

NEWS RELEASE
For Immediate Release

**Corporate Real Estate Industry Leaders Share and Discuss
Workplace Strategies, Trends and Best Practices**

CoreNet Global – Central Texas Chapter presents a panel discussion on space utilization in the workplace including generational, cultural, sustainability and financial impacts

Austin, Tex. (September 30, 2014) – The Central Texas Chapter of CoreNet Global is proud to present the “Panel Discussion: Workplace as a Strategic Support Tool” luncheon on Thursday, October 9, 2014 from 11:30 am to 1:30 pm at the Headliners Club (McBee Room, 20th Floor, 221 West 6th Street) in Austin, Texas. The event will feature corporate real estate industry leaders who will discuss the subject of space utilization trends and best practices.

Kate Lister, President of Global Workplace Analytics (GWA), will serve as moderator for the panel. In her role with GWA, Kate leads the charge for flexible and sustainable workplace change programs. She says, “People are far more expensive and valuable than buildings. As the shift from work as a noun—a place you go, to work as a verb—what you do, continues, leading organizations are transforming the where of work in a way that best supports their people.”

Lister continues, “While cost-cutting has been the primary driver of workplace change in recent years, the pioneers have learned that when it is embraced as a strategic tool, the benefits go far beyond simply saving money. When deployed properly, new workplace strategies have been proven to increase productivity, enhance engagement, reduce absenteeism and turnover, attract talent, increase sustainability, and much more.”

The panel will feature prominent industry leaders and workplace strategy experts, including:

- **Kate Lister**, President, Global Workplace Analytics. Kate is the president of Global Workplace Analytics, a consulting firm that helps organizations understand and communicate the business case for agile/sustainable workplace strategies.
- **Jamie Kinch**, Director Global Real Estate, Rackspace. Jamie is an experienced real estate professional having worked for Rackspace for the last nine years, first in the United Kingdom and now based in San Antonio.
- **Jim Rice**, LEEDAP, Senior VP, JLL. Jim is a Senior Vice President with Jones Lang LaSalle’s Corporate Solutions with the primary responsibility to partner with client accounts and ensure the delivery of innovative services and solutions.
- **Dean Strombom**, AIA, LEEDAP, Principal, Gensler. Dean leads the planning and design of corporate campuses, commercial office buildings, workplace interiors, and mixed-use developments for Gensler.



- **Diana Kutz**, Executive Director Corporate Services, USAA. Diana is accountable for setting the long-term workplace direction for USAA to better express USAA's brand, provide a great employee experience and support the productivity of the business.
- **Chris Mach**, M.A., MCR, Global Workplace Strategist, AT&T. As a Real Estate Strategist at AT&T, Chris is responsible for the portfolio planning and workplace strategy of the AT&T North Texas portfolio constituting 4.9MSF and approximately 15,000 team members.

Topics covered during the panel discussion will include:

- How and why leading organizations are evolving their workplaces, work processes, and work practices
- Lessons they have learned about what works and what does not
- The importance of culture change in new workplace initiatives
- How changes in workplace strategy can deliver triple bottom line benefits
- Why you need to transform your workplace sooner rather than later

Fees for the event are \$20 for CoreNet Global members or \$45 for non-members. Lunch is included in the price and will be served during the program. To register for the event, visit <http://www.cvent.com/d/p4qvm6>.

To become a member of the Central Texas Chapter of CoreNet Global, visit <https://resources.corenetglobal.org/join.aspx>. In addition to discounted event fees, Central Texas members can participate in peer collaboration and learning programs, access the CoreNet Global Research Center, gain access to specialized career services, and connect and network with other CoreNet Global members.

CoreNet Global is the world's leading association for corporate real estate and workplace professionals, service providers and economic developers. Over 8,000 members, who include 70% 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. For more information on the Central Texas Chapter of CoreNet Global, visit <http://centraltexas.corenetglobal.org/home>.

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Media Contact:
Daniel Harvell
Social Edge Solution, LLC
PO Box 41000
Austin, TX 78704
512-417-2036 (cell)
hello@socialedgesolution.com