



# LEARN

AT CORENET GLOBAL

## Planning Ahead for CoRE Workshop Programs

Plan ahead! Based on experience, it's best to begin scheduling six months in advance to select the program and speaker of your choice. If possible, provide alternative choices and schedule out to arrange a few events at a time.

Suggestions for narrowing your choices:

- Survey the workshop audience for topics of interest or specific workshop options
- Set up a panel to help select workshops
- Select speakers located in your region to save on travel
- Choose workshops based on member preference and feedback
- Gather input from your programming and board officers

## CoRE Workshops 2008-2009

Workshop Title	Workshop Description	Speaker
<b>Adobe Systems Adds Green to the Bottom Line</b>	<p>In response to massive increases in energy costs in 2001, Adobe Systems set out to reduce their energy consumption. Over the past five years this single initiative has grown into a series of projects that have earned them the U.S. Green Building Counsel's LEED™ Platinum rating for all three of its headquarters towers. In partnership with Cushman &amp; Wakefield, Adobe Systems has to date implemented 64 separate projects that have resulted in a decrease in electricity use per employee by 35%, natural gas use by 41%, domestic water use by 22%, and landscape irrigation by 76%. Adobe Systems is now realizing annual savings of \$1.2 million, which translates into an ROI of 121% with a payback of just 10 months.</p> <p>Learn how to implement green initiatives by:</p> <ul style="list-style-type: none"><li>• Approaching change one project at a time</li><li>• Understanding the cost/benefit of making simple changes</li><li>• Establishing a record of credibility that will serve as a foundation for more expensive projects</li></ul>	<b>George Denise, CFM, CPM, FMA, RPA, General Manager, Client Solutions Group, Cushman &amp; Wakefield of California, Inc.</b>

## CoRE Workshops 2008-2009

Workshop Title	Workshop Description	Speaker
<p><b>Advanced Lease Analysis - An Introduction (Adapted EDP Seminar)</b></p>	<p>This workshop reviews office leasing and the various (and sometimes very different) objectives of lease clauses when seen through the eyes of the landlord, tenant and legal counsel. Highly practical, the workshop addresses many actual leasing problems and provides you with opportunities to learn from your peers as you engage in problem solving and debate.</p> <p>The focus is how to dissect and analyze the lease through its individual clauses and by grouping those that impact one another, strengthening your negotiating potential and enabling you to maximize your corporate shareholder dollars. This workshop will raise your skill level, increase your understanding of the lease document, and raise the level of your organization's leasing process as you acquire the best practices of today's experts.</p> <p>Program Highlights:</p> <ul style="list-style-type: none"> <li>• Glossary of terms</li> <li>• Lease checklist</li> <li>• Tenant improvement checklist</li> <li>• Basic lease provisions</li> <li>• Tenant obligations</li> <li>• Landlord obligations</li> <li>• Physical aspects</li> <li>• Negotiation process sequence</li> <li>• Areas of mutual interest</li> <li>• Case study lease</li> </ul>	<p><b>Steven E. Marcussen, MCR.h Executive Director Cushman &amp; Wakefield of California, Inc</b></p>
<p><b>Against The Elements: Managing Disasters Affecting Commercial Real Estate Best Practices in Disaster Planning</b></p>	<p>Newmark Knight Frank Global Management Services will share their disaster preparedness planning initiatives from the perspective of their experience with hurricane Katrina and the London transit bombings.</p> <p>Mitigate economic loss and respond effectively through:</p> <ul style="list-style-type: none"> <li>• adequate preparedness</li> <li>• effective and centralized communication</li> <li>• quickly locating your employees and assessing damage</li> </ul>	<p><b>Ian Marlow, President &amp; Chief Executive Officer, Newmark Knight Frank Global Management Services</b></p>

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<b>Auctions and Barter – Other Opportunities for Creative Dispositions</b>	<p>Learn how creative property dispositions - barter and auctions, for example – can reduce unwanted corporate space in competitive environments.</p> <p>Key learning points:</p> <ul style="list-style-type: none"> <li>• Learn how these types of dispositions can create maximum value for certain disposition strategies, and:</li> <li>• The processes and marketing mechanics</li> <li>• Case histories</li> <li>• Legal considerations</li> </ul>	<b>Steven Good, Chairman and CEO, Sheldon Good &amp; Company Auctions, LLC</b>
<b>Becoming a Global Gateway: A Vision for International Trade in Southern California</b>	<p>The Ontario Economic Development Agency used the city's strategic location to create partnership opportunities between medium-sized businesses in the United States and China. The program has created lucrative export contracts and economic growth for the city.</p> <p>Gain a competitive advantage by changing your economic development strategy:</p> <ul style="list-style-type: none"> <li>• leverage local infrastructure into international opportunities</li> <li>• prepare and pre-screen to "match" importers with exporters</li> <li>• enable international trade for domestic companies</li> </ul>	<b>Mary Jane Olhasso, Economic Development Director, City of Ontario</b>
<b>Being the Right Location: Effective Strategies in Today's World</b>	<p>Global business drivers are creating fundamental change in corporate location strategies. To adapt, community economic development approaches must change too.</p> <p>Attract more business to your community by leveraging:</p> <ul style="list-style-type: none"> <li>• the impact of offshoring and the rise of China and India</li> <li>• your community's competitive advantages and what the future holds for U.S. communities</li> <li>• the changing site selection process</li> <li>• an understanding of the competitive pressures that many businesses are facing</li> </ul>	<b>Mark Gibson, Senior Manager, Ernst &amp; Young</b>
<b>Beyond Green: Government Leaders Contemplate The Next Step</b>	<p>The Public Sector around the world is committing resources to demonstrate how to cut costs, reduce pollution and achieve measurable sustainability criteria. Join an open dialogue with senior government officials about what governments are doing to achieve these objectives and what's next on the horizon.</p> <p>Key learning points:</p> <ul style="list-style-type: none"> <li>• Discuss current green government trends, initiatives and practices.</li> <li>• Gain skills to move your green initiative forward.</li> <li>• Learn about government success stories.</li> <li>• Learn what's important for suppliers working with the government.</li> </ul>	<b>Kevin Kampschroer, Director Research &amp; Expert Services, General Services Administration, Mark Palmer, Green Building Program Manager, San Francisco Department of Environment</b>

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<b>Change Leadership: Strategy, Implementation and Best Practices -- An Introduction (Adapted EDP Seminar)</b>	<p>Research shows that up to 70% of all organizational change initiatives fail to meet their objectives. This has led to the emerging recognition that the ability to successfully lead organizational change is a specific leadership skill set and set of best practices. This workshop centers on how to develop a change management strategy and how to successfully lead an implementation team, including:</p> <ul style="list-style-type: none"> <li>• Defining change and transition</li> <li>• Choosing and defining what needs to change</li> <li>• Establishing a sense of urgency for the change</li> <li>• Understanding resistance to change</li> <li>• Getting and managing political support</li> <li>• Gaining cross-departmental buy-in and participation</li> <li>• Developing a communications and buy-in plan</li> <li>• How to organize and lead the transition implementation team</li> <li>• Developing change management strategy</li> <li>• Project management of timelines and budgets</li> </ul>	<p><b>Francisco J. Acoba, SLCR, Senior Manager - CRE Transformation, Deloitte Consulting LLPOR</b>            George Bouris, MCR, Practice Leader, Deloitte</p>
<b>Changing Cities, Changing Lives</b>	<p>In this session we explore how the changing trends in work force and work place will converge to reshape our cities and communities. Help frame the future and join in the discussion with industry experts from IT, HR, Work Place Strategy, Sustainability, and Corporate Real Estate. This conversational session weaves together insights from experts, multi-media presentations, and your questions and best practices. It will be a content-rich dialogue that will engage and inform you.</p>	<p><b>Keith Perske, Vice President, Group 5 Consulting</b></p>
<b>Changing Nature of Work and the Workplace</b>	<p>The enterprise must be agile. The sustainable network, built on an integrated infrastructure that is capable of supporting the continuous adjustments needed to balance and optimize work. Work done by a mix of free agents, part-time workers and full-time employees working independently and in teams across time and space to leverage the knowledge and talent of a global workforce. As a result, the role of the workplace will be transformed as traditional boundaries become irrelevant.</p> <p>Key learning points:</p> <ul style="list-style-type: none"> <li>• Examples of innovative practices from GSA's Workplace 20.20 will be noted.</li> <li>• How the nature of work is evolving with regard to process structure and outcome definition and the trend toward an increase in "knowledge work."</li> <li>• How resources are coordinated within a workplace strategy to enable work.</li> <li>• Aligning workforce and workplace, including alternative workplace solutions.</li> <li>• Shifting expectations of both workers and employers and the "social contract" or lack thereof.</li> </ul>	<p><b>Charles Grantham, Chief Scientist, Work Design Collaborative</b>  <b>Jim Ware, Executive Producer, Work Design Collaborative</b>  <b>Kevin Kampshroer, Director of Research, General Services Administration</b></p>

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<b>Core Competencies for Corporate Real Estate Professionals</b>	<p>New skills and processes are urgently needed to meet the challenges of tomorrow. Corporate real estate (CRE) professionals must use a competency-based process to build up their CRE team. In this presentation you will learn:</p> <ul style="list-style-type: none"> <li>• What are the core competencies for CRE professionals,</li> <li>• How to establish competency models for your organization and</li> <li>• Why is a competency-based management system important to you as an individual and to your organization as a corporation?</li> </ul>	<b>Alex K. Lam, VP - Global Learning Asia and Certified EQ Administrator (MHS), CoreNet Global Inc.</b>
<b>Corporate Headquarters Strategic Planning</b>	<p>The key components include:</p> <ul style="list-style-type: none"> <li>- Determining the key real estate strategic drivers for your enterprise</li> <li>- Utilizing these key drivers to establish key decision criteria for your HQ real estate choice</li> <li>- Existing and target future employee demographics analysis</li> <li>- Location choice strategy</li> <li>- Headcount projection analysis and validation</li> <li>- Operational issues including adjacency requirements</li> <li>- Creative alternative options identification</li> <li>- Financial Analysis of HQ alternatives</li> <li>- Executive and Board level communications</li> </ul>	<b>Joseph F. Hamilton Senior Vice President Strategic Planning &amp; Advisory Services Client Solutions Cornish &amp; Carey Commercial ONCOR International</b>

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Workshop Title	Workshop Description	Speaker
<p><b>Creating Corporate Value Through Workplace Strategy (Adapted EDP)</b></p>	<p>This workshop explores the critical alignment of workplace strategy with business strategy to improve productivity in the workplace and impact the bottom line. Effective corporate real estate management develops workplace strategies based on an understanding of the relationships among physical space, worker/business unit productivity and corporate culture. How the various components of real estate operations – portfolio, location, design/layout, adjacencies, alternative/virtual officing, work process, technology – can affect this strategy are reviewed. The integration of HR, IT, finance, and real estate issues is examined in this context.</p> <p>The workshop examines the ultimate test of a successful real estate/workplace strategy: the ability to attract, enable, and retain a productive workforce within given constraints. Finally, applicability of these concepts to work environments – including knowledge work, manufacturing, and the service industry – is discussed. Time permitting, business cases and examples may be covered from organizations such as Nortel, Compaq, Reynolds &amp; Reynolds, the General Services Administration, Fidelity Investments and other Fortune 500 companies.</p> <p>Workshop Overview</p> <ul style="list-style-type: none"> <li>• A climate of extraordinary change, shifting role of the corporate real estate executive, starting with a strategic plan, responding to agile business models, nature of the organization and work, designing the right workplace, managing change</li> </ul> <p>What's In It For You?</p> <ul style="list-style-type: none"> <li>• Understand the demands of a changing workforce and the needs of the knowledge worker.</li> <li>• Examine alternative methods for evaluating workplace needs.</li> <li>• Understand how the workplace can become a tool in achieving the business goals of an organization.</li> <li>• Ability to become more of a strategic partner with executive management.</li> <li>• Ability to demonstrate tangible impact of workplace strategy on the bottom line.</li> </ul>	<p><b>T. Patrick Donnelly, AIA, MCR.h, Principal, BHDP Architecture</b></p>
<p><b>Defining and Measuring the Impact of Workplace Image</b></p>	<p>What a workplace communicates - its "image" - is increasingly seen as a legitimate way of using real estate for competitive advantage. The U.S. General Services Administration and Fidelity Investments have each implemented workplace image initiatives and have developed metrics and tools to explain how image relates to broader organizational performance, as well as customer and employee perceptions. Create a competitive advantage for your organization by:</p> <ul style="list-style-type: none"> <li>• Understanding how workplace image affects customer trust, comfort, and perceptions of an organization's products and services</li> <li>• Implementing a process to measure the impact of image on brand value and workplace performance</li> <li>• Using workplace design to communicate the organization's goals and functional objectives.</li> </ul>	<p><b>Kevin Kampschroer, Director Research &amp; Expert Services, General Services Administration</b></p>

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<b>Delivering Workplace Change</b>	<p>Presentation, workshop and case studies on developing, planning and executing change programs associated with workplace and real estate initiatives. Particular emphasis will be placed on giving the audience tools that they can apply immediately. The program will introduce the ADKAR model (Awareness, Desire, Knowledge, Action, Reinforcement) and will use Capital One's Plano People Center as a central case study. General outline –</p> <p>Introduction                      The change process                      Planning for change                      Communicating Change                      Implementing Change                      Reinforcing Change                      Key Benefit(s):                      Understanding of social and psychological aspects of change                      An industry recognized framework for understanding and managing change                      Templates that can be adapted for on-going use (workshop)</p> <p>In workshop format, the audience will also have an opportunity to practice some of the concepts and techniques and apply them to their own change initiatives and programs.                      All of these will lead to better planned and delivered change management programs and increase the likelihood that the change will embed.</p>	<b>Ed Buckley SLCR Camberne Developments LLC</b>
<b>Distributed Work at the Intersection of Corporate Real Estate and Regional Economic Development</b>	<p>Technology brings work to workers, and the emergence of "third places" - community-based work centers not affiliated with a particular company - enables companies to access talent anywhere, with minimal real estate investment.</p> <p>Increase your talent pool and create a more competitive company by:</p> <ul style="list-style-type: none"> <li>• creating distributed work environments that attract and retain talent</li> <li>• leveraging third place work locations</li> <li>• integrating corporate location strategy with existing economic development programs</li> </ul>	<b>Charles Grantham, Executive Producer, Work Design Collaborative</b> OR <b>Jim Ware, Executive Producer, Work Design Collaborative</b>
<b>Eco Datacenters: A Cool New Realty</b>	<p>Eco: it's all about Ecology and Economics. In the world of datacenters, rising demand and finite capacity are colliding. Couple that with increasing energy costs, space requirements, and heat output, and the time has come for a radical re-design. Sun Microsystems, with its multi-billion dollar IT/R&amp;D technical infrastructure portfolio, needed a solution that was flexible and scalable. The solution is a datacenter that reduces space requirements by 66 percent and operating expenses by 30 percent.</p>	<b>Dean Nelson, Director of Global Lab and Datacenter Design Services, Sun Microsystems</b>

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<p><b>Enterprise Alignment – An Introduction (Adapted EDP Seminar)</b></p>	<p>The theme of this workshop is "the business of Corporate Real Estate (CRE) is the business of the business." Knowing the business's core drivers and processes is the foundation for developing real estate portfolio and workplace strategies. To be successful, CRE executives must become more proactive, process-oriented, strategic, and linked to business unit goals.</p> <p>Today, effective CRE management goes well beyond delivering facilities on time and within budget. It requires understanding how the real estate portfolio can match and serve the enterprise's business model, work and culture. Effective CRE executives develop asset portfolio scenarios and workplace strategies based on an understanding of the relationships among physical space, worker/business unit productivity, corporate strategies, key business drivers and corporate culture.</p> <p>To accomplish this requires extensive client relationship management with business units plus integrating occupancy, connectivity, financial acumen and management policies. CRE executives must have a firm understanding of how individuals and teams actually do their work, and how that work may, in turn, be influenced by this bundle of infrastructure and support services.</p> <p>How You Will Benefit:</p> <ul style="list-style-type: none"> <li>• Understand and get the information you need about business units through formal relationship management, internal corporate partners, use of corporate documents, web sites and analytic tools</li> <li>• Case Studies that reveal strategies for selling a strategic corporate real estate role to business units; and, changing a business's view of your role in CRE to strategic business partner from an order taker</li> <li>• How to develop an action plan for working more effectively with business units to develop real estate strategies</li> </ul>	<p><b>George Bouri, MCR, Practice Leader, Deloitte</b></p>

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<b>Enterprise Leadership</b>	<p>Learn the Business of the Business and How to Get There</p> <p>This program will examine how enabling work in a networked enterprise will require capabilities such as in-depth general business knowledge, a high level of financial acumen, business process improvement skills, and collaborative leadership capabilities which can be applied cross-functionally at all levels within the enterprise and with a highly networked service delivery network. These skills, coupled with access to real-time, enterprise-level data, will be critical to identifying and fixing broken business processes and integrating functional areas on a global, networked basis.</p> <p>Program Highlights:</p> <ul style="list-style-type: none"> <li>• Examples of innovative practices by Deutsche Bank will be noted</li> <li>• Level of business and financial acumen required</li> <li>• Knowing the "business of the business" and how to get there</li> <li>• How to effectively provide leadership at the C Suite level, in cross-functional operational management teams, within functional teams, and with the extended service delivery providers</li> <li>• What is meant by business process improvement - and how to embrace it</li> <li>• Other non real estate competencies and skills required in 2010</li> </ul>	<p><b>Scott P. Foster MCR</b>  <b>SVP Corporate Workplace</b>  <b>Bank of America</b></p>
<b>From Tactical to Strategic: Adding Value through Portfolio Management</b>	<p>Successful real estate professionals must move beyond a purely tactical and reactionary approach to one that is "more strategic, agile, data-driven and geared towards the optimization of the entire portfolio." This workshop describes a step-by-step process for portfolio management and best-practice activities for each step, including examples from CoRE 2010 research. Many organizations excel at some of these steps, but may be unaware of other opportunities. Longer workshops include more workshop discussion and detail. Learning points:</p> <ul style="list-style-type: none"> <li>• Move business alignment from a pure forecasting approach to scenario analysis</li> <li>• Evaluate cost, productivity, and risk trade-offs</li> <li>• Segment portfolios to identify appropriate portfolio strategies for each segment</li> <li>• Use performance metrics to identify portfolio opportunities and drive results</li> <li>• Recognize common mistakes leading to sub-optimal consolidation, reorganization, and long-term plans</li> </ul>	<p><b>Jane Mather, PhD, President,</b>  <b>Critical Core</b></p>
<b>Going Mobile: Strategies, challenges, and lessons learned</b>	<p>Case study reviews of companies that have successfully implemented Advanced Workplace Strategies, achieving cost savings results through much higher space efficiencies. Learn what works and what doesn't. For every successful change, there are 10 failures.</p>	<p><b>Daniel Cooke</b>  <b>Managing Director and VP,</b>  <b>Global Real Estate and Support Services</b>  <b>BearingPoint Management &amp; Technology Consultants</b></p>

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<p><b>Integrated Resource and Infrastructure Solutions (IRIS) – Strategies For Unlocking the Next Level of Value</b></p>	<p>Where will the next generation of innovation and break-through thinking come from in our industry? The research of the Integrated Resource and Infrastructure Solutions (IRIS) team suggests that the answer may lie at the "intersections" of Real Estate and other functions such as HR, Technology, Finance, Marketing and beyond. The IRIS team found that when executives from these and other functions align and collaborate around shared corporate goals and objectives, new solutions and strategies emerge that go well beyond what any one group might have produced on their own.</p> <p>Dan Boutross, Director of RE Strategy and Planning at Sprint, will share the integrated approach to enterprise portfolio strategy that is the driving force behind Sprint's new generation of enterprise solutions. Dan will give real-world, "day in the life" examples of the management, collaboration, and implementation methods his integrated team uses to deliver breakthrough solutions for Sprint's most challenging workplace and portfolio issues.</p> <p>Key learning points:</p> <ul style="list-style-type: none"> <li>• Gain insight into ways that corporate real estate executives can "get a seat at the table" with corporate executives as they focus on productivity and key infrastructure initiatives</li> <li>• Position corporate real estate as a key player, if not the leader to develop innovative integrated strategies</li> <li>• Understand priorities and "mindsets" of IT and HR colleagues to communicate more effectively and identify enterprise level synergies and solutions</li> <li>• Organize and facilitate cross-functional teams for enterprise planning, project development, and "breakthrough" strategy development</li> <li>• Explore the specific techniques, processes and methodologies that others have proven to be effective in facilitating "innovation at the intersections"</li> </ul>	<p><b>Dan Boutross, Sr. Vice President/ Corp Work Place, Bank of America</b></p>

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<b>Integrating Real Estate Businesses: The Stakeholders' Perspective</b>	<p>Companies all across the real estate industry are integrating their businesses more than ever before and at a much faster rate. Corporations are issuing RFPs to service firms requiring expanded technology services and compliance with Open Standards Consortium for Real Estate (OSCRE) standards. Owners are linking their transactions and financial reporting with information being shared with brokers, appraisers and lenders. Architects and facility managers are using the same information to design and manage buildings and building systems. All this is being conducted using technology standards being built by OSCRE in collaboration with major companies, industry associations, and other standards bodies. Find out how that requirement goes to market, how a transaction is managed, how brokers and owners participate and benefit, how valuation, financial reporting, and financing are all integrated, and how this links into the management buildings, space, and portfolios...all using OSCRE standards.</p> <p>Key learning points:</p> <ul style="list-style-type: none"> <li>• Use of OSCRE standards today</li> <li>• The benefits of standards to each stakeholder, including you and your business</li> <li>• How OSCRE is building consensus and driving adoption across the industry</li> </ul>	<p><b>Keith Perske, Vice President, Group 5 Consulting</b> OR <b>Bruce Kellogg, MIA, Vice President, Appraisal Institute</b></p>
<b>Lease Restructuring</b>	<p>Lease Restructuring reviews the landlord's and tenant's motivations and offers tools to assess the opportunity. This program will coach you on how to prepare for the negotiation and the pitfalls to avoid. It also reviews special cases such as rent buydowns, lease purchases, leveraged lease restructuring and other special cases. Financial models will also be highlighted.</p>	<p><b>Bruce Rutherford, International Director, Jones Lang LaSalle</b></p>

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<b>M&amp;A Strategies for Corporate Real Estate</b>	<p>A merger or acquisition is the ultimate convergence - two or more companies coming together to become one. For some companies, such as McKesson and 3M, M&amp;A entails a constant ebb and flow of complex business processes and change management activities. Real estate organizations traditionally find themselves in a reactive role in an M&amp;A environment, yet they have a significant opportunity to create value through a more strategic approach. By collaborating with internal and external partners to proactively develop and refine more strategic tools, processes, and procedures, CRE can add value, enable speed, and mitigate risk during these critical business events.</p> <p>This session will provide insights about how corporate real estate organizations can redefine and elevate their position in the M&amp;A environment through a host of strategies and tactics to create value and mitigate risk during mergers and acquisitions by:</p> <ul style="list-style-type: none"> <li>• enhancing communication with the business leaders and acquisition teams about the contribution and value of real estate in the M&amp;A process</li> <li>• collaborating with partners – both internally and externally – to enhance agility and readiness</li> <li>• defining, codifying and adopting new processes, data definitions, and measurements to enable a consistent approach for all phases of the M&amp;A process</li> <li>• creating prioritized decision support tools and worksheets to enable speed, thoroughness, and business alignment</li> </ul>	<b>Frank Robinson, VP Real Estate Services, McKesson</b>
<b>Merging CRE with Shared/Corporate Services</b>	<p>In today's world of mergers and acquisitions no one is excluded, not even the corporate real estate group. In many corporate organizations with an internal real estate group, they are being merged with the Shared Services or Corporate Services group. CRE is not just about bricks &amp; mortar and leases anymore. Learn how CRE can bring value to the merger and enhance its value in the new Shared/ Corporate Services group.</p> <p>Key Benefits:</p> <ul style="list-style-type: none"> <li>• Builds an action plan to implement immediately</li> <li>• Easy to understand presentation with concrete take aways for everyone</li> </ul>	<b>Samuel Lampe, AIA, MBA, NCIDQ Executive Director of Corporate Services Business Solutions at USAA in San Antonio, Texas</b>
<b>Mobility Strategy, Carbon Footprint and the Bottom Line</b>	<p>Corporate real estate strategies have traditionally created huge carbon footprints, squandered financial resources, and have not supported contemporary workplace practices. This session showcases the impact of worker mobility strategies on an organization's carbon footprint, including cost per employee and overall satisfaction levels.</p>	<b>Christopher Hood, Program Manager, The HP Workplace Hewlett Packard Co</b>

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<p><b>Off Shoring: How Big is This Issue, and Are Real Estate Professionals Prepared?</b></p>	<p>This is currently a hot topic and one that may be picking up speed. China, India, South Korea, the Philippines and a host of other nations are investing heavily in education and modernized communications while offering low-cost skilled labor. This has the potential for a major impact on real estate as literally millions of jobs - manufacturing, service/support, and high-end knowledge based jobs – could be moved offshore. This program will discuss off-shoring in terms of how it is being done - the various business models being used, the types of jobs most likely to go offshore, proximity to mission-critical resources, risk management, and all aspects of real estate, including total occupancy cost and availability. Key learning points: • The issues involved • The type of jobs being affected • The net benefits derived from off-shoring strategies • How to prepare</p>	<p><b>Bruce Rutherford, International Director, Jones Lang LaSalle</b></p>
<p><b>Organizational Alignment of Corporate Real Estate within the Enterprise</b></p>	<p>The theme of this workshop is "the business of Corporate Real Estate (CRE) is the business of the business." Knowing the business's core drivers and processes is the foundation for developing real estate portfolio and workplace strategies. To be successful, CRE executives must become more proactive, process-oriented, strategic, and linked to business unit goals.</p> <p>Today, effective CRE management goes well beyond delivering facilities on time and within budget. It requires understanding how the real estate portfolio can match and serve the enterprise's business model, work and culture. Effective CRE executives develop asset portfolio scenarios and workplace strategies based on an understanding of the relationships among physical space, worker/business unit productivity, corporate strategies, key business drivers and corporate culture. To accomplish this requires extensive client relationship management with business units plus integrating occupancy, connectivity, financial acumen and management policies. CRE executives must have a firm understanding of how individuals and teams actually do their work, and how that work may, in turn, be influenced by this bundle of infrastructure and support services.</p> <p>How You Will Benefit:</p> <ul style="list-style-type: none"> <li>• Understand and get the information you need about business units through formal relationship management, internal corporate partners, use of corporate documents, web sites and analytic tools</li> <li>• Case Studies that reveal strategies for selling a strategic corporate real estate role to business units; and, changing a business's view of your role in CRE to strategic business partner from an order taker</li> <li>• How to develop an action plan for working more effectively with business units to develop real estate strategies</li> </ul>	<p><b>Francisco J. Acoba MCR, SLCR, Senior Manager, CRE Transformation Deloitte Consulting LLP</b></p>

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<p><b>Off Shoring: How Big is This Issue, and Are Real Estate Professionals Prepared?</b></p>	<p>This is currently a hot topic and one that may be picking up speed. China, India, South Korea, the Philippines and a host of other nations are investing heavily in education and modernized communications while offering low-cost skilled labor. This has the potential for a major impact on real estate as literally millions of jobs - manufacturing, service/support, and high-end knowledge based jobs – could be moved offshore.</p> <p>This program will discuss off-shoring in terms of how it is being done - the various business models being used, the types of jobs most likely to go offshore, proximity to mission-critical resources, risk management, and all aspects of real estate, including total occupancy cost and availability.</p> <p>Key learning points:</p> <ul style="list-style-type: none"> <li>• The issues involved</li> <li>• The type of jobs being affected</li> <li>• The net benefits derived from off-shoring strategies</li> <li>• How to prepare</li> </ul>	<p><b>Bruce Rutherford, International Director, Jones Lang LaSalle</b></p>
<p><b>Organizational Alignment of Corporate Real Estate within the Enterprise</b></p>	<p>This one-hour workshop provides an overview of the various elements that can influence organizational alignment of the corporate real estate (CRE) function. Participants will review / discuss the pros and cons associated with many of the typical CRE function reporting structures. Potential reporting structures will also be discussed in the context of CRE function maturity, to explore how certain organizational alignments and corporate culture can influence the development of CRE. Lastly, participants will learn about numerous opportunities for CRE to impact shareholder value.</p> <p>Gain insights into:</p> <ul style="list-style-type: none"> <li>• Implications associated with certain CRE reporting structures</li> <li>• Leading practice examples of optimal organizational alignments</li> <li>• Performance measures associated with various reporting structures</li> </ul>	<p><b>Francisco J. Acoba, SLCR, Senior Manager - CRE Transformation, Deloitte Consulting LLP</b></p>
<p><b>Performance Portfolio Management (Adapted EDP Seminar)</b></p>	<p>Learn why corporations consistently under-plan for real estate. Receive a high-level overview of the principles that form the foundation of Performance Portfolio Management as well as an introduction to the methodology and key terms. Study portfolio planning in action and learn to identify:</p> <ul style="list-style-type: none"> <li>• structural challenges to portfolio planning in the organization;</li> <li>• potential space categories and analysis clusters in the portfolio, and</li> <li>• portfolio-wide initiatives to be researched and evaluated.</li> </ul>	<p><b>Matt Werner, Senior Managing Director, CB Richard Ellis Inc.</b></p>

## CoRE Workshops 2008-2009

Workshop Title	Workshop Description	Speaker
<p><b>Politics of Place: The Battle of Location Incentives</b></p>	<p>The business of attracting corporate residents to your corner of the world continues to accelerate in both complexity and uncertainty. This session features a recent success story but also poses a question - is this kind of success likely to continue? Learn about the recent rulings by the U.S. Sixth District Court of Appeals and subsequently, the U.S. Supreme Court, regarding the constitutionality of one of the nation's most high profile tax credit programs. Hear how the state of Ohio addressed businesses' uncertainty over the availability of its flagship tax incentive, and how the Court of Appeals' initial decision gave the state's policymakers a springboard to comprehensive business tax reform. Using the "Cuno v. Daimler Chrysler" case as an example, the presenter will discuss the potential implications of threats and changes to location incentives in the United States, from the firsthand perspective of a state that has had its own programs scrutinized, struck down ... and brought back to life.</p> <p>Key Benefit(s):</p> <ul style="list-style-type: none"> <li>• Determining the "right" mix of incentives sources and options</li> <li>• Assembling and leveraging a team of incentives and economic development professionals</li> <li>• Understanding the potential implications of threats and changes to location incentives in the United States</li> </ul>	<p><b>Christopher Chung</b>  <b>The Missouri Partnership</b></p>
<p><b>Principles of Project Management - Full Seminar</b></p>	<p>Streamlining your project management processes should be central to your corporation's game plan for gaining on your competition. If you can bring in your construction projects faster, for lower costs and improved quality, you will be a key player in your corporation's competitive success. This seminar is designed for any real estate professional who is responsible for or is involved with new base building construction, multiple construction, build-out and/or alteration projects. The course is also designed for corporate real estate professionals who need to enhance and update their knowledge of project management, new techniques and the latest methodology for tracking a project's budget and schedule and finance. The following areas will be reviewed: Project Management • Learn the corporate perspective • Team assembly: selecting your architect and contractor • Managing multiple projects • Learning design and construction vocabulary • Problem solving and trouble-shooting Project Techniques • How to choose from project delivery options for new construction • Tackling contract issues • Procurement of construction services • Understanding contractor's general conditions • Fast tracking techniques with an emphasis on quality • Project closeout checklist Budget and Scheduling Techniques • Learn how to manage the budget • Dealing with politics, realities, and glitches in scheduling • "Must-have" scheduling tools: GANTT, PERT and CPM • Change order management • Assessing value added measurement techniques Program Highlights: • Become adept at selecting the project team • Learn the critical "how-to's" for managing and expediting people and processes • Develop an understanding of how to work effectively with architects and contractors • Learn new cutting-edge management techniques for keeping your projects on schedule, at or below budget, and at the highest quality • Gain the skills needed to address project closeout issues • Receive an extensive course manual that will help you long after the session</p>	<p><b>Gordon T. Greeby, Jr., MCR.h,</b>  <b>President, The Greeby Companies Inc.</b></p>

## CoRE Workshops 2008-2009

Workshop Title	Workshop Description	Speaker
<b>Principles of Project Management - An Introduction</b>	<p>In today's highly competitive real estate market, knowing the principles and practices of design and construction management can make the difference between taking control of the marketplace and losing control to your competition.</p> <p>This presentation will introduce you to the technical world of project management, with a specific focus upon the principles of selecting the correct project delivery approach, assembling the right project team, and maximizing your chances of attaining overall project success.</p> <p>If you want to be a team player in your corporation's competitive success, then it is essential to learn the fundamentals of how to bring your construction projects in faster, cheaper, and with higher quality.</p>	<b>Gordon T. Greeby, Jr., MCR.h, President, The Greeby Companies Inc.</b>
<b>Power Serve: Serving Up Solutions in a Changing Market</b>	As our industry evolves, traditional real estate services are outsourced in the context of an integrated solutions delivery network. While cost savings were an early driver, other factors drive outsourcing decisions today. How do service providers meet the demands for innovation, flexibility, quality and service? How are these factors measured and incentives given based on performance?	<b>Francisco J. Acoba MCR SLCR Senior Manager, Strategy &amp; Operations Deloitte Consulting LLP</b>
<b>Process Engineering/ Six Sigma within CRE does Work</b>	<p>RE leaders are often frustrated and sometimes intimidated by their growing business complexity. Competitive excellence is not a new concept, but does require an updated approach. Learn how understanding and then improving your business processes can provide a competitive advantage in today's real estate market. Implementing key concepts from Six Sigma does work and no one really needs to mention the words "Six Sigma".</p> <p>Key Benefits:</p> <ul style="list-style-type: none"> <li>• Builds an action plan to implement immediately</li> <li>• Experience how performance improvement means delivering better services faster and at a lower cost</li> </ul>	<b>Samuel Lampe, AIA, MBA, NCIDQ Executive Director of Corporate Services Business Solutions at USAA in San Antonio, Texas</b>
<b>Real Estate &amp; Facilities Management --- It's all about Value</b>	Real Estate and Facilities are related but organizationally, most departments operate independently. This program discusses the gap and how each side must work to fill it. While geared towards the FM professional, there is a value lesson for all who interact with real estate. Helps Facility Managers understand where value exists in real estate decisions.	<b>Vik Bangia, Vice President, National Accounts CresaPartners, The Tenant's Advantage</b>
<b>Real Estate Transactions Impact on Corporate Financial Statements (Adapted EDP Seminar)</b>	Financial statements summarizing the present financial condition of a business are the indisputable starting point for management and investment decisions. Bridging real estate transactions with corporate financial statements, this course will illustrate the importance of understanding the CFO view of corporate real estate within the framework of financial reporting. You will learn how senior management, financial institutions, investors and shareholders use financial statements and how real estate transactions impact financial performance measures.	<b>Todd Anderson Sr. Managing Director, Global Real Estate Services, CBRE</b>

## CoRE Workshops 2008-2009

Workshop Title	Workshop Description	Speaker
<b>Sarbanes-Oxley and Corporate Real Estate Portfolio Management</b>	<p>\$556 billion in stock value loss and a growing list of companies involved in corporate scandal over the past decade prompted Congress in 2002 to pass the Sarbanes-Oxley (SOX) Compliance Act. How does this law impact you? Learn what Sarbanes-Oxley Compliance is, how it affects your corporation and the corporations you serve. Find out how to address the lease accounting issues that have been impacted by Sarbanes-Oxley. Learn about the reporting requirements, the key components of the SOX documentation process and how to manage the process to protect your company and the companies you serve. Key learning points:</p> <ul style="list-style-type: none"> <li>• The impact of SOX on the CRE professional and service providers dealing with large corporations</li> <li>• Identifying the Impact of SOX today</li> <li>• Addressing lease accounting for SOX compliance</li> <li>• Automating processes to facilitate compliance</li> <li>• Technology solutions for SOX compliance</li> </ul>	<b>Cliff Fischer, Chairman &amp; CEO, Fischer &amp; Company</b>
<b>Service Delivery Innovation and Execution</b>	<p>A presentation and workshop introducing proven innovation techniques and their application to corporate real estate and shared services. This presentation will prepare the audience to look at their operations differently and develop new programs that deliver cost savings, increased performance and greater customer satisfaction for their customers and clients.</p> <p>Key Benefit(s):</p> <p>Audience members will leave the course with an understanding of:</p> <ul style="list-style-type: none"> <li>Innovation &amp; problem solving techniques</li> <li>Process development methodologies</li> <li>The whole product – product, promotion, place &amp; price</li> <li>New product implementation</li> </ul>	<b>Ed Buckley SLCR Camberne Developments LLC</b>
<b>Setting Portfolio Strategies - Consolidation, Reorganization, and Long-Term Plans</b>	<p>Portfolio consolidations and realignments provide one of the greatest opportunities for improving business alignment, reducing costs, and providing the right flexibility for the future.</p> <p>Working with a case study and portfolio optimization modeling, we review some of the ways in which planners can improve consolidation, reorganization, and long-term plans.</p> <p>Learning points:</p> <ul style="list-style-type: none"> <li>• Recognize common mistakes leading to sub-optimal consolidation, reorganization, and long-term plans</li> <li>• Move from a tactical to comprehensive view of the portfolio</li> <li>• Ensure that the right data is collected within an integrated resource and infrastructure approach</li> <li>• Move business alignment from a pure forecasting approach to scenario analysis</li> <li>• Understanding when improving "space utilization" may not be the right strategy</li> </ul>	<b>Jane Mather, PhD, President, Critical Core</b>

## CoRE Workshops 2008-2009

Workshop Title	Workshop Description	Speaker
<b>Site Selection &amp; Acquisition (Adapted EDP)</b>	<p>Site Selection &amp; Acquisition--An Introduction</p> <p>This workshop will review the latest corporate location trends, emerging factors of greatest importance in site selection, an outline of the analytical/decision-making process, and threats/opportunities concerning offshoring.</p> <p>Attendees will receive detailed handouts comprising a guidebook for locating new office, manufacturing, R &amp; D, and warehousing facilities. You will also receive an overview of retail site selection as well as key findings, including best strategy design practices of multinational corporations.</p> <p>Corporate real estate executives, service providers, and economic development representatives should find this course invaluable for better understanding the latest thinking in the design and execution of business location strategy. Program highlights include:</p> <ul style="list-style-type: none"> <li>• Planning process for the selection of the optimal locations for corporate facilities;</li> <li>• Criteria, business implications and techniques for selecting new locations;</li> <li>• Differences in domestic vs. global location selection, and</li> <li>• Location selection data resources.</li> </ul>	<b>Dennis J. Donovan, Principal, WDG Consulting, LLC</b>
<b>Solutions Delivery and the Transformation of the Service Provider Industry</b>	<p>This program highlights the changing nature of the CRE professional and how outsourcing has come to prominence. Highlights the results of the 2010 study and shows where the industry is going. Allows critique of the speed and extent of progress made.</p>	<b>Vik Bangia, Vice President, National Accounts CresaPartners, The Tenant's Advantage</b>
<b>Strategic Partnering for Mergers and Acquisition--The Oracle Story</b>	<p>In 2004, Oracle prepared to acquire Peoplesoft. At over \$10 billion, it was the largest M&amp;A within the software industry. Aware of the takeover, Oracle's VP of Real Estate sought to influence the process. Working with Equis to develop a detailed M&amp;A tool kit, the VPRE was able to lift a significant burden from the CFO by bringing critical data and process to the table.</p> <p>Buy-in for corporate real estate's (CRE) provision of M&amp;A critical data was gained through close work between Oracle and Equis. Through this collaboration, Oracle saved costs and accurately scaled the diligence effort by leveraging institutional knowledge and internal resources rather than relying on a consultant. The M&amp;A team accepted CRE's analysis and reserve number recommendation, which one year after the merger stood within 5% of the original recommendation.</p>	<b>Martin Woodrow, Executive VP, Equis OR Elliot Farber, Senior VP, Equis</b>

## CoRE Workshops 2008-2009

Workshop Title	Workshop Description	Speaker
<p><b>Strategies for Eliminating Leased Properties from the Portfolio</b></p>	<p>Strategies for Eliminating Leased Properties from the Portfolio The Boom and Bust cycle of commercial real estate combined with the accelerated growth and retrenchment cycles for individual enterprises regularly results in companies being faced with considerable excess real estate to be disposed into often already oversupplied markets. Learn about the challenges, successes and the new disposition strategies and methodologies that arose from recent efforts to trim excess office properties from corporate leased portfolios. Presentations and discussions will provide insights into the solutions pursued - some successful, some yet-to-be successful - and how they address the conflicting goals of corporate tenants and their landlords.</p> <p>Key learning points:</p> <ul style="list-style-type: none"> <li>• Economic, accounting, tax, and practical concerns bearing on lease disposals.</li> <li>• The differences between corporate user concerns and real estate investors concerns.</li> <li>• Strategies to creatively structure transactions that address these different concerns.</li> <li>• Different methodologies of engaging landlords and third parties in negotiations.</li> <li>• What should be done in the acquisition process of new real estate to maximize future disposition flexibility</li> </ul>	<p><b>Joe Hamilton, Sr. Managing Director, Liberty-Greenfield</b></p>

## CoRE Workshops 2008-2009

Workshop Title	Workshop Description	Speaker
<p><b>Strategy Alignment: Defining Real Estate Strategies in the Context of Organizational Outcomes</b></p>	<p>An increasingly sophisticated body of theory and practice has emerged over the past 20 years among those working to define the role of facilities and real estate in enhancing corporate business strategy. The purpose of this presentation is to discuss the Strategy Alignment Model, which is a framework for directly linking real estate initiatives with core business strategy and measuring success in terms of organizational outcomes. The model is comprised of three elements: 1) a content map which is used to craft, measure and display an aligned organizational real estate strategy as a series of cause-and-effect relationships; 2) a change management model which provides a structure for defining who's going to be involved-and why, how, when, where, and for what purpose-in every project assignment; and 3) a benchmarking system which facilitates identifying best practices that offer competitive advantage. The principles of the model will be described in the context of several case studies with SC Johnson, Snap-on, RR Donnelley, Dade Behring and Johnson Diversey. In these projects the planning team tied specific portfolio, site, facility and workplace process and space concepts to core business strategies and measures related to: • Recruitment and retention of the best people; • Managing organic and acquisition growth; • Expanding the customer base, markets, products and services; • Refining organizational structure and culture; • The development of branding and identity programs; • Enhancing workflow, communication and speed to market; • Supporting internet and related transformational technologies, and • Reducing costs and controlling risk. Among a number of lessons, this session will: • describe the theoretical underpinnings of the model, which are based on the application of a business framework to real estate, rather than an architect or broker scheme imposed on business; • describe research from 175 Fortune 500 companies that provides empirical evidence of facilities/real estate issues which are correlated with specific core-business strategies; • provide a step-by-step description of how strategy alignment has been used by the case study organizations mentioned earlier as well as by dozens of other companies; • describe change-management activities that facilitate participation and buy-in of internal and external stakeholders, and. • suggest value-added best practices that challenge commonly held beliefs about benchmarking.</p>	<p><b>Bob Osgood, Senior VP, Director Strategy &amp; Planning, VOA Associates</b></p>

## CoRE Workshops 2008-2009

Workshop Title	Workshop Description	Speaker
<p><b>Strategy &amp; Planning - An Introduction (Adapted EDP Seminar)</b></p>	<p>Most corporate real estate users and service providers are in a corporate environment that demands networking, flexibility, and workplace strategies that are responsive to changing business objectives. Are you keeping pace?</p> <p>Strategic planning involves the development of short- and long-term strategies used in today's corporate environment to receive optimal portfolio performance. Without a sound strategic plan, the pieces of the puzzle - demand forecasting, lease vs. own scenarios, occupancy cost planning, and asset management - will not fit together.</p> <p>This workshop explores the appropriate metrics, communication, and structure that various corporate real estate firms are utilizing. It will provide you with a comprehensive set of strategy and planning tools to help you raise the awareness of corporate real estate's impact on the business and corporation.</p> <p>This workshop will benefit corporate real estate executives and service providers whose goals are to expand their ability to create value, create cost savings strategies, support senior management and business units, as well as effectively communicate and implement strategic plans.</p> <p>Program Highlights:</p> <ul style="list-style-type: none"> <li>• Acquire a basic understanding of the strategic planning process and its critical importance</li> <li>• Present a succinct, quantitative value proposition to senior management</li> <li>• Engage in planning simulations and case studies geared for varying corporate objectives and financial priorities</li> <li>• Develop understandings of how to align real estate strategies with operational objectives</li> <li>• Acquire the skill of proactively achieving optimum portfolio performance through implementation of strategic plans</li> <li>• Review examples of communication case studies and lessons learned</li> </ul>	<p><b>Stanley Gibson CPM, MCR.h, Senior Vice President, Wells Fargo &amp; Co</b></p>
<p><b>Strategic Sourcing – Creating the Right Delivery Model</b></p>	<p>This is an abbreviated version of the EDP Class on Strategic Sourcing and highlights the history and progression of outsourcing of real estate services.</p> <p>Key Benefit(s): Overview of the MCR course.</p>	<p><b>Vik Bangia, Vice President, National Accounts CresaPartners, The Tenant's Advantage</b></p>

## CoRE Workshops 2008-2009

Workshop Title	Workshop Description	Speaker
<b>Strategies that Position and Enable Corporate Real Estate to Accommodate a Global Workforce</b>	<p>Globalized site selection is a critical component to ensure success for business off-shoring strategies. Learn how to determine the optimal location when considering geographically dispersed business operations.</p> <p>Key learning points:</p> <ul style="list-style-type: none"> <li>• Structuring the business case for global growth</li> <li>• Overcoming barriers to success</li> <li>• Developing site-selection models and analyses</li> <li>• Identifying and delivering cost savings</li> <li>• Securing the support needed to succeed</li> </ul>	<b>Bruce Rutherford, International Director, Jones Lang LaSalle</b>
<b>Surplus properties disposition strategies</b>	<p>The Boom and Bust cycle of commercial real estate combined with the accelerated growth and retrenchment cycles for individual enterprises regularly results in companies being faced with considerable excess real estate to be disposed into often already oversupplied markets. Learn about the challenges, successes and the new disposition strategies and methodologies that arose from recent efforts to trim excess office properties from corporate leased portfolios. Presentations and discussions will provide insights into the solutions pursued - some successful, some yet-to-be successful - and how they address the conflicting goals of corporate tenants and their landlords.</p> <p>Key learning points:</p> <ul style="list-style-type: none"> <li>• Economic, accounting, tax, and practical concerns bearing on lease disposals.</li> <li>• The differences between corporate user concerns and real estate investors concerns.</li> <li>• Strategies to creatively structure transactions that address these different concerns.</li> <li>• Different methodologies of engaging landlords and third parties in negotiations.</li> <li>• What should be done in the acquisition process of new real estate to maximize future disposition flexibility</li> </ul>	<b>Joseph F. Hamilton Senior Vice President Strategic Planning &amp; Advisory Services Client Solutions Cornish &amp; Carey Commercial ONCOR International OR Steven E. Marcussen, MCR.h Executive Director Cushman &amp; Wakefield of California, Inc</b>
<b>Sustainable Materials with Nanotech Construction</b>	<p>A materials revolution is underway, and you can't achieve real sustainability without it. Cabot Corporation provides a non-technical overview of commercially viable nanotech materials in use right now.</p> <p>Increase your competitive edge by:</p> <ul style="list-style-type: none"> <li>• learning about the emerging field of nanotech materials - "smart" materials created through molecular manipulation</li> <li>• discovering how nanotech materials have lowered costs and improved performance in actual installations</li> <li>• improving work environments with electronic fabrics, mold-proof ceilings, and flooring that is impervious to dirt</li> </ul>	<b>Jim Satterwhite, Business Manager / Buildings and Construction, Cabot Corporation</b>

## CoRE Workshops 2008-2009

Workshop Title	Workshop Description	Speaker
<b>The Energy Challenge: A New Agenda for Corporate Real Estate</b>	Buildings represent 40% of total energy consumption, yet companies fail to take advantage of many of the low cost and no-cost solutions to reduce energy utilization. Find out what companies are doing to overcome barriers to improving energy efficiency, and how to assess the potential impact energy efficient strategies may have on the value of your portfolio.	<b>Theddi Wright Chappell, CRE, MAI, FRICS, AAPI, LEED AP, Managing Director, National Practice Leader, National Green Building &amp; Sustainability Practice Valuation Services, Capital Markets Group Cushman &amp; Wakefield of Washington, Inc.</b>
<b>Technology and the Web</b>	Innovation and adoption of technology is a driving force in the networked world. The changing nature of work, the role of place, and new models for service delivery are all being transformed by the viability of new and exciting technologies, many of which we have not yet seen. This fast-paced tour of the innovative strategies that organizations are implementing now to deliver on the technology promises of recent years will inspire and challenge you. Examples of innovative practices by GSA, Nokia, the Institute for the Future, Cisco and Microsoft will be noted.	<b>David Clute, Customer Solution Manager, Connected Real Estate Practice, Cisco</b>
<b>Technology and the Web</b>	It starts with technology but it's really about customer service. Learn how USAA developed its strategic technology vision, the obstacles it faced, how most were overcome and the progress to date on reaching the desired technology state. Providing automated "Business Solutions" requires understanding the day-to-day business processes, corporate real estate goals and objectives, and budgetary constraints. Key Benefits: <ul style="list-style-type: none"> <li>• Provides insight into developing or adjusting your current technology approach</li> <li>• Describes the key components to making a technology strategy successful</li> <li>• Highlights the core applications that have worked at USAA</li> <li>• Easy to understand presentation with concrete take aways for everyone.</li> </ul>	<b>Samuel Lampe, AIA, MBA, NCIDQ Executive Director of Corporate Services Business Solutions at USAA in San Antonio, Texas</b>

## CoRE Workshops 2008-2009

Workshop Title	Workshop Description	Speaker
<b>Technology and the Web</b>	<p>What will the real estate technology marketplace look like in 2010 and what are the implications for corporate real estate executives?</p> <p>Innovation and adoption of technology is a driving force in the networked world. The changing nature of work, the role of place, and new models for service delivery are all being transformed by the viability of new and exciting technologies, many of which we have not yet seen.</p> <p>This fast-paced tour of the innovative strategies that organizations are implementing now to deliver on the technology promises of recent years will inspire and challenge you. Examples of innovative practices by GSA, Nokia, the Institute for the Future, Cisco and Microsoft will be noted.</p>	<b>Keith Perske, Vice President, Group 5 Consulting</b>
<b>Utilities: An Overlooked Source of Lower Occupancy Costs</b>	<p>For many real estate professionals, spending on utilities is a sizeable component of occupancy costs, especially for electricity and natural gas. Yet utilities tend to be one of the least-managed and least-understood components of overall expenditures. The "overlooked" status of utilities primarily reflects: • the confusing and complex nature of utility bills; • the misconception that lowering these costs requires sizeable capital outlays; • and the mistaken belief that even if savings can be achieved, their magnitude is likely to be insignificant. This program will address such issues and demonstrate why and how a focus on utilities can produce significant results. The thrust of the presentation will be on what organizations can and should do to avoid over-spending on utilities and generate real savings. The presentation will include discussions of the following topics: • how to decipher utility bills; • where to look on utility bills for savings opportunities; • how to assess your organization's savings potential; • what information you need from your utility company, and • how to formulate and implement an effective utility cost-reduction strategy. Time permitting, case histories of specific utility initiatives will be included as examples</p>	<b>John Studebaker, President, Studebaker Energy Consulting</b>
<b>What's Your Story?</b>	<p>Fact-based selling is boring. This program explores the use of storytelling in business and provides training on using stories to get results.</p> <p>Key Benefit(s): Using storytelling techniques in your sales presentations can enhance the reception from your target audience.</p>	<b>Vik Bangia, Vice President, National Accounts CresaPartners, The Tenant's Advantage</b>
<b>Winning Strategies for Asian Locations</b>	<p>Where are the current "hot spots" for investment in Asia (China, India and Southeast Asia), what are the emerging trends in the region that you need to understand to ensure your company's long-term competitive advantage and what are the challenges to conducting a comprehensive and objective site location analysis.</p>	<b>Dennis Meseroll, Director, Tractus Asia</b>