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**LEARNING**

## 2003 Global Learning Partners Recognition

CoreNet Global is proud to announce this year's Global Learning Partners. These companies are paramount in supplying corporate real estate CorpRE professionals with the industry's most innovative strategies and ideas in a fast, focused and affordable manner. Their partnerships promote many ways to identify and understand top-notch tactics for corporate real estate management.

Global Learning Partners benefit by having the opportunity to participate in Discovery Forums, Industry Leader Roundtables and the highly rated Executive Development Program as well as gain worldwide recognition as a partner dedicated to the education of corporate real estate executives.

CoreNet Global is happy to work with these Learning Partners in perpetuating the ongoing success of corporate real estate.

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If you would like to join this winning team, contact Bruce Russell at 404-589-3215 or [brussell@corenetlearning.org](mailto:brussell@corenetlearning.org)



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**CORENET**  
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CORPORATE REAL ESTATE NETWORK

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**FIRST CLASS**

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Atlanta Global Summit

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**Try to Imagine . . .**

Have you ever tried to imagine what work will be like in 2010? It is not easy. But that is exactly what Corporate Real Estate 2010 is all about -- trying to envision how, where, and by whom work will be done and what corporate real estate and infrastructure leaders must do to prepare themselves and their organizations to be successful in the networked world.

**Corporate Real Estate 2010 Officially Launched**

To help our members anticipate and respond to these changing business needs, CoreNet Global has launched the most massive research program ever undertaken by the corporate real estate profession.

Corporate Real Estate 2010, the new research and leadership development initiative of

## The Vision Evolves

CoreNet Global, was officially launched in August in North America and September in Europe. At this point, over 75 firms and 130 thought leaders are already engaged in defining what must be done to proactively lead their organizations through the inevitable but necessary changes that must be made to "get ready" for 2010.

**Research Methodology**

To successfully execute a program of this magnitude in such a short period of time, the old rules were thrown out and a new research paradigm was established . . . a research program that is carried out "by the members for the members" with assistance from the outside where appropriate.



Figure 1. Research Methodology

Key steps in the research methodology for Corporate Real Estate 2010 are illustrated in Figure 1.

**Accomplishments To-Date  
Industry Vision Drafted**

Based on input from the participants, a draft vision for the industry in 2010 was prepared to provide a common frame of reference for the eight teams participating in the research program. This vision reflects our strong belief that the subtle but steady advance towards the networked world is one of the most significant long-term trends in business – and that this trend is going to fundamentally transform society and almost every aspect of the way in which firms operate.

We also believe that those companies who are able to respond to the new business environment will have a unique opportunity to benefit from the profound changes that are about to occur.

**Research Teams Created**

Based on the vision, seven research teams were created and launched in North America, with an eighth team launched in Europe to address similar issues.

The seven research teams in North America include:

- The Changing Nature of Work and the Workplace. Team Leader: Eric Scaff, Johnson Controls. This team is also

more on page 2

## Global Innovators Awards Presented

**Congratulations: Ford Land, Greater Fort Bend Economic Development Council, Sprint Enterprise Property Services, Toyota Real Estate & Facilities, and the US Army**

CoreNet Global announced the winners of its Global Innovator's Awards last week at the Atlanta Global Summit. One of CoreNet Global's main focuses is to promote industry learning and the sharing of best practices among its 7,500 members. The Global Innovator's Award has resulted in powerful, shared learning that relates the most innovative practices in corporate real estate and workplace management



Of the 13 finalists assembled on stage in Atlanta for the presentation of the prestigious Global Innovators Awards, the following five were recognized as winners: Pat Kidd for Ford Land; Herb Appel for Greater Fort Bend Economic Development Council; Dan Boutross of Sprint Enterprise Property Services; Sandy Smith of Toyota Motor Sales USA; and Doug Borgeson for the United States Army Industrial Operations Command. Thanks to award sponsors Deloitte & Touche, Equis and Gensler.

**CoreNet Global's 2003 Global Innovator's Award Winners are:**

• **Ford Land** – "In the Community" – an innovative program that supports community organizations and education, and improves the environment in which Ford Land operates.

• **Greater Fort Bend Economic Development Council** – "Revolutionizing Economic Development" – an innovative tool incorporating the latest GIS technology with the Council's market

and industry knowledge to provide a more efficient, cost effective site selection and development process.

more on page 5





According to a recent CoreNet Global industry survey of corporate real estate executives, 63% - nearly 2/3 - stated that their companies will incorporate sustainable development into their future building plans.

This growth toward sustainability is not only great news for the environment, but reflects the movement of sustainability issues into mainstream business policy and practice.

"As we become more involved in the global community, the decisions we make not only impact our immediate projects, but also will impact our communities, our resources and our global environment," comments **Mac Bridger**, CEO of Tandus.

With this in mind, The Sustainable Design Leadership Awards have been established to recognize leaders who are forging sustainable commitments. **Tandus**, an Atlanta-based floor coverings supplier, is the awards sponsor.

Three organizations are sponsoring these awards: they are, the **International Interior Design Association**; the **American Institute of Architects, Interiors Committee**; and **CoreNet Global**.

The members of these organizations collectively influence more than 90% of all building design decisions today. "Needless to say, these decisions have a tremendous impact on our environment and on the future of sustainability," notes Bridger.

The winners of these awards - presented for the first time at the October, 2004, CoreNet Global Summit in Atlanta - have demonstrated leadership in balancing social, economic and environmental needs with the demands of their projects, their processes and their core business practices.

The awards are divided into two categories:

- The first category recognizes leaders within the business community who have attempted to join best business practices with sustainable practices.
- The second category recognizes the leadership of design firms within the architecture and interior design communities.

## First-Ever Sustainable Design Leadership Awards Presented at CoreNet Global Summit in Atlanta



### Toyota - Winner Corporate, For Profit, Category

**Toyota Motor Corporation** operates under a Global Earth Charter that makes caring for the earth a corporate priority. Its subsidiary, Toyota Motor Sales USA, and its Real Estate & Facilities Department have shown exemplary leadership through an initiative called "Process Green." Process Green focuses on the complete sustainable building cycle - from workplace strategy and project development to facilities operations and real estate management. It balances what is right for the environment with smart business practices. Their efforts have resulted in a state-of-the art sustainable South Campus Complex which has earned the Gold Certificate from the US Green Building Council.



### Primary Industries, Victoria, Australia - Not For Profit, Category

**The Capital Infrastructure Services Branch of the Department of Primary Industries** has been a leader in developing and promoting international concepts of Ecologically Sustainable Development (ESD) in a wide-reaching capital works program which has been a showcase for Australia. Its innovative use of partnerships with both private and public sector real estate and suppliers has spread the application of Sustainable development and PI has impacted the Sustainable management of

over 2000 buildings on 170 locations. It serves as a role model not only for Victoria and Australia, but also for the entire Oceanic region.



### Mithun - Winner Design Firm Category

Based in Seattle, **Mithun Architects +Designers +Planners** provide architecture, landscape architecture, interior design and urban planning services to a global client base. With a staff of 130, Mithun has taken a leadership position in redefining the scope of sustainable design to include both cutting-edge design and environmentally sound principles. The jury noted

that Mithun's objectives - sustainability, education and leading by example are a template for firms worldwide. Their dedication to educating the profession is clearly demonstrated through their outreach to national groups and organizations. This firm's high level of achievement includes the first LEED Gold project in the state of Washington and three National AIA Committee on the Environment Top Ten Green Building awards

### Honorable Mentions

We would also like to recognize the work of two pioneers in sustainable design. **Fox & Fowle** (NYC) and **HOK** (St. Louis, MO). Both of these firms were among the first to make sustainable design a priority and will receive special commendations recognizing them as pioneers. Congratulations to both companies.

For more information, please contact [parkerassociates@att.net](mailto:parkerassociates@att.net)



From left, Sandy Smith of Toyota Motor Sales USA, and award sponsor Tandus CEO Mac Bridger, Frank Trouw of Capital Infrastructure and Roger Williams of Mithun Architects and Designers.

# CORENET GLOBAL



Attendees listen intently as facilitator Mike Joroff leads some provocative discussion



Asia members show support for first MCR seminar in the region and limited spaces are taken up early.

## Aligning Real Estate & Business Strategy 30th & 31st October 2003, Hong Kong

All in all an excellent response to the launch of CoreNet Global's flagship education program – Masters of Corporate Real Estate (MCR) in Hong Kong, October 2003.

The Hong Kong Chapter welcomed faculty Michael Joroff, Director of Research, MIT who led the seminar for the 2 day duration assisted by Andrew Hawkins, Director-Corporate Services, Cushman & Wakefield Asia. The seminar theme – Aligning Real Estate and Business Strategy is one the three required seminars within the program and was deemed appropriate to kick off the series to Asia members patiently awaiting the opportunity to become MCR accredited. A full turnout with all 25 seminar spaces snapped up, the seminar attracted 80% corporate end users and introduced four new members to a growing regional membership. With member representatives from Shell, JP Morgan, Citibank, Chevron Texaco, Hongkong Land, Proctor & Gamble and Shanghai based developer Shui On, to name a few, the two day seminar fostered some good debate and discussion amongst a diverse industry group. Case studies were

given by William Taam, Director – Asia, AIG Global Real Estate, Andrew Barker, Regional Director, Cushman & Wakefield PREMAS and Joseph Pereira, Consultant, JP Morgan Chase & Co.

How Asia members rated the seminar and value they derived by attending:

*The sharing of individual corporate experience and learning has enabled me to better understand how the real estate industry is moving forward.*

*The dialogue between all attendees helps me to understand their perspectives* – Joseph Pereira, Consultant, JP Morgan

*The interaction, sharing of ideas and course content, benchmarking against other companies cultures and work practice is very useful* – Michael Johnston-Smith, Singapore Chapter Chair

*Of most value was the confirmation that the seminar provided, that what I am already doing is in the right direction – it just needs tweaking!*

*The understanding of my peers and their skills was quite an eye opener* – William Taam, Director – Asia, AIG Global Real Estate

*The sharing of experiences and the input from other attendees was invaluable* – Sammy Lee, ExxonMobil

*Plenty of food for thought!* – Christopher Wu, Shui On Properties

Special thanks to networking sponsor



### Hongkong Land

For more information on the Executive Development Program and MCR series, visit [http://www.corenetglobal.org/learning/executive\\_development/](http://www.corenetglobal.org/learning/executive_development/)

Or contact Regional Director Asia – Melanie Hill on 44 2920 520814 or e mail [mhill@corenetglobal.org](mailto:mhill@corenetglobal.org)



## Registration Opens For May 15-19 Chicago Global Summit

Since one can never get enough of the corporate real estate stuff, mark your calendars for May 15-19, 2004. The Chicago, Illinois Global Summit will be held at the Hyatt Regency Chicago.

CoreNet Global's unique 3-day conference and expo consistently attracts more than 2,500 of the most prestigious and respected corporate real estate professionals in the world. Both buyers and sellers of a comprehensive array of products and services — many representing Fortune 1,000 companies — are brought face-to-face.

Don't miss this opportunity to join the world's most influential corporate real estate executives who consistently return to CoreNet Global's Summit to secure relationships with potential clients. The Chicago Summit's theme is "Corporate Real Estate 2010- Enabling Work in a Networked World." The Summit will feature an elegant opening reception, professional speakers, numerous networking



Photo by Ron Shramm

opportunities, hospitality events and educational outbreak sessions. The educational breakout sessions provide a unique learning opportunity for even the busiest executive. Topics to be discussed include: Asset Management and Portfolio Optimization, Integrated Corporate Infrastructure Management, New Models for Service Delivery and the Transformation of the Service Provider Industry and The Changing Nature of Work and the Workplace. These topics were derived from research conducted by Corporate Real Estate 2010, CoreNet Global's new research and leadership development initiative. Please refer to [Corporate Real Estate 2010 Takes Off](#) for more information on this new team.

## CoreNet Global In the News

Leading business press and other top-shelf media outlets continue to recognize CoreNet Global members and information, including in the *Wall Street Journal*, *FORTUNE* magazine and *Real Estate Forum* magazine.

The *Wall Street Journal's* Property Report cited CoreNet Global's survey on the growing practice of "offshoring," or sending professional and support services overseas for more cost-effective delivery but under the direct control of the company. The "Plots and Ploys" column reported that the trend has only just begun to unfold and that, for now, there are surprisingly few jobs being exported from North America to India and other countries in this manner. The survey found that 72 percent of corporate real estate executives responding have not yet started offshoring. Those that have done so are

focused mostly on call centers, web support, accounting, and software programming.

*FORTUNE* ran a special section relating to strategic site selection and the relationship between economic developers and service providers with their corporate clients. The section, written by CoreNet Global Marketing & Communications Director **Richard Kadzis, CAE**, featured insights from Chairman **Sean McCourt** of Ford Land, **Frank Robinson, MCR**, of McKesson, **George Bouris, MCR**, of Deloitte & Touche, and other members including **Glenn Cornell** of the Georgia Department of Industry, Trade & Tourism, **Wally Lee** of the Jacksonville Chamber, and **Milton Segarra**, secretary of Economic Development & Commerce in Puerto Rico. Kadzis covered Corporate Real Estate 2010 and other current industry

trends including outsourcing and sustainable development.

*Real Estate Forum's* recent cover story featuring Chairman **Sean McCourt** was titled "The Future is Now," and represents one of the most complete media profiles of CoreNet Global since its formation in May, 2002. The trade publication discussed the challenges that the industry faces and CoreNet Global leaders are helping to influence its direction. The in-depth profile also included board member **Mary Manning** of SBC Communications and CoreNet Global CEO **Peggy Binzel**, among many others who commented on how their companies benefit from membership and how CoreNet Global is helping them to become more cost-effective. For a copy, please contact CoreNet Global Member Services at 1-404-589-3200.



## Amsterdam Summit

### Keynote Address: Creating a Healthy Workplace Using the Principles of Sustainability

Dr. Mandela raised the question of how we can generate business growth in a sustainable workplace, a key issue for the 21st century. She said that the issue of sustainability is timely and represents the very cutting edge of Corporate Real Estate (CRE) responsibilities, especially in the chaotic and turbulent times in which we live.

Sustainability has become a global concern and is very much a part of everyday life. Dr. Mandela argued that westerners cannot understand the implications of sustainability until they understand and acknowledge the developing world. Social, economic and environmental outcomes all MUST be taken into consideration.

CRE professionals are beginning this important journey to understanding the implications of Sustainability. It must be a journey that is personal to each individual, in order for it to move into the group,



Dr. Makaziwe Phumla Mandela

community, local, national and international levels.

Corporates and markets have a major impact on what happens to society and the

world - they drive consumption and social trends far more than governments. Therefore, CRE professionals face a critical decision in that they enjoy a position a power within the clique of decision makers. Of course, shareholder value will remain a supreme success driver, but will CRE executives be able to influence the business agenda? Yes, but only if they are on the cutting edge of the issues.

They need to think of success in a context that does not reduce the quality of life for successive generations. Moreover, these perspectives must become part of the everyday working life. In the context of

9-11 there has been an emphasis on making workplaces safer through increased security. However, these measures effectively make staff "prisoners" within their buildings. Can we develop flexible and harmonious buildings that address the issue of security without creating prisons? CRE executives must be aware of the democratic changes taking place in our world.

The challenge in all of this is to convince shareholders, clients and the CRE community about sustainable methods, and this is dependent upon how deeply we are willing to invest in research and how much we are willing to accept the challenge. CRE must become part of the solution rather than being part of the problem. It needs to demonstrate a clear awareness of the needs for sustainability, and this must be articulated in the practical rather than the abstract. CRE must seek constant improvements by sharing knowledge and opening dialogue, and always within ethical responsibility.

See page 7 for more Amsterdam coverage.

...continued from page 1

## CoreNet Global Announces Winners of Global Innovator's Awards



- **Sprint Enterprise Property Services** – "Sprint e-Volution Program" – an innovative program designed to provide customers with creative and competitive real property solutions that deliver tangible value and cost savings.
- **Toyota Real Estate & Facilities** – "Process Green" – an innovative and sustainable approach to minimize the impacts of development while decreasing cost and expenses.

- **U.S. Army** – "ARMS Program" – an innovative program designed to treat its ammunition production facilities and surrounding real estate as assets, while letting the commercial marketplace help reduce the cost of Army operations and production.

Of 49 entries, 12 finalists were selected to present their innovations before a panel of senior corporate real estate professionals and leading educators at Harvard University last August. And at the Atlanta Global Summit, a number of finalists presented their innovations in Global Summit workshops, allowing attendees to have a more detailed look at the wide range of innovative practices emerging from the program.

"This year's Global Innovator's Award winners show some of the best innovations in corporate real estate. Ever since this award was introduced, the interest, participation and value has grown tremendously, and we are thrilled to be able to share these best practices with our members and the corporate real estate industry," said **Tim Venable**, CoreNet Global Innovator's Award Coordinator and Editor, *Corporate Real Estate Leader*, the professional journal which will feature the award-winning case studies.

CoreNet Global's Global Innovator's Award Finalists also included:

- **Beck/SBC Team** – "DESTINI"
- **Deutsche Bank** – "db Smart Office"
- **Gensler/Volkswagen Team** – "America Marketplace Program"
- **Greater Halifax Partnership** – "Momentum for Smart Growth"
- **Johnson Controls** – "Renewable Energy Solution"
- **Prudential Group** – "Flexible Working Environments"
- **PricewaterhouseCoopers WorkPlace & WorkPlace Partners** – "Building the Symbiotic CRE Model"

The Global Innovator's Award is sponsored by Deloitte & Touche, Equis and Gensler. For more information on the Global Innovator's Awards, please contact Tim Venable by phone at 404-589-3221, or via email [tvenable@corenetlearning.org](mailto:tvenable@corenetlearning.org)

For submitting articles and news releases for *Members On The Move, Chapters On The Move, and Companies On The Move* – contact Elaine Groves at [egroves@corenetglobal.org](mailto:egroves@corenetglobal.org)

CORPORATE  
REAL ESTATE  
LEADEREconomic Development Leadership  
and Accomplishment Awards  
Announced

CoreNet Global today announced the winners of the inaugural *Corporate Real Estate Leader* magazine Economic Development Leadership and Accomplishment Awards, an award created to honor outstanding leadership in economic development.

One of CoreNet Global's core focuses is to promote industry learning and best practices sharing among its 7,500 members. The Economic Development Leadership and Accomplishment Awards build on the success of the CoreNet Global Innovators Awards, by sharing with members the most successful practices in economic development.

Nominations were reviewed and winners were selected by the *Corporate Real Estate Leader's* Editorial Advisory Committee. Entries were evaluated based on leadership, accomplishment, lessons learned or guidelines for others, and the quality and clarity of the nominations.

"In response to the growing importance of economic development in the corporate real estate industry, we felt it important to share with members the best examples of economic development leadership being conducted among our extensive membership base," said Tim Venable, editor, *Corporate Real Estate Leader*. "We are thrilled to announce the inaugural winners of our Economic Development Leadership and Accomplishment Awards."

CoreNet Global's Economic Development Leadership and Accomplishment Award Winners are:

- **Cincinnati USA** – The Partnership for Greater Cincinnati incorporated a custom technology called WIN (Web-based Information Network), that enables the region's 11 economic development organizations to gather data, set and track goals,



From left, CoreNet Global Chairman Sean McCourt, Martin Briley of the Prince William County VA Department of Economic Development, Anatalio Ubalde of GIS Planning, Jessica Michaels of Cincinnati USA, Robin Ronne of the Greater Tampa Chamber of Commerce, and awards sponsor Bruce Donnelly of Global Direct Investment Solutions.

improve efficiency for managing prospects, track competition, and present solid data to potential and current investors.

- **GIS Planning** – GIS Planning developed web-based GIS (geographic information system) technology that provides detailed local, regional, and national data to facilitate a faster and more informed site selection analysis.

- **Greater Tampa Chamber of Commerce Committee of 100** - The Greater Tampa Chamber of Commerce adopted a relationship-oriented strategy and focused on growing specific target industry sectors, resulting in an expansion of jobs and more than 15 million square feet of new or absorbed space.

- **Prince William County Economic Development** - The Prince William County Department of Economic Development worked with George Mason University

(GMU) to create a Prince William campus that specializes in biotechnology and life sciences called INNOVATION@Prince William. The new campus, encompassing 500 acres of land surrounding the university, positioned the county as a technology corridor in Northern Virginia, and resulted in new and expanding businesses entering the area.

The Economic Development Leadership and Accomplishment Awards are sponsored by Global Direct Investment Solutions, [www.gdi-solutions.com](http://www.gdi-solutions.com). For more information on these awards, please contact Tim Venable by phone at 404-589-3221, or via email at [tvenable@corenetlearning.org](mailto:tvenable@corenetlearning.org).



## Wheelin' & Dealin' – Company Announcements

Penn Mutual Towers have been acquired by Broadway Real Estate Partners, LLC. Penn Mutual Towers an 849,308 square-foot, Class A office property is located in the Independence Hall sub-market of Philadelphia. Grubb & Ellis Vice President, James Egan and Senior Vice President, Director, Wayne Fisher will be marketing the building on behalf of Broadway Partners.

### Property on Peachtree

The Griffin Company recently purchased 1.6 acres of land at 1820 Peachtree Street in Atlanta, Georgia from CLC enterprises.

The Griffin Co. plans to develop an 11-story, Class A office condominium building. The building will be the first to introduce two levels of retail facing Peachtree Street as well as professional offices. The \$20 million, 145,000-square-foot space will begin construction in the first quarter of 2004.

### Aldi Distribution Center Found

The Lincoln Property Company in cooperation with The Providence Group of the Carolinas has secured 80 acres in Jefferson, Ga., for Aldi's distribution center. Aldi's is a German specialty grocer with its headquarters in Chicago.

### Microsoft on the Move

Jones Lang LaSalle has arranged a 10,660-square-foot lease on behalf of Microsoft at 30 Isabella Street in Pittsburgh. Jones Lang LaSalle's Project and Development Services group will also spear head a major renovation of Microsoft's new space. "Plans for the build out, which will include a training facility, video conference room, and open cubicle environment, is scheduled for completion in October, 2003."

For submitting articles and news releases for *Members On The Move, Chapters On The Move, and Companies On The Move* – contact Elaine Groves at [egroves@corenetglobal.org](mailto:egroves@corenetglobal.org)



## A Review of the Amsterdam Summit Educational Programs

### *Location Strategies for Manufacturing and Logistics Operations*

Through case studies and expert opinions, studies of market trends and business opportunities as well as the discussion of insights gained through supply chain analysis, this session offered an engaging discussion with many thought-provoking ideas.

Moderator **René Buck** set the tone for the programme by briefly describing position supply chain strategy. Due to the intense demands of business today, the supply chain must become more flexible and better tailored to fit the individual market as product leaders are constantly searching for a more agile supply chain. The concept of the new warehouse, which has added actions, value-added logistics and services and available technology, has greatly influenced the role of the supply chain in the past several years.

**Paul Dewer** from Yamaha Motor Distribution discussed the procedures and policies of the supply chain currently used by Yamaha. Board member of the global Supply-Chain Council (SCC), **Robin Martens**, Euro Chain, next described the role of SCC. Started six years ago with 60 multinationals, SCC shifted in 1997 to an independent non-profit organization with over 750 members. SCC created the SCOR model, Supply-Chain Operations Reference, as a toolbox for supply chain managers to fully understand what is happening in the supply chain.

**Klaus Ansmann**, Managing Director, Deutsche Post, began by saying, "What is Deutsche Post here? Because we are the supply chain." Ansmann stressed the importance of corporate real estate and corporate real estate management. With integrated activities and a team effort, operational needs can be successfully met. Ansmann concluded by saying, "The ultimate issue for a supply chain is speed, the optimum speed being in and out on the same day."



#### **Education Programme I** *Knowledge Workers at Work: The Evolving Role of the Workplace*

Through a panel discussion, Education Programme I looked to answer three pertinent questions: what is knowledge, what is the level of application of knowledge statements within your company and how do we develop process procedures to apply to our everyday setting. Moderator **Wim Pullen**, Director, Center for People and Buildings, started the session by defining knowledge as information put into context.

Speaker **Edmund Caddy III**, Design Director, Gensler, went on to explain knowledge as a process that can be molded through learning and growth with a collaborative, holistic view. Speaker **Mick Dalton** discussed his work as director of operations for White & Case. **Bethany Davis**, Manager, Global Workplace Strategy, Nokia, added that the workplace is a crucial part of increasing business performance. The fourth panelist **John Hughes**, Director, Steelcase Workplace Strategies Group examined the path to initiating workplace changes.

#### **Education Programme VIII** *Collaborative Advantage: Buildings and Businesses that Work Together*

Buildings are built to enable the occupants in a collaborative aspect, incorporating quantity, quality and harmony. Moderator **David Brunnen**, Managing Director, ABFL, described the process as "making things, to making things that work, to making things that work well with other things."

Sharing the Hewlett Packard idea of "work anytime, any place," **Alan Partridge**, Europe, Middle East and Africa (EMEA) Workplace Operations Manager, Hewlett Packard (HP), discussed the systemic approach to building a world-class work environment that uses space, technology and services to enable employees to accomplish their goals.

By reducing underutilized space and by creating open office space, the use of technology and tools, resources and the general employee experience will be greatly improved. Partridge listed the characteristics and benefits of an open office space: it supports different work styles, includes sufficient quiet space for private meetings and telephone calls, it is easy and low cost and creates a balance between individual

and team. Enabling cross-organizational interaction allows a wider variety of teaming areas and a full utilization of HP printing products and services.

Mobile technology out of the office is, "no longer a concept but is matter of fact," stated speaker **Julie Garden**, Real Estate Market Development Manager, CISCO Companies continue to rent, lease and buy buildings just as they have done in the past though everyone has become a virtual worker, working in an environment that supports a lifestyle not just a workplace.

This concept of a virtual worker who needs to be connected in every possible situation has created changes in four main property segments: hospitality, office, education and public communities. **John Geaney**, HPS EMEA Network Solutions Marketing Manger, HP, describes these changes as the expectations of the worker to have unrestricted Internet access, and to work in a more modern office environment. In the intelligent building (iBuilding) program of HP, "networking IT infrastructure and building systems management solutions are combined to provide maximum value to property developers, owners and operators." By streamlining procedures in conjunction with optimizing and reducing building operational costs, companies can successfully generate a new revenue system as well as attract and retain tenants, guests, students and staff.

#### **Education Programme II** *Balancing Portfolio and Workplace Performance with Cost Saving Objectives*

Moderators **John Suyker**, Director CRESS, **Jackie De Vries**, TU Delft University and **Theo van der Voordt, Dr. Ir.**, TU Delft University with speakers Larry Matarazzi, Workplace Resources Director, EMEA, Sun Microsystems, **Nigel Baker**, Director of EMEA Real Estate, EDS and **Ian Daker**, Head of Strategic Programmes, Property Holdings, Royal Mail presented three case studies that demonstrated the wide range of integral performance management techniques for real estate portfolios.

De Vries pulled the three case studies together, pointing out how a workplace with benefits, general cost-savings and the shift from data to knowledge add value to corporate real estate. Instead of starting with the desired results, the problem must first be defined, goals and means used need to be set and then results can be considered. By examining the problem, benchmarking progress and choosing the best possible next step is absolutely crucial to align the portfolio and services for the years to come.



## Mark Your Calendar For The Following 2004 Executive Development (EDP) Seminars

### March Long Beach, CA (Regional)

#### Session I

15-17	MCR	Advanced Real Estate Negotiation
15-17	MCR	Aligning Real Estate and Business Strategy
15-17	MCR	Corporate Real Estate Finance
15-17	TS	Strategy and Planning
14-17	MCR	Capstone: Leadership and Strategic Management in Today's Economy

#### Session II

17-19	MCR	Advanced Lease Analysis
17-19	MCR	Partnering with HR & IT
17-19	MCR	Real Estate Transactions' Impact on Corporate Financial Statements
17-19	SLCR	Leadership and Strategic Planning
17-19	TS	Financial Analysis of Leases and Purchases



### Chapter Learning Partners

*Special thanks go out to our Chapter Learning Partners: New York City, Toronto, Atlanta & Michigan*

CoreNet Global Learning has made great strides in the past year, with the help of several chapters, in developing and delivering new programming to our chapters throughout the globe.

Our 2004 Chapter Learning Partners have pledged yet again to support CoreNet Global Learning through their generous offerings to the Chapter Learning Program. Thanks to the following Chapter Learning Partners:

- The **New York City Chapter** for their pledge of \$15,000 through New York University
- The **Toronto Chapter** for their donation of \$10,000
- The **Atlanta Chapter** and the **Michigan Chapter** for their donations of \$5,000 each



### May Chicago (Pre-Summit) (Saturday and Sunday)

15-16	MCR	Corporate Real Estate Finance
15-16	MCR	Creating Corporate Value through Workplace Strategy
15-16	MCR	Performance Portfolio Management
15-16	SLCR	Positioned for Success: Designing the Optimal Corporate Real Estate Organization
15-16	SLCR	Service Excellence through Program Management
15-16	TS	Site Selection & Acquisition
15	LIS	Six Sigma

### July Atlanta (Regional)

#### Session I

19-21	MCR	Advanced Real Estate Negotiation
19-21	MCR	Corporate Real Estate Finance
19-21	MCR	Partnering with HR & IT
19-21	TS	Project and Construction Management
19-21	SLCR	Change Leadership: Strategy, Implementation and Best Practices
18-21	MCR	Capstone: Leadership and Strategy: Corporate Real Estate Management in Today's Economy

#### Session II

21-23	MCR	Advanced Lease Analysis
21-23	MCR	Aligning Real Estate and Business Strategy
21-23	MCR	Creating Corporate Value through Workplace Strategy
21-23	MCR	Performance Portfolio Management
21-23	TS	Facilities Management

### November San Antonio (Pre-Summit) (Saturday and Sunday)

6-7	MCR	Performance Portfolio Management
6-7	MCR	Real Estate Transactions' Impact on Corporate Financial Statements
6-7	MCR	Strategic Outsourcing: Building Organizational Capacity Through Partnerships
6-7	SLCR	Financial Leadership
6-7	SLCR	Leading Technology Issues for the Senior Real Estate Executive
6-7	TS	Disposition Strategies
6	LIS	Six Sigma



### To Request a 2004 EDP Catalog

Call 800-726-8111. For more information on these and other EDP seminars, visit the Executive Development section of the website at [www.corenetglobal.org/learning](http://www.corenetglobal.org/learning)

# CoreNet Global's Headquarter City Hosts Global Summit to Record Attendees



More than 3,000 leaders of the world's corporate real estate industry gathered October 11-15 in Atlanta for the CoreNet Global Summit. This year's event boasts a record number of corporate real estate executives – 27 percent greater than the last record set at the San Diego Global Summit.

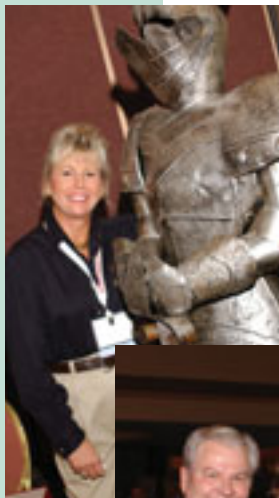
CoreNet Global is the only association to convene the entire corporate real estate

industry, including corporate real estate executives, service providers and economic developers.

The Atlanta Global Summit examined the theme *Making a Difference: Corporate Leadership Driving Innovation and Value*, and featured programming on the following topics (among more than 30 other educational programs):

- Corporate Real Estate 2010: Enabling Word in a Networked World
- Innovative Practices in Corporate Real Estate Management
- Access to the C Suite: Corporate Real Estate (CRE) and Corporate Strategy
- Sarbanes-Oxley (SOX404) Compliance
- The impact of 9/11 on leases and lease contracts

In addition to the complete education program, the following keynote speakers delivered addresses: **Don Tapscott**, known internationally for his expertise in business strategy communications; **William McDonough**, an internationally renowned designer and leader in sustainable development; and **Frederic Schwartz**, a world leader, author and teacher in the architecture industry.



# Atlanta CoreNet Global Sponsors

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Trammell Crowe Company  
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West Virginia Dev. Office



# CoreNet Global Atlanta Summit

"Looks into the future today"



"Interesting look into next generations interest, skills and evolution"



"Based on the realities in the marketplace"





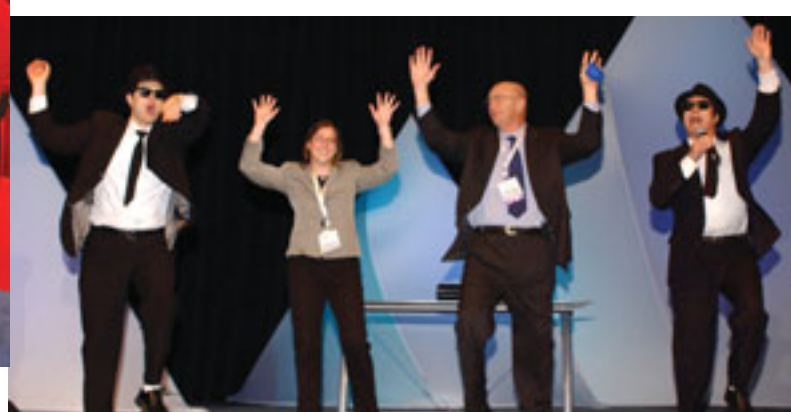
"Our speakers were expert in their fields or with direct experience as an end-user"



"Relevant to our business, good information for learning and business decisions"



"The participation aspect was great. It is nice to hear what others are experiencing in their organization."



CORENET GLOBAL

# CoreNet Global Atlanta Summit Sponsors

## Sunday, October 11, 2003 Leadership Reception

- Advantis Real Estate Services Company
- Albuquerque Economic Dev., Inc.
- Allsteel Office Furniture
- Barrie EDC
- British Midlands, The
- CB Richard Ellis, Inc.
- Colliers International
- Duke Realty Corporation
- Grubb & Ellis
- Guelph, City of
- Indiana Department of Commerce
- Invest in Sweden
- Johnson Controls, Inc.
- LandAmerica National Commercial Services
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- Michigan Economic Development Corporation
- MRI Real Estate Solutions
- NAI
- Newmark & Company Real Estate, Inc.
- North of England, The
- Opus National, LLC
- Oracle Corporation
- Real Estate Resource Group L.L.C.
- Richard Bowers & Company
- RMZ Corp
- Society of Industrial & Office Realtors (SIOR)
- Southwest Riverside County Economic Alliance
- Syracuse New York
- Trammell Crow Company
- Transwestern Commercial Services
- United Systems Integrators Corporation
- Virtual Premise, Inc.
- Wells Real Estate Funds
- West Virginia Dev. Office

### Champagne Welcome

- Colliers International

### Beverage Stations

- Washington State, DED/Registration Level

## Monday, October 12, 2003

### Champagne Welcome

- Colliers International

### General Session/Keynote Address

- British Midlands, The
- CB Richard Ellis, Inc.
- LandAmerica National Commercial Services
- Newmark & Company Real Estate, Inc.
- Syracuse New York
- North of England, The
- United Systems Integrators Corp.
- VirtualPremise, Inc.

### Beverage Stations

- Invest British Columbia/ Ball Room level
- Washington State, DED/Registration Level

### EXPO Grand Opening Lunch

- Colliers International
- LandAmerica National Commercial Services
- Richard Bowers & Company
- Wells Real Estate Funds

### EXPO Network Reception I

- California Central Valley Economic Development Corp.
- North of England, The
- Allsteel Office Furniture

More sponsors on page 13.



**CORENET**  
GLOBAL  
CORPORATE REAL ESTATE NETWORK

"Discussed high level and detailed trends which are very relevant to my business"



"Great global perspective with effective case study presentation. Truly a CoreNet Global experience"



"CoreNet Global provided excellent topic and wonderful delivery"



"Helps to develop and affirm management and leadership strategies. Great presentation, good speaker and very entertaining"



**Special thanks to Jim Howie** for contributing his time and energy to supporting the recent Atlanta Global Summit, and for volunteering to work on site with members and staff to help make it a record event.



**Sponsors..continued****Tuesday, October 13, 2003****Champagne Welcome**

Colliers International  
**Beverage Station**  
 Invest British Columbia/  
 Ball Room level  
 Washington State, DED/  
 Registration Level

**General Session II**

Richard Bowers & Company  
 United Systems Integrators  
 Corporation  
 Wells Real Estate Funds  
 Johnson Controls, Inc.

**EXPO Luncheon**

Johnson Controls, Inc.

**EXPO Network Reception II**

North of England, The  
 Allsteel Office Furniture

**Wednesday, October 14, 2003****Closing Breakfast**

PECO Energy  
 United Systems Integrators  
 Corporation  
 MRI Real Estate Solutions

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 Richard Bowers & Company  
 RMZ Corp  
 Society of Industrial & Office  
 Realtors (SIOR)  
 Southwest Riverside County  
 Economic Alliance  
 Syracuse New York  
 Transwestern Commercial Services  
 United Systems Integrators Corp  
 VirtualPremise, Inc.  
 Wells Real Estate Funds

## Chapter News

### Congratulations to this year's four Chapter Award winners: Atlanta, New England, New York City and Southwest

Among the professional recognition highlighted at the recent CoreNet Global Summit in Atlanta were the highly coveted Chapter Awards presented by CoreNet Global Board member **Jeff Elie** of Kaplan, Inc., and CoreNet Global Canadian Regional Chair **Peter Van Sickle** of the Bank of Montreal.

"Chapters indeed play a central role in making CoreNet Global the only group that convenes the entire corporate real estate industry," noted Elie, who also chairs the Member & Chapter Services Committee.

"Local Chapters are the lifeblood of CoreNet Global, serving as the glue that binds together our global network of 7,500 members at the local level," added Van Sickle.

They recognized winning Chapters in four award categories for excellence in key areas of Chapter operation, emphasizing that the Chapter Awards are inclusive because they allow all Chapters of all sizes and stages of development to be recognized for their achievements, and that the Awards give each Chapter the opportunity to showcase its best practices, regardless of size.

Congratulations to this year's four Chapter Award winners: New England, New York City, Atlanta and Southwest

Ten Chapters were nominated:

- Atlanta Chapter
- Houston Chapter
- Michigan Chapter
- New England Chapter
- New Jersey Chapter
- New York City Chapter
- Northern California Chapter
- Philadelphia Chapter
- Southern California Chapter
- Southwest Chapter

The category of **Member Services** recognizes activities that directly affect members' careers. The Member Services Award encompasses:

- Career Development
- Education Programs
- Resource Development
- Placement Programs

- The winner of the 2003 CoreNet Global Chapter Award for Member Services is the CoreNet Global **New England Chapter** chaired by **Jack Burns**.

The category of **Alliances and Partnerships** goes to the Chapter that has best expanded members' knowledge of real estate and related areas that affect the practice of corporate real estate. The Alliances and Partnerships Award covers:

- Real Estate Industry Collaborations
- Economic Development Relationships
- Corporate/Professional Industry Initiatives

- The winner of the 2003 CoreNet Global Chapter Award for Alliances and Partnerships is the CoreNet Global **Atlanta Chapter** chaired by **Matt Fanoe**.

The category of **Networking Programs** recognizes Chapters for best practices in creating attractive and valuable networking forums. The Networking Programs Award includes

- Chapter Meetings
- Special Events

- The winner of the 2003 CoreNet Global Chapter Award for Networking Programs is the CoreNet Global **New York City Chapter** chaired by **Gregg Weisser**.

The fourth and final awards category – **Chapter Development** – is given to the group that has demonstrated best practices in creating the strong organizational structure needed to carry out the kinds of activities suggested in the other awards.

Chapter Development includes:

- Membership Recruitment and Retention Programs
- Public Relations Programs
- Leadership Development and Succession
- Member Recognition Programs
- Community Reinvestment involvement

The winner of the 2003 CoreNet Global Chapter Award for Chapter Development is the CoreNet Global **Southwest Chapter** chaired by **Lea Yaest**.

In addition to the individual plaques that the chapters took back to display at their local meetings, a large plaque with the winning chapters in each category will be updated annually and kept on display at the Atlanta headquarters office of CoreNet Global.

### Eastern Regional Symposium Volunteers Recognized

This year there were seven chapters whom the Committee felt should be recognized for their risk and subsequent success in planning and implementing a brand new symposia/programming opportunity for the members in their region. As a result of this success, the Board recently approved a policy and guidelines for future regional symposia. Framed certificates will be mailed to the following chapters who helped organize and stage last summer's Northeast Regional Symposium in Philadelphia:

- Connecticut/Westchester
- Long Island
- Mid-Atlantic
- New England
- New Jersey
- New York City
- Philadelphia



#### Chapter Award 1

From left, CoreNet Global Chairman Sean McCourt with New England's Carol Addy of CRESA Partners and Dominic Bisignano, BCCR, SLCR of EMC Corp.



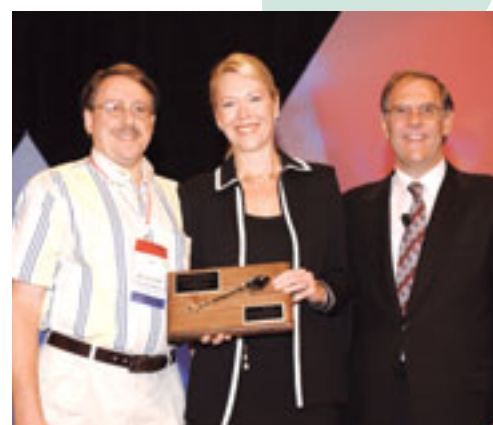
#### Chapter Award 2

Atlanta's Matt Fanoe of Coca-Cola Enterprises (right) with CoreNet Global Chairman Sean McCourt



#### Chapter Award 3

New York City's Gregg Weisser of JP Morgan Chase (left) with CoreNet Global Chairman Sean McCourt



#### Chapter Award 4

Southwest Chapter leaders Ed Matisoff of Verizon (left), Lea Yaest of Page Southerland Page, and CoreNet Global Chairman Sean McCourt.



## India Global Summit Offers Close-up View of Global Outsourcing Trends

**Gain first-hand exposure to this emerging \$1.5 billion market**

Outsourcing of IT and other high-tech jobs to countries with lower cost structures is too compelling to be ignored by global corporations. CoreNet Global research shows India is among the preferred locations for attracting outsourced support or back-office services, making the 22-24 March CoreNet Global India Summit in Mumbai a viable business opportunity for participating companies.

"India has emerged as a strong contender (for back-office support service delivery) owing to its vast pool of skilled manpower availability at a low cost and its location attractiveness offering 24-hour operations," according to *Corporate Real Estate Leader*, the professional journal of CoreNet Global. A recent survey shows India as a preferred location for these services, especially call centers and IT enabled services such as remote processing.

Participants in the Global Summit will gain first-hand exposure to this emerging \$1.5 billion market, which is why a theme of *Enabling Work in an Integrated World: Challenges & Opportunities in Asia* is being developed around keynote and education session presenters who will address the rapidly evolving "offshoring" strategies that many global companies are now deploying. The theme is also an offshoot of industry research now being developed through *Corporate Real Estate 2010*, an important industry leadership initiative that CoreNet Global has undertaken to set the future vision of the industry.

More information is available at [www.corenetglobal.org](http://www.corenetglobal.org)

### Presenters will include:

An expert on India, Linda Yuen-Ching Lim will provide a world economic overview. She holds degrees in economics from the

Universities of Cambridge (BA), Yale (MA) and Michigan (PhD). She teaches the international business core course on The World Economy, and an MBA elective on Business in Asia. She is frequently quoted in the media, including 2000-2003 citations in The New York Times, Forbes, Newsweek, The Wall Street Journal, Fortune, and The Far Eastern Economic Review.

**Adit Jain** is Managing Director, IMA India. His presentation will focus on the country's economy, politics, development strategy, BPO and off shoring. See attached bio for more information. Jain is the Managing Director of IMA India, an associate firm of The Economist Group Asia Pacific.

Adit chairs The India CEO Forum of the Economist Corporate Network. With over 230 member corporations, the programme is a business advisory service mirrored across the Asia and the Pacific.

### Other program content will include:

The role of corporate real estate in **business process strategy and management** – including the acceleration of off-shoring and outsourcing initiatives.

The challenges and opportunities inherent in a distributed workforce – how corporate real estate enables organizations and employees to not only cope, but to thrive. **Managing the risk-reward trade-offs** associated with business models and corporate real estate strategies in emerging and alternative sub-markets throughout Asia. Tools, processes, and technologies that **optimize work for internal and external customers** and suppliers -- the full range of work optimization strategies includes not only real estate but also information technology, finance and human resources.

**Strategies for building and sustaining truly global, multi-cultural leadership teams** – traditional techniques like collaboration, partnership and participative management evolve and change in the context of a team comprised of locals, ex-patriots and headquarters executives an ocean away.

**Regional outsourcing support models** – how to satisfy evolving corporate needs with the least possible complexity of the service delivery model.

**Global configuration strategies** that enable flexible portfolio expansion and contraction - in particular, innovative strategies that enable nearly immediate response to both opportunities and downturns in business activity.

### Event Location

The venue is The Oberoi Towers, Nariman Point, Mumbai, India. Considered one of the most distinguished hotels in the East. The hotel is located in the heart of the city's commercial and banking areas, and it offers unparalleled standards of service.

### About Mumbai

Mumbai (once known as Bombay) is India's largest city, and its business capital. It is a vibrant, energetic city that prides itself in being the country's 'Big Apple'. Many of India's leading companies have their head offices here.

In addition, it is India's financial nerve center, as well as being the seat of India's thriving cinema and TV industry ("Bollywood", as local residents like to call it). It has India's busiest airport, and is a convenient entry and exit point for travelers to the country.



### The Member – Chapter Services Committee

- Jeff Elie - Co-Chair  
New York City Chapter
- Peter Van Sickle - Co-Chair  
Toronto Chapter
- Bruce Adams  
Ohio/Kentucky Chapter
- John Clement  
Southern California Chapter
- Deb Framarin  
Chicago Chapter
- Michele Hart  
Kansas City Chapter
- Jerry Hersman  
Midwest Chapter
- Joan Price  
Northern California Chapter
- Karen Randal  
Philadelphia Chapter
- Tom Smith  
Michigan Chapter
- Gregg Weisser  
New York City Chapter
- Nancy Windham  
Southwest Chapter

## Member News

### Membership Best Practices

#### *One in a continuing series of chapter Best Membership Practices*

Noticing that their percentage of new End-User members was decreasing compared to new Service Providers, the Atlanta Chapter approach to membership has been refined to focus on increasing the number of new End-User members. The Membership Committee, currently composed of four sub-committees, now focuses all subcommittee attention on End-User members.

A "Target List" of potential new End-User prospects is refined each month at committee meetings. Culled from CoreNet Global's new on-line Prospect List and any personal contacts known to committee members, the Target List includes high-profile company real estate executives who might not be aware of CoreNet, who have attended an

event but not joined, and some who are provided by our local Service Provider members as they meet these CRE executives in their day-to-day work.

The committee then divides the Target List among members for individual contact. Committee members have a Talking Points list of reasons to become a member of CoreNet Global. Reminders of dues amount, other committees needing volunteers, and the current list of programs and events are provided as Talking Points so that each contact with a prospect has multiple discussion areas.

The Retention sub-committee is focusing now primarily on the End-Users whose member is expiring within the next 60 days. An Orientation sub-committee plans two annual Orientation events to provide one-on-one opportunities for prospects and new members to meet the Chapter Board and

interact in a small group. The Ambassador sub-committee is integrating many of the other committee activities so that all new members feel welcome, have one individual to contact for questions or assistance in their early membership period, and often the Ambassador will offer to bring the new member to the next event, ride and all!

The impact of this focus on End-Users will pay off in maintaining a balanced ratio between Service Provider and End-User members. For more information on the Atlanta Chapter's Membership practices check the Chapter Best Practices section on [www.corenetglobal.org](http://www.corenetglobal.org). Click on Chapters on top of the page, then select Chapter Library on the left side of the Chapters home page, or contact Kathy Roper of Georgia Tech at [kathy.ropert@arch.gatech.edu](mailto:kathy.ropert@arch.gatech.edu).

Richard S.  
McPherson

John R. Scoblick



Ken K. Barker

## Members On The Move

### BECK Receives "Builder of the Year Award"

BECK received this year's "Builder of the Year Award" from the Florida Association of the American Institute of Architects. "The award recognizes a builder that exemplifies a sincere and genuine interest in encouraging and affecting outstanding craftsmanship and workmanship."

### CRESA Partners Add More "Client-Side" Expertise

This past September CRESA, an international corporate real estate advisory firm exclusively serving corporate space users, added three senior-level executive with "client-side" expertise. Joining CRESA Partners are Richard S. McPherson, John R. Scoblick, and Ken K. Barker. McPherson, a member of CoreNet Global and serving on their Learning Faculty, will be joining CRESA Partner's Denver office. Scoblick, also a member of CoreNet Global, will join the firm's Houston office. Barker will join CRESA's Kansas City affiliate as Director of Transaction and Portfolio Management. He is also a member of CoreNet Global as well as the Industrial Asset Management Council.

### Edward Bradley Achieves CPM Designation

Edward Bradley Jr., President of Grubb & Ellis/Cressy & Evert Commercial, recently received the Certified Property Management (CPM) designation from the Institute of Real Estate Management (IREM). This distinction is given to property managers who met IREM's serve requirements in the fields of education, examination, experience and commitment to a code of ethics.

### Grubb & Ellis appoint new Affiliates' Advisory Board members:

Grubb & Ellis Company announced that Steve Navarro, President, Grubb & Ellis The Furman Company in Greenville, S.C. and Lee Hilbert, Chairman and Chief Executive Officer, Grubb & Ellis | Harrison & Bates in Richmond, Va., have been elected Chairman and Vice-Chairman, respectively, of the Executive Committee of Grubb & Ellis' Affiliates' Advisory Board. In addition, Don Morrow, Executive Vice President and Managing Principal, Grubb & Ellis | BRE Commercial, LLC in Phoenix and Ted Murray, President, Grubb & Ellis The Winbury Group in Kansas City, Mo. have been elected to serve on the committee.

### Cushman & Wakefield Growing

Hugh B. Bailey has joined Cushman & Wakefield, Inc. as Director National Marketing Corporate Services. In this position, Hugh is responsible for directing the development of national marketing communications and strategy for business development for the Global Corporate

Services team. He is presently working from Cushman & Wakefield's New York City world headquarters and can be reached at 212 841-7622 or [hbailey@cushwake.com](mailto:hbailey@cushwake.com).

### HLM Designs The Container Store's New Corporate Headquarters and Retailer's First Location in Manhattan

HLM Design was selected by The Container Store to provide interior architecture and design for the company's new 100,000-square-foot corporate headquarters located in Coppell, TX. The design firm will also provide services for the retailer's first store in Manhattan, which will open Nov. 15, 2003.

"It's an exciting venture to work with The Container Store on their new corporate home, as well as to design their first location in New York City," said Richard Macri, vice president of HLM Design "We're working to design a fun environment for both projects that spotlights the company's products while creating an environment that fosters its unique culture..."

### HOK, a Global Architectural Firm, has Obtained Gary Miciunas in Their Chicago Office

Gary Miciunas, MCR (Master of Corporate Real Estate) has joined the Chicago office as Senior Vice President. He will serve HOK as the regional head of Advance Strategies, a focused group that advises clients on real estate portfolio strategy, facilities planning, workplace solutions and technology.

He most recently served as a Principal of The Environments Group in Chicago. Miciunas has previously been with HOK in St. Louis and London.

### Survey Reveals CRE Executives Optimistic on Economy, But Challenged By Excess Space

A survey issued by Jones Lang LaSalle reveals that corporate real estate executives (CRE executives) are cautiously optimistic about the economy, but are still struggling to deal with a substantial inventory of excess space. Furthermore, new accounting rules regarding the impairment of excess space have created additional hurdles for CRE executives.

- CRE executives are generally optimistic regarding the economy. Almost half (49 percent) state that they are either "highly optimistic" or "somewhat optimistic."
- More than a third (35 percent) report that their excess capacity is more than 15 percent of their current portfolio, while 60 percent claim levels above 10 percent.
- Two-thirds of CRE executives expect to add space by 2005, with approximately 20 percent expecting to need space imminently in 2003 or 2004.

- While more than 20 percent of respondents have impaired more than 50 percent of their excess space, almost half have impaired less than 10 percent.
- "Lack of flexibility in existing portfolio" was cited as the biggest hurdle in reducing real estate costs.



Further details on the survey can be found on the Jones Lang LaSalle Web site, [http://www.joneslanglasalle.com/news/2003/09sep/cre\\_survey.html](http://www.joneslanglasalle.com/news/2003/09sep/cre_survey.html)

### West, Lane & Schlager – ONCOR International Investment Services Group

In an effort to expand their coverage of commercial real estate West, Lane & Schlager launched an investment services group. The new division will be co-managed by Richard F. Siegel and Paul M. Hanafin. The two co-managers will be responsible for establishing the investment group as Washington, D.C.'s foremost provider of personalized investment services.

### Binswanger/CBB Named Exclusive Real Estate and Advisory Services Provider to Novacare Rehabilitation

Binswanger/CBB has recently been selected as the exclusive Real Estate and Advisory Service provider for NovaCare Rehabilitation. Binswanger/CBB's work will include lease transaction management, disposition of underutilized assets and lease administration services. Binswanger/CBB will utilize its proficiency at both the major market and tertiary market level.

Trammell Crow Company

### Minter Named National Director of Trammell Crow's Investment Services Group

Jack Minter has been hired by Trammell Crow Co. (TCC) to serve as its national director of investment services. In that post, Minter will be in charge of coordinating the efforts of Trammell Crow's investment services professionals to make the most of the firm's collective strengths. Minter has nearly two decades' worth of experience in commercial real-estate matters, having most recently served as director of investments at Cousins Properties Inc. Prior to joining Cousins, Minter served as managing director of Credit Suisse First Boston's Real Estate Investment Sales group

## Community Reinvestment Challenge Toronto Sponsors

### Corporate Sponsors

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USI  
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### Individual Sponsors

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David Bibb – Mid-Atlantic Chapter  
Peggy Binzel - CEO, CoreNet Global  
Dennis Boles – Michigan Chapter  
Edson N. Burton, Jr. – Chicago Chapter  
Susan Curran, MCR, MBA – Northern California Chapter  
Martin Dugan – Michigan Chapter  
Scott Foster – Southern California Chapter  
Pedro Garcia, SIOR – Southeast Florida Chapter  
Elaine Groves - CoreNet Global  
Michele Hart, MCR – Kansas City Chapter  
Suzanne Heidelberger – New York City Chapter  
James A. Kroeger – Ohio/Kentucky Chapter  
Mary Manning – Southwest Chapter  
Gary Miciunas, MCR – Chicago Chapter  
Evelyn K. Morris, MCR – Atlanta Chapter  
Alexander Parman – Non-Member  
Karen Randal – Philadelphia Chapter  
Scott Smith – Atlanta Chapter  
Greg Smook – Mid-Atlantic Chapter  
James Taylor – Chicago Chapter  
Vee Trevino – Mid-Atlantic Chapter  
Cari Walls – Southwest Chapter  
Nancy Windham – Southwest Chapter

### Chapter Sponsors

Atlanta Chapter  
New York Chapter  
Philadelphia Chapter  
Rocky Mountain Chapter



Let's Build Together

# CoreNet Global's Community Reinvestment Challenge: Chapter Involvement Takes Root in 2003

Giving back – returning something to the communities where we live, conduct business and hold Chapter meetings or Global Summits – is becoming an important part of your CoreNet Global membership experience.

In 2002, the Board of Directors unanimously endorsed the community reinvestment concept as an integral part of the CoreNet Global program of work.

That decision paved the way for the formation of the CoreNet Global Community Reinvestment Challenge, or CRC.



A core team of member volunteers was formed to serve as coordinator and means of support for all local Chapters. This team is led by **Juan Cano** (Nortel Networks) and co-chair **Scott Foster** (Booz Allen Hamilton).

The CRC mission is to bring together members from our worldwide network of chapters to serve the local communities in which we live and work.

The Community Reinvestment Challenge calls on us to utilize our collective talents and resources to enrich people's lives and improve communities worldwide.



Over 120 CoreNet Global volunteers contributed in excess of 800 hours during the Atlanta Global Summit. Financial contributions exceeded \$43,000, we were able to re-roof 3 homes and initiate a sustaining project for the Atlanta chapter which will allow continuous improvement to a 10-acre community park.



### Toronto

Our first CRC project was initiated to coincide with the Toronto Global Summit this past spring. The project was a success in spite of the Global Summit cancellation there.

According to Toronto Chapter Vice Chair **Vanessa Perdue** (Canadian Imperial Bank of Commerce), the Chapter teamed up with **Habitat for Humanity** to tackle the largest project ever by the Habitat in Canada, the construction of 14 homes in nine days.

### Atlanta

The original idea of investing in our local communities started with the East Lake area of Atlanta, which sparked the formation of the CoreNet Global CRC.

According to **Scott Smith** (Nortel Networks) of the Atlanta Chapter, the group identified an opportunity which was the essence of what the CRC is all about. "Neighbors in Need" is a program in the East Lake Community where the vision of Atlanta developer **Tom Cousins** transformed an area once called "Little Vietnam" for its drugs and violence into a thriving mixed-income and mixed-use

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## Project Atlanta Contributor List

Atlanta Summit – Community Reinvestment Challenge

### Not-for-Profit

Rocky Mountain Chapter  
Houston Chapter  
Southwest Chapter  
Greater Dallas Chamber of Commerce  
Fort Worth Chamber of Commerce  
Toronto Chapter  
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East Lake Community Foundation, Inc.

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Bristol-Myers Squibb Co.  
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- Barrett, Sharon  
Liberty-Greenfield
- Hernandez, Fred  
Access Marketing & Events LLC
- Abrams, Tim  
CoreNet Global
- Mooney, Michael  
CoreNet Global
- Taekla, Markus  
CoreNet Global
- Foster, Scott  
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CoreNet Global
- Hart, Michele  
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n/a
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- Merklein, Gordon  
n/a
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The Top-Rated Faculty award is given to The Executive Development Program's faculty. To be selected for

this honor each faculty must achieve a specific rating from their students. The evaluations are based on a 1 to 7 scale. To be considered for the award each faculty must receive an average of 6.4 out of 7. The SLCR class of 2003 is a distinguished recognition provided by the Senior Leadership Series.

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## ...continued from page 16 Community Reinvestment

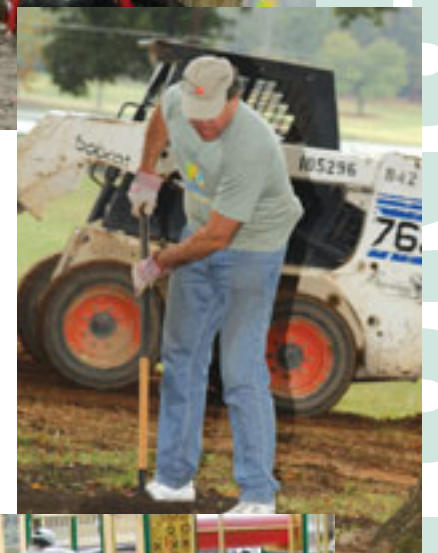


community. It was Cousins' presentation about the East Lake Community at an IDRC World Congress that inspired the formation of the CRC.



In Atlanta, improvements including painting, landscaping, and general repairs were completed on eight different properties. As part of the effort, volunteers converted the home of Cedrick Mills to be wheelchair accessible. He was the victim of a random drive-by shooting, and his family could not bring him home from the hospital until CoreNet Global stepped into to retrofit his home, according to local press reports.

The Eastlake Community Park now has a master plan and through the continuing support of the Atlanta Chapter will become a safe place for children and families to enjoy once again.



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