



SPACE
MATTERS

CoreNet Global Summit
PHOENIX
19-21 September 2010

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A horizontal banner with a gradient from orange to yellow. On the left, a white grid pattern recedes into the distance. The text "SPACE" is in large white letters, and "MATTERS" is in yellow letters below it. On the right, "CoreNet Global Summit" is in white, "PHOENIX" is in large red letters, and "19-21 September 2010" is in white below it. A small "Learn More >" button is in the bottom left corner.

PRESS KIT



NEWS RELEASE

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CoreNet Global Summit Phoenix Convenes Who's Who of Corporate Real Estate Asset Management

*September 19-21 Forum of Corporate Thought Leaders to Address Economic Issues,
Present New Concepts on Real Estate "Space"*

ATLANTA, GA (August 17, 2010)—CoreNet Global, the world's leading professional association for corporate real estate executives, service providers and economic developers, will convene its next Global Summit in Phoenix September 19 - 21, 2010.

The CoreNet Global Summit is the only corporate real estate (CRE) event that brings together the real estate industry's demand side comprising Fortune 1000 senior level real estate executives with the industry's commercial real estate supply side.

"The fledgling economic recovery and how corporations are responding to it and planning for the future will be top of mind, as we gather this international group of leaders and experts in CRE," said **Brenda Wisniewski**, Chief Learning Officer for CoreNet Global.

More than 1,500 industry professionals will attend, including executives overseeing corporate asset management, sustainability, workplace practices, site location decision making and economic development.

The Summit theme of "Space Matters" focuses on how the economy has spurred the adoption of mobility and other flexible workplace practices, as well as how companies are adjusting their real estate portfolio strategies to address the dual challenges of meeting new growth demands versus continued cost reduction pressure. A special Industry Exposition will also highlight new services and technologies impacting workplace design, space allocation, portfolio optimization, energy savings and other strategic needs.

Richard Florida, one of the world's leading and sometimes-controversial intellectuals on economic competitiveness, demographic trends, and cultural and technological innovation, will kick off the Global Summit with a presentation based on his new best-selling book, *The Great Reset: How New Ways of Living and Working Drive Post-Crash Prosperity*.

The closing address will be given by **Jeff Salz**, anthropologist, explorer, mountaineer, author and television personality, will share the value of his 30 years of exploration and expedition leadership, with his presentation, The Adventure of Change.

In addition, the CoreNet Global Summit will feature three experts all with different perspectives on redefining “space,” in their presentation **Bending SPACE: A Mind Expanding Experience**: **Tom Wujec**, expert on Innovation and fellow at Autodesk; **Ted Sargent**, Innovator in Nanotechnology; and **Taryn Mead**, Biologist at the Design Table for the Biomimicry Guild.

And, representatives from **Intel Corp, Hewlett Packard, Oracle, US Bank, AT&T, Adidas Group**, and numerous other category leading companies will facilitate sessions on topics including sustainable development, workplace technologies, collaboration and individual management skills.

CoreNet Global’s 6,500 members, who include 70% 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.

More information is available at www.corenetglobal.org

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CoreNet Global Members To Invest in Phoenix Community In Conjunction with Global Summit

*Attendees of CoreNet Global Summit Phoenix September 19-21
Will Participate in Series of Community Reinvestment Initiatives*

ATLANTA, GA (16 August 2010)— Attendees of the CoreNet Global Summit Phoenix (September 19-21) will participate in a series of community reinvestment activities that reflect the association's ongoing effort to improve communities in which Global Summits are hosted.

The CoreNet Global Summit is the only corporate real estate forum that attracts Fortune 500 senior level real estate executives, and the world's leaders and experts in corporate site location decision making and economic development as well as an analysis of the new services and technologies impacting workplace design and space allocation.

For the last several years, CoreNet Global leaders have devoted time and resources in community reinvestment projects as they participate in the Global Summit.

CoreNet Global's Community Reinvestment Challenge is sponsored by CresaPartners. In addition, Cedar Hill, TX Economic Development is an in-kind sponsor.

"The current global model for corporate real estate is closely aligned with sustainability and recognizing that facilities are part of the larger community wherever they are located," said Richard Kadzis, director of marketing and membership for CoreNet Global. "Our community reinvestment initiative is a way to illustrate that philosophy, as well as to support the communities that host our Global Summits."

In Phoenix on Saturday, September 18, two activities will take place:

- In collaboration with the Welcome to America Project, which works with refugee families from war-torn countries newly settled in America by the UN, summit attendees will set up furniture and outfit homes for the relocated families.
- Attendees will also support the Southwest Autism Research and Resource Center,

SARRC, an internationally recognized organization that provides education and advocacy to people with autism and their families. The Summit attendees will have an opportunity to tour the facility, learn about SARRC's groundbreaking work, and work with the children in the garden, which was created to teach independent and community living skills.

Summit attendees are also encouraged to participate in a yoga for charity event at the Phoenix Convention Center before the sessions begin on Monday, September 20. Benefits from the yoga class registration fees will be donated toward the SARRC and the Welcome to America Project.

To learn more about participating in these events, visit www.corenetglobal.org

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Corporate Real Estate's Top Practitioners Compete at Atlanta's Emory University for the 11th-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 11th 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 CO₂ 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.

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New Concepts of Real Estate “Space:” CoreNet Global Summit Phoenix MegaSession to be Simulcast in New York

“Summit Connect” Presented On Tuesday September 21; Also Available For Desktop Viewing

ATLANTA, GA – 31 August, 2010 -- For the first time, CoreNet Global will present “Summit Connect,” a live video feed of a general session from its Global Summit in Phoenix to a networking meeting in New York City. Participants will have the opportunity to watch the presentations, submit questions electronically and participate in a live Q&A with the speakers.

The megasession being presented at **11:30 am on Tuesday, September 21, 2010** is **“Bending Space – A Mind Expanding Experience.”**

Three speakers will present the world of corporate real estate in a very different light. Participants will explore diverse aspects of SPACE through engaging 20-minute talks brimming with insights designed to encourage participants to think quickly and grab hold of new and challenging ideas:

- **Using Images to Think, Innovate and Drive Business**
Tom Wujec, Expert on Innovation, Fellow at Autodesk
- **Nanotechnology Innovation**
Ted Sargent, Innovator in Nanotechnology

- **Biologist at the Design Table**

Taryn Mead, Biologist at the Design Table for the Biomimicry Guild

“Summit Connect” will be presented in conjunction the CoreNet Global’s New York Chapter monthly networking function at the offices of Skadden, Arps, Slate, Meagher & Flom, Four Times Square. To register, visit:

<https://www.signup4.net/Public/ap.aspx?EID=PHOE13E>

In addition, the presentation may also be ordered for desktop viewing anywhere globally. Participants will also be invited so submit questions electronically and are encouraged to build their own networking functions around the event. To order a license, visit:

http://online.krm.com/iebms/reg/reg_p1_form.aspx?oc=10&ct=0244628&eventid=17081

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