



CoreNet Global Is “Moving in the Right Direction”

Members design and provision the makeover of our new office space

What does the world’s leading association for workplace executives do when it needs a facelift for its own office space?

Turn to our member-experts, of course!

That’s exactly what CoreNet Global is doing to transform our headquarters office in Atlanta, which is a closed, traditional work space.

With your help, we’re turning it into a more open, progressive work environment – one that reflects the branding, culture and best practices of our members’ companies.

That’s why we’re calling our workplace transformation initiative “Moving in the Right Direction.”

Many of you, our members, have responded to the call to action that we announced last April asking for your help.

- More than 70 members from upwards of 50 companies have been involved since the project’s inception
- We’ve seen about 25 core contributors thus far from our membership, and there’s more to come as the process unfolds toward the move-in date this summer

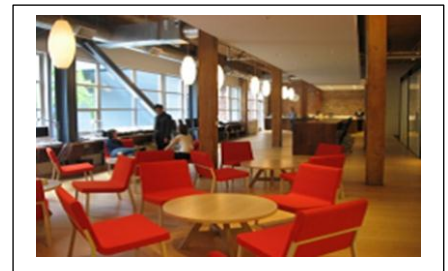
Please join our growing list of project partners! Contact Jake Owen of Johnson Controls at +1.404.326.5042 or via jacob.l.owen@jci.com

It’s great to see everyone working together, contributing products and expertise to what is now 10,000 square feet of empty shell space on the 30th floor of the Georgia-Pacific Center in downtown Atlanta. That’s where we will relocate our operations in July of this year. It’s a blank canvas that you’re now helping to paint.

For members who contribute to the project, our space will become your showroom!

Contributor Benefits

- Permanent branding and recognition in the new CoreNet Global headquarters at the Georgia-Pacific Center in downtown Atlanta
- Your company's workplace or related product/service on display and utilized as part of the new configuration designed to increase staff collaboration and quality of customer service
- Inclusion in LEADER Magazine major feature recognizing all project supporters in special coverage planned for November 2011
- Podium recognition at the Opening General Session of the CoreNet Global Summit in Atlanta, November 1 – 3, 2011
- Highlighted in a case study profiling the project and participants during the CoreNet Global Summit in Atlanta, November 1 – 3, 2011
- Recognition in a series of press releases thanking and listing all project contributors, in addition to a series of releases customized to your local geographic market or base
- Coverage featured in the CoreNet Global Industry Tracker e-newsletter received by 7,000 members in 5 global regions
- Sustained CoreNet Global web site coverage of project supporters, including opportunities for company or executive profiles online



Moving in the Right Direction

Project Contributors as of February 1, 2011

Project Management:

Jake Owen, Johnson Controls

Needs Assessment Team

Tom Harris, Colliers Studio

Barbara Greenberg, Movedate

Fran Ferrone, Colliers

Brian Scott, Haworth

Kat Randolph, Dynamic Workplace

Communications & Change Management Team

Barbara Greenberg, Movedate

Curtis McLean, Pfizer

Diane Stegmeier, Stegmeier Consulting Group

Fran Ferrone, Colliers

Design Team

Shelly Hughes, Hughes Litton Godwin (created preliminary design)

John Campbell, Francis Cauffman

Curtis McLean, Pfizer

David Rush, Haworth

Joe DeMaine, Harkess-Ord

Glen LaFlamme, Office Images, Inc.

Walker Yarbrough, Herman Miller

Gina Rizzo, Herman Miller

Elizabeth Young, Steelcase

Margaret Serrato, Herman Miller

Additional Advice and Assistance

Kate North, e-work

RJ Brennan, IA Interior Architects

John Vivadelli, Agilquest

Len Pilon, Haworth

Sholem Prasow, Teknion Furniture Systems

Dan Carpenter, Benchmark Consulting

Review of Real Estate Options, RFP Process, Lease Negotiation:

Mark Daughtry, USI Real Estate Brokerage Services

Building Management at Georgia-Pacific Center:

Glenn Aspinwall, Jones Lang LaSalle

Ian Hughes, Jones Lang LaSalle

Anna Ford, Jones Lang LaSalle