



## NEWS RELEASE

**CONTACT:**

**Richard Kadzis  
CoreNet Global  
+1.404.589.3240**

### **Global Executives Consider ‘Business Unusual’ this Month at CoreNet Global Summit, New Orleans**

**ATLANTA (7 April 2010)** -- CoreNet Global today announced that at least 1,200 of corporate real estate (CRE) executives from across North America and global locations will be convening at the CoreNet Global Summit, New Orleans, 18-20 April, to consider rebound strategies, fact-based research and innovation from the companies keeping lean and competitive in the face of extraordinary pressure.

Global 2000 companies will share their strategies on what to do with subjects such as dealing with distressed debt, the growing role of the entrepreneur, how to cut energy consumption, the bio-mimicry design revolution and new FASB lease accounting changes.

"Alternative workplace strategies, creative cost-cutting, sale/leaseback scenarios, energy efficiency increases, new property disposition techniques – we've used the strategies we know to keep our companies lean and competitive in the face of extraordinary pressure," said CoreNet Global's newly appointed CEO **Angela Cain**. "But now, as the signs of recovery begin to grow, we find ourselves asking 'What happens now?' Instead of just finding ways to stay competitive, how do we move our organizations forward into a still uncertain future?"

According to Cain, the program will reflect, "Most people believe that we will likely never return to pre-recession 'business as usual' – that the global business landscape has changed forever. We have two choices – we can wait until we figure out what the 'new normal' will be, or we can lead our organizations with courage, using this unprecedented time in our history to engage our creativity, ingenuity, and energy in brand new ways."

Highlights of the Global Summit include:

- One of the most influential speakers in 2009 Peter Sheahan: *Flip: How To Find and Exploit Opportunities in an Upside Down-World*
- Futurist, trends, creativity & innovation expert Jim Carroll: *Moving Beyond the Meltdown: Aligning Yourself for Growth Through Innovation*
- Expert on the science of influence & persuasion Heath Slawner: *The Power of Persuasion*
- Renowned leadership expert Simon Sinek: *Start with Why*

CoreNet Global is the world's leading professional association for corporate real estate executives, service providers and economic developers.

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

#####