

## **ITRA Global & Pittsburgh Regional Alliance to Welcome International Corporate Real Estate Executives at Pittsburgh Conference**

PITTSBURGH—(February 1, 2012)—Carrie S. Holstead, President of Carrie Holstead Real Estate Consultants, Inc. and chairman of the board of directors for ITRA Global, one of the largest real estate organizations devoted to the representation of corporate tenants and occupiers of commercial real estate worldwide, has announced the organization will hold its Spring conference from March 30 to April 1 at the Fairmont Hotel in Pittsburgh.

“This will be a great opportunity for me to introduce the managing principals from our offices in more than 80 major markets in North America, Latin America, Europe, and Asia to one of the most dynamic 21<sup>st</sup> Century markets in North America,” explains Holstead, “and the conference will also provide the perfect opportunity for our affiliate offices to learn more about what makes Pittsburgh a model city and region that continues to receive national acclaim.”

The ITRA Global event will be sponsored exclusively by the Pittsburgh Regional Alliance (PRA), an affiliate of the Allegheny Conference on Community Development. Dewitt Peart, President of the PRA, says the conference provides his marketing and economic development organization, recognized as one of the best in the United States, with a unique and highly desirable opportunity to interact with executives from around the globe who influence relocation and expansion decisions of their corporate clients.

“It is important to the Pittsburgh region’s continued economic growth that we establish and maintain relationships with site selectors in the U.S. and around the world so we can explain the many advantages of living and working in the Pittsburgh area,” Peart says. “Sponsoring this conference allows us to accomplish that and so much more.”

Gary Saulson, Director of Corporate Real Estate for Pittsburgh-based PNC Financial Services Group, Inc., will give a keynote presentation at the conference about “Achieving Value from an Environmental Commitment” and will discuss the company’s new headquarters, The Tower at PNC Plaza, which will be the “world’s greenest skyscraper” when it opens in mid-2015.

“For more than a decade,” Saulson says, “PNC made the industry-leading commitment that all new construction and major renovations would follow LEED® green building standards. Due to this commitment, PNC recently celebrated the achievement of its 100<sup>th</sup> LEED certified building, which makes PNC the world leader in newly constructed LEED certified buildings. In total, PNC has 150 LEED-certified projects.”

As founder of Carrie S. Holstead Real Estate Consultants, Inc. ([www.carrieholstead.com](http://www.carrieholstead.com)) in 1989, Carrie owns the longest established tenant representation firm in Pittsburgh and is a leader in her field. A results-driven entrepreneur, she leveraged the lessons learned from her successful career at the Soffer Organization and Cushman & Wakefield to build a world-class firm dedicated exclusively to representing users of corporate space, with clients ranging from entrepreneurial entities to Fortune 500 companies.

Carrie is active in the Pittsburgh community and was recently recognized as one of Pittsburgh’s finest, based on her professional achievements and community involvement. She has also been recognized by CoStar as a “Top Power Broker,” featured in the *Pittsburgh Business Times* list of largest office leases on

a regular basis, recognized by ITRA Global for having generated the most transactions finalized in cooperation with affiliate offices, and received the Award of Excellence for her international work. Carrie also is a licensed real estate broker and a graduate of Leadership Pittsburgh.

For more information about the conference, contact Carrie Holstead at 412.833.1030 or [carrie@carrieholstead.com](mailto:carrie@carrieholstead.com). Please visit [www.itraglobal.com](http://www.itraglobal.com) to learn more about conflict-free representation and the worldwide representatives of the International Tenant Representative Alliance.