

**2012-2013**

**Board of Directors  
Michigan Chapter**

**President**

**Margaret St. Andre**

*The Auto Club Group, Inc.*

**Executive Vice President**

**Kyle Hauberg**

*Dykema*

**Treasurer**

**David Eby**

*Microsoft Corporation*

**Secretary**

**Patrich Jett**

*Colliers International, Inc.*

**Vice President – Sponsorships**

**Joanne Sisson**

*Palmer Commercial Services*

**Vice President – Programs**

**Andrew Spilkin**

*Bodman LLP*

**Vice President – Western Operations**

**Drew Miller**

*CB Richard Ellis*

**Vice President – Education**

**Kevin Kernen**

*Stout Risus Ross*

**Vice President - Communications**

**Kathy Banicki**

*Testing Engineers & Consultants,*

**Vice President – Membership**

**Debbie Mocer**

*DMS Moving Systems*

**Vice President – at Large**

**Matthew Gibb**

*Oakland County Planning*

**Immediate Past President**

**Bill Madias**

*VHM Enterprises, Inc.*

**Chair - Young Leaders**

**Ryan Williams**

*Interior Environments, Inc.*

**Advisory Board**

**Jamie Dingeman**

*CB Richard Ellis*

**David Arwady**

*CB Richard Ellis*

**Debra Homic-Hoge**

*General Motors, LLC*

**Steve Oppen**

*The Wieland-Davco Corporation*

**Fred Rifat**

*Harley Ellis Devereaux*

**Jerry Neff**

*CoREOR LLC*

**Dan Dolsen**

*CB Richard Ellis*

**Arthur Steuer**

*Ford Land (retired)*

**Chapter Administrator**

**Paula Arwady**

*paarwady@comcast.net*

*V: 248.318.2588 :248.377.0833*

*4840 North Adams Road - #150*

*Rochester, MI 48306*



**JULY 2012 ISSUE**

## PRESIDENT'S MESSAGE



**Margaret St. Andre**  
**Auto Club Group**

Congratulations to Henry Ford Health System of Michigan for receiving the 2011 Real Estate Contributor of the Year. Thank you to our Sponsors, Board Members and Committees that contributed to making this event fun and successful!

This year marks the 30th Anniversary of the Master of Corporate Real Estate (MCR) and the 10th Anniversary for the Senior Leader of Corporate Real Estate (SLCR) Designations. Congratulations to our active Michigan MCRs and SLCRs:

Matthew Cullen, MCR; Duane Goslin, MCR; Francis Kayden, MCR, SLCR; Douglas Kessler, MCR; James Lawler, SLCR; Cary Owens, MCR; Thomas Smith, SLCR; Lee Utke, MCR; and Thomas Woodbury, MCR.

If you haven't registered for the Fall Summit in Orlando, do so by August 24th to save \$200 off the registration fee. Join your CRE peers in Orlando, October 7-9 for CoreNet Global's 2012 Summit. Bill Benjamin and Gina Schreck present unique perspectives, trigger valuable insights and engage you in REIMAGINING CRE. Plus, you'll benefit from other thought provoking interactive sessions, case studies and 15-minute "express" lessons taught by recognized CRE leaders – and take part in the North American debut of our NEW Thought Leader Series.

Remember: this is the last CoreNet Global Summit for a FULL YEAR! If you're interested in sponsoring the Michigan Chapter Reception in Orlando, contact Joanne Sisson, VP of Sponsorship at [JSisson@palmermoving.com](mailto:JSisson@palmermoving.com).

Thanks to all of the CoreNet Members that participated in this year's Golf Outing at Indianwood Golf Course. Recognition and Thanks to David DenBaas, Michelle Gutierrez, Comerica, Corporate Sponsors and Volunteers in making this year's outing fun and a huge success, benefitting our future, through Boys Hope Girls Hope. Because of you, we were able to present Boys Hope Girls Hope of Detroit a check in the amount of \$28,000.

Enjoy your summer and I look forward to seeing everyone at the upcoming events this fall!

Margaret A. St. Andre, MCR

**Inside this issue:**

**Collier's 360** 2

**Gala Photos** 3

**Leadership Link** 4  
**Due Changes**

**Coming Events**

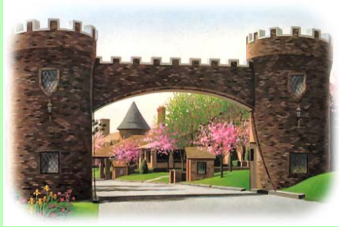
**Program Session 9/13**  
**Madison Building Tour**

**Education Session 10/17**

**Global Summit Oct 7-9**  
**Orlando, FL**

## 2012 CoreNet/Comerica Golf Outing

INDIANWOOD GOLF AND COUNTRY CLUB



The CoreNet Comerica golf outing, held July 24, 2012, resulted in another successful event for everyone involved. The event raised \$28,000 for Boys Hope Girls Hope. A huge Thank You to our generous sponsors:

Dinner Sponsor – Ford Land  
 Team Photo Sponsor – Brilar  
 Lunch Sponsor – New Image Building Services  
 Breakfast Sponsor – Turner Construction  
 Bag Drop Sponsor – Aon  
 Trophy Sponsor – GM  
 Driving Range Sponsor – Omni  
 Putting Contest Sponsor – Dykema  
 Longest Drive Sponsor – Oakland County  
 Hole Sponsor – CBRE  
 Hole Sponsor – Albert Kahn

**Plan to Join us in July 2013!!**

## EYE ON IT INDUSTRY

### High-Tech Tools Colliers 360 Empowers Clients to Change The Way They do Business

BY: CHERYL REID-SIMONS

What if you had a customizable tool that could empower you to improve the performance of your company? A tool that linked complex business data and created a virtual roadmap of how change in one area of your company would, in turn, influence change in other areas? A tool that would bring all key decision makers to the table – regardless of where they are located – without waiting for costly analyses of different scenarios or even, for that matter, having to leave your office?

Now you can, with Colliers International's extraordinarily intuitive and versatile dashboard technology, Colliers 360. The technology is changing the way Colliers' clients think about managing their businesses in a real-time setting that leverages virtual meeting environments.

"We believe this is a cutting-edge approach to helping solve real estate management problems," says Chris Zlocki, Managing Director of Strategy and Innovation for Colliers Corporate Solutions. "We've leapfrogged our competition: Colliers 360 provides an Internet portal for clients to manage their

entire global real estate portfolio—from an iPad or a desktop anywhere in the world."

When the Corporate Solutions team deployed Colliers 360 at BT (formerly British Telecom), they leveraged Cisco Systems' high-definition (HD) TelePresence technology to facilitate productive and collaborative meetings focused on real estate portfolio decisions across continents. BT is Cisco's global partner in deploying and managing TelePresence across multiple regions, and provides Cisco Certified Wide Area Network (WAN) connectivity worldwide.

"The HD TelePresence screen enables you to see everyone as if they're sitting across the conference table," Zlocki explains. "You can see the change in someone's emotions, really get a sense of body language." And thanks to the superior technology, participants quickly stop noticing the screens and start focusing on the work at hand. Coupled with Colliers 360 business intelligence dashboards, the global leadership team can seamlessly review and discuss the current status of important key performance indicators—such as occupancy, human resource forecasted impacts and global cost allocation strategies—as if all participants are in the same room.

The genius of the Colliers 360 dashboard is its simplicity and flexibility. You don't need a six-week...or even a six-minute...training course to learn how to use it. Colliers also didn't develop new software that would require clients to convert their existing systems. Instead, Colliers 360 pulls a company's human resources, commercial real estate and financial database platforms altogether onto one environment, allowing users to see how changes in one or several business areas impact others.

"The key is flexibility," Zlocki says. "If you want to switch out a financial module and override with a different piece of software or update to a newer version, we can link to that new or different data source almost instantaneously. Other proprietary software companies and real estate service providers don't afford even a fraction of that flexibility."

*"The key is  
 flexibility"*

Chris Zlocki

The process is familiar to anyone who has played a simulation videogame or searched online for a product or service. A client can immediately see how an increase in employees at a specific location would impact real estate needs and costs, without having to send the data to analysts or consultants. Colliers 360 provides the three-dimensional information instantly and allows users to be creative with solutions, because they can freely iterate alternatives in a real-time data environment and immediately understand the impact of the results.

The Colliers 360 dashboard can be used to look at a company's assets globally, regionally or at the individual location. "It provides a compelling graphic representation of data," Zlocki explains. "It allows you to quickly  
*Continued on page 5*

# CoreNet Charity Event with Henry Ford Health System May 16, 2012



  
**CORENET**  
GLOBAL **Michigan Chapter**

## 2012/2013 Annual Sponsors

### GOLD

Brilar  
Colliers International

### SILVER

Albert Kahn & Associates  
Bodman  
CB Richard Ellis  
Detroit Chamber of Commerce  
Dykema  
Ford Land  
General Motors  
New Image Building Services  
Oakland County  
Turner Construction  
VHM Enterprises

### COPPER

Omni

### BRASS

AON  
DMS Moving Systems  
Motor City Electric  
Palmer Commercial Services  
Stout Risus Ross  
Testing Engineers & Consultants

**2012-13 Sponsorship opportunities are now available**

Contact Joanne Sisson: 586-834-3489 [jsisson@palmermoving.com](mailto:jsisson@palmermoving.com)



# CoreNet Global

ANGELA CAIN  
CORENET GLOBAL, INC.

Dear CoreNet Global Leaders:

I am happy to declare that the extreme-makeover-edition of the CoreNet Global Summit and the introduction of REIMAGINATION in San Diego were a big success!



Angela Cain,  
CoreNet Global Inc.

The evaluations have been tallied, and, among other things, you told us you really liked having more interactive sessions, with presenters turning to you, the attendees, to tap your expertise and share ideas. The reimagined expo environment reinvigorated your interest, attracting you to new venues such as the App Arcade and Learning Quarters, treating you to relevant and compelling – not to mention fun! – educational segments. As always, you loved networking with your chapter and component peers, and you had more opportunities than ever to do so at this Summit.

These are just a few items we have added to our “Keep Doing” list. But there are more enhancements ahead.

Look for new-and-improved CoreNet Global Summit version 2.0 coming up in **London September 17-19** and **Orlando October 7-9**, too. Then, come 2013, we shift to a one-Summit schedule in North America.

What happens at the CoreNet Global Summit in Las Vegas next fall, certainly will NOT stay there! The CoreNet Global team is committed to delivering on our pledge to make this single North American Summit bigger and better than ever, featuring high-impact professional development on CRE as well as other areas for upskilling. Our infusion of state-of-the-art adult learning techniques will increase the real-live value you take home from every CoreNet Global Summit from now on.

I also want to assure you that we have no intention of becoming a “one-hit-wonder,” stopping at developing successful, super-sized Summits. Many of you have expressed a need and desire for soft skills training to supplement CoreNet Global’s standard CRE-flavored fare – and you liked the taste we gave you in San Diego -- so we will be expanding our menu to include leadership development options. Spring 2013 will bring a fresh line-up of professional development programs that promise to expand your skills and enrich your talents, so plan and budget accordingly. ***WATCH FOR MORE DETAILS, COMING SOON!***

CoreNet Global is on the move, headed in the right direction, with strategic initiatives directing us to greatly boost the value you receive as members. Expect more titles on our list of greatest hits in the very near future! We look forward to your involvement and support.

Angela Cain  
CEO, CoreNet Global  
acain@corenetglobal.org

## Leadership Link your global connection



## Improving the Dues Billing Cycle

LAWRENCE N. BAZROD  
CHIEF OPERATING OFFICER  
CORENET GLOBAL, INC.

As part of our ongoing effort and top 10 strategic priority to create greater alignment between CoreNet Global and its chapters and communities -- and as the next step following the successful execution of the affiliation agreements and memorandums of understanding -- CoreNet Global will change to a calendar year dues cycle prior to Monday, October 10, 2011. Moving forward, all CoreNet Global memberships will run from January 1 through December 31. The advantages of the change include:

- **Member Convenience** - Payments timed with most corporate budget cycles make it easier for members and their organizations to plan.
- **Chapter and Community Revenue Sharing** - For the first-time, CoreNet Global will share a portion of dues revenue with chapters and communities. Revenue will be shared with chapters and communities once annually at the end of the dues billing cycle.
- **Organizational Efficiency** - The move allows us to better allocate staff resources to focus more on member benefits and service as opposed to a 12-month-a-year dues collection operation. This also enables chapters and communities to budget and plan annually for this new source of revenue.

### How Will It Work?

Prior to October 10, 2011, all CoreNet Global memberships will expire on December 31, 2011.

- For members whose memberships will expire in 2011, they will pay for the remaining months in 2011 and a full year of membership in 2012.
- For members whose membership was set to expire at some point in 2012, they will pay for a full year of membership in 2012, but will be given a credit for any months previously paid, but not used.

**Continued on page 5**

## Dues Changes

*Continued from page 4*

### Member Communication

Prior to October 10, 2011 all members will get an email explaining this change. The email will provide them a link to a customer built application, allowing members to pay dues via credit card, check or wire. On a monthly basis, thereafter, we will remind anyone who has not paid. In an effort to fully communicate this change we will feature information about the change in the Industry Tracker, on the CoreNet Global Website, on the Network and will have content available for use on component websites and newsletters. The membership renewal process will continue until February 29, 2012, allowing for a 60-day grace period from the December 31, 2011 dues renewal deadline.

### Chapter Affiliation & Dues Sharing

As part of the renewal process, members will have the opportunity to select a primary and multiple secondary component affiliations. Beginning in November 2011, chapters and communities will get a monthly report showing the choices made by the members who have renewed. CoreNet will reconcile all payments in February 2012 and will pay out revenue sharing to chapters and communities in March 2012. Revenue generated from members joining or renewing after the 60-day grace period ending February 29, 2012 will be shared back with chapters and communities following the successful retention and renewal of those members in the 2013 dues billing cycle and will be paid out in March 2013.

### Can the Communities and Chapters Assist?

Communities and chapters can assist by:

- Communicating this change on your Website and Newsletter
- Supporting the effort for timely membership renewals
- Aiding in member retention efforts
- Explaining the benefits flowing from these changes

#### Lawrence N. Bazrod

Chief Operating Officer  
CoreNet Global, Inc.  
404.589.3250  
lbazrod@corenetglobal.org

## Empower

*Continued from page 2*

visualize information in a format that's understandable and see the results as you analyze alternative scenarios."

Before the development of the Colliers 360 dashboard, companies traditionally relied on separate analysts to perform ad hoc analyses for management or planning purposes. They would then take that information, combine and post it in PowerPoint decks to be distributed to decision-makers.

"My goal is to get rid of PowerPoint decks in commercial real estate management," Zlocki says. "There's no need for static information, given the evolutionary path of analytics and technology." That's not true of the analysts who produce them now, however. Instead of eliminating analysts, Zlocki says, Colliers 360 frees them up to do more substantive work that is core to their company's business needs.

Zlocki also says the dashboard works well with the trend toward more flexible

*"Today we need several layers of virtual and physical collaborative space to facilitate effective business teams—huddle rooms, team rooms, different kinds of space than just the desk and the conference room."*

This calls for different types of workspaces. "Most offices were designed 20 years ago where you sat in your cube or office and you did your work," he says. "Today we need several layers of virtual and physical collaborative space to facilitate effective business teams—huddle rooms, team rooms, different kinds of space than just the desk and the conference room."

That's about as close as you'll get to hearing Zlocki talk in traditional real estate terms—and with good reason: He's not a real estate broker. Having a position like his focused so heavily on something other than closing a transaction is part of what sets Colliers apart from other real estate companies. "What we're doing in Corporate Solutions is elevating the conversation to impact not only real estate, but dramatically affect the performance of the entire company

we are advising."

A growing list of clients use Colliers 360. "It's resonating really well with many industry sectors, including financial services, technology, telecommunications and industrial-based companies," Zlocki says. But any company that recognizes the value of being nimble in the marketplace and is undergoing rapid change will quickly be sold on the Colliers 360 value proposition.

*"Today, more than 60 percent is based on either virtual or live collaboration in the workplace."*

workspaces. "Twenty years ago, 30 percent of work was based on collaboration," Zlocki says. "Today, more than 60 percent is based on either virtual or live collaboration in the workplace."

*A growing list of clients use Colliers 360*

## 2012 Michigan Chapter Sponsors



## 2012/2013 Program Schedule

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

Date/Time	Topic	Speaker	Location	Sponsor
Sep 13, 2012 11:00 a.m. - 2p.m.	Program Session—Madison Building Tour Madison Building	Bedrock Property/ Quicken	Madison Building 1555 Broadway St. Detroit, MI	Palmer Commercial Services
Oct 17, 2012 4:00 p.m. – 7 p.m.	Education Session	TBD	Masco	Colliers
Oct 7-9, 2012	CoreNet Global Summit	Various	Orlando, Florida	N/A
Nov 8, 2012	New Member/Sponsorship Appreciation Event	N/A	Microsoft	Microsoft
Dec 7, 2012	Holiday Social Special— Joint with BOMA	N/A	Emagine Theater Royal Oak, MI	TBD
Jan 17, 2013 11:00 a.m. - 2p.m.	2013 Economic Forecast W/BOMA/CREW/IFMA /IREM/SMPS/CCIM/CBOR	Andy Dillon, Treasurer, State of Michigan	The Dearborn Inn Dearborn, MI	Bodman, CBRE, DMS, Turner, VHM with Etkin

## Upcoming Events/Professional Development

### • Program Session

Thursday, September 13, 2012

**Topic & Overview:** Tour Madison Building

**Location:** Madison Building  
1555 Broadway Street, Detroit, MI

**Speakers:** A speaker from Bedrock/Quicken will present on the activity taking place in Detroit



Don't Forget to Mark  
Your Calendars!

### • Education Session

Wednesday, October 17, 2012

4:00PM - 7:00PM

**Topic & Overview:** To Be Determined

**Location:** Masco Corporation  
21001 Van Born Road, Taylor, MI

**Speakers:** To Be Determined

### • Global Summit

Sunday-Tuesday, October 7-9, 2012

**Topic & Overview:** Various

**Location:** Marriott World Center  
8701 World Center Drive, Orlando, FL 32821

**Speakers:** Various including: Bill Benjamin of Institute for Health and Human Potential.



For Information on the above listed events, please contact,  
Paula Arwady - 248-318-2588 or [paaarwady@comcast.net](mailto:paaarwady@comcast.net)