



# News

**CONTACT:**

Richard Kadzis, CoreNet Global  
+1 404.589.3200  
[rkadzis@corenetglobal.org](mailto:rkadzis@corenetglobal.org)

Aaron Cohen, Imre Communications  
+1 202.547.0500  
cell+1 301.633.6773  
[aaronc@imrecommunications.com](mailto:aaronc@imrecommunications.com)

## **CoreNet Global Summit Highlights Innovation in Workplace Strategies, Sustainable Workplaces and University Collaboration in Economic Development**

*Corporate Real Estate Executives Head South, 12-15 November*

ATLANTA - 15 September 2006 - The world's leaders in corporate real estate and the workplace will discuss emerging workplace strategies with Hewlett Packard, Herman Miller and Capital One, learn about the role of university collaboration in successful economic development, as well as hear about providing sustainable workplaces among other topics at CoreNet Global's Fall Summit in Orlando, Florida, 12-15 November, 2006.

This year's summit, themed *Coming Together: Creating Opportunity*, will also include keynote addresses from top business leaders and opportunities for leading service providers, real estate end users and economic development executives to network and exchange ideas. The CoreNet Global Summit in Orlando also includes a world-class expo showcasing the latest innovations in corporate real estate and workplace strategies.

The summit includes topical education sessions designed to relay practical, actionable information to members of CoreNet Global. Highlights include:

- **Enabling Collaboration and Creating Community in an Era of Mobility** – Hewlett Packard Company acknowledged worker mobility and the challenges it poses to corporations. Hear how they acknowledged the challenges of engagement, knowledge transfer and innovation within its mobile work environment.
- **Workstyles: Driving New and Innovative Space Use Models** – Explores the process of creating and delivering new workplace paradigms at Herman Miller. Defining individual Workstyles has enabled Herman Miller to offer a variety of workplace choices that reduce space, increase satisfaction, and enable innovative ideas.
- **The Role of University Collaboration in Successful Economic Development** – Discover how two award-winning communities are finding local universities to be lucrative and effective partners. The Metro Orlando Economic Development Commission teamed with the University of Central Florida to create the Interactive Entertainment Academy. In Virginia, Prince William County and George Mason University collaborated to encourage technology transfer and build successful business park.

- **Should Corporations Own Real Estate? Beyond a Lease vs. Own Analysis** – Wonderwear has incorporated a new, more strategic approach to look beyond simple cost reduction and to understand when it is truly important to own assets rather than lease and why.
- **Supply-side Green: Providing Sustainable Workplaces** – Rising energy costs and changing worker expectations are two factors driving demand for environmentally sustainable workplaces. Duke Realty and Walsh Bishop built a new multi-tenant office building that when complete will meet LEED standards and feature leases at prevailing market rates. Melaver is increasing its competitive advantage by creating the first REIT entirely composed of sustainable buildings.

Keynote speakers for the summit include Stephen Dubner and Steven Levitt, authors of the bestselling book *Freakonomics*, and Dr. Roberta Bondar, physician, scientist, astronaut and photographer.

Dubner's and Levitt's opening session presentation, *The Art of Freakonomics*, will demonstrate how asking unique questions reveals new business opportunities. Dr. Bondar's keynote session will share her powerful insights and experiences from the space shuttle Discovery and discuss how a true leader not only knows how to effectively set goals and objectives but also understands "fellowship."

Other sessions include The Disney Imagineers who will share with attendees their eight-step process on bringing ideas "from Spark to Park," as well as Bill Jensen, change consultant, author and expert on simplicity at work. Programs also include: **The Contest, Live and Onstage: Two Communities Compete for a Major New 'Deal'; Change Management: The New Corporate Real Estate Skill; and No More Cubicles! Capital One's Workplace of the Future**

CoreNet Global's *Leader Magazine* will also facilitate a provocative panel discussion of industry leaders on how the transformation of the service provider industry is revolutionizing corporate real estate. In addition, CoreNet Global will announce the winners of the 2006 Global Innovator Awards sponsored by Equis, Gensler and the Metro Atlanta Chamber of Commerce.

For more information on the CoreNet Global Florida Summit in Orlando, please visit [www.corenetglobal.org](http://www.corenetglobal.org). Working press members are encouraged to attend and must register in advance by contacting Tamara Chumley of Imre Communications at 410-821-8220.

CoreNet Global members manage US \$1.2 trillion in worldwide corporate assets consisting of owned and leased office, industrial and other space. With 7,000 members representing large corporations around the world, CoreNet Global ([www.corenetglobal.org](http://www.corenetglobal.org)) operates in five global regions: Asia, Australia, Europe, Latin America and North America, including Canada.

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