



News

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**Beyond Green: Spring Summit Reveals Sustainable Practices for Corporate Real Estate
New Energy Efficiency Research Unveiled; Hear Leading Energy Policy and Green Building Experts**
CoreNet Global Spring Summit Held in Denver, 29 April – 2 May

ATLANTA – 13 March 2007 – How does sustainability create opportunities for the corporate real estate industry and its professionals? The world's leaders in corporate real estate and the workplace gather in Denver next month to hear how to profitably "green" the built environment, and establish a sustainable workforce. At the Global Summit, CoreNet Global will also announce the results of new research on barriers to energy efficiency. The Summit takes place at the Colorado Convention Center in Denver, Colorado, 29 April – 2 May 2007.

This spring's summit, themed *3BL: Sustainability Beyond Green Buildings*, enables corporate real estate end users and the service provider community to hear how companies like Bank of America and Adobe have greened their portfolios, as well as Fidelity Real Estate and The Breen Consortium International on how companies can use demographic data to make location decisions that create a sustainable workforce.

"CoreNet Global Summit attendees are at a distinct advantage. They'll learn about the profit potential of greening their portfolios and how to avoid barriers to energy efficiency," says Dr. Prentice Knight, CEO of CoreNet Global. "Plus, our members will learn new strategies for locating offices and how to adapt to the changing nature of work," Knight added.

CoreNet Global also announces the results of a major research project that reveals how companies are overcoming barriers to energy efficiency but how many still fail to take advantage of existing opportunities to reduce energy consumption and provide the basis for companies to dramatically reduce their carbon output and to substantially reduce energy consumption and costs.

Dr. Amory Lovins, Co-Founder of the Colorado-based Rocky Mountain Institute and a leading energy policy expert and consultant, is expected to discuss the research in a major address at the Global Summit.

Keynote speakers for the summit include Jerry Greenfield, Co-Founder, Ben & Jerry's Homemade, Inc. and Afterburner, a group of 50 men and women fighter pilots who train leaders with their Flawless Execution Model road map.

Ben & Jerry's, one of the most talked-about success stories in American business, grew from a storefront venture to a \$200 million ice cream empire. Greenfield's presentation will be a tribute to the entrepreneurial spirit, social responsibility and a radical business philosophy.

In addition to the keynote speakers, other mega session speakers include, Dr. Karen Stephenson, Corporate Anthropologist and President, NetForm International, and Dr. Stuart Hart, author of acclaimed book "Capitalism at the Crossroads" and distinguished faculty member of Cornell University.

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

- **Green Skyscrapers: Bank of America's One Bryant Park**
Learn about Bank of America's new tower, the first high-rise office building to strive for the U.S. Green Building Council's LEED(tm) Platinum rating, and how it will set off a trend of corporations and developers building green skyscrapers on a huge scale.
- **Adobe Systems Adds Green to the Bottom Line**
Learn about how software maker Adobe Systems achieved a Green Building Council LEED™ Platinum rating after dramatically reducing its energy consumption at its headquarters buildings.
- **New Strategies for Building a Sustainable Workforce**
Hear how Fidelity Real Estate leveraged demographic trends to make long-term location decisions that will provide them with long-term access to sustainable labor markets. You'll also hear how Oracle is implementing approaches that support the sustainable growth of its workforce.
- **Preventing Workplace Strategy Failure**
Hear for the first time in the US, author Diane Stegmeier's conclusions on the various influences that impede workplace strategy success. Her unpublished book will be titled, "*Innovations in Office Design: The Critical Influence Approach to Effective Work Environments^{tm.}*"

For more information on the Denver Global Summit, please visit www.corenetglobal.org. Working press members are encouraged to attend and must register in advance by contacting Ryan Mitchell at (410) 821-8220 or at ryanm@imrecommunications.com.

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) operates in five global regions: Asia, Australia, Europe, Latin America and North America, including Canada.

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