



## NEWS RELEASE

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## Corporate Real Estate's Top Practitioners Compete at Atlanta's Emory University for the 11<sup>th</sup>-Annual H. Bruce Russell Global Innovator's Award

**ATLANTA, GA -- 24 AUGUST, 2010** -- Corporate real estate's (CRE's) top professionals traveled from across the globe and came together at Emory University in Atlanta, August 2-3, 2010, to compete for **CoreNet Global's H. Bruce Russell Global Innovator's Award (GIA)**. The prestigious industry event has now entered its 11<sup>th</sup> year and for the second year in row, the case competition was held at Emory University's Goizueta Business School, thanks to the hospitality provided by Professor Roy Black.

"I'm proud to host such a fine event like the GIA and very appreciative to CoreNet Global, as the organization is constantly at the forefront promoting best practices and innovation in the world of CRE," said Black, Director of the Real Estate Program for the Goizueta Business School at Emory. "This year's finalists exemplify companies that have shown true innovation and will be instrumental in reshaping the industry's landscape for years to come."

The 2010 GIA winner will be announced at ***Salute, a Celebration of Accomplishment***, which will take place following the Grand Opening Reception during the CoreNet Global Summit in Phoenix on September 19, 2010.

The five presenting finalists, whose cases truly spanned a wide array of innovation, included: ***Space Matrix, FXFOWLE, Greater Waco Chamber, Kansas City Area Development Council and WICELY***.

CoreNet Global also wishes to recognize the 2010 GIA founding sponsors: **Gensler, UGL Equis and UGL Unicco**.

The GIA is CoreNet Global's ultimate and most prestigious award. Beginning in 2008, this award was elevated to an even higher plane as nominations were no longer accepted, but instead nominees were selected by a panel of judges from submissions to the three awards in the Global Awards Program that demonstrate true innovation:

- Sustainable Leadership Awards
- Economic Development Leadership Awards
- Industry Excellence Awards

“We are honored and privileged to be considered for such a highly-esteemed, global award alongside many of our industry peers,” said James G. Vaughan, President of the Greater Waco Chamber. “The GIA truly personifies and brings to the table true ideas and solutions that stem from today’s issues or challenges.”

Sylvia Smith, Senior Partner with FXFOWLE added, “We are excited to be one of the finalists for this award, as the GIA recognizes a high standard of excellence in the area of innovation. We are extremely fortunate to be part of an event that fosters a proactive vision focused on providing unique ideas and concepts coupled with customized real estate solutions for an array of clients.”

For purposes specific to the GIA, innovation is defined as an activity or initiative that brings about a paradigm shift in the way business is done in a rapidly globalizing economy. It produces a new concept to practice and makes it a commercial success. It concerns the search for and the discovery, experimentation, development, imitation and adoption of new products, processes and organizational set-ups.

Judges for the 2010 GIA were well represented by leading companies from across the globe and featured a “Who’s Who” list of CRE’s senior professionals:

- Roy Black, Director Real Estate Program, Professor in the Practice of Finance, Goizueta Business School, Emory University
- Alan Carswell, Director of Real Estate, Stanley Black & Decker
- Donald Davis, Head, Global Corporate Real Estate, Visa
- Roger G. Gaudette, Director, Asset Management, Ford Land
- Daniel B. Johnson, Global Director, CRE Workplace, Accenture
- Kevin Kampschroer, Director, Office of Federal High-Performance Green Buildings (MG), U.S. General Services Administration
- Trex Morris, Americas Director, Real Estate Services, Americas Real Estate Services
- Frank Robinson, Vice President of Corporate Real Estate, McKesson Corp.
- Charemon Tovar, MCR, CB Richard Ellis, Global Corporate Services, Director, Innovation and Information Manager, Sprint Account
- Constance Van Rhyn, Senior Manager, Workplace Strategy & Sustainability, PepsiCo. Inc.

Highlights from the five presentations include:

**Biodiversity Conservation India/SPACE MATRIX Design Consultants**

India is one of the fastest-growing economies of the world fueled by the growth of various sectors, most notably the service sector. As a result, development has a direct implication on all support infrastructure; housing being a primary need. Known as “Sustainable Urbanism,” T-Zed is a celebration of modern technology and its progression toward more common ecological concerns. The project aims to prove that sustainable living in the urban areas of India is not only economically and technically viable, but can also be comfortable and manageable for individuals. This residential campus features many firsts: LEED Platinum-rated residential apartment, central air (with no CFC and HCFC), no water supply from outside the community, waste treated and reused. All residences are currently occupied and sold out.

**FXFOWLE Center for Global Conservation**

Three mandates guided the Center of Global Conservation’s (CGC) design: Sensitively integrate the building with its site at New York’s Bronx Zoo, foster a greater sense of occupant well-being through strong connections to nature and do so with minimal energy and resource use. The building itself is an innovation and an embodiment of CGC’s global conservation mission; demonstrating that sustainable biophilic design can be replicated worldwide. The CGC achieved LEED Gold certification with a maximum number of credits for IEQ through integrated architectural/mechanical strategies. The CGC has set the standard for innovative design on the zoo’s campus as one of the first buildings constructed under the new Bronx Zoo Master Plan guidelines.

**Greater Waco Chamber of Commerce**

The Greater Waco Chamber of Commerce received the LEED Gold designation for its new headquarters. The facility is the first LEED-Certified Chamber of Commerce building in America and the first green building in Waco, Texas. The Chamber pursued a green building to lead the business community toward a long-term, forward-thinking approach to growth. The facility is conserving water and energy and promoting the use of alternative and renewable fuels, thus reducing CO<sub>2</sub> emissions and eliminating waste. The Chamber wanted to show that it is possible to build attractive, functional and high-efficiency buildings that reduce waste and utilize sustainable products and materials. As a result, 12 other projects have been completed or are under construction that are LEED certified in Waco.

### **Kansas City Area Development Council**

Kansas City became known as a “Cowtown” in 1871 with the opening of the Stockyards. For years, this overshadowed efforts to make the region a leader in science and technology. In 2005, a review of the region’s biosciences industry found the animal health sector offered a new economic growth opportunity. Thus, a grassroots effort to develop this industry began; Brakke Consulting, the top animal health consulting firm quantified the industry and found Kansas City has the world’s largest concentration of animal health industry assets, one-third of the global industry sales. As a result, the KC Animal Health Corridor was launched in 2006, and since that time, 16 animal health organizations have successfully been recruited or expanded in the region.

### **WICELY**

WICELY takes the concept of an “activity-based office” for mobile working and converts it into a reality. Using a true measurement and assessment of activities instead of just occupancy levels, WICELY’s Activity-Based Office Optimization Toolkit (ABOOT) provides a scientific and reliable method for defining the types and amount of space required to support a generic solution that stands the test of time without changing the designed office environment once it is built. Tried and tested by clients such as Alcatel-Lucent and Fortis Bank, the tool can be used remotely by training client representatives. Results are interpreted by WICELY, providing the client with a customized but standard solution throughout the organization.

**CoreNet Global** is the world’s leading association for corporate real estate and workplace professionals, service providers and economic developers. Our 6,500 members, who include 70 percent of the top 100 U.S. companies and nearly half of the Global 2000, meet locally, globally and virtually to develop networks, share knowledge, learn and thrive professionally. For more information, visit [www.corenetglobal.org](http://www.corenetglobal.org).

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