
COMMUNICATIONS

FIVE-YEAR RETROSPECTIVE, LOOKING FORWARD

May 2025

WHERE IT STARTED, HOW IT'S GOING

10,000 hours over 29 years: Who am I, where have I been and done, what do I do today

I joined CenterPoint in 2020 after:

- **Spending four years helping Google** form, scale, and offshore a content team to provide white-glove service to its B2B product teams
- **Learning and honing informational and persuasive storytelling in radio** beginning in 1996 as an air talent, writer, producer, and director at some of America's most well-known radio brands, including CBS's 780 AM WBBM, 720 AM WGN, US99, and 97.9 The Loop
- **Co-founding a company in 2003 that created syndicated programming and content marketing platforms** for celebrities and author/experts
- **Starting a marketing company providing creative content development and media buying services** for B2C and B2B clients in the US and Europe

Today, I oversee CenterPoint's:

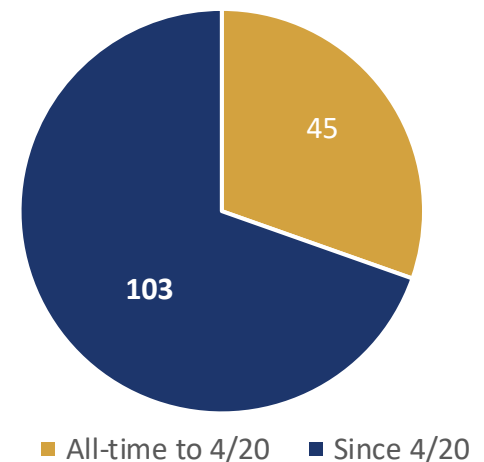
- **Public and media relations activities**, including creating and distributing external and internal communication content, from social media and web content to videos, email campaigns, advertorials, and more
- **Brand voice management**
- **Company-wide meetings** designed to strengthen company culture
- **Public talking points and communications strategy** for regional and executive leadership

OWNED MEDIA: VIDEO

Create & serve content regardless of business activity; improve efficiency, volume & affordability

- **Gave CNT first-ever in-house pro video production capability** - 70% of all CNT videos produced since 4/2020
- **Shifted communications content strategy from text-based** (articles, white papers, case studies, etc.) to video storytelling
 - Attention spans have decreased by 30% since 2000 – now less than 9 seconds
 - Video accounts for 82% of online traffic today
 - By 2028, the average American will spend 57 minutes a day watching social media videos
- **Optimized content for mobile** + desktop viewing vs. previous (and industry) standard
 - Larger text and graphics for smaller viewports
 - Self-produced captions (vs. platform-generated) to better control spelling/grammar, user experience
 - Elevated lower thirds, captions, etc. to account for play bars on viewports
- **Continue to improve quality** by developing advanced editing techniques, honing color grading skills, and incorporating effects

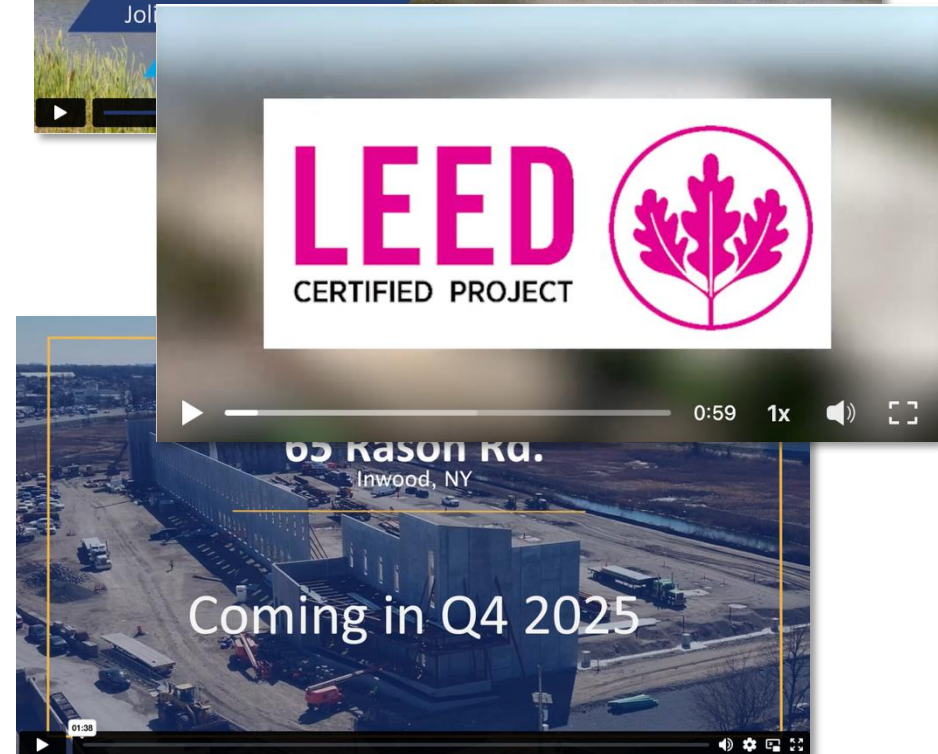
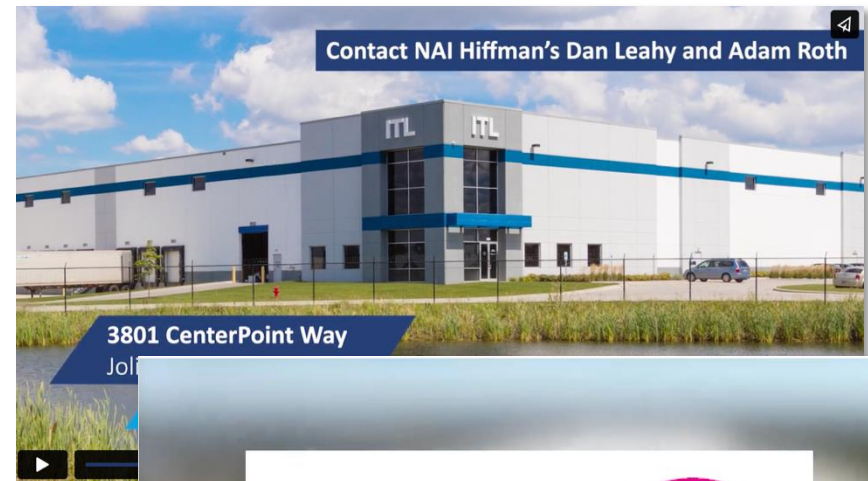
Videos produced in-house since 4/20	102
Videos pre-4/20	45
Videos in CY2024 alone	45
External videos since 4/20	81
Managed vendor productions since 4/20	10
Internal videos produced since 4/20	12



OWNED MEDIA: VIDEO

Developed new content types to support teams:

- **All teams:** CenterPoint Spotlight Series ([slide 8](#)) strengthens and extends CNT brand by showcasing:
 - People
 - Projects
 - Teams
 - Values
 - Differentiators
- **Asset Management** ([slides 17-20](#)):
 - Leasing opportunities
 - Open house promotion/recaps (to support leasing efforts, AM team, showcase properties for lease and dispo)
- **Development:**
 - Ribbon-Cuttings
 - Leasing opportunities
 - LEED announcements (provide pretense to market leasing and other market opportunities)
 - Construction updates (provide pretense to market leasing and other market opportunities)
 - Pad work
 - Wall-tilting
 - Roof completion
 - Project completion



OWNED MEDIA: VIDEO

Noonan-produced external videos:

Construction update: PEILC (August '20)

Construction update: HRE (April '22)

Construction update: CICG (May '22)

Ribbon-Cutting: 49 Rutherford (June '22)

Construction update: HRE (July '22)

LEED announcement: 49 Rutherford (Sept '22)

Construction update: CICG (Nov '22)

Ground-Breaking: Linden (Nov '22)

Construction update: CICG (Dec '22)

Construction update: Linden (Jan '23)

Construction update: HRE (Jan '23)

Branding: CNT "Faster, Better, Smarter" (Feb '23)

Construction update: Marginal Way (Feb '23)

Construction update: HRE (Feb '23)

Lease announcement: 310 Telfair (April '23)

Construction update: Forum (April '23)

Construction update: HRE (May '23)

Construction update: CICG – Spec 1 (May '23)

Construction update: Linden (May '23)

Construction update: Baybar (August '23)

Construction update: Forum (Sept '23)

Construction update: Carson (Sept '23)

Construction update: Carson (Oct '23)

Construction update: Linden (May '23)

Ribbon-Cutting: HRE (Jan '24)

Ribbon-Cutting: CICG - Spec 1 (Jan '24)

Construction update: Linden (Jan '24)

Spotlight: Collaboration (Jan '24)

Ribbon-Cutting: Linden (Jan '24)

Spotlight: Customer Relationships (Feb '24)

Spotlight: Community Partnerships (Feb '24)

Construction update: CICG – Spec #2 (Jan '24)

Spotlight: Company Growth #1 (March '24)

Spotlight: Employees #1 (April '24)

Spotlight: Project Profile: Port of Oakland (April '24)

Spotlight: Sustainability (April '24)

Spotlight: Personnel Profile: Jim Shields (May '24)

HRE Board-Only Doc: (May '24)

HRE External Doc: (May '24)

HRE Shorter External Doc: (May '24)

Leasing opportunity: Forum, Bedford, TX (June '24)

Spotlight: Who We Hire (June '24)

Leasing opportunity: Carson, CA (June '24)

Spotlight: Customer Partnerships (June '24)

Spotlight: Teamwork (July '24)

Spotlight: Personnel Profile: Blake Kelley (July '24)

Spotlight: Project Profiles: New Jersey (Aug '24)

Spotlight: Professional Growth (Aug '24)

Spotlight: Differentiator: Benefits and Perks (Aug '24)

LEED Announcement: Forum (Aug '24)

Spotlight: Differentiator: Learning Opportunities (Aug '24)

Spotlight: Differentiator: Accessible Leadership (Aug '24)

Spotlight: Team profile: East Region (Aug '24)

Spotlight: Personnel Profile: Billy Hanson (Sept '24)

OWNED MEDIA: VIDEO

Noonan-produced external videos (con't):

Spotlight: Employees #2 (Sept '24)

Spotlight: Team Profile – Development (Sept '24)

Construction update: 1 Rason Rd. (Sept '24)

Construction update: Baybar (Oct '24)

Leasing Opportunities: CIC – Joliet/Elwood (Oct '24)

Spotlight: Company Growth #2 (Oct '24)

Broker Event: 900 Knell Tenant Appreciation (Oct '24)

Leasing Opportunities: Houston (Oct '24)

Spotlight: Differentiator: Internship Program (Nov '24)

Spotlight: Reputation (Nov '24)

Spotlight: Project profile – Marginal Way (Dec '24)

Broker Event: 10801 Irving Park Open House (Oct '24)

Construction Update: Bosch Expansion (Dec '24)

Spotlight: Personnel Profile: Andrew Coords (Dec '24)

Spotlight: Broker Partnerships (Dec '24)

Leasing Opportunities: CIC – Joliet/Elwood (Jan '25)

Spotlight: Collaboration #2 (Jan '25)

Spotlight: Team Profile – West Region (Feb '25)

Spotlight: Expertise (Feb '25)

Construction update: 65 Rason Rd. (March '25)

3900 Baybar Rd. LEED Announcement (May '25)

Spotlight: Get to Know CenterPoint (May '25)

Seattle Leasing Opportunities (May '25)

Construction Update: CICM Savannah (May '25)

Spotlight: Corporate Image Video (May '25)

Construction Update: 65 Rason Rd. (June '25)

Spotlight: Project – Milik Reposition



Los Angeles



Oakland



Communications

Oak Brook

OWNED MEDIA: VIDEO

Noonan-managed external videos

Baytown Promo – TourIt (Nov '20) [\$4871]
The Railway Forward – TourIt (March '21) [\$5,000]
The Industrial Port Outlook – TourIt (March '21) [Not Available]
Sante Fe Springs, CA Development Promo – TourIt (Oct '20) [\$6250]
Linden, NJ Development Promo - TourIt (June '22) [\$13,250]
Richmond, CA Development Promo - TourIt (Sept '22) [\$9400]
CIC – Joliet/Elwood – Update – TourIt (March '22) (\$3,100)
CICG – Savannah – TourIt (Feb '23) [\$11,550]
CIC – Joliet/Elwood – Update – (June '23) TourIt (\$600)
Jim Clewlow Interview – Connect CRE (March '24)

Noonan-produced internal videos:

Oak Brook Reentry (June '20)
National Portfolio Wall Time Lapse (August '20)
HR – Recruitment – Update (July '21)
HRE Construction Update for Board (May '22)
49 Rutherford Ribbon-Cutting Time Lapse (June '22)
NJ Office Tour (June '22)
All-Company Meeting Intro (Sept '22)
Home Run Derby Recap (Sept '23)
HRE Ribbon-Cutting Intro (Nov. '23)
Home Run Derby Recap (Oct '24)
Oak Book Halloween Party Recap (Oct '24)
Dawn Turner Interview (March '24)

OWNED MEDIA: VIDEO – SPOTLIGHT SERIES

Initially positioned as a 30th anniversary celebration, this content type strengthens and extends CNT brand by showcasing people, projects, teams, values, and differentiators

- 23 people interviewed in Oak Brook, Saddle Brook, LA, Oakland in Summer 2023 = ~12 hours of content, 700+ clips
- 32 videos produced to date since Jan. '24
- Enough content on hand for up to 20 more videos in H2 FY2025, FY2026
- Employees more likely to participate in future with so many examples of how they'll be featured
- **Project is 29% under budget**
 - 2023 Budget Request: \$12,000
 - **Total spent FY2024, FY2025: \$8586.62** (Total spent on 9 TourIt-produced videos since 2020 = \$54,000)
- **Significant benefit projected** in the '23 proposal: Control over productions to change content as needed (e.g, Andrea Molina, Blake Kelley departures, title changes for Clewlow, Andrews, dispos, etc.)







OWNED MEDIA: VIDEO – SPOTLIGHT SERIES



Results and feedback


	Impressions	CTR %	Engagement %	Reactions	Clicks
Spotlights	2271.7	6.3	10.3	51.2	114.3
2024*	2531	4.1	6.9	58.3	114.8
2023	2334.9	2	5.1	45.4	57.5
2022	2537.2	3.1	7.1	55.8	90.2

Note: LinkedIn 's average CTR range is 3% -5%, and the average engagement range is 2%- 6%.

 **Larry Genet** · Following 3mo ...
 Industrial real estate sales and leasing expert. Broker, owner, husband...
 I feel the love baby! Incredible video and something I've never seen another firm produce. It's very much appreciated.
 Like ·   4 | Reply · 2 Replies

 **The Klabin Company**
 1,415 followers
 Great video!

 **Andrew L. Moss** · 2nd
 Director @ Forsgate Industrial Partners | Real Estate Development
 Well done!
 Like ·  3 | Reply · 1 Reply

 **PJ Charlton** · 1st
 EVP, Head of East Region
 Love this!

* Excluded highest performing 10 and lowest performing 10 (e.g., New hire/promotion announcements are outliers on the high end, while holiday and ESG posts are on the low end, skewing results. No Spotlight posts included for an apples-to-apples comparison.

OWNED MEDIA: EMAIL

Modernized email presentation, list integrity

- **Improved content visibility** through optimized HubSpot templates – recognizing the high percentage of preview pane email views
- **Implemented company's first list segmentation** by changing opt-in forms, creating HubSpot active lists, workflows
 - Ensured CAN-SPAM compliance by changing opt-in process while segmenting lists for better targeting
- **Employed HubSpot's automated workflows** to improve list integrity (to eliminate CenterPoint Energy customers) and even to keep non-CNT customers from contacting us after their initial email (autoresponders, list deletion)



CenterPoint  

976,954 SF | 71 acres

LEASED: 2903 Schweitzer Rd., Joliet, IL

CenterPoint Properties has leased its state-of-the-art distribution center at 2903 Schweitzer Road in Joliet, IL, to [RJW Logistics Group](#).

NAI Hiffman's [Dan Leahy](#) and [Adam Roth](#) represented CenterPoint.



**2903 Schweitzer Rd.
Joliet, IL**

2903 Schweitzer Rd. is adjacent to the Houbolt Road Extension bridge over the Des Plaines River, minutes from interstates 80 and 55 and the Union Pacific intermodal facility - one of the centerpieces of the CenterPoint Intermodal Center - along with the BNSF intermodal a few miles south in Elwood, IL.

Subscribe

First Name * Last Name *

Email *

Do you want to get transaction news emails from CenterPoint Properties?

Yes No. Unsubscribe me from transaction news emails.

What kind of CenterPoint transaction news do you want?

Regional News Market-specific News All

Please tell us which markets you want news about.

All Markets Atlanta/Savannah/Charleston

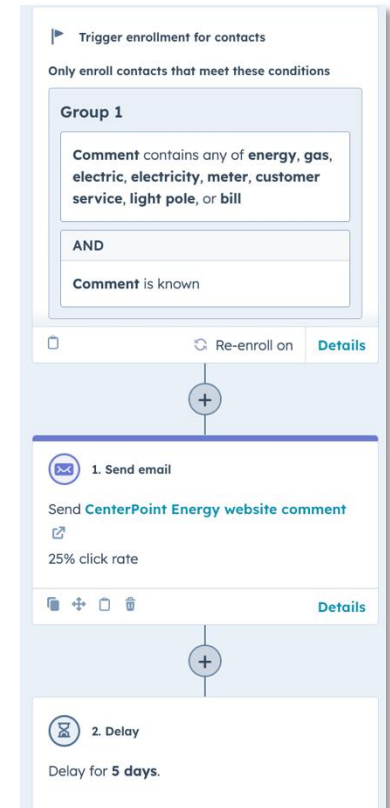
Austin/San Antonio Chicago

Dallas-Fort Worth Denver Houston

New York/New Jersey Northern California

Phoenix Seattle South Florida

Southern California



Trigger enrollment for contacts

Only enroll contacts that meet these conditions

Group 1


Comment contains any of **energy, gas, electric, electricity, meter, customer service, light pole, or bill**

AND


Comment is known




Re-enroll on [Details](#)

+


 **1. Send email**

Send **CenterPoint Energy website comment**

 25% click rate

   [Details](#)

+

 **2. Delay**

Delay for **5 days**.

OWNED MEDIA: SOCIAL MEDIA

Focus on the B2B Channel LinkedIn; FB, Insta, X relegated for ESG/Event/Holiday content

- **Shifted communications focus** in July 2021 to focus on LinkedIn platform and audience
 - **Feedback from brokers**, employees, and SVPs & VPs indicate LinkedIn is their preferred social channel for our content
 - **Our peers** similarly focus on it over Facebook, Insta, etc.
 - Fast facts*:
 - LinkedIn: More than 53% of people making more than \$100k use it
 - 80% of LinkedIn users say they drive business decisions
 - < 56% of LinkedIn users are men
 - 70% of LinkedIn users are 25+
 - 40% of 30-49-year-olds use LinkedIn (Pew Research)
- **Milestones 2020-2025:**
 - **Increased LinkedIn followers 3x**
 - **31% increase in impressions**
 - **62% increase in click-through-rate**
 - **72% increase in engagement** by employing these tactics:
 - **Better, user-focused content** (vs. company-focused, “posting just to post” mandate pre-July 1, 2021) - dramatic uptick in video posts
 - 92% of all online content is now video
 - LinkedIn’s algorithm prioritizes videos, and they lead to higher brand/message retention than other post types
 - **Strategic use of tagging** people and companies to get our content in front of their followers
 - **Mobilization of employees** through tagging and CTAs on SP and in Emp meetings (instruction on proper reposting)
 - **Focus on including people** in images/videos as often as possible vs. solely buildings
 - **Moved links** out of post copy and into to comments to avoid algorithm penalties

* <https://expandi.io/blog/linkedin-demographics/>

OWNED MEDIA: EVENT CONTENT

Leveraging events to grow brand awareness and reinforce brand positioning

- **Procure event images from event organizers** and CNT SMEs/team members to procure images and content featuring CNTers as speakers
 - **Create social content** to showcase CNT and its SMEs as leading industrial thought leaders
 - **Repurpose content** into internal comms on SharePoint
- **Promote and leverage event participation:**
 - **Sponsorship promotion** to reinforce CNT's industry support, activity, leadership; promote registrations to highlight partnerships with orgs like NAIOP, JOC
 - **Highlight CNT event attendees** and speakers

Brian McKiernan, our SVP of Development in our Central Region markets, was featured at **Bisnow's** Chicago Industrial Summit along with **Chris Moore**, VP of Project Development at **FCL Builders, LLC**, **Remington Mignott**, VP of Site Acquisition at **Pivot Energy**, **Kyle Schott**, VP of Real Estate Development at **Ryan Companies US, Inc.**, and **Gerald Sullivan**, Principal at **DarwinPW Realty**.

During their chat on collaboration through Brian emphasized the importance of working closely with municipalities challenging to obtain in today's environment.

#industrialrealestate #commercialrealestate #industrialdevelopment #networking



Thanks to our friends at **CBRE** for hosting a strong contingent from our Central Region Team at its Industrial Logistics & Regional Forum in Dallas last week!

Our Central Region Investment Officer **Justin Gallagher** spoke alongside **NFI's Troy S. Adams**, **Constellation Real Estate Partners' Jeremy Giles**, **CBRE's John Hendricks**, and **Faropoint's Jacob Rich**.

Justin discussed the uncertainty surrounding tariffs and their direct impact on Texas. He said Texas' strength in recent years as a US leader in population and job growth may help mitigate the headwinds it will face as an obvious beneficiary from trade with Mexico.

While Justin remains optimistic tariff impacts will be manageable in Texas, he said **CenterPoint Properties'** Central Region Team is closely monitoring the evolving situation.



The keynote and three days of sessions at one of our favorite industry events of the year, JOC's #TPM25, are about to begin at the **City of Long Beach's** Convention Center!

A contingent of CenterPoint's Development teams from our Central and East regions, including **Michael Murphy**, **Brian McKiernan**, **Ronel Borner**, **Carmine Bottigliero**, **Alan Bouchier-Hayes**, and **Michael Brazeal**, is at the conference to participate in discussions covering all aspects of shipping and logistics.

You can use the link in the comments to learn more and join them!

#industrialrealestate #commercialrealestate #logistics #shipping #supplychain



EARNED MEDIA: DIGITAL AND PRINT MEDIA

Building relationships, controlling the message

- **Innovated press release format** to improve traction by increasing speed-to-publishing for media outlets
 - **100+ press releases written since 5/20** as complete articles – replete with market, port, and other contextual details not typically included in PRs – to encourage wholesale copy-and-pasting of content and help us control messaging
- **Strengthened relationships** with journalists by “speaking their language,” giving info on background, understanding needs to garner trust and encourage favorable coverage, and more CNT SME inclusion
 - Ex: Real Estate New Jersey, Crain’s, CIP, WJOL, RE Journals, LA and Chicago Business Journals, Long Island Business News
- **Segmented lists** for focused media outlet and market targeting
 - Shifted from having broad lists such as “California market” to media lists for LA, Long Beach, NorCal
- **Leverage SME article inclusion** on website and CNT social channels to amplify our SMEs and CNT as thought leaders

Spotlight On: Roy Rosenbaum, Senior Vice President of Investments, East Region Properties

March 31st, 2025 | Banking & Finance, Economy, G.Fort Lauderdale, Infrastructure, Real Estate, Spotlight On

caa
SPOTLIGHT ON

ROY
ROSENBAUM
on greater investor risk
tolerance in South
Florida



4 min read March 2025
president of Investme
CenterPoint Propertie
growth in South Florid
stabilization year in th
challenges surroundin
how CenterPoint's full
ideal partner for stake

What were the key n
CenterPoint in the re
months?

I joined CenterPoint in
for the East Region. I c
the East Coast, includ
over 5 million square feet of industrial warehouse space across 22 assets in Miami-Dade and months, market conditions in South Florida have mirrored the industry at large, which is to s



Sponsored Content

SPONSORED

CenterPoint Offers Space-starved Users
2 Unique Leasing Opportunities in NJ

ON JUL 24, 2023

As the industrial market continues to flourish amid heavy competition for space in Northern New Jersey, CenterPoint Properties is readying two facilities for lease later this Summer.

David Nemmer, CenterPoint's senior vice president of asset management for the East Region, says users are still clamoring for strategically located space in the most competitive infill submarkets CenterPoint has targeted for the past decade.

"CenterPoint's customers are determined to be near the densest population pockets and as close to port operations and critical regional interstates as they can get," said Nemmer. "Fortunately, we have compelling leasing opportunities that fit that bill," he added.

in Texas region is still one of the hottest markets for
ment – no matter the sector.³⁹

Page 6

istrict 121," says Craig.

look a sunken park with a stage, which will
n for live and streamed events, fireplaces and

ith entertainment and events throughout the
that the McKinney Community Development
istrict 121 a grant to make it a one-of-a-kind
etrexplex.



Bill Baumgardner



David Craig



Rives Nolen

For that reason, CenterPoint is focused on what Nolen calls “the fairway,” the area north and south of DFW airport. Nolen points to the 330,000-square-

INTERNAL COMMUNICATIONS

Higher-quality content focused on and contributed by employees

- **Demonstrated to employees the value** of contributing content to our platforms
- **Monthly all-company employee meetings provide a highly visible platform** to incorporate culture building (team and people spotlights), employee recognition (anniversaries, etc.), change management, new tech and project overviews, etc.
- **SharePoint bi-weekly newsletter content** more structured, varied, and voluminous than pre-2020 HubSpot iteration:
 - People news (promotions, birth announcements, new hire announcements, anniversaries, charity involvement, etc.)
 - Project and Team news (e.g., Development milestones, ribbon-cutting recaps, LEED announcements, broker events, award nominations)
 - Company event recaps
 - Industry news
 - HR, IT info and training
- **Added company event video recaps** to offerings for culture-building, internal brand reinforcement, and encouraging future employee participation



Mathews, Maestas Headline September 25 Employee Meeting

Noonan, Mike
Communications Manager

SVP General Counsel Rick Mathews and VP of Technology Operations Bev Maestas have graciously agreed to join us on the next scintillating episode of "That Employee Meeting" on Wednesday, September 25, at 11 am CT. Please [contact me](#) if you haven't received a Teams invitation.

First up on the docket, Rick will take the stand to shed some light on some of the Company's legal matters.

Bev will tee up how employees will celebrate the second-best thing about the month of October: the fan-fav – and calorie-free – "Cyber Security Awareness Month."

VP of Human Resources Rebecca DePorter will serve up some tasty tidbits, and we'll meet new employees to round out what the Chicago Tribune has called "the fastest-moving half hour in the Teams game."

Dates and agendas are in the works for meetings in October and November, as well. We look forward to seeing you!



INNOVATIONS

Improving efficiency, using data to drive decisions, modernizing CNT communications

- **Shifted communications strategy** after July 1, 2021, to prioritize video content, deprecating/ text white papers, advertorials, and case studies (time, cost, and energy drains compared with traction ROI)
- **Steered content visuals** toward including more people in images when possible, deemphasizing the importance of warehouses. People buy people, and our success and longevity is owed more to relationships than mere “buildings.”
- **Employed strategic content repurposing:**
 - SME interviews transcribed and content reused for press releases, award submissions, articles, internal comms, etc .
 - Video content – Interviews, map segments, b-roll – recycled to increase efficiency and lower costs
 - Employed repurposing across channels:
 - External comms repurposed internally, and vice versa
 - Social content feeds website and SharePoint (Rationale: Not everyone consumes social content, so for some pieces, they’re archived on [CNT.com/SP](https://www.cnt.com/SP) for posterity, searchability.)
- **Comprehensive metrics tracking** to allow for YoY analytics comparison to inform FY content type and tactical direction
- **Efficiency, consistency & codification:**
 - Developed and implemented a professional step-by-step process for content creation based on the one I co-authored at Google
 - Created two style guides for use in Grammarly to help improve efficiency, brand continuity
 - Created first formal company content QA process with codified checkpoints

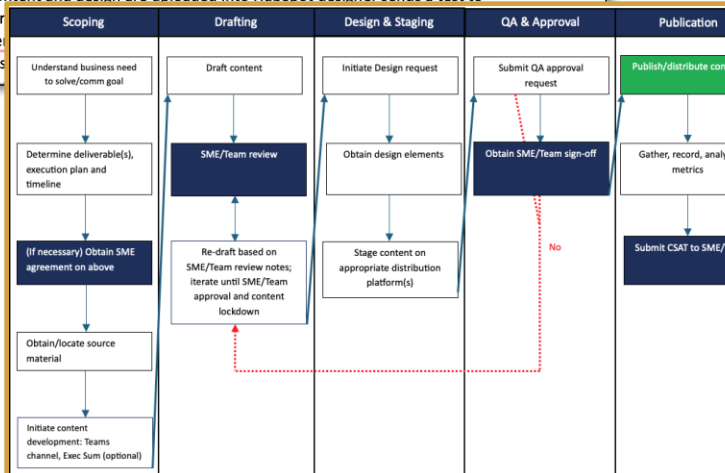
PROCESS DEVELOPMENT & REFINEMENT

Created content development process and best practices based on ones I co-created at Google.

Pre-2020 Content Process Sample

Today's Content Process

- Communications Specialist to work with Regional teams to ensure the following checklist is completed before any communication (broker email, press release, social media, etc.) is developed.
 - Regional Teams must review contract to ensure "seller/tenant/business partners" approves for communications to be released regarding the deal/business project.
 - If yes, Communication Specialist approved to develop initial draft of communication
 - If no, Communication Specialist will not develop any communications regarding the deal/transaction.
- *Request to add a column to the Investments/Development/Asset Management Pipeline report to signify when deals are approved for communications*
- Once Communications Specialist develops the initial draft, he/she should send draft to Regional teams AND cc' Legal (Rick Mathews) for review/approval.
 - Both the Regional teams AND Legal must sign-off (and/or provide edits) to the communication as well as approve for dissemination.
 - Once both parties have signed off, Regional teams are responsible for sending to the "seller/tenant/business partner" and other parties necessary to secure approvals.
 - Once communication draft has been revised and approved by Regional teams, Legal and the "seller/tenant/business partner" – final scaled down copy is handed off to design for Broker email, quote is provided for social development.
 - Once content and design are uploaded into HubSpot designer sends a test to self for review
 - Design Specialist



- Scoping** (1 business day)
Stage owner: Communications Manager
 - Communicate with SME/Team** to determine the deliverables needed and to give them an SLA overview (projected project timeline, determine SME/Team POC, and inform them of POC tasks throughout the project lifecycle).
 - In Teams, create a new Channel. Click **New conversation**, then post "**Project stage = Scoping.**"
 - Upload a copy of source material (i.e. deal approval deck)** to the channel's Files tab.
Note: You can choose your Channel notification preferences using the three-dot **More Options** icon to the right of the project name in the left sidebar.
 - Create a card** in Teams/Marketing Tasks for the project.
 - Create Exec Sum doc** using the approval deck, then upload it to the channel's "Scoping" conversation.
 - Tip:* You can send it to the SME and/or admin for review and feedback on highlights to focus on.
 - Create a folder** in Shared drive /Press Releases folder. Use this naming convention: [Address], [City], [State]. Save the Exec Sum there and in the Teams for your future use.
- Drafting** (1 business day)
Stage owner: Communications Manager
 - In the Teams project channel, click **New conversation**, and post "Project phase: Drafting."
 - Draft copy doc** using the Exec Sum doc. Use this naming convention for the new draft doc: [Address], [City], [State]_DRAFT_[Date]_[Month]_[Year] (Example: 130 Moonachie, Carlstadt, NJ_DRAFT_1.15.21). Add version numbers to track drafts. (Example: 130 Moonachie, Carlstadt, NJ_DRAFT_v2_1.16.21)
 - In the project's Teams channel conversation, **request image deliverables** from the CSD.
 - Then, click **New conversation** and post "Project phase: Design & Staging."
 - Send Draft doc to SME/Team for review.
- Design & Staging** (2 business days)
3A. Design
Sub-stage owner: Creative Services Director

NEW INITIATIVES

FY2026 communications upgrades

- **Efficiency & Continuity:** (In-progress) Grammarly use expansion & evaluation by a pilot group, then possibly broader BB author group in FY2026
- **Stakeholder feedback, expectation management, & team accountability** (in-progress):
 - Publication of Marketing Team SLAs ([slide 21](#)), then:
 - Roll out of content project CSAT surveys to stakeholders for SLA Levels 2-4
- **Expanded regional team support:**
 - **Asset Management:** Creating lease opportunity video, social and email content for regional teams ([slides 17 – 20](#)),
 - **ESG:** Expanding video content types to include solar project installations, case studies
 - Team can deploy to win buy-in from tenants, utilities, and municipalities, and I can modify case study productions to highlight success when data is gathered on the outcome of a project
- **Stakeholder communications:**
 - **Meeting with stakeholders** - primarily leasing officers – to showcase content type options, instruct on implementation, and follow up with quarterly reminders, gather feedback/ideas
- **Employee meeting revamp:**
 - Gain buy-in and align with incoming CEO on goal and structure, then EVPs; feature one region per meeting (4x per year) (i.e., roundtable with SVPs, et. al.) on projects, recognition
 - Continue to use as a platform to feature new employees, personnel milestones, and department news (HR, MIS, etc.)
 - Solicit more employee interaction and feedback through anonymous surveys

NEW INITIATIVES

Asset Management content showcase – Content for market, regional leasing opportunities

Lease Announcements – Image or Video Posts

Welcome to Sunbelt Warehouse Corp., which has leased our warehouse at 8607 Citypark Loop, Houston, TX!

We have two neighboring leasing opportunities right off of I-610 northeast of downtown Houston:

8503 Citypark Loop, Houston, TX - Take immediate occupancy!

- 114,492 SF
- 29 docks
- 1 drive-in door
- 7 rail doors

8833 Citypark Loop, Houston, TX - Available soon!

- 254,229 SF
- 70 docks
- 2 drive-in doors
- 19 rail doors

For leasing information, contact [Jason Dillee](#) at [CBRE](#): 713-577-1796 or jason.dillee@cbre.com.

#industrialrealestate #commercialrealestate #houston
Danielle Radtke



CenterPoint's Houston Leasing Opportunities

Stand-Alone Emails or Added to Acq. Emails

CIC Leasing Opportunities



20901 W. Walter Strawn Dr., Elwood, IL

- 383,494 SF available for immediate occupancy
- 64 docks
- 2 drive-in doors
- Middle unit – 415,800 SF – available Nov. '25

[GET LEASING INFO](#)



3801 CenterPoint Way, Joliet, IL

- 485,476 SF available March 1, 2025
- Parking for 152 trailers and 221 cars
- 56 docks
- 3 drive-ins
- 3,000 SF office

[GET LEASING INFO](#)

NEW INITIATIVES

Asset Management content showcase – Content for market, regional leasing opportunities

Open House Promotions – Video or Image Posts

We welcomed brokers to tour our prime leasing opportunity at 10801 Irving Park Rd. in Chicago, across the street from O'Hare Airport.

Brokers toured the facility and sampled some fabulous food from Nick's Wood-Fired Pizza Truck and My Cocina Mexican Grille!

10801 Irving Park's features include:

- 229,280 SF
- 20,166 SF office
- Divisible to 44,087 SF, 85,679 SF, or 99,601 SF
- 28' clear height
- 41 exterior docks
- 5 airfreight doors
- 158 car stalls
- 90 trailer stalls
- Fully fenced and secure

For leasing information, please contact the [Colliers](#) team of [Jim Estus](#), [Tom Rodeno](#), and [Lucas Denney](#).

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[Danielle Radtke](#) [Vikki Vegetable](#)



Open House Recaps – Video or Image Posts

Thanks to all of the brokers who joined our West Region Team at an open house at our newly completed 41k SF Class A cross-dock facility at 3900 Baybar Rd. in Pico Rivera, CA!

For leasing info, please contact [Colliers' Tony Phu](#), our leasing broker for this property, [Greg Stumm](#), our Leasing Officer in the West Region, or Blake Kelley, our SVP of Development in the West Region.

3900 Baybar Rd.'s features include:

- 4,382 SF office
- 32' clear height
- 73 trailer stalls
- 20 car stalls
- 61 dock high doors
- 1 drive-in door
- ESFR sprinkler system

The property is adjacent to the 605 freeway and offers premium transportation access:

- Less than 30 miles from the Ports
- 27 miles from LAX
- 18 miles from Long Beach Airport
- Less than 15 miles from UP and BNSF terminals

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CenterPoint's Premiere Class A Development Near the LB/LA Ports is Com...

NEW INITIATIVES

Asset Management content showcase – Content for market, regional leasing opportunities

Leasing Opportunity PDFs*

CENTERPOINT CENTRAL REGION AVAILABLE LEASING OPPORTUNITIES *Prime opportunities in Chicagoland, Dallas & Houston!*



385K SF

20901 WALTER STRAWN DR., ELWOOD, IL

BROKER CONTACTS:
DAN LEAHY OR ADAM ROTH



485K SF

3801 CENTERPOINT WAY, JOLIET, IL

BROKER CONTACTS:
DAN LEAHY OR ADAM ROTH



12-ACRE YARD W/ 14K SF OFFICE

3750 CENTERPOINT WAY, JOLIET, IL

BROKER CONTACTS:
DAN LEAHY OR ADAM ROTH



25-ACRE YARD W/ 13K SF OFFICE

3851 BRANDON RD., JOLIET, IL

BROKER CONTACTS:
DAN LEAHY OR ADAM ROTH



185K SF

10801 IRVING PARK RD., CHICAGO, IL

BROKER CONTACTS:
JIM ESTUS, THOMAS RODENO OR LUCAS DENNEY



127K SF W/ 4K SF OFFICE

3671 AIRPORT FREEWAY, BEDFORD, TX

BROKER CONTACTS:
STEVE TRESE OR WILSON BROWN

Leasing Opportunity Videos

- ✓ 2005 City Parkway, Houston, TX
 - 254k SF
 - Contact Jason Dillee at CBRE
- ✓ 4005 W. 11th St., Houston, TX
 - 40k SF
 - Contact [Craig Bean](#), SIOR at [Transwestern](#)
- ✓ 2015 Turning Basin Dr., Houston, TX
 - 143k SF
 - Contact [Richard Quarles](#), SIOR at [JLL](#)
- ✓ 4845 Homestead Rd., Houston, TX
 - 15k SF
 - Contact Richard Quarles at JLL

#industrialrealestate #chicago #dallas #houston Danielle Radtke Brian McKiernan James Shields Michael Brazeal Carmine Bottiglierio Melissa Kinney Brendan Durkin, P.E. Vikki Vegetabile Sara Creech Kristine Fox Joel Bell Kathy Kachinsky Roxann Sanches

Contact NAI Hiffman's Dan Leahy and Adam Roth

20901 Walter Strawn Dr.
Elwood, IL

385k SF | 65 acres

1:40 1x

CenterPoint's Central Region Leasing Opportunities - Spring 2025

NEW INITIATIVES

Asset Management content showcase – Content for market, regional leasing opportunities

Leasing Opportunity Articles & Posts



Sponsored Content

SPONSORED

CenterPoint Offers Space-starved Users 2 Unique Leasing Opportunities in NJ

ON JUL 24, 2023

As the industrial market continues to flourish amid heavy competition for space in Northern New Jersey, CenterPoint Properties is readying two facilities for lease later this Summer.

David Nenner, CenterPoint's senior vice president of asset management for the East Region, says users are still clamoring for strategically located space in the most competitive infill submarkets CenterPoint has targeted for the past decade.

"CenterPoint's customers are determined to be near the densest population pockets and as close to port operations and critical regional interstates as they can get," said Nenner. "Fortunately, we have compelling leasing opportunities that fit that bill," he added.

In *Jersey Business Magazine*, CenterPoint's SVP of David Nenner, discusses a recent lease in the Exit 8A BUNZL PLC and repositioning work on a pair of logistics facilities near the port:

Facility 1 is available for lease at 30-100 Pulaski St. in Bayonne, NJ. Contact Cushman & Wakefield's Bill Waxman, Jeff Volpi, and Morgan Nitti for leasing information.

Facility 2 is available for lease at 896 Frelinghuysen Ave. in Newark. Contact Cushman & Wakefield's Bill Waxman, Jeff Volpi, and Morgan Nitti for leasing information.

Read the full article and comments to read what David had to say about both facilities.

#commercialrealestate #logistics #supplychain

CenterPoint

BUSINESS MAGAZINE

CenterPoint Leases to Bunzl in Exit 8A, Readies 2 More Near Port for Lease

David Nenner
Senior Vice President, Regional Manager

Tenant Appreciation Event Recaps Image or Video Posts



Our Central Region Asset Management Team treated hundreds of workers from [Norkol Inc.](#), [Parceljet Technology GmbH](#), and [sellbackyourBook.com](#) to authentic wood-fired pizza at our facility at 900 Knell Rd. in Montgomery, IL, last week!

Great work by the dynamic duo of Asset Management SVP [Danielle Radtke](#) and Property Manager Associate [Vikki Vegetabile](#), and, of course, the fine folks at Nick's Wood-Fired Pizza Truck! Grazie!



Tenant Appreciation Event at 900 Knell Rd., Montgomery, IL

NEW INITIATIVES

Service Level Agreements for Team Accountability, Stakeholder Expectation Management

	PO	L1	L2	L3	L4	
General Definition	Fix issue	Minor update	Basic deliverable TAT	Intermediate content TAT	Large-scale content TAT	
<i>Deliverable</i>	<i>1-3 hours</i>	<i>1 business day</i>	<i>2-3 business days</i>	<i>7-10 business days</i>	<i>~2+ weeks</i>	
Press release (media email, broker email, social and web posts)	Broken links, incorrect info, etc.	N/A	N/A	N/A	Scope, create, obtain approvals, QA, launch, and measure results of multi-channel campaign.	
Video: Vendor-produced - (Ex: new development promo)		N/A	N/A	N/A	Scope, storyboard, work with vendor, get SME/Team review, revise 3-5x, obtain approvals, QA, and distribute content.	
Video: CNT-produced (Ex: construction update)		N/A	Edit existing video	Use contractor-provided files to produce video, obtain SME review and approval, and distribute	Retain vendor to capture files on-site in addition to L3 activities.	
Video: CNT Spotlight Series		N/A	N/A	Create video using interview files already on-hand and categorized.	Executing video shoot, prepping files, editing and producing video (> 6 weeks)	
Email				Email using existing template (Ex: Leasing avail, Event invitation)	Custom-made HubSpot email	N/A
Social post				Copy/image creation with <2 rounds of revisions, 1 reviewer	Copy and image creation with >2 rounds of revisions, multiple reviewers	N/A
SharePoint/Website post				Small update to existing post or page. Copy/image creation, standard page layout with <2 rounds of revisions, 1 reviewer	Copy/image creation, standard page layout with >2 rounds of revisions, multiple reviewers	N/A
Article				N/A	Interview with journalist, transcription, content review	CNT-produced advertorial < 1000 words
Award submission				Basic submission (general facts)	Basic submission plus ~five 100-300-word answers (Ex: NAIOP)	Intermediate submission plus photography/video