala is May 15

The 6th Annual CoreNet Awards Gala is being held at the Detroit Institute of Arts in Detroit on Thursday, May 15.

These awards are presented to companies or individuals who have shown creativity in addressing Detroit's real estate issues. This year's honorees include General Motors

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## Midwest's largest real estate conference comes to Detroit

Brownfields 2008 (BF08), the largest real estate conference in the Midwest and the world's largest brownfield conference, will convene at Cobo Center in downtown Detroit for the first time ever May 4 through 7.

With 1,825 attendees already registered, BF08 is on target to attract the largest audience ever assembled in this event's 12-year history. A total of 6,000 attendees are expected. Other firsts:

- Blocks of rooms are already sold out at some of downtown Detroit's "official" hotels— the earliest this has ever occurred.

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## President's Message



*John Erb*

Recently, while talking with friends, the topic turned to the presidential election. Someone asked when we will get "help" with the economy. I don't know if help will be forthcoming, but it will surely get more attention – and soon.

I think it is clear that, in addition to influenza, Michigan's economic woes are spreading nationwide. No longer can the economy be relegated to "just an automotive issue" or "just a Michigan thing." The national issues are daunting and the issues most important to Michigan are now impacting the rest of the country – record trade imbalances, dollar valuations and oil prices.

I often comment that the real driver of the American economy the last decade was

the cash-out refinance. It was shocking to hear recently that outstanding American housing loans exceed equity for the first time in history. Clearly, the liquidity that millions of Americans used to drive the economy has dried up. This, among other things, will cause the national economy to feel the same ills we felt the past several years.

Michigan has the reputation for being the "first-in ... last out" in an economic cycle. I'm not betting my future, or my vote, that any politician will lead us out of this mess. I think this journey is up to us, individually and collectively.

It is up to all of us to work our way through any issue, economic or otherwise, one idea, one deal, at a time. CoreNet Global is doing its part to lead us through these trying times by

providing Michigan's real estate leaders educational programs that give members knowledge, tools, and contacts.

Well, this is it...this is my last "President's Message." It has been an honor to serve as CoreNet Global Michigan Chapter's President for the past year. I can assure you that the chapter's future is bright with a talented and dedicated board in place. I'm sure you will see the members of CoreNet Global leading and thriving in whatever economic climate we face next.

### COMING EVENTS:

**Education session/site selection & acquisition • April 10 • VisTaTech • Livonia**

**Synergy • April 23 • Breslin Ctr. • East Lansing**

### INSIDE:

**Member profile: Lee Utke. 2 LEED for the lessee ..... 4**

## Michigan Chapter donates \$15,000 to Detroit Riverfront Conservancy

The CoreNet Global Michigan Chapter donated an additional \$15,000 – proceeds from the fifth annual CoreNet Michigan Awards Gala – to the Detroit Riverfront Conservancy (DRC) at the January Economic Forecast meeting on Jan. 10. John Erb, Michigan Chapter president, presented the check to Faye Alexander Nelson, DRC executive director (see photo at right). This brings the total donations to the DRC to nearly \$50,000.00 since the Gala's inception in 2003.



### Member profile

## Lee R. Utke, Whirlpool Corporation

CoreNet Global Michigan Chapter member Lee R. Utke, MCR, of Whirlpool Corporation has been named a member of the 2008-09 national CoreNet Global board. Currently, Lee is the director, global corporate real estate for Whirlpool, headquartered in Benton Harbor, Mich.

During his career, Lee Utke has obtained extensive experience in corporate real estate, asset management and public/private real estate development. His professional credentials include experience in asset management, project management and financing, with direct experience in developing retail projects, warehouses, office buildings, and industrial/office parks.

As the director for Whirlpool's global real estate organization, he is responsible for developing an enterprise delivery organization that integrates all aspects of real estate, construction and facility management activities with

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### Chapter Learning Session

## April 10 site selection workshop free for members

"Site Selection & Acquisition - An Introduction" is the topic for the CoreNet Education session scheduled for April 10, 2008 at the VisTaTech Conference Center at Schoolcraft College. This workshop will review the latest corporate location trends, emerging factors of greatest importance in site selection, an outline of the analytical/decision-making process and threats and opportunities concerning off-shoring. Attendees will receive detailed handouts comprising a guidebook for locating new office, manufacturing, R&D, and warehousing facilities. Participants will also receive an overview of retail site selection as well as key findings from the CoRE 2010's Strategic Role of Place task force, which includes best strategy design practices of multinational corporations.

Dennis J. Donovan, Principal with the firm Wadley-Donovan-Gutshaw Consulting (WDGC) is the featured speaker, with several local practitioners joining him for a panel discussion. WDGC has been advising corporations on office and industrial facilities location for 31 years, and has a client base that captures about one-third of the Fortune 500. Dennis is responsible for worldwide site selection services and has assisted American Airlines, Bristol Meyers Squibb, Coldwater Creek, Lehman Brothers, Pitney Bowes, Goldman Sachs, Target and Verizon, among others.

Program details: Registration 8:00 a.m.; Program 8:30 a.m. – 12:00 noon; VisTaTech Center, Schoolcraft College, 18600 Haggerty Rd., Livonia, MI 48152. CoreNet members may attend at no charge. Cost is \$80 for non-members and \$15 for students and faculty.

Free parking for VisTaTech is available in the north parking lot.

## Chapter launches "Careers in Real Estate"

CoreNet Global Michigan Chapter premiered "Careers in Real Estate" - a program designed to explore with college students their options for working in the real estate field – at the University of Michigan Real Estate Club on March 6.

Presenters Margaret St. Andre and Michael Benham fought their way through a snowstorm to give their talk, mainly from the MBA program. The program was designed to focus on the less-well-known corporate real estate functions, as opposed to the entrepreneurial development and transaction activities that most people think of when they hear "real estate."

The event got good reviews from the audience, although one student was disappointed with the corporate focus, having hoped to hear what it takes "to be the next Donald Trump." The chapter's Education Committee is working on refining the presentation.

Colleges and universities interested in hosting this presentation may contact Margaret St. Andre at 313.336.2965 or Michael Benham at 248.262.1846.

## Brownfields 2008

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- The conference is expected to generate \$8.5 million in direct spending.
- On target to surpass the 281 booths that were purchased for Brownfields 2006 in Boston.
- Google Maps was added to the Brownfields Transaction Forum website ([www.brownfields2008.org/btf](http://www.brownfields2008.org/btf)) to help attain goal of 1,000 properties being listed for sale and sold to 1,000 developers/investors with more than \$50 billion in net worth that will attend 2½ hours of deal making on Monday, May 5 from 10:30 a.m. to 1:00 p.m.
- An educational session on Sunday, May 4 from noon to 5 p.m. features Peter Allen, real estate developer and adjunct lecturer of urban planning at the University of Michigan, leading a half-day class entitled "Fundamentals of urban real estate: the basics for every brownfield"
- Ford Land will receive a Phoenix Award (the Oscar for brownfields) for Fairlane Green, a retail power center built on a landfill in Allen Park, Mich.

Featured local speakers include: Robin Boyle, co-state director of the Urban Land Institute's Detroit District Council and chair of the Department of Geography and Urban Planning at WSU; Matt Cullen, general manager of General Motors' Economic Development and Enterprise Services Group; Susan Harvey, vice president of Ashley Capital; Kevin Johnson, senior planner of community development and economic development of SEMCOG; Dan Kildee, Genesee County treasurer and chairman and CEO of the Genesee Land Bank; Jeremy McCallion, associate brownfield planner from Washtenaw County; Doug Smith, community and economic development director of Oakland County and John Carroll, executive director of the Detroit Regional Economic Partnership; Tom Wackerman, president of ASTI Environmental and director of brownfield redevelopment. Additional details are available at [www.brownfields2008.org](http://www.brownfields2008.org)

## Making the most of Brownfields 2008

When Brownfields 2008 (BF08) convenes at Detroit's Cobo Center May 4 through 7, it should attract more than 1,000 corporate real estate managers, developers, and investors with net worth exceeding \$50 billion and a total of more than 6,000 public and private stakeholders from 20 states and five countries.

Doug Brown from ASTI Environmental (810.599.8131 or drop him an e-mail at [dbrown@asti-env.com](mailto:dbrown@asti-env.com)) has offered to meet with CoreNet Global Michigan Chapter members to design a specific marketing and outreach plan to maximize your visibility at this once-in-a-lifetime opportunity. In the interim, following are five quick ways to leverage BF08:

### 1. Deal Making

To profit from 2½ hours of intense deal making you can sell and/or buy clean or impacted land and buildings for sale or lease at no charge by registering your sites at the 2008 Brownfields Transaction Forum (BTF) at [www.brownfields2008.org/BTF](http://www.brownfields2008.org/BTF). Fellow Michigan Chapter member Matt Cullen, general manager of General Motors Economic Development and Enterprises Services and chair of the Michigan Economic Development Corporation's (MEDC) Executive Committee, will keynote BTF beginning at 10:30 am on Monday, May 5. Already, more than 500 properties have been pledged for BTF, which is sponsored by the Urban Land Institute, International Council of Shopping Centers and ASTI Environmental.

### 2. Become an endorser

Join over 200 other organizations and link your website, or your clients' to the BF08 website at no charge by becoming an endorser at <http://www.brownfields2008.org/en/Endorser.aspx>.

### 3. Attend

Encourage your employees and clients to attend at no charge by visiting <http://www.brownfields2008.org/en/register.aspx#>. Two thousand participants are already registered.

### 4. Exhibit

Join General Motors, MEDC, Hamilton Anderson Associates by purchasing booth space at <http://www.brownfields2008.org/en/Page.Exhibiting.WhyParticipate.aspx#> to receive 20 hours of exhibit time with key decision makers from Alcoa, Chrysler, CSX Transportation, DuPont, Ferro, General Electric, Honeywell, Occidental Petroleum and United Technologies.

### 5. Sponsor

Join the American Bar Association, American Planners Association, BP OIL, Cherokee Investment Partners, City of Detroit, platinum sponsor General Motors, HUD, International Economic Development Council (IEDC), Michigan Association of Planners, MEDC, Oakland County, SEMCOG the U.S. Conference of Mayors, the U.S. Department of Commerce and Wayne County. To review the remaining sponsorship opportunities please visit <http://www.brownfields2008.org/en/Page.Sponsorship.List.aspx>.

**CoreNet Michigan's**  
**2008**  
*6th Annual Awards Gala*

May 15, 2008  
The Detroit Institute of Arts  
Detroit, Michigan

Cocktail Reception at 6:30pm  
Dinner at 7:30pm

*Honoring*  
**General Motors Corporation**  
*Real Estate Contributor of the Year*

**Doug Rothwell**  
*Real Estate Innovator of the Year*

**GM**

**CORENET GLOBAL** Michigan Chapter

*For Sponsorship Opportunities:*  
Leanne Bowen, Chairman  
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Rich Maynard, Sponsorship Chair  
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## LEED for the lessee: sustainable approaches in non-certified buildings

By Jim Meredith, LEED AP, Principal, Gensler

Companies and organizations seeking space in Michigan are increasingly interested in “green buildings.” Even as lessees of existing properties, many of them are committed to playing their role in reducing the impact that building in Michigan has on our environment. Beyond this core environmental responsibility, they are also becoming aware of the perceived—and measurable—benefits to the performance of their organizations and their people, and the costs of their operations.

A scan of the list of “green buildings” in Michigan shows that the state can have pride in the growing number of properties that become certified by the U.S. Green Building Council’s LEED rating system. A company seeking space in a certified building, however, may look at the list in a different way. Most of the properties designated as green buildings have been designed and constructed for owner-occupiers and not with other tenants in mind.

Finding an existing certified building, however, is not the only option for tenants. LEED CI, for commercial interiors, provides tenants a guide to the selection of an existing building and the design, construction and operation of its own space. The certification provides the tenant with the recognition of its commitment and achievement, and a path to the environmental, economic, social and performance benefits that can be derived from a sustainable approach to the design of interior spaces when not in “green” buildings.

The LEED CI checklist, the beginning guide for achieving the credits for certification, provides a set of considerations for the tenant even before the design process begins. The checklist affirms for tenants that their interest in sustainability extends to thoughtfulness of community and neighborhood; the tenant/landlord relationship; the construction process, the materials, furniture and equipment used in the space; and the ongoing operation and maintenance of the space and the systems serving it.

As with other LEED “products,” the path to certification begins with an integrated team approach. LEED CI, while focusing on the design and engineering of interior spaces, also includes considerations of sites and systems that bring more than the tenant, architect and interior designer to the team. Both for its own purposes and for successful certification, as well as to extend its commitment and influence others, the tenant will want to include its brokers, engineers, attorneys, leasing agents, the landlord, the building manager, furniture suppliers, the construction manager, and others as members of its advisory team. Working together to achieve the tenant’s goals, each will play a role that integrates with the contributions of others toward project certification.

LEED CI, alone or in combination with other LEED products, provides tenants with the ability to play a significant role in environmental stewardship, not only by not building, but also by bringing sustainable design and operational approaches to existing office buildings. Lessees in Michigan will increasingly find a real estate industry that recognizes the value to building owners that sustainable approaches bring. And, as lessees of LEED certified spaces, tenants may also find benefits of higher employee satisfaction and productivity, enhanced competitive advantage in talent attraction, lower lease and operating costs, and alignment of their real estate decisions with their company’s image, identity and values in environmental stewardship.

## 2008 Gala

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Corporation (Real Estate Contributor of the Year) for its investment and support of the renovation of the Detroit Riverfront, and Doug Rothwell (Real Estate Innovator of the Year) for his contributions to Detroit and Michigan.

Before the awards ceremony, there will be a private reception for the honorees, board and sponsors. This will be followed by a general reception at 6:30 p.m. Dinner and the awards ceremony will begin at 7:30 p.m. Ann Lang of the Downtown Detroit Partnership is scheduled to emcee the event.

Proceeds from the Gala will benefit the Detroit Riverfront Conservancy and the DIA. For ticket information, contact Paula Arwady at 248.318.2588 or paarwady@comcast.net.

Sponsorship opportunities are still available. At press time, sponsors included CB Richard Ellis, Jones Lang LaSalle, MEDC, Barton Malow, Comerica, General Motors Corporation, Herman Miller/Facility Matrix Group, LandAmerica, Omni Facility Services, Walbridge Aldinger, Ford Land, Grubb & Ellis, Turner Construction, Gensler, Motor City Electric, Palmer Commercial Services, Stathakis, Testing Engineers & Consultants. and The Wieland-Davco Corporation. Trade sponsors include BuyLeaseBuild Magazine, Corporate AV Solutions, Crain’s Detroit Business, Planterra and Progressive Printing. For sponsorship information, please contact Leanne Bowen at leanne.bowen@am.jll.com, 313.967.4117 or Rich Maynard at rmaynard@tcco.com, 313.596.0511.

### March 13 meeting

## Prominent health care panel presents to more than 85 CoreNet Michigan members and guests



Left to right: Jim Safran, president & CEO, Beaumont Services Corporation; Brian Connolly, president & CEO, Oakwood Healthcare, Inc.; John Vismara, vice president, United Physician's Group; Dan Riina, healthcare consultant, TRG Healthcare and Dan Dolsen, managing director, CB Richard Ellis (moderator)



## The Michigan Chapter thanks its 2008 annual sponsors:

### PLATINUM

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Barton Malow  
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### BRASS

Gensler  
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The Wieland-Davco Corporation

### 2008 sponsorship opportunities still exist!

Contact Leanne Bowen: 313.967.4117 or [leanne.bowen@am.jll.com](mailto:leanne.bowen@am.jll.com)

### Sponsor profile:



Herman Miller, Inc. was established in 1923 in Zeeland, Michigan, when founder D.J. De Pree purchased the Star Furniture Company with the help of his father-in-law, Herman Miller.

Amid the Great Depression seven years later, De Pree was looking for a way to save the company when he met Gilbert Rohde, a designer from New York. Rohde convinced De Pree to move away from traditional furniture and to focus instead on products better suited to the changing needs and life styles of Americans.

De Pree subsequently committed the company's focus to "modern" furniture partly because he saw a moral dimension to Rohde's clean designs, honest materials, and lack of ornamentation. From then on, Herman Miller developed lasting ties with legendary industrial designers—including Robert Propst, Charles and Ray Eames, Alexander Girard, George Nelson, Isamu Noguchi, Bill Stumpf, Don Chadwick, Ayse Birsel and Douglas Ball. They led the company in new directions, such as:

- transforming the office furniture industry with the first panel system in the 1960s;
- inventing and refining ergonomic work seating from the 1970s on;

- reinventing the geometry of systems furniture in 2000;
- creating personal, human-scaled offices for knowledge workers in 2006;
- introducing work tools and accessories for personal comfort, connection and organization in 2007.

Herman Miller strives to understand and respond to change in the workplace, and continues to collaborate with gifted designers who bring unique ideas, skills, and cultural understanding to the company. Its Research and Design Group—through formal research projects, customer interviews, and tools such as scenario planning—identifies and anticipates change, working with these designers to respond creatively. Known for innovation, quality and durability, Herman Miller's products are designed with a focus on the users and their specific needs and problems.

Herman Miller is a publicly held, global company with operations, sales offices, dealers, and licensees in more than 100 countries in North America, Asia/Pacific, Europe, the Middle East, Africa, and Latin America, serving customers virtually anywhere in the world. The company's manufacturing facilities are located in the United States, Italy and the United Kingdom.

## Chapter awards \$2,000 scholarship



The Michigan Chapter of CoreNet global awarded its first real estate scholarship for \$2,000 to Erin Schumacher, a candidate in the Master of Urban and Regional Planning Program at the University of Michigan (UM).

Erin, who received her bachelor's degree in fine arts, historic preservation from the Savannah College of Art and Design, is also a 2008 candidate for the UM Real Estate Certificate.

The Michigan Chapter's scholarship program was created to assist full-time undergraduate and graduate students in continuing their education pursuit of a degree in a real-estate-related field.

Applicants were recruited from Central Michigan University, Michigan State University and UM, and were required to submit an essay on suggested solutions to support sustainability in the real estate market.

## Lee Utke, Whirlpool

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Whirlpool's operational and financial strategies. Whirlpool's portfolio includes more than 670 properties (owned and leased) consisting of 75 million square feet with a market value exceeding \$3.5 billion.

In addition to his department's responsibilities, he is also a core team member on the corporation's M&A Team, and vice president of Harbor Shores LLC, a corporation solely established to develop a 500-acre brown field project that will include a golf course, marinas, retail, hotels and a variety of residential opportunities.

## 2008 program schedule

DATE	TOPIC	LOCATION	TIME	SPONSOR
April 10	Site selection and acquisition - Dennis Donovan, WDG Consulting (Chapter Learning session)	VisTaTech Center, Livonia	8 am - noon	GM
April 23	Synergy conference	Breslin Center, E. Lansing	8 am - 6 pm	various
May 15	CoreNet Global Michigan Awards Gala	Detroit Institute of Arts	6:30 - 11 pm	various
June 12	Detroit Riverfront Social	Rivard Plaza	4 - 7 pm	Jones Lang LaSalle
July 21	CoreNet/Comerica Golf Outing	Oakhurst Country Club, Clarkston	9 am - 6 pm	various
Sept. 10	(tentative) Tour of new airport terminal	Detroit Metropolitan Airport	11 am - 2 pm	tbd

To register, contact Paula Arwady at [paarwady@comcast.net](mailto:paarwady@comcast.net) or 248.377.0833 (fax) • [www.corenetglobal.org/chapters/michigan](http://www.corenetglobal.org/chapters/michigan)

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