



CoreNet Global Summit - Key Takeaways

By Ian Morley, Co-founder and Chief Evangelist, Serraview

The theme of the CoreNet Global 2016 Summit in Philadelphia was focused on some key big picture issues facing corporate real estate: Geopolitics, Economics and the Environment. The overall message was clear: CRE needs to be prepared for a climate of rapidly accelerating change on all fronts.

5 Key Messages from CoreNet Global 2016

Here are some of the most important and actionable takeaways for CREs from the Summit, specifically related to the global economy, human capital, employee wellness, the modern workplace and the impact of technology.



#1: Prepare for an uncertain future with flexibility

At the Summit, a variety of experts presented different viewpoints and challenged our world view on issues such as geopolitics, the environment, immigration and the global economy. At the conclusion, one point remained clear: the future is uncertain and the only thing we can positively predict is rapidly accelerating change.

Not being ready to meet these changes is a huge risk for companies. Responding too late can impact your company's ability to remain competitive and profitable. So how can CREs transform their teams and workplaces to be agile enough to meet changing business conditions as they unfold?

One smart strategy is building flexibility into your CRE portfolio with agile working spaces. While companies are moving to this new way of working for its cost benefits and to enable collaboration, agile spaces also provide scalability and allow for fast re-alignment of teams.

#2: Mitigate a growing human capital crisis by providing choice

It's an indisputable fact: companies are having a hard time hiring knowledge workers with the skills they need. The "war for talent" means that attracting and retaining highly skilled workers, especially from the millennial generation, is a top priority that must drive CRE actions.

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Member Spotlight

MaryJo Cestone,
Manager,
Workplace Solutions,
Faithful & Gould



What are your general job responsibilities or areas of expertise?

I lead the workplace practice for Faithful+Gould. My team and I provide end to end corporate real estate and workplace services for our clients that include developing strategies and solutions that enable business transformation by aligning real estate assets to the organization's strategic business goals.

Tell me about your company.

Faithful+Gould is a world leading integrated project and program management consultancy that helps clients maximize value in the planning and execution of capital projects. Operating at the forefront of the industry for more than 65 years, the firm provides quality services from 25 strategically located offices across the Americas. The corporate real estate market is one of Faithful+Gould's five key market sectors, and the firm has provided consultancy services on initiatives ranging

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Don't Miss These Events!

- Jan. 12:** CRE Continuing Education Course:
Core & Ethics
Wyndham Worldwide HQ, Parsippany, NJ
- Jan. 26:** J&J Real Estate Strategy
Ethicon, Somerville, NJ
- Feb. 23:** CRE Continuing Education Course:
Leasing & Tax
Wyndham Worldwide HQ, Parsippany, NJ
- June 5-6:** Eastern Regional Symposium
NYU School of Law, New York, NY

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

EXECUTIVE COMMITTEE:

Chapter Chair/President:

Dana Nalbantian, Gensler

Treasurer:

Marty Dowd, McCarter & English, LLP

Past President/Advisor:

MaryJo Cestone, MCR, Faithful+Gould

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Letter from the President

Dear New Jersey CoreNet Members:

It is unbelievable to me how fast time flies! The fall started with the CoreNet Global Summit "Think Bigger" in Philadelphia! The Global Summit had the best and brightest professionals sharing their insights on the forecast of our global economy, the latest trends in real estate and workplace as well as their thoughts on leadership in the corporate real estate industry. The Summit is always a chance to catch up with peers, meet new people and attend learning events that stretch our minds, our practices and our professional development. Truly a great time!

As this year comes to a close, I would like you all to know, it has been an absolute pleasure to lead this chapter for the last two years. The depth and bench of our membership has grown, the hard work that our committees devote their time to have all elevated our presence in this market and, I am happy to say, makes NJ CoreNet THE organization everyone is talking about! Thank you again to all of our Sponsors, Committee Members and Board for your tremendous dedication!!

With that, I am very excited to hand the "leadership baton" over in January to our new Chapter President, Don Watson, Executive Director, GRES, Merck. As a prominent NJ End User, and a leader within Merck, Don will compliment and activate our End User participation. He will keep the core vision of CoreNet in the forefront for all of us. I am extremely confident that with Don at our helm, our chapter will continue to provide excellence and mentorship to all of our members. Please join with me in welcoming Don Watson as our 2017 CoreNet NJ Chapter President!

In closing, I offer best wishes to all of you and your families for the upcoming holiday season.



Sincerely,

Dana Nalbantian
President,
New Jersey Chapter
CoreNet Global



J&J Real Estate: Enterprise Transformation on a Hyper-Accelerated Pace

Registration
opening
soon...

January 26 | 8:30am – 10:00am • Ethicon, Somerville, NJ

How do you embrace and protect 130 years of decentralized management, yet transform a key business service to a center led model in less than two years? Join CoreNet NJ, along with real estate executives Douglas Beers (Director, Real Estate & Planning, North America) and Paul Gioioso (Senior Director, Corporate Real Estate) with Johnson & Johnson (J&J), as they discuss moving from a decentralized real estate advisory group to an enterprise focused, globally deployed organization. Key lessons learned will be presented as the organization

rebalanced the footprint from one ripe with opportunity to one that is directly enabling their core businesses.

Key concepts to be discussed are:

- The catalyst for transformation/case for change
- Full & complete centralization in 18 months
- Globalization – striking the right balance
- Decision rights linked to the commitment to drive efficiency and effectiveness

- Talent – real estate experts vs. business insights
- Differentiated engagement model for unique asset types (manufacturing vs. office vs. R&D)
- Lessons learned

Speakers:

Douglas Beers, Director, Real Estate & Planning, North America, Johnson & Johnson

Paul Gioioso, Senior Director, Corporate Real Estate, Johnson & Johnson

CRE Continuing Education Course – Core & Ethics

January 12 | 8:30am – 3:30pm

Wyndham Worldwide HQ, Parsippany, NJ



Join CoreNet NJ for two back-to-back CRE Continuing Education Courses. The first 3-hour course will cover an update of the NJ REC rules and regulations; the new mortgage financing laws; it covers how the new accounting rules for leases may affect owners, tenants, brokers, and property managers. It also provides an overview of the ADA and the new ADAAA laws. This is a good course for licensees who work with

owners, tenants or manage real estate. The second course is focused on ethics and will review fair housing and a licensee's relationship with clients and principals, customers, other agents and firms and the general public and advertising rules. It merges general ethical concepts pertaining to real estate with the concepts detailed in the realtor's code of ethics. The course utilizes mini case studies to illustrate how ethics play a role in potential real life situations. Both courses count toward your NJ REC license renewal.

CRE Continuing Education Course – Leasing & Tax

February 23 | 8:30am – 3:30pm

Wyndham Worldwide HQ, Parsippany, NJ

Join CoreNet NJ for two back-to-back CRE Continuing Education Courses. The first 3-hour course will review both commercial leasing and residential leasing in detail. The course is designed for students who are both familiar with leasing, who want to learn more about it, or who just want sharpen their skills in this important area of real estate. The class is designed to be interactive. It is recommended for all licensees working with owners, tenants and investors as either brokers or property managers or for those who are interested in becoming investors themselves. The second course is a three (3) credit hour elective course approved by the NJ REC that takes the real estate transaction from due diligence to purchase to owning and operating and then through the sale. It is taught by Joel Rosenfeld, CPA, an adjunct professor, at the NYU Graduate School of Real Estate. It is ideal for licensees who are involved in the purchase and sale of real estate and for property managers and investors.

Renew Your Membership with CoreNet NJ Today!

TIME TO
RENEW? ▶

All current CoreNet memberships expire on December 31, 2016. CoreNet members receive access to professional resources, discounts at events, great networking opportunities, invitations to exclusive members-only events and more. Renew your membership today to

enjoy these valuable CoreNet Global benefits!

Questions? Contact our Membership Committee Co-Chairs, [Ed English](#) and [Alexandra Goggin](#) to speak one-on-one about how membership in CoreNet is the right choice for you!



Women's SIG Group Gets Inspired at Interactive Networking Event



The Leadership Conversations panel discussion, hosted by the Women's SIG committee on Tuesday, October 25th drew new and familiar members of the chapter with over 40 women from New Jersey's real estate, design, and construction industry. Attendees

enjoyed conversations with the panelists over cocktails during networking and an interactive panel discussion.

Dana Nalbantian, CoreNet New Jersey Chapter President, moderated the panel discussion with five highly successful women who shared

their experiences on navigating the workplace, taking non-linear career paths, balancing career with personal life, and advocating for career growth and development.

Panelists included:

- **Michele Blackwood, M.D.**, Director of Breast Health and Disease Management, Saint Barnabas Medical Center
- **Tiffany Elliot**, Principal and Founder, E5 Executive Coaching
- **Laura Valenti Studwell**, Partner, The Killian Firm, P.C.
- **Gayle Shand**, Experienced, collaborative and results-oriented media professional
- **Miriam Tucker**, Partner, Rago Arts and Auction Center

The event was held at Seasons 52 in Bridgewater. The diverse backgrounds of the panelists created an inspiring dialogue.

CoreNet NJ Young Leaders Get Great Turnout at Their Multi-Generational Panel

By Annemarie Fleming, MovePlan

On the morning of November 9th, there was a banner turnover for the Multi-generational panel that was planned and organized by the Young Leaders Committee. The cold and soggy weather did not keep the engaged audience away as large numbers gathered to hear from a wide spectrum of industry experts at Wyndham Worldwide's company headquarters in Parsippany.



The panel discussion was moderated by Phillip Infelise of Cresa and was comprised of:

- **Michael Blau**, President, Commercial Furniture Interiors, Inc
- **Len Carella**, VP Infrastructure & Shared Services, iCIMS
- **Katrina Eyer**, Project Manager, Turner Construction Company
- **Susan Feldman**, Executive Director/HR Operations, Daiichi Sankyo
- **David Midthassel**, Associate AIA, Project Manager, Gensler

"This event helped create a dialogue on how best to balance out design and infrastructure with the diverse needs of multi-generational employees. It's important for organizations to have a sense of awareness to create an optimal workplace environment for their employees."

-Len Carella, VP, Infrastructure and Shared Services, iCIMS

Sue Feldman shared how Daiichi Sankyo's senior leadership embraced a new workplace strategy. A big challenge remains how to plan the company's technology and work environment for the next 15-20 years to meet their future needs without knowing what will change in technology and their business.

Len Carella gave examples of his company's culture and how iCIMS employees are passionate and engaged in their work and their workplace cultivates a sense of home. They have worked very hard to address the culture in designing their new office space.

Michael Blau explained how his firm helped a client who moved into unassigned seating to address the culture shock with positive results on their business.

David Midthassel emphasized that millennials cannot be pigeon-holed and that the evolution of the open plan office has sacrificed privacy. The next trend is moving to rebalance the workplace to provide openness and views, while including elements for all to access spaces for privacy.

Katrina Eyer shared the changes she has seen over the course of her career in construction especially, as she is now mentoring new colleagues.

The audience was very engaged in questions and answers with the panel and many lingered to speak to the panelists and each other. Thanks to the Young Leaders for organizing this excellent event and to Wyndham Worldwide for hosting.

CoreNet NJ's Inaugural Fall Harvest Reception



By Chelsea Flaim, HLW

On Thursday, November 17th a diverse group of nearly 100 CoreNet New Jersey members and guests attended the Fall Harvest Cocktail Reception at McLoone's Boathouse in West Orange. Attendees enjoyed a chance to catch-up with colleagues and reflect on the past year over cocktails before entering the holiday season.

Conversations continued as the night came to an end, making it clear that the evening was filled with enjoyable company from New Jersey's real estate, design and construction industry.



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According to CBRE research presented at the Summit, that's because workers place a high value on their work environment. In fact, 71% are willing to give up other benefits (like a shorter commute or joining a company with a valued brand) to work in a well-designed workplace. The difficult part is understanding exactly what actions you need to take to make your workplace more attractive to prospective employees.

#3: Addressing employee experience is essential

CBRE revealed that half of companies they surveyed already have employee health and well-being programs in place, and 91% expect to increase these programs. Other experts presenting at the Summit, including Dr. Cristina Banks, Director of the Interdisciplinary Center for Healthy Workplaces, University of California Berkeley, say that's because workers are seeking out environments where their human needs are met. This fact makes employee health and well-being an important workplace strategy for attracting talent and also growing productivity. Workplaces designed to increase physical health are becoming popular, providing features like attractive staircases and active furniture to increase movement, and healthy food options to increase nutrition.

What may be surprising is that the psychological well-being of employees is just as important as their physical health. That's why companies are providing work spaces designed to increase social interaction and cohesion as well as provide quiet and privacy. Again, it's having choice that's key.

#4: Workplace design can serve as a business enabler

How can workplace impact business success? According to many presenters at the Summit, that's the question driving the design of the modern workplace and especially the movement to agile working.

One fact has become clear: in the knowledge economy, ideas and innovation are what's needed to drive businesses forward. And the key to generating better ideas is increasing collaboration in the workplace.

That's an important reason that companies are transforming their workplaces into environments that provide more opportunities to collaborate. Agile work spaces encourage both ad-hoc and planned collaboration with the neighborhood concept and with meeting spaces designed for the way teams work best.

Another factor that can't be overlooked is how workplace can increase productivity. There were many ideas presented at the Summit about impacting employee productivity with workplace design, as well as how to measure that impact. A common thread was providing space options that make it easier for workers to accomplish a variety of tasks. But to ensure the results you want, it's essential to transform company culture through change management at the same time you're transforming the workplace.

#5: Innovative technology is driving workplace transformation

Speakers at the Summit addressed three key drivers in the move to Workplace 2020: innovation in workplace design, policy and technology. The fact is, technology is the catalyst that's enabling companies to transform workplaces from a cost liability to a productivity asset.

The journey begins with technology that helps you understand where you are, where you want to go and how to get there. In the digital workplace, strategic decisions are increasingly being made based on data rather



than relying on experience alone. That means you must be continuously monitoring and measuring the relationship between people and space, because that's the information you need to drive an effective and efficient workplace.

Technology is the catalyst that's enabling #CRE to transform #workplace from cost liability to productivity asset.

High performing workplaces are using third generation workplace management tools integrated with utilization tracking technology to get real time insights and respond quickly to dynamic business needs. As a bonus, the data provided by this technology can also be used to power wayfinding tools that improve employee experience in an agile work environment.

Member Spotlight *continued from page 1*

from minor office fit-outs and renovations up through the planning and development of entire corporate campuses.

3. How did you become familiar with CoreNet?

I was invited to an event and was very impressed with the level of professionalism of the organization, I have been a member ever since.

4. How have you benefitted from being a member?

I have benefitted in many ways. First the education, both at the local and global levels is superior to any other organization in our industry. The MCR program has provided me with the tools I needed to advance my career. The second, and equally important benefit, is being actively involved at the local level. I have been fortunate to be part of a professional network that is dedicated to making CoreNet NJ a premier organization.

5. The best piece of advice I ever received was...

Know your strengths and focus on them, understand your weaknesses and turn them into positives, but never let them define or limit you.

6. One thing I can't live without is...

My friends and family and, of course, a good bottle of wine.

7. Some of my favorites...

Book: Girl on the Train

Food: French, Italian and Thai

Hobby: Boating

Vacation Spot: South Beach

Restaurant: Ninety Acres

Things to do on weekends:

It depends on the time of year. In the summer I love spending time on our boat and if it's winter I enjoy going to the theater and hosting dinner parties.

Partner with the New Jersey Chapter!

The CoreNet New Jersey Chapter is pleased to announce our 2017 sponsor program. The new program begins January 1 and runs through December 31, 2017. Building on the success of the newly revamped 2016 program, we will continue to offer FIVE different sponsorship levels with added benefits to provide Chapter Sponsors better value and recognition throughout the year.

Levels include: Diamond, Gold, Silver, Bronze and Supporter. Sponsors also have the option to sponsor individual events.

Some benefits include:

- Free CoreNet membership (\$850 value)
- Admission to exclusive events
- Passes to the 2017 Eastern Regional Symposium (ERS)
- Free attendance at educational programs and social events
- And more!

Check out the [sponsorship brochure](#), visit the website, or [contact us](#) with questions!



Welcome New Members

John Brandariz	• The Charles Schwab Corp
Justin Brzostowski	• The Holder Group
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Tatiana Duarte	• Gensler
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NEWS

Fall 2016



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