



FINAL  
PROGRAM

The 2007

# Corporate Real Estate Conference

Information and Action

Sponsored by:



October 18 - 19, 2007

Waldorf=Astoria

New York, NY

High-level executives from across the corporate real estate spectrum will discuss how they access and assess the information they want and need while avoiding what is misleading or even irrelevant – and how they put that information to good use.

Join your colleagues to discuss:

- The Information Universe
- Managing Information on Information Technology
- Assessing Green
- Data Control and Information Management
- Implementation Strategies
- Understanding Offshoring and Outsourcing

## About The Conference Board

The Conference Board is the world's leading business membership organization, with a global network of close to 2,000 enterprises in nearly 60 countries.

The Conference Board creates and disseminates knowledge about management and the marketplace to help businesses strengthen their performance and better serve society.

Working as a global, independent membership organization in the public interest, we conduct research, convene conferences, make forecasts, assess trends, publish information and analysis, and bring executives together to learn from one another.

The Conference Board is a not-for-profit organization and holds 501(c)(3) tax-exempt status in the United States

## How Our Meetings Are Different

The Conference Board provides executives from around the world with opportunities to share practical business experience. This focus on actual business experience, rather than theory, primarily from senior executives from major organizations, along with a superior level of networking with peers are the distinguishing features of Conference Board meetings.

The Conference Board's meetings are rated as one of America's leading speaking platforms for top management. More than 150 CEOs address the Board's 12,000 meeting participants each year.

The Conference Board  
845 Third Avenue  
New York, NY 10022-6600  
Tel: 212 759 0900  
Fax: 212 980 7014  
[www.conference-board.org](http://www.conference-board.org)

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Dear Colleague,

Accurate information is a cornerstone of business management and growth. And nowhere in the corporate decision-making process is the availability of timely and reliable information more critical than in real estate. Add in changing technologies, global market conditions, energy requirements, and the need for good information supply streams on which to base action is clear.

While some real estate data have become increasingly transparent, other areas, such as productivity and employee satisfaction, remain stubbornly resistant to realistic quantification. But such barriers need to be overcome in managing the optimum contemporary workplace. That includes the fast-changing area of sustainability, which holds the key to future development and growth for companies in all sectors of the economy.

The 2007 Corporate Real Estate Conference: Information and Action, will approach these issues straight on.

Sincerely,

A handwritten signature in black ink, appearing to read 'P. Slatin', with a stylized flourish at the end.

**Peter Slatin**  
Conference Program Director  
The Conference Board

# Corporate Real Estate Conference

Thursday, October 18, 2007

Registration and Continental Breakfast: 7:45 - 8:30 am

Opening Remarks: 8:30 - 8:45 am

## The Information Universe: Real Estate and Corporate Data, the Global Platform and Local Information

General Session A: 8:45 - 10 am

Cultural, regional and local practices and viewpoints can inform the ways data is gathered and disseminated. Such differences can prevail within as well as outside multinational corporations. Making different sources mesh across borders and other boundaries is a time-critical art, as is knowing what works and what doesn't.

Moderator

**Brandon Forde**

Senior Managing Director, Global Corporate Services  
CB Richard Ellis

Networking Coffee Break: 10 - 10:20 am

## Managing Information on Information Technology

General Session B: 10:20 - 11:30 am

To stay on top of the information flow, corporations need to understand how it serves the workplace, and vice-versa.

Moderator

**Peter Miscovich**

Partner  
Deloitte Consulting

Panelists

**Susan Chapman**

Global Head of Operations, Citigroup Realty Services  
Citigroup Inc.

**Melissa Morgan**

The Hartford

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## The Many Shades of Green Information

General Session C: 11:30 am - 12:30 pm

With so much marketing energy directed at sustainability, competing claims abound over short- vs. long-term cost and gain, as well as efficiency and effectiveness. We look at what are the most reliable data sources – and at what's really important to know.

Moderator

**Peter Slatin**

Editor and Publisher

The Slatin Report

Panelists

**David Thurn**

Senior Vice President and Chief Information Officer

The New York Times Company

**Mary Ann Lazarus**

Senior Vice President

HOK

Luncheon Session D: 12:30 - 2 pm

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Register Online

[www.conference-board.org/realestate.htm](http://www.conference-board.org/realestate.htm)

## Data Control and Information Management: The Gatekeepers

General Session E: 2 - 2:30 pm

A look at the sources and methods of gathering accurate, timely information on real estate and finance, especially as they relate to corporate real estate essentials such as occupancy cost modeling.

Speaker

**Keith Cheatham**

President and Chief Executive Officer

Siemens Realty

## Managing Against Changing Market Conditions and Perceptions

General Session F: 2:30 - 3:45 pm

As the late summer turmoil in global financial markets demonstrated, conditions governing business activity can change rapidly. We look at ways of preparing for change and at strategies for today's markets.

Moderator

**Eugene Sung**

Chief Executive Officer

Allsteel

Panelists

**Paul Darrah**

Senior Vice President, Corporate Real Estate

Lehman Brothers

**Kenneth Lockhart**

Principal

Horizon LLC

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Refreshment Break: 3:45 - 4 pm

## Outsourcing and Offshoring: Matching Information with Reality

General Session G: 4 - 5 pm

Conflicting stories pose particular challenges for executives considering offshoring and outsourcing strategies in the fluid global marketplace. Sifting through masses of information to understand what will work for your company is a key skill.

Moderator

**Brandon Forde**

Senior Managing Director, Global Corporate Services  
CB Richard Ellis

Panelists

**Charles Nobs**

Managing Director, Head of Corporate Administrative Services  
UBS Financial

**Deidre Buzzetto**

Director, Global Real Estate  
Lenovo

Networking Cocktail Reception: 5 - 6 pm

Hosted by: **CBRE**  
CB RICHARD ELLIS

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# Corporate Real Estate Conference

Friday, October 19, 2007

Continental Breakfast: 8 - 8:45 am

Hosted by: **Allsteel**<sup>®</sup>

## Roundtable Discussions:

### Managing Corporate Real Estate Information Flow

General Session H: 8:45 - 9:30 am

We will have facilitated interpersonal roundtable discussion among all attendees about dealing with internal pressures from above and below on critical strategic business information. Also, we will discuss what types of information are available as well as what isn't, what should be and what should not be, favorite sources and resources.

## Roundtable Session Leaders – Panel Discussion

General Session I: 9:30 - 9:45 am

Summations and discussion of roundtable findings.

Networking Coffee Break: 9:45 - 10 am

## Developing Global Location Information Strategies

General Session J: 10 - 10:50 am

Sponsored by: **Deloitte.**

How do you access and evaluate time-critical demographic and locational information in global markets?

Moderator

**Peter Miscovich**

Partner

Deloitte Consulting

Panelists

**Deidre Buzzetto**

Director, Global Real Estate

Lenovo

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**Keith Cheatham**

President and Chief Executive Officer  
Siemens Realty

**Eugene Sung**

Chief Executive Officer  
Allsteel

## How Productive are Productivity Measurements?

General Session K: 10:50 - 11:50 am

As work-life balance and the healthy workplace become increasingly important elements of corporate culture, companies want to be able to justify what might seem like the steep upfront costs of providing such amenities. Although measuring what's not readily quantifiable can be an exercise in self-deception, there are ways to evaluate the real benefits that enhanced corporate culture offers.

Moderator

**Peter Slatin**

Editor and Publisher  
The Slatin Report

Panelists

**Kenneth Lockhart**

Principal  
Horizon LLC

**Steve Morton**

Senior Vice President  
HOK

**Paul Darrah**

Senior Vice President, Corporate Real Estate  
Lehman Brothers

Conference Summation and Wrap-up: 11:50 am - 12 noon

Adjournment: 12 noon

[Register Online](#)

[www.conference-board.org/realestate.htm](http://www.conference-board.org/realestate.htm)

# Corporate Real Estate Conference

## Companies and Organizations Represented at the 2006 Corporate Real Estate Conference

ABB Asea Brown Boveri Ltd.	HelixGlobal, LLC
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Eaton Corporation	Tishman Real Estate Services Co.
Equity Office Properties Trust	Tishman Speyer
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# Registration Information

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- Online**      [www.conference-board.org/realestate.htm](http://www.conference-board.org/realestate.htm)
- By Phone**      Call Customer Service at 212 339 0345  
8:30 am to 6 pm ET Monday through Friday
- By Fax**      Complete the registration form on the back and fax to:  
212 836 9740
- By Mail**      Complete the registration form on the back and mail to:  
The Conference Board, Inc.  
P.O. Box 4026, Church Street Station  
New York, NY 10261-4026

### Cancellation Policy

Full refund until three weeks before the meeting. \$500 administration fee thereafter. Confirmed registrants who fail to attend and do not cancel prior to the meeting will be charged the entire registration fee.

### Team Discounts per person

For a team of two or more registering *from the same company at the same time*, take \$100 off each person's registration.

### Hotel Accommodations

Fees do not include hotel accommodations. For reservations, contact the hotel directly no later than the cut-off date and mention The Conference Board's Corporate Real Estate Conference.

Waldorf=Astoria  
301 Park Avenue  
New York, NY 10022  
Tel: 212 355 3000  
Fax: 212 872 7272

Hotel Reservations Cut-off Date: Wednesday, September 26, 2007

## Unconditional Guarantee

For more than 90 years, The Conference Board has been providing senior executives worldwide with opportunities to share practical business experience. If for any reason you are not satisfied with this conference, please let us know. We will immediately credit your attendance to another conference of your choice, or, if you prefer, promptly refund 100% of your registration fee.

# Registration Form

## The 2007 Corporate Real Estate Conference

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New York, NY

Project #912008-3

Please print or attach a business card; for additional registrants, duplicate this form.

Name \_\_\_\_\_

Title \_\_\_\_\_

Functional Area \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

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### Registration Fees payable in advance in U.S. dollars.

Conference Board Associates .....\$2,095

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### Payment

Check payable to The Conference Board for \$\_\_\_\_\_.

Charge to my:  American Express  Discover  MasterCard  Visa

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