



2015 EASTERN REGIONAL SYMPOSIUM

The Art and Science of Influencing Outcomes

June 8 - 9, 2015

Georgetown University Hotel and
Conference Center, Washington, DC



The Eastern Regional Symposium



The Eastern Regional Symposium (ERS) will be held June 8 - 9, 2015 at Georgetown University in Washington, DC. The theme for the coming event is "The Art and Science of Influencing Outcomes." Notable speakers from corporations, government and academia will discuss the dynamics behind influencing outcomes in a variety of areas, including designing a CRE

organization for maximum effectiveness, using data and metrics to win support for a project or strategy, understanding the impact of one's personal brand on effective influencing, and communicating current trends that influence location and workforce strategies. **The ERS is limited to 400 attendees, and is expected to sell out! Click here for more information and to register.**

The chapter has several members registered for the ERS and we asked a few why they are planning to attend. Here's what they had to say...

Marc Policarpo, Senior Vice President, Binswanger Corp.



I will be attending my first ERS this year (had a conflict last year and couldn't attend). As always I'll enjoy networking with attendees from our chapter, but even more I'm looking forward to the opportunity to meet members from the other chapters for the first time, and get their take on our industry. The topic is timely too - as organizations across the board become 'flatter' and decision making is shared - the need to "communicate credibly and logically" is critical if one expects to influence a broad range of people who all have different views.

Lisa Conway, Regional Vice President, Strategic Accounts, Interface



Last year I had a lot of firsts: My first year as a member, first year as a Chapter Board Member, and first CoreNet Global Summit. I have had such a good time and met so many people and learned so much. This year will be my first ERS. I have heard the ERS is even better because it's a more intimate setting. I can't wait to experience it for myself.

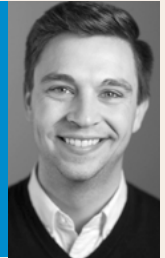
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Volunteer Spotlight:

Douglas Trudeau

Workplace Consultant
Steelcase

(Gold Sponsor of CoreNet Philadelphia)



Recently Doug Trudeau has emerged as a new face on the CoreNet scene as a Young Leader and a promising new addition to our chapter. Join us in getting to know Doug a little bit better...

1. I was born and raised in... Riverview, MI (a suburb of Detroit)
2. When I was growing up I wanted to be... I really wanted to be a lawyer, and then get into politics
3. My favorite building in Philadelphia is... City Hall - especially at night
4. My favorite place to have lunch is... The Dandelion - lunch, dinner, brunch, or drinks. It's my favorite place in the city

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Don't Miss These Events!

- May 21: **Camden: Why Doing Business on the Other Side of the River is a Home Run**
Campbell's Field, Camden, NJ
- June 6: **Cradles to Crayons Volunteer Opportunity**
Cradles to Crayons, W. Conshohocken, PA
- June 8-9: **Eastern Regional Symposium**
Georgetown University, Washington, DC
- June 23: **Annual Summer Social**
Philadelphia Country Club, Gladwyne, PA
- July 27: **Annual CoreNet/NAIOP Golf Outing**
Llanerch Country Club, Havertown, PA

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

CoreNet Global Announces Academic Challenge



CoreNet Global is launching its first-ever Academic Challenge. Students from around the world are invited to think creatively about a problem facing CRE professionals in companies like Google, AT&T, Duke Energy, AstraZeneca, Whirlpool, or many others. Your innovative ideas could help CRE departments in large corporations solve a problem. The winning team will win \$10,000 (US) and also another \$10,000 (US) for their Academic Institution. [Click here](#) for more information.

Letter from the President

Dear Greater Philadelphia CoreNet Global Community,

Spring has arrived... although the temperature is starting to feel like we leaped into summer. This is the time of year we all feel more energized and are seeking more opportunities to get connected and engaged in and around our great city and with our growing professional real estate community.

The CoreNet Global Greater Philadelphia Chapter wants to see you out and about at our events this year. We want you to take advantage of the opportunity your membership and participation offers you to meet a diverse group of people you otherwise may not meet and make valuable contacts that help each other progress and be successful.

This year we are offering a variety of programs to network, share ideas, gain insights and truly strive to make a difference in our community. We recently hosted the first of what we hope will become a series of End User connect events on May 13th. The event allowed for intimate discussions on challenges and opportunities facing the corporate real estate professional. If you are a Service Provider seeking to host a future End User event, please don't hesitate to [reach out](#). These events will offer great perspectives and knowledge across all real estate disciplines.

As leading real estate professionals who are passionate about the cities and suburbs we work in, we all want to give back to the Greater Philadelphia community. Our chapter is arranging several community service events to bring us together and help others. You will discover you will feel more satisfied by doing something good and giving back to our region. We invite you to sign up and to participate. Visit the [events section](#) of the website for upcoming opportunities.

Whether it is the Academic Challenge opened to our regional colleges and universities seeking student perspectives and involvement, or our Lunch and Learn series that produces various innovative real estate programs that showcase forward thinking real estate accomplishments around our region, or our participation in this year's Eastern Regional Symposium in DC, these are just a few types of forums you and your teams have access to advance connections and learning in real estate. We encourage you to keep an eye on our [calendar](#) and get your real estate teams engaged.

What better way to kick off spring than with baseball? On May 21st the chapter is hosting a program entitled, "Camden: Why Doing Business on the Other Side of the River is a Home Run." After a short panel discussion, attendees will enjoy a Riversharks game at Campbell's Field. I hope to see you all in Camden to celebrate, inquire and learn about what's great in and around Philadelphia.

As always we want to hear from you and how the chapter continues to make a difference for you, your organization and our region.



Best Wishes,
Irene

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



NEWS

Spring 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

May 21:

Why Doing Business on the Other Side of the River is a Home Run

“Why are so many companies moving to Camden?” Find out why during this fun and interactive program focused on the recent flight of many companies to open and/or relocate their offices to Camden, NJ. Driven largely by the Grow New Jersey Assistance Program, a 10 year tax incentive program started in 2013. Hear from representatives from notable South Jersey and Philadelphia area companies whose organizations have made major space commitments in taking advantage of this program.

After a short panel discussion, enjoy an extended networking period with the panelists and your colleagues in a private suite, while taking in the play of the Riversharks, Camden’s minor league baseball team.



The price of admission includes tickets to the game, delicious ballpark food (including burgers and dogs) and two drink tickets!

Date: May 21, 2015 • Time: 5:30 – 9:00pm

Location: Campbell’s Field, 401 N. Delaware Ave.,
Camden, NJ 08102

Fees: \$30/Members and \$60/Non-Members

► **Register Now!**

June 6:

Cradles to Crayons Volunteer Opportunity

**Cradles
toCrayons**

Providing the essentials for childhood.



On Saturday, June 6th CoreNet Philadelphia’s Community Reinvestment Committee will host the 1st Annual Cradles to Crayons Volunteer Opportunity. CoreNet Philadelphia members will sort and pack clothing, school supplies and other essential items at Cradles to Crayons’ facility in Conshohocken,

PA. Cradles to Crayons provides children from birth to age 12, living in low- income and homeless situations throughout the Delaware Valley, with the essential items they need to thrive - at home, at school and at play.

Please remember to wear closed-toed shoes. Comfortable clothing is recommended. **Space is extremely limited!** All volunteers must be age 6 or older. To register, please email [Andrew Maguire](#), Community Reinvestment Chair.

Donations requested

All volunteers are encouraged to please bring along donations of children’s everyday essential items. Please [click here](#) for a list of items the organization does/does not accept.

When: June 6, 2015

Time: 9:45am – 12:00pm

Location: 30 Clipper Road,
P.O. Box 799,
W. Conshohocken, PA 19428



June 23:

Annual Summer Social

The CoreNet Greater Philadelphia Chapter invites you to our Annual Summer Social on the evening of June 23rd! Enjoy delicious food and drinks, while networking with colleagues and taking in the views from the veranda of the Philadelphia Country Club in Gladwyne. We hope you can join us for a spectacular evening as we kick off the summer season.

Date: June 23, 2015 • Time: 5:30 – 8:30pm

Location: Philadelphia Country Club, 1601 Spring Mill Rd., Gladwyne, PA 19035

Fees: \$75/Members and \$95/Non-Members

**Register
Now!**

July 27: Annual CoreNet/NAIOP Golf Outing

**Register
Now!**

Registration is now open for the Annual CoreNet/NAIOP Golf Outing, at an all new venue! Join us on Monday, July 27th at Llanerch Country Club in Havertown, PA. The outing is a great opportunity to connect with co-workers, clients and prospective clients outside of the office.

SCHEDULE:

10:30am: Registration/Putting Green/Driving Range
11:00am: Lunch
12:30pm: Shot Gun Start
5:30pm: Dinner/Cocktails/Prizes/Raffle

PLAYER/ATTENDEE REGISTRATION FEES:

Foursome: \$1100 • Single Golfer: \$290
Golf Clinic/Banquet: \$125
Banquet Only: \$35/Members and \$55/Non-Members



**Don't miss your
chance to promote
your organization!**

There are numerous sponsorship opportunities available including: Event Sponsor, Lunch, Skills Contests, Golf Carts, Hole Sponsors and many more! [Click here](#) to view all options and [sign up today!](#)

EVENT RECAPS

Feb. 26:

Coworking - Collisions, Collaboration, Innovation

On February 26, CoreNet members and guests gathered at the hip co-working space, Benjamin's Desk, to discuss the concept of mobile working and the future impacts it will have on commercial real estate. Panelists included Anthony and Michael Maher, the co-founders of Benjamin's Desk, Ed O'Brien, the real estate director of Benjamin's Desk, and Debra Breslow, a Principal at Meyer, who is both an expert on mobile workers and a contributor to the design aesthetics of Benjamin's Desk. Many are predicting that the concept of mobile workers will continue to expand over the next five years. Companies need to consider how their real estate will accommodate mobile workers and where real estate savings could be achieved. The panel discussion engaged many of the audience members for a very enlightening conversation.



View our photos on **flickr**



Peter Smith and Faye Tsakas of Delos

March 24: Young Leader Lunch & Learn

The Young Leaders hosted their 2nd successful Lunch and Learn event on March 24th at the Cofco Showroom. The success of the event was due in large part to the contributions of our speakers, Peter Smith and Faye Tsakas of Delos, a Wellness Real Estate company.

Peter and Faye addressed the Wellness platform, which focuses on human sustainability by placing health at the center of design. They also discussed what goes into designing a Wellness building by addressing topics including technology, economic viability, and science. Additional information on the wellness initiative can be found on their website, www.delos.com.

[Click here](#) to view the presentation slides.

View our photos on **flickr**

May 9:

Community Reinvestment Committee Volunteers at Hunger Relief Center

On May 9, 2015, members of CoreNet Philadelphia's Community Reinvestment Committee participated in the 2nd Annual Philabundance Volunteer Day. Committee members joined other volunteer groups at the Philabundance Hunger Relief Center to sort, stack and pack donated food to be distributed throughout the Greater Philadelphia area. The CoreNet team sorted and packed 6,885 pounds of food items in four hours. Philabundance provides food to approximately 65,000 people per week through their services and network of 500 member agencies including emergency food kitchens, cupboards, senior centers, and more. They serve low income residents at risk of hunger and malnutrition, of which 23% are children and 16% are senior citizens.

A special thank you to McCausland Keen & Buckman, who donated t-shirts to commemorate the event. CoreNet Philadelphia is proud of the Community Reinvestment Committee's participation and the impact they made during their day at the Philabundance Hunger Relief Center.



Pictured from left to right back row: CoreNet Philadelphia Reinvestment Committee Chair Andrew Maguire of McCausland Keen & Buckman, Gary Marx of BlueCap Economic Advisors, David Steinbrecher of National Projects Group and Marc Policarpo of Binswanger. Front row: Jay Joyce of Savills Studley, Eileen Thomas of Haworth, Renea Wilson of McCausland Keen & Buckman, Cynthia Steinbrecher, Tona Berruecos of TransAmerican Office Furniture, and Paula Bradley of McCausland Keen & Buckman.

The Eastern Regional Symposium *continued from page 1*

Chuck Bagocius, VP, Corporate Analyst, TD Bank



I feel one of the most valuable aspects of the ERS is the opportunity to piggyback an MCR/SLCR class before or after the event. The choice and concentration of classes available at the ERS makes it one of the best times in the year to take a class. While there are always great networking opportunities within class time, there are also additional opportunities to network with those same classmates outside of class while attending the ERS event. I also find there is typically a cost savings when combining the ERS event with an MCR or SLCR class. In summary, I have found great educational value in the MCR/SLCR offerings from CoreNet and I think there is no better time to take advantage of those opportunities than at the ERS event.

The ERS is a members-only event and is brought to you by the following CoreNet Global Chapters: Mid-Atlantic, Connecticut/Westchester, Long Island, New England, New Jersey, New York City and Philadelphia.

**Register
Now!**

**More
Information**

**MCR/SLCR
Course
Details**

Volunteer Spotlight:

continued from page 1

5. The best piece of advice I ever received was... One of my mentors told me, "You must be competent in your current position - learn to do it really well before you should begin focusing on the next one. Your work will speak for itself."
6. My biggest motivator is... I'm motivated by the opportunity to do anything I want. I am Gen Y, so I'm entitled to that, right?
7. If I had to pick one place in the Greater Philadelphia area to bring a tourist, I would take them to... Pat's - after taking them to the Liberty Bell.
8. One thing I can't live without is... Coffee! La Colombe, preferably.
9. If I could have dinner with one person in the world, it would be... I would most like to have dinner with Diane Sawyer, and I'd ask her to bring Charlie Gibson.
10. My favorite thing about participating in CoreNet is... Since I'm not a Philly-native, being a member of CoreNet has allowed me to become quickly immersed in the community and its unique culture.

"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

Vincent Carango • FMC Corp.

Steve Cousart • Newmark Grubb
Knight Frank

Danielle Gazdik • HOK

Frank Gramieri • GDS Interior Architecture

Karen Shchuka • Penske Truck Leasing Co.

Kelly Wright • TD Bank


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NEWS

Spring 2015

Thanks to Our Sponsors

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