



The 2015 ERS Was a Resounding Success!

With more than 400 members and guests in attendance, this year's event, held at Georgetown University in Washington, DC will go down as one of the best since its inception in 2003. The Philadelphia Chapter, in particular, had record-breaking attendance for an ERS not in its home town. There were 32 members in attendance, 148% above the target! The event included something for everyone... a special Young Leaders Forum, held at the iconic Cosmos Club, several amazing tours around the city, numerous enlightening educational sessions, and lots of opportunities for networking.



The ERS officially kicked off on Monday afternoon with a presentation from Christopher Voss, a high stakes negotiation expert, speaker and guest lecturer and CEO of The Black Swan Group. His presentation focused on understanding how to control and influence negotiations in any situation. Immediately following the session, all attendees were invited to network and mingle at the Welcome Reception, sponsored by Cresa. The day was capped off with an amazing End User Dinner sponsored by Monday Properties. More than 200 guests gathered on the 33rd floor of the spectacular 1812 North Moore Street building located in the heart of Rosslyn, VA. Karen Fields and her team transformed the raw space into a stunning venue featuring unparalleled views of Washington, DC.



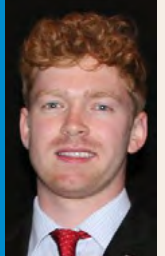
Guest, Irene Sosnowski with Cigna, and Peter Olson with CBRE.

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Student Testimonial

Mike Rohm

Co-President, Temple Real Estate Organization (TREO)
Temple University



What CoreNet Means to Me... Relationships

CoreNet reached out to me as Co-President of the Temple Real Estate Organization (TREO) and gauged my interest in collaborating with them on community service projects and professional development activities. My decision to partner with CoreNet is the best decision I could have made for myself, as well as members of TREO. The willingness of CoreNet members to be engaged with students is something that I've never experienced with any other professional organization. Members of CoreNet have reached out to me personally, with the intentions of keeping our relationship going. This is especially meaningful, because as students we often feel as if our emails, for instance, are a burden on professionals within the industry. I certainly see myself maintaining this relationship going forward in my career!

Don't Miss These Events!

September 15:

**Program – Learn How Technology is
Creating the Office of the Future**

Microsoft Technology Center, Malvern, PA

October 23:

Outward Bound Building Adventure
One Logan Square, Philadelphia, PA

Visit the [events section](#) of the chapter website for more information and to register.



CoreNet Global North American Summit

October 18-20, 2015
Los Angeles

Getting Ready to Be Disrupted...

Have you registered to attend the CoreNet Global North American Summit in Los Angeles? Join over 2500 corporate real estate professionals in Los Angeles as we talk about ways to disrupt your business to spark innovation. The Summit prepares you to respond to tough questions, adopt a strategic posture designed to manage disruption, innovate and meet change head on. Click here for more information and to register.



Letter from the President

Dear CoreNet Greater Philadelphia Community,

On behalf of the CoreNet Global Greater Philadelphia Chapter, we hope you've all been enjoying this beautiful Summer and immersing in all the great activities and events that flourish this time of year. Some have even been in partnership with other neighboring CoreNet Global Chapters such as the Eastern Regional Symposium (ERS), recently hosted by the Mid-Atlantic Chapter in Washington, DC in coordination with Connecticut/Westchester; Long Island; New England; New Jersey; New York City; and Philadelphia Chapters. The 2015 theme for this event was "The Art and Science of Influencing Outcomes." Philadelphia surpassed its attendance goal for the ERS. Nice job! This reflected upon the great engagement from our chapter.

Continuing upon the ERS theme, our chapter was involved in influencing the future outcome/timing of subsequent ERS events. We recently participated in a vote with the ERS supporting chapters as to whether we will host an ERS event when CoreNet Global is hosting their North American Summit in one of our eastern cities. After comprehensive review and discussions with the other six chapters, it was decided to not hold the ERS on the years when the Summit is being held in one of the ERS cities. As a result, the next ERS will occur in June 2017 as the Global Summit is coming to our great region in Philadelphia in October 2016.

Between now and then we have a lot of ground to cover. The engagement of our chapter and the diversity of events occurring across all our committees – University Relations, Education, Young Leader, Community Reinvestment, Special Events, etc. has prompted us to seek our first ever submission for Chapter of the Year in 2016. We need your help to bring our chapter onto the Global stage – literally and figuratively.

We looked forward to seeing you attend and participate in events these past few months. Whether you were seeking to give back to our community and participated in Philabundance and Cradles for Crayons or simply wanted to connect and network with other real estate professionals off or on the golf course at the Summer Social or Golf Outing – it was great seeing you and discussing real estate matters.

Our chapter is excited about the next series of real estate programs planned for the second half of the year. Please bookmark and continue to routinely visit the [chapter website](#). This is one of the best ways to seek information about upcoming events.

We will also be posting information about our Call to Board Nominations. If you are interested being part of our organization and leading and influencing real estate programs and events that support our mission of being the real estate organization to belong to in our region, then please consider joining our board and/or volunteering on one of the committees.

We encourage you to keep an eye on our calendar and get your real estate colleagues and partners engaged in the Greater Philadelphia Chapter community.

If you are not a member or simply want to learn more about how to make the most of your membership, then contact us. Your feedback and engagement influences the future and helps make a difference in the corporate real estate community.



Look forward to hearing from you and reconnecting in the second half of the year!

Best Wishes,
Irene

Irene Sosnowski, MCR
Director Relationship Management, Cigna
President, Greater Philadelphia Chapter, CoreNet Global



NEWS

Summer 2015

Executive Committee Greater Philadelphia Chapter

President: **Irene Sosnowski, MCR** • CIGNA

Treasurer/Special Events: **Ed Piscopo** • PECO Energy

Secretary: **Matt Knowles** • CBRE

Past President/Advisor: **Gerry Guidice, MCR.w, SLCR** • TD Bank

Past President/Advisor: **Jerry O'Brien** • Comcast

CoreNet Global • 133 Peachtree Street, N.E., Suite 3000 • Atlanta, GA 30303

September 15:

Learn How Technology is Creating the Office of the Future



The world of business as we know it, has changed forever. Now, more than ever, we have the ability to work anytime, anywhere, on any device. Join CoreNet Philadelphia at the Microsoft Technology Center (MTC) in Malvern to see first-hand, elements of the Office of the Future as well as to see Microsoft's 5 to 10 year vision for the future of Productivity.

From last minute emails to social media updates technology is truly at the forefront of success in the industry. It affects how we work and how we'll succeed.

During the event you'll have the opportunity to learn how technology is creating a workplace for a user-centric world at a technology gem in our backyard. Learn how offices are now building and launching their new facilities using today's latest tech innovations.

In the world of hashtags and tweets learn how to exploit talent, ideas, resource, brand, technology, channels and CRM customer bases to build ventures that produce meaningful growth.

At this event you'll learn how telecommuting, tech advancements and co-working will ultimately shape the future of business. Special thank you to MARS Drinks for providing the breakfast.

Space is limited so register early!

Date: September 15, 2015

Time: 8:00am – 10:30am

Location: Microsoft Technology Center, 45 Liberty Blvd., Suite 210, Malvern, PA

Fees: \$15/Members and \$30/Non-Members

**Register
Now**



Philadelphia
Chapter



Microsoft



We Create Great Tasting Moments at Work

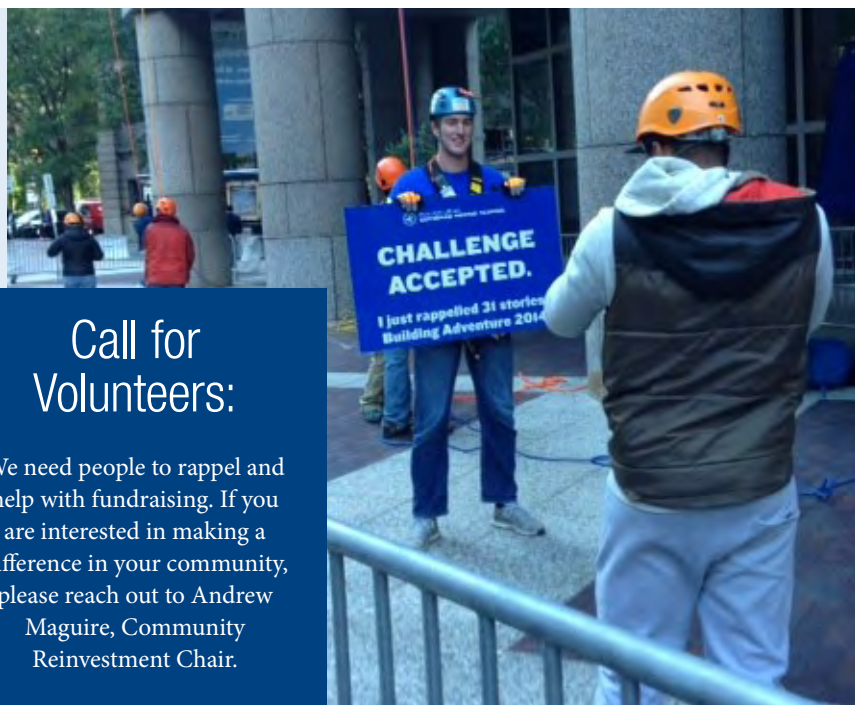
October 23:

Outward Bound Building Adventure

On October 23rd we are going over again! Last year nine brave members of our chapter rappelled down the side of One Logan Square -- 31 stories and over 400 feet! Collectively, our team raised over \$20,000 to help the Philadelphia Outward Bound School change lives through challenge and discovery.

Date: October 23, 2015

Location: One Logan Square,
Philadelphia, PA



Call for Volunteers:

We need people to rappel and help with fundraising. If you are interested in making a difference in your community, please reach out to Andrew Maguire, Community Reinvestment Chair.

Severe Storm Does Not Dampen Spirits at Summer Social

Everyone has heard the phrase, “When life gives you lemons, make lemonade,” well that is just what the Philadelphia Chapter did on June 23rd when a severe storm struck at our Annual Summer Social. Thunderstorms tore through the area blowing near-hurricane force winds, knocking down countless trees, and closing the road leading to the Philadelphia Country Club. Despite the storm, spirits were high with the more than 80 guests in attendance. The event offered tasty treats, cocktails and networking with peers. We have already put in our order for better weather next year!



Llanerch Country Club Hosts Annual Golf Outing



On July 27, it was a beautiful day at Llanerch Country Club for the sold out CoreNet/NAIOP Annual Golf Outing. With over 140 attendees, we had a mix of both avid and beginner golfers. For the avid golfers, the climb to the first place trophies was competitive. Congratulations to our Low Gross Overall Foursome of Matt Davis, Seth DeForest, Josh Smargiassi, and Rick Giles all of CFI and Boomerang, and our Low Calloway Net Score Foursome of Matt Knowles with CBRE, Bob Dake of Brixmor, Troy Adams of NFI, and Paul Madarieta with Fresh Direct. All guests enjoyed cocktails on the terrace watching the nail biting finish of the putting contest on the 18th hole. For beginner golfers, CoreNet and NAIOP offered a golf clinic taught by a local golf pro in lieu of playing in a foursome. Everyone enjoyed dinner, drinks, and raffles in the air conditioned ball room to end the evening.



Troy Adams with NFI and Matt Knowles with CBRE



Joe McLoughlin with Commonwealth Land Title awards the winner of the putting contest



Catherine Bianco and Lisa Conway Named to the CoreNet Global '36 Under 36' List

The Greater Philadelphia Chapter is pleased to announce that two of our Board Members have been named to CoreNet Global's 36 Under 36 list. This list encompasses CoreNet Global's up-and-coming young leaders. Please join us in congratulating...



Catherine Bianco
Director of Leasing
Liberty Property Trust



Lisa Conway
Regional Vice President of
Strategic Accounts
INTERFACE

To see the full list, check out the [latest issue](#) of the LEADER magazine starting on page 40.

ACADEMIC CHALLENGE UPDATE



Thank you to the many chapters that supported the inaugural CoreNet Global Academic Challenge, a student competition with a \$10,000 USD prize for the winning team and a \$10,000 USD contribution

to the winning academic institution. We are pleased to report that 29 teams submitted projects, including 12 from universities in the U.S., six from China, two from India, two from Bangladesh and single submissions from Australia, Azerbaijan, Hong Kong, Malaysia, the Netherlands, Nigeria and Uganda. A panel of judges comprised of corporate real estate leaders and academics will review the submissions and determine three team finalists who will present their projects live at the North American Global Summit on October 18.

The 2015 ERS Was a Resounding Success! *continued from page 1*

Tuesday began with a general presentation from Andrew Linderman, Story Telling Consultant and Adjunct Faculty, New York University, followed by a number of engaging breakout sessions. The conference concluded with a presentation from R 'Ray' Wang, Principal Analyst, Founder, and Chairman of Silicon Valley-based Constellation Research, Inc. Attendees also received a copy of Ray's book, "Disrupting Digital Business." After the final session, attendees gathered in the South Gallery for the Closing Reception, sponsored by RTKL.

The 2015 ERS Planning Team would like to thank all of the event sponsors, volunteers, and attendees who made this event such a success.



Philly Represents! Troy Adams with NFI, Judy Ginieczki with Jacobs and John Bullen with Comcast



Christopher Voss with the Black Swan Group presents opening general session



"Tell Us Your Story"

Opportunity to feature you,
your team or your company.



We are looking for articles focused on what's relevant in today's corporate real estate landscape. Article topics can focus on industry best practices, current trends, technology, etc. Articles may

be published in an upcoming issue of the CoreNet Philadelphia Chapter newsletter. If you would like to draft an article or have an idea for a good topic, please [let us know!](#)

Welcome New Members

Scott Anderson • Qube Global Software

David Garwood • Johnson Controls, Inc.

Larry Jalbert • Northeast Technology Partners

Susan Krauss • Nelson & Associates


CORENET
GLOBAL | Philadelphia
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NEWS

Summer 2015

Thanks to Our Sponsors

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Designing Environments That Work.

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