



# 2015-2016 ANNUAL REPORT



*Connect.*



*Learn.*



*Grow.*



*Belong.*

# ABOUT CORENET GLOBAL

CoreNet Global is the world's leading association for corporate real estate (C.R.E.) and workplace professionals, service providers and economic developers. Over 9,000 members, who include 70% of the Fortune 100 and nearly half of the Forbes Global 2000, meet locally, globally and virtually to develop networks, share knowledge, learn and thrive professionally.



## NEW ENGLAND CHAPTER MISSION

To connect groups of real estate professionals, end users and service providers to advance knowledge, promote personal excellence and add value to each individual and their respective enterprises.

## ABOUT NEW ENGLAND CHAPTER

- 500+ members from Massachusetts, Maine, New Hampshire, Vermont and Rhode Island
- Membership retention: 90%
- 12 committees with 60+ member volunteers passionate about the success of the New England Chapter
- Sponsors: 45+ Founders Circle (service providers); 25+ Corporate Sponsors (C.R.E.s)
- Community Reinvestment: the Chapter supports the South Shore Habitat for Humanity through fundraising at the Annual Golf Tournament, and members participating in both local and national community service programs
- Board of Directors holds an Annual Planning Workshop to celebrate success in the Chapter and look for areas of opportunity to improve

## GROUNDBREAKING THOUGHT LEADERSHIP PROGRAMS

- The Chapter's Education, Programs, Talent in Transition, Real Advantage, Membership and Young Leaders Committees host 70+ programs each year
- Yearly Awards of Excellence Dinner exceeds 500 professionals in celebrating C.R.E.s, Service Providers and workplace award winners
- Chapter uses data and analytics to help inform and drive Chapter activities

## A MESSAGE FROM THE PRESIDENT



On behalf of the CoreNet Global New England Chapter Board of Directors, I am proud to share the Chapter's Annual Report with our valued members in the real estate community. The Annual Report outlines the progress we have made this past year, and reflects our strong commitment to provide transparency, openness and communication with our members. This Report focuses on the many facets of the Chapter and all of the tremendous efforts we are making to meet our mission and align with CoreNet Global in advancing the effectiveness of corporate real estate professionals.

As we plan for the year ahead, it is always important to look back on where we have been. We continue to make great progress as a Chapter and are thrilled that we continue to expand our membership not just in numbers but in diversity of industries which allows us a greater platform to learn from one another.

Today, the CoreNet Global New England Chapter leverages its rich history to become the real estate industry's association of choice as the only group to convene the entire supply chain of corporate real estate. Professionals earning the prestigious designations of Master of Corporate Real Estate (MCR) and Senior Leader of Corporate Real Estate (SLCR) from CoreNet Global gain validation of their strategic management skills. At the Global Summit in Los Angeles in October, four members of our Chapter received their MCR designation and one member received a SLCR designation. Our Chapter has taken professional development to the next level, through our Leadership Program which focuses on the next generation of corporate real estate leaders. In November of 2015 at our Awards of Excellence Gala, the first class of this groundbreaking program graduated. In this Report, we introduce the 2016 Leadership Program class.

As our Chapter prides itself on continuing excellence in education, we would like to briefly highlight two of the 2016 Strategic Initiatives which are outlined in greater detail in the Report. Among the Chapter's many bold initiatives, we are particularly excited about our University Initiative which is in direct alignment with CoreNet Global and an opportunity for the Chapter to introduce corporate real estate as a potential profession to college students and introduce CoreNet Global as the premier association for the corporate real estate industry. In addition, we will be initiating for the first time an Enhanced Leadership Program to provide CoreNet members with an opportunity to advance their management and leadership skills.

The strong partnership the New England Chapter has with our members, sponsors, the community and CoreNet Global is essential to our continuing success. In each of the past two years, the Chapter has set new annual membership records as part of our current campaign. This effort supports the expansion of our programs, events, and professional development for members, and new strategic initiatives that we detail within the Report.

Amidst the progress and success over the year, we were also touched by a significant loss. The New England Chapter lost a great leader this February in the unexpected passing of Doug Noonan. Doug led an outstanding 35-year career in the corporate real estate industry. Most recently, Doug was Vice President of Corporate Real Estate at adidas Group and was considered one of the premier thought leaders in corporate real estate. Doug made countless and significant contributions to CoreNet New England as an esteemed and passionate past President, as a generous contributor to and sponsor of CoreNet Golf and as a strong supporter and advocate of our new education initiative. Most importantly, we will remember Doug as a genuine, considerate and humorous friend and one of the most decent human beings who walked the Earth.

The Chapter would like to extend a heartfelt thanks to Don DiPanfilo who recently retired from Blue Cross Blue Shield of Massachusetts, for his many years of stellar service to our Chapter's Board of Directors and his co-chairing of our golf committee. Congratulations to Don on his well-deserved retirement. The Chapter would also like to recognize and extend its sincerest thanks to Sarah Abrams for her tremendous contributions to CoreNet New England as a past President, resilient, passionate and zealous Board member and advocate of CoreNet New England and, most importantly, the thoughtful creator and quarterback of our hugely successful Leadership Program. We welcome Sarah with open and grateful arms to our Legacy Council as Sarah continues to leave her indelible mark on our Chapter.

The entire Board is excited about the progress the Chapter has made this past year. We are extremely appreciative of and humbled by the countless contributions of the many individuals who offer their time, talent and commitment to make this Chapter extraordinary. Our success is, after all, dependent upon our members and sponsors who are actively involved and continually promote excellence. We look forward to your ongoing engagement with the New England Chapter and your help in implementing our new strategic initiatives during the coming year.

I personally want to thank you for your friendship and support over the past year, and I look forward to these enduring relationships – as well as building new ones – in the coming year.

Sincerely,

Cynthia Keliher  
Partner, McCarter & English, LLP  
President, CoreNet Global New England





## CORENET GLOBAL NEW ENGLAND CHAPTER BOARD OF DIRECTORS

### EXPERIENCE. DIVERSITY. RELEVANCE.

To support the dynamic growth of the New England Chapter of CoreNet Global, the leadership team has done an excellent job attracting and developing the best and brightest in the C.R.E. industry.

The Legacy Council has enabled the Chapter to benefit from the wealth of experience from past Board members and help foster the growth of new Board members. The Executive Committee of the New England Chapter Board is unique because the five C.R.E. professionals represent one of the highest ratios of End Users to Service Providers in the country.

#### EXECUTIVE COMMITTEE

**Cynthia Keliher**  
President  
McCarter & English

**Chris Horblit**  
Immediate  
Past President  
Fidelity Real Estate  
Company

**Suzanne Cooper**  
President Elect  
Cisco

**Erica Chapman**  
Executive Vice President  
Akamai

**Steven Doben**  
Treasurer  
NetScout

**Kristin Poulin**  
Secretary/Clerk  
Structure Tone

#### LEGACY COUNCIL

**Sarah Abrams**  
Iron Mountain

**Jack Burns**  
Cresa

**John Duffy**  
JLL

**Cathy Guilbeault**  
Nike

**Doug Noonan**  
adidas Group

**Bruce Shick**

#### DIRECTORS

**Paul Asmar**  
MilliporeSigma

**Brendan Callahan**  
JLL

**Aurora Cammarata**  
Timberline Construction

**Chris Crooks**  
Cresa

**Paul Fitzgerald**  
EMC Corporation

**Chuck Fuller**  
Fidelity Real Estate  
Company

**Kevin Heffernan**  
Liberty Mutual

**Jonathan Keefe**  
Cushman & Wakefield

**Lisa Killaby**  
Stantec

**Ara Krafian**  
SMMA

**Marc Margulies**  
MPA/Margulies Perruzzi  
Architects

**Jeanne Nutt**  
Gensler

**Kurt Ochalla**  
TripAdvisor

**Karen Pritchard**  
Wellington Management

**Dena Quinn**  
Microsoft

**Donna Repko**  
Geiger International

**Maureen Rystrom**  
J. Calnan & Associates

**Mark Watkins**  
Thermo Fisher

**Stephan White**  
PES Associates

## BOARD DEVELOPMENT

### FORMALIZED SUCCESSION PLANNING ENABLES SUSTAINED SUCCESS

Sustainable Chapter success is a result of good planning and strong leadership. For effective succession planning, a Board Development Program has been formalized that promotes a mentorship strategy and balanced Board representation between C.R.E.s and Service Providers.

### DEVELOPING NEW LEADERSHIP

The Chapter fields new Board leaders from its committee members, a process that was developed after careful review of the CoreNet Global Governance process. Members interested in becoming Chapter Board members can request to participate and assume a leadership role in one of our committees. Each year the Nomination Committee chaired by the Executive Vice President solicits a "Call for Nominations" to join the Board.

The New England Chapter has done an excellent job of retaining talented Board members by elevating existing Directors to Chapter Officers. This approach leverages individual experience, creating Board consistency and continuity. Officer positions are confirmed by the Board. The Board approves the slate to be presented to the membership 30 days before the Annual Meeting. The membership votes to approve the proposed slate either by proxy vote or at the Annual Meeting.

The Legacy Council began six years ago as a way of preserving a historical perspective as the Chapter has developed. Former Chapter Officers can elect to stay on and participate as a Legacy Council non-voting member.

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## CONGRATULATIONS TO OUR REAPPOINTED AND NEW DIRECTORS FOR A 3-YEAR TERM BEGINNING APRIL 1, 2016

Brendan Callahan, JLL

Paul Fitzgerald,  
EMC Corporation

Monica Juan\*, CBRE

Lisa Killaby, Stantec

Ara Krafian, SMMA

Kurt Ochalla, TripAdvisor

Kristin Poulin, Structure Tone

Maureen Rystrom,  
J. Calnan & Associates

Christopher Staal\*,  
Bose Corporation

\*New Directors

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# THE VALUE OF SPONSORSHIP

## FOCUSED THOUGHT LEADERSHIP IN 2015/2016

- Nine breakfast seminars
- Six evening programs/tours
- Eight Talent in Transition programs
- Four Young Leader ACCESS luncheons
- 18 Real Advantage workshops
- 20 roundtable dinners for C.R.E. executives

## ONE-ON-ONE NETWORKING AND RELATIONSHIP DEVELOPMENT

- Opportunities to discuss trends and challenges
- Golf tournament and other special events that raise money and organize team volunteer days
- Mentoring "Young Leaders" and new industry entrants
- Exclusive peer-to-peer roundtable dinner discussions for Corporate Partners and Founders Circle Platinum and Gold members

## INDUSTRY RECOGNITION

- Awards of Excellence Gala (500+ attendees in 2015 – Sold Out Event)
- Corporate Partners and Founders Circle Appreciation Event
- Website recognition
- Letterhead recognition
- Sponsor recognition at all programs
- Opportunity to teach/present at educational programs



## FOUNDERS CIRCLE SPONSOR BENEFITS

	Platinum: \$10,000*	Gold: \$7,500	Silver: \$5,000	Bronze: \$3,500
Invitation to Executive Roundtable Dinners	8 dinners per year	4 dinners per year	no	no
Ability to bring Corporate Real Estate (End User) guests to Roundtable Dinners	1 per year	1 per year	no	no
Invitation/participation in Real Advantage Program	Preferential	yes	yes	no
Availability of Corporate End User for in-house speaking engagement	yes	yes	no	no
Awards Dinner table	\$500 discount	\$250 discount	no discount	no discount
Founders Circle Appreciation Reception	5 tickets	4 tickets	2 tickets	1 ticket
Complimentary attendance at all regular programs	6/each event	4/each event	2/each event	1/each event
Credited on CoreNet Global New England website	Link to sponsor's home page	Link to sponsor's home page	yes (no link)	yes (no link)
Preference attendance opportunity at Awards Dinner, golf and special events	yes	yes	yes	yes
Credited on Chapter invitations during the year sent out by CoreNet Global NE	yes	yes	yes	yes
Credited on all CoreNet Global New England official letterhead	yes	yes	yes	yes
Listed on Founders Circle sponsorship board at programs	yes	yes	yes	yes

\* limited industry exclusivity

Anyone interested in Sponsorship, be sure to attend a program or networking event to gain a firsthand perspective. Any questions, please contact Carol Adey, New England Chapter Executive Director, 617.758.6042 or [cadey@corenetglobalne.com](mailto:cadey@corenetglobalne.com)





# COMMITTEES MAKE THE CHAPTER

GET INVOLVED. BE INSPIRED. MAKE A DIFFERENCE.

The New England Chapter would not be successful without the outstanding efforts of the following committees — and the enthusiasm of every committee member whose involvement is vital and appreciated! We ask all interested members to consider where their talents, experience and passion may best fit...and to get involved!

## AWARDS

**Brigitte Beltran, Sasaki Associates and Jackie Falla, ELAINE Construction**

Dedicated to creating the Chapter's premier annual Awards of Excellence gala, recognizing the industry's exceptional professionals and projects.

## COMMUNICATIONS

**Erica Chapman, Akamai and Jessica Pernicone, JLL**

Strengthen awareness of the programs that support the Chapter's goals and objectives. Committee prepares and distributes appropriate content relevant to the various activities occurring throughout the Chapter.

## COMMUNITY REINVESTMENT

**Marisa Fava, Humanscale and Sean Teague, Cushman & Wakefield**

Chapter supports the South Shore Habitat for Humanity through the Annual Golf Tournament fundraiser. Chapter members also support and participate in both local and national community service projects.

## EDUCATION

**Varunee Betts, Exemplis and Denise Booras, STV | DPM**

In addition to the national MCR/SLCR programs, our Chapter provides many learning opportunities annually to build on members' corporate real estate knowledge base.

## GOLF

**David Provost, Boston Properties and Dan Pleines, Fresenius Medical Care**

Committee organizes the annual networking golf event in support of the Chapter's local charitable efforts.

## MEMBERSHIP

**Joe Dwyer, Knoll and Andrew Feibelman, BRG**

Increase and maintain membership at the highest possible levels by attracting new members and retaining existing members. Work closely with other committees to ensure that recruitment and retention are integrated into all Chapter activities.

## PROGRAMS

**Chuck Fuller, Fidelity Real Estate Company and Maureen Rystrom, J. Calnan & Associates**

Develop programs that are relevant to members and secure leading presenters and panelists to present topics.

## REAL ADVANTAGE

**Dena Quinn, Microsoft and Chris Staal, Bose**

Content-rich education programs focusing on core industry topics led by respected leaders in Corporate Real Estate. This is an invitation-only program for C.R.E.s and Platinum and Gold Sponsors.

## REGISTRATION

**Kris Esposito, National Office Furniture and Meagan O'Hara, Fort Point Project Management**

Committee designed to provide registration support to the Chapter's various and diverse programs and events.

## SPONSORSHIP

**Monica Juan, CBRE and Peter Stein, BRG**

Committee is liaison to Service Provider Founders Circle annual sponsors.

## TALENT IN TRANSITION

**Mitch Evans, COP and LaNitra Webb**

Provide professionals with comprehensive resources, advice and networking opportunities while transitioning or further enhancing their career path.

## YOUNG LEADERS

**Laura Walsh, Akamai**

Focused on the educational and networking needs of real estate professionals age 35 and under. Mission is to attract and retain future real estate leaders.



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# NEW ENGLAND CHAPTER BOARD OF DIRECTORS

## 2016 STRATEGIC INITIATIVES

Building off the Strategic Initiatives identified in 2015, this year the Board will continue to promote and develop the areas listed below, maintaining our Chapter's position as the premier real estate industry organization in New England.

### UNIVERSITY INITIATIVE

Introduce corporate real estate as a potential profession to college students and introduce CoreNet Global as the premier association for the corporate real estate industry to both college students and real estate/planning professionals working in colleges and universities, all with a goal of attracting new members.

### LEADERSHIP DEVELOPMENT

Provide CoreNet members with advance management skills, insight and tools to be in a position to (a) lead their respective organizations into the next generation, (b) advance within their own organizations and/or (c) consider/transition to a new job opportunity. The program will expose participants to a range of thought provoking discussions and case studies and provide unique events and networking opportunities with senior executives in corporate real estate allowing the participants the opportunity to share ideas and to expand their network. Applications for the six session leadership program "Enhanced Leadership" will be available shortly to members of CoreNet who are beyond the Young Leader group but are still interested in enhancing their leadership skills.

### LIFE SCIENCES

Target local and global life sciences firms and through strategic communications and outreach, participation in tailored events, and alignment with their industry peers, educate them on the benefits of joining CoreNet Global and engaging as a corporate partner.

### TECHNOLOGY PLATFORM

Solve for a substantively supportive technology platform. The first step will be to create a task force who, with the engagement of Global, develop an app for New England's benefit. In parallel, a broader team will continue to define the full technology gap and action plans to address it.

### GOVERNANCE MODEL

Adopt a "future planning" posture in the evaluation of our current "business model" with respect to the organization structure of the CoreNet New England Chapter to ensure the volunteer leadership model is highly effective and efficient.

Further, the organization which underpins the support of CoreNet New England should be scalable with the growth of the chapter and foster ease in succession planning to future generations.

# GIVING BACK

## CONNECTING MEMBERS WITH COMMUNITIES IN NEED

The CoreNet Global New England Chapter continues to show its commitment to supporting the local charitable efforts of South Shore Habitat for Humanity (SSHH) – in 2015, our challenge was only in figuring out how to give more. Partnering with the Golf committee and leaders from SSHH, the Community Reinvestment committee worked to increase our annual financial contribution to SSHH by adding an exciting helicopter ball drop to the Chapter's summer Golf Outing. Members and their guests were eager to contribute, if only to take in the spectacle over the fairway at Pinehills Golf Club in July. Due to this focus, we were able to present a check for \$14,000 this year – the highest single donation we have made as a Chapter to SSHH.

Our members do not stop at just giving their money – they also step in to give their time. You can get to know someone well enough by doing business with him or her for many years – but you really get to know how hard they work, how they respond to new challenges and how they communicate with a team in a Habitat Build Day setting. Mixing concrete, hanging siding and adding a front door are all tasks that provide a window into the high caliber of our Chapter's membership, both professionally and personally.



South Shore Habitat for Humanity Build Day 2015  
Duxbury, MA





# YOUNG LEADERS COMMITTEE

## CULTIVATING THE NEXT GENERATION OF C.R.E. LEADERS

### COMMITMENT TO YOUNG LEADER DEVELOPMENT

The goal of Young Leaders is to engage our members and provide valuable opportunities for them to learn, connect and grow professionally. This year we have hosted a variety of events, such as our Summer Roofdeck Social, Negotiating Compensation: an Educational Event co-hosted with Talent in Transition, and our Holiday Party with a Toy Drive for the Salvation Army. We successfully hosted many ACCESS Lunches with Senior Leaders in our Chapter: Monica Juan, Jack Burns, Chris Staal, and Dena Quinn. In November 2015, we sent out a survey to our membership in order to guide our strategy for future events, and have been able to respond to the feedback by building in more education opportunities for our members. Since April 2015, the CoreNet New England Young Leaders have had a 33% increase in membership, and we now have just over 100 members. We have had an amazing year as we continue to revitalize and strengthen our momentum within the CRE community.

### 2016 LEADERSHIP PROGRAM CLASS



(Left Column, Bottom to Top)

Michael Goodwin, McCall & Almy; Lisa Hamilton, Northstar Project & Real Estate Services; Phillip Donovan, Fidelity Real Estate Company; Kristin Enright, Progress Software

(Middle Column, Bottom to Top)

Brad Wilson, CBRE/Iron Mountain; Cerise Marcela, Gensler; Jordan Yarbboro, JLL

(Right Column, Bottom to Top)

Erica Roux, Akamai Technologies; Michael Brucato, CBRE NE; Jaclyn Golden, Wellington Management Company; Julie Toland, Commodore Builders; Jamie McElaney, Liberty Mutual; Bob Desaulniers, UG2



  
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**New England  
Chapter**

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A proud supporter of CoreNet Global New England Chapter