

Re-Starting the Corenet Global Southeast Florida Chapter

Proposed Business Plan for adoption by participating members and HQ

Presented by Alan Georgeson May 26th 2009

1. Contact Corenet Global HQ :

Alan Georgeson became a member of Corenet Global US in 2008 and was previously a UK member. He participated in Orlando Summit as member and exhibitor and progressed by joining Workplace Group.

He called Chris Hood and Barry Varcoe in April 2009 and offered services to re-energize the Southeast Florida Chapter. He participated in Dallas and was invited to join leadership meetings where he was announced as Southeast Florida member who offered to lead the chapter after it was confirmed by HQ the chapter had been dormant for a minimum period of 3 years although bank accounts etc remained open.

Alan agreed to propose an outline Business Plan which is effectively this document for review by the Corenet Board with the assistance of Lisa Mayo at Corenet HQ. After a meeting with Monica Parker May 20th it was agreed that Alan would contact all Members wishing to participate in Leadership/officers, and work with them to elect a local Board and proceed ASAP.

2. Determine Feasibility :

Alan received the SE Florida 4-24-09 list of members and prospects and was also given the names of Geoff Temple and Paul Marko who were mentioned as the “glue of the chapter for years” but were confirmed as no longer being members. Alan further sought assistance and Holly Wiedman was identified as being a current Board Member and a person who would help as much as she could and a meeting was arranged to plan this on May 12th. Monica Parker thereafter agreed to come to South Florida to meet with Alan and members who attended an open evening on May 20th and assist with re-engagement of the Chapter as necessary.

It is envisaged the re-energizing of the chapter is viable for the following reasons:

1. Presumption the chapter was previously alive.
2. 44 current members on 4-24-09 list (15 required as a minimum).
3. 548 previous prospects on list of 4-24-09.
4. Demographics of Palm Beach, Broward and Miami Dade Counties indicate of sufficient size to generate good participation.
5. Encouragement within BDB, Beacon, Chambers to re-establish Chapter.
6. Alan’s intention is to encourage as many End Users as possible to join (50%, as an ambitious target) and encourage new members form Healthcare, Education, Public and Leisure streams.
7. USPs will be Corenet’s Global standing and provider of education (NAIOP is a big competitor for membership in this region and this is where Corenet wins).

Alan has prepared a proposed website local page and contact details in preparation for an email send to current and possible members to assess the level of interest in re-energizing the Chapter and seek their willingness to participate as part of the leadership team or as a member to re-establish the chapter. Alan has sought the assistance of Monica Parker, Lisa Mayo, Jeanine Fields, Anne Hardy, Barry Varcoe (all of Corenet); and Andrew Duffell (SVP Bus Dev Board, Palm Beach County), Holly Wiedman (Exec VP Miami-Dade Beacon Council), Robin Ronne (The Broward Alliance) Gary Schumann (VP Business Dev, Enterprise Florida) and Keith Allan (HM Consul General Miami), to further assist in the process of re-energizing the Chapter.

3. Prepare a Proposed Timetable for re-starting and re-energizing the Corenet Global Southeast Florida Chapter :

	ACTION	BY WHOM	HOW	WHEN
<u>1</u>	Present the proposed business plan for the Chapter to Corenet Global HQ for outline approval and support	Alan Georgeson	Written and presented	May 7 '09
<u>2</u>	Agree a 'sponsor' or officer within Corenet HQ to assist and agree plan	Monica Parker	Meeting in Boca Raton	May 20 '09
<u>3</u>	Send Business Plan to members who responded to outreach and indicated willingness to actively participate in re-forming local Chapter Board/Membership/Activities	AG and cc'd MP	Email	May 26 '09
<u>4</u>	Review of process and willing participants/nominees via Conf Call, and Board formed once agreement reached	All participants	Conf Call, dial in tbc by MP/Valentina Devia	2pm June 4 th tbc
<u>5</u>	1 st Kick off meeting date agreed to formalize Board and outline initial activities	Board Members	Meeting, perhaps in Broward	4pm June 25 th tbc
<u>6</u>	Assign available and willing extra Chapter officers	Chapter Board	Outreach members/new members	By end July '09
<u>7</u>	Create strategic plan for Southeast Florida Chapter	Chapter Board and Committee	Kick off/second meeting	By end Sept'09
<u>8</u>	Define and agree budget for Chapter	Board	Second meeting	By end sept'09
<u>9</u>	First leadership/away Conference Retreat to set 2010 plan/diary	Board	Las Vegas Summit	12-14 October '09

4. Form a Chapter organization Committee :

If elected as President, Alan will be inviting all members to participate in the re-energizing of the Chapter either in an official capacity or as an active member and will ask them to consider:

- A. Their availability of time and commitment and areas of expertise.
- B. Describing options to them.
- C. Asking for commitment.
- D. Asking for a review of suggested timetable for re-establishment (which is included above in this Business Plan).
- E. Constant consultation with Monica Parker, Lisa Mayo and Corenet Staff for confirmation of direction.

5. Assign Official Chapter Officers :

A minimum of 4 members are invited to form The Chapter Organizational Committee and comprise:

- A. President** - Alan Georgeson seeks election from local Chapter members and Corenet HQ to lead the Chapter and has included his Biography to this business plan proposal. The President is responsible for the overall welfare of the chapter and its various activities and responsibilities include:

- 1** Working with fellow Board members to determine Board meeting agendas and preside at meetings.
- 2** Schedule a minimum of 4 Board meeting per year.
- 3** Work under directions of Board to appoint committees as necessary to progress the re-energizing of the Chapter.
- 4** Work with Exec VP to attend the annual Board Planning retreat.
- 5** Serve as Principal spokesperson for the Chapter.
- 6** Perform any /all other duties as necessary.
- 7** Maintain direction of strategic plan and pass on.
- 8** Act as main point of contact.
- 9** Ensure all required documents are submitted to Corenet Global within established guidelines.
- 10** Pass on all records to successor and HQ on completion of term.

- B. Executive Vice President** - Alan Georgeson seeks willingness from local members and HQ to nominate and elect an Executive Vice President to assist with duties, provide leadership, succession and abide by strategic goals of Corenet Global HQ and the Southeast Florida Chapter. Main duties include:-

- 1** Serve as primary program planner and forward to members, Board and HQ.
- 2** Perform such other duties as delegated by the President.
- 3** Perform President duties in his absence.
- 4** Assist with tracking of all Chapter goals.
- 5** Assist in recruiting new committee and potential Board members.
- 6** Work with President and Board to maintain responsibility for leadership development.
- 7** Succeed immediately to the office of President in the event of President Resignation or illness.
- 8** Succeed automatically to the office of the President at the expiration of the term of office.
- 9** Perform such other duties as assigned by the Board.
- 10** Pass all records on to successor at completion of term.

- C. Secretary** - Proposed President and EVP seek a Secretary as part of the re-starting, re-energizing and nomination process. The person should be a member and responsibilities include:

- 1** Keep a record of the procedures of the Chapter.
- 2** Record meeting minutes and circulate to members and HQ.
- 3** Work closely with President to co-ordinate meetings.
- 4** Work with Board and HQ to prepare nominations for officers.
- 5** Within 15 days, notification of elections/changes.
- 6** Revision/circulation of strategic plan.
- 7** In absence of VP membership, display applications and brochure at each meeting.
- 8** Within 30 days of annual meeting, distribute all notes/diary/etc to Board and HQ.
- 9** Assist with admin as required.
- 10** Maintain working and development knowledge of the Chapter website and regularly update.
- 11** Pass proceedings and records to successor.
- 12** Perform other duties as per bylaws/Board.

D. Treasurer - Proposed President and EVP seek a Treasurer as part of the re-starting, re-energizing and nomination process. The person should be a member and responsibilities include:-

- 1.** Act as CFO of Chapter.
- 2.** Receive, collect, authorize disbursement of all funds.
- 3.** Safeguard the Chapter.
- 4.** Deposit funds and maintain/advise.
- 5.** Provide financial reports as necessary.
- 6.** Maintain HQ communication.
- 7.** Submit/maintain all credit card receipts.
- 8.** Collect sponsor funds.
- 9.** Work with other Chapter chairs re best practice.
- 10.** Pass all records on to successor (records kept for 10 years).
- 11.** Seek advice as necessary from Chapter/HQ.
- 12.** Perform local funds duties.
- 13.** Obtain and maintain banking services.
- 14.** Provide HQ with timeous and accurate financials.

E. Additional Chapter Officers - Additional nominations will ultimately be sought by the Chapter Board for officers charged with developing: Membership Chair, Education Chair, Program Chair, Communications Chair, Sponsorship Chair.

6. Alan Georgeson Biography for proposed nomination as President

Alan Started up an Office Interiors Company in the UK in 1980 and grew the company focused on design and consulting led selling to become the largest Steelcase Dealer outside the US, before selling the company in 2003 by which time turnover had grown to £15 million and employed 100 staff, in order to re-focus on design and apply his experience gained over the years to develop and umbrella organization (Georgeson Group) within which design led entrepreneurial companies could evolve and flourish with Alan playing a Chairman role.

The organization today includes c.100 associates and Leadership and is present within the US, UK and UAE and practicing in sectors which include Education, Healthcare, Workplace, leisure and local Government.

During his career Alan has been involved in many business and non profit organizations, committees and events in the UK such as Corenet, TEC, Entrepreneurial Exchange, Saints and Sinners, Glasgow Chamber and Hutchesons Grammar.

Alan moved to South Florida in 2008 after planning the relocation during 2007 in order to grow the business which is located in South Florida and West Michigan. He is Chairman of 3 firms in

the US, BETA (an Architectural and Engineering firm), Constructive (an interior design build firm) and Healthcare Developments (a healthcare development firm), in addition to being a member of the BDB in Palm Beach, Boca Chamber of Commerce, Enterprise Florida, and the Center for Health Design. He is married to Sharon (who also participates in various Charity/Non profit committees) and pastimes include fishing, water sports and golf.

7. Summary

Southeast Florida is a large area and deserves an active and vibrant Corenet local and Global community. Some exciting ideas are on the drawing board which include i. Young Leader ii. Education involvement and participation iii. Sponsorship and giving back iv. New membership streams within healthcare, education and leisure.

It is hoped this outline Business Plan will be viewed positively by HQ and all support given to re-energize the local Chapter and build sustainable infrastructure upon which Chapter will grow and thrive for years to come.

Alan Georgeson, Chairman, May 21 2009

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