



Register for This Year's **CoreNet Global ERS**

CORENET GLOBAL • EASTERN REGIONAL SYMPOSIUM



"The Future Is Now" | Boston University, June 3-4, 2019



This Month's Featured Keynote Speaker is...

Holly Sullivan

Director of Worldwide Economic Development
Amazon

For a list of additional speakers and content information visit the CoreNet ERS website: [CoreNet ERS 2019](#)

Registration is currently open for end users only. Registration will open for Sponsors in March and non-sponsor CoreNet members in April. Speaking engagements are still open for end user chapter officers. Sponsor opportunities are still available! [Visit the website](#) for more information.

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97 percent of our survey respondents plan to increase their capital commitment to CRE over the next 18 months. Respondents from the United States plan to increase their capital commitments by 13 percent in this time frame, while those in Germany (13 percent) and Canada (12 percent) show similar levels of interest.

Member Spotlight

Sean Cust

Specialist,
Real Estate Management,
Novartis
Pharmaceuticals Corp.



What are your general job responsibilities or areas of expertise?

As a specialist of Real Estate Management for the Americas Region, my job responsibilities cover:

- Lease Administration
- Property Management
- Portfolio planning and site strategy
- Occupancy Management

Tell me about your company.

Novartis is a Swiss based, global healthcare company that discovers, develops and delivers innovative products and treatments to as many people as possible worldwide. The company's purpose is to reimagine medicine to improve and extend people's lives and its vision is to be a trusted leader in changing the practice of medicine. Novartis uses innovative science and technology to address some of society's most challenging healthcare issues.

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Don't Miss These Events!

- Feb. 21: **Member Meetup**
J.J. Bitting Brewing Co., Woodbridge, NJ
- Feb. 28: **Women's Group Hi! Tea**
The Grand Café, Morristown, NJ
- March 6: **Member Orientation**
JLL, Parsippany, NJ
- June 3-4: **Eastern Regional Symposium**
Boston University, Boston, MA
- June 25: **Annual Golf Outing**
Morris County Golf Club, Morristown, NJ

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

EXECUTIVE COMMITTEE:

Chapter Chair/President:

Marianne Zeller

Treasurer:

Stephen Blau, CFI

Secretary:

Andrea Megnin, Barclays Capital

Past President/Advisor:

Dana Nalbantian, Gensler

Don Watson, Merck

COMMITTEES:

Communications

Co-Chairs:

Julie May, Gunlocke

Matt Negron, Dauphin

Education

Co-Chairs:

Sean Cust, Novartis

Greg Angelillo, Stanwich Energy Advisors

Women's Group

Co-Chairs:

Tami Pegos, Gensler

Mary Beth Sullivan, Teknion

Membership

Co-Chairs:

Liz Archer, Dewberry

Stacey Katz

Young Leaders

Co-Chairs:

Ryan McCarthy, JLL

Mike Nieliwodski, Savills Studley

Special Events

Chair:

Nina Chmura, Withum

Sponsorship

Chair:

Christie Mullen, Structure Tone

Community Outreach:

Co-Chairs:

Gary Marx, BlueCap Economic Advisors, LLC

Shane Whelan, KBA Lease Services

Letter from the President

CoreNet New Jersey Chapter Members,

Welcome to 2019! I am thrilled for the opportunity to serve as Chapter President. First, I want to thank our Past President, Don Watson, for his leadership of the CoreNet NJ Chapter. Also, thank you to our esteemed Board of Directors. They have been hard at work strategizing a carefully planned scorecard and goals for 2019 with a strong focus on the member experience and how we can add value.

CoreNet NJ is also focused on the results of *FutureForward 2025*. CoreNet Global embarked on this journey to ensure the organization is prepared to adapt their model to the needs of their members given the changes that are occurring in the corporate real estate profession. It is our goal to digest the results and ensure we are preparing YOU for the future of Corporate Real Estate.

We are off to a strong start! Our membership is currently tracking at 170 with a retention rate of 60%. I am confident these numbers will continue to grow due to the hard work and collaboration of all the NJ Chapter Committees in their delivery of a great year of programs, educational opportunities, networking, and fun!

We want to challenge you to get involved, step up and speak out about your engagement, experiences and ideas to ensure the NJ Chapter is delivering value. Please check out our [website](#) and look for regular emails regarding upcoming events. Our chapter exists to create networking and educational opportunities that help you grow and develop, so please don't hesitate to [reach out to me](#) if you have any thoughts or suggestions in areas we can make our chapter even stronger.

In closing, the Board of Directors would like to express our thanks to our Annual Sponsors, Committee Volunteers and Members. Your enthusiasm and dedication to our organization is invaluable.

Sincerely,

Marianne Zeller

Marianne Zeller, MBA, MCR
President,
CoreNet Global New Jersey Chapter





Hi! Tea

February 28, 2019 | 4:00pm - 6:00pm

Location: The Grand Cafe, 42 Washington St., Morristown, NJ 07960

Pricing: Members: \$45 | Non-Members: \$80 | Young Leaders: \$35

Join the Women's Group for Hi Tea. This event will bring together the Women's Group and Young Leaders for a fun and informative afternoon of mentoring and networking. Mentors from diverse backgrounds will be in attendance to share their industry insights. This event is for women only.

Register Now

CoreNet NJ Member Orientation The Value of Membership: Program and Networking Reception

March 6, 2019 | 6:00pm - 8:00pm

Location: JLL, 8 Campus Drive, Parsippany, NJ 07054

As a new or prospective member, you might be wondering how a membership in CoreNet NJ can help your career development. Do you know all the benefits that membership has to offer? Join us for a complimentary member orientation and networking reception on the evening of March 6th.

During the orientation you will:

- Learn tips on optimizing your membership
- Explore upcoming chapter events and activities
- Learn how your participation can enhance your professional and personal development
- Hear from Education, Special Events, Membership, Sponsorship, Communications, Young Leaders, Women's Group, and Community Outreach Committee representatives



Register Now

- Learn more about the CoreNet Global Professional Development Program, tools and resources
- Meet the Board of Directors, committee members and network with peers

Annual Golf Outing

Date: June 25, 2019

Time: 11:00am - 8:00pm

Location: Morris County Golf Club
36 Punch Bowl Road
Morristown, NJ 07960



SAVE the Date!

CoreNet NJ Kick Starts 2019 Winter Reception and Market Outlook

By Matthew Negron, Dauphin

The Winter Reception and 2019 Market Outlook, which was originally the Fall Harvest, but was snowed out by the first unexpected snow of the season had over 100 attendees. The attendees came from various backgrounds within our industry including brokers, furniture dealers, facility managers, interior designers, manufacturer representatives, and architects. A few companies went above and beyond with their participation... Kim Sacramone with HLW (located in Madison, NJ) had almost a full table to represent the firm.

The event began with a networking cocktail hour, followed by a wonderful panel discussion. The panelist included Heidi Lerner from Savills Americas, Kathy Winkler from Novartis, Peter Bronsnick from SJP



Properties, and Mark Crawford from Duke Realty. Together, the panelists equated to over 100 years of experience and provided great insight into the NJ market, and what to expect for the coming years. For instance, they all agreed that industrial properties in NJ are being rapidly acquired as businesses in NYC looking for ways expand and/or relocate.

The panelists provided very valuable insight and education on how to navigate the market in the coming years for both the upswings and downswings. It was generally agreed upon that our current market is doing very strong, and that companies will continue to expand into the foreseeable future. Areas such as Newark, Morristown, and Harrison will continue to expand due to their strong infrastructure of public transportation.

After the enlightening panel discussion members were welcomed to a delicious buffet dinner, which provided an additional opportunity to catch up with friends and network with colleagues and acquaintances. The event set a very positive tone for 2019 and has hopefully encouraged existing members to continue pushing the CoreNet NJ Chapter forward throughout 2019 and into 2020. We look forward to a strong year!

Experience Managers

January 16, 2019 | [CoreNet Global News](#) | By David Harrison

CoreNet Global recently released *FutureForward 2025*, an in-depth look at the association itself and the profession that it serves. CoreNet Global has had a knack for accurately predicting corporate real estate (CRE) and workplace trends over the last roughly 20 years.

So what's next?

"It's not farfetched that the term 'corporate real estate' might not exist in 2025," said CoreNet Global Chair David Kamen, MCR.h. "We are more now about work enablement and experience and that might not come through CRE. It's more about engagement and not about desks and chairs anymore. It's a holistic look at the space."

Other trends:

- The CRE role in major corporations is becoming more strategic in support of the business's A common view among the focus groups and member interviews for the *FutureForward 2025* initiative is that employee experience is increasingly an important goal and needs to be thoughtfully addressed on the CRE agenda. Some believe that CRE executives will become "experience managers."
- CRE increasingly needs to focus on employees, using techniques such as design that will require more reliance on soft skills – a natural curiosity, being able to listen, having a high degree of empathy, being creative and taking risks – rather than traditional hard skills such as financial analysis.
- The next generation workplace likely will be built around workplace networks that will support mobile workplace complexity. Increasingly, CRE will need to provide technology-enabled workplace networks that will allow for greater agility and flexibility for both the organization and the employee, as well as long-term enterprise workplace effectiveness for the organization and the employee, as well as long-term enterprise workplace effectiveness for the corporation.
- The gig economy – driven by an increasingly contingent work force composed of freelancers, temporary contract workers and independent contractors – is expected to make a powerful impact on how organizations are structured, how they function and how they are staffed.
- Large corporations are relying more on outsource partners as in-house CRE teams are becoming smaller, leaner and more focused on strategy.
- Automation will be a game changer, but it might not be quite as quick to materialize as some expect.
- The need to understand tech will continue to grow as data analytics, AI, robotics and automation drives change across CRE, as well as the enterprise itself, and other sectors. By 2025, CRE will require more digital business skills, including expertise in areas such as business intelligence, AI, cognitive reasoning and thinking.
- Risk management is growing in importance and impacts the entire breadth of the CRE function.



Industry Trends/Statistics:

2019 Corporate Real Estate Outlook - Agility Seen as Top Priority

Sourced from Deloitte 2019 Commercial Real Estate Outlook - Agility Is Key to Winning In The Digital Era

Survey Respondents are 500 C-Suite CRE Investors Globally:

1. A large proportion of respondents plan to increase their capital commitment to CRE, with the United States, Germany, and Canada leading the way.
2. Non-traditional assets such as mixed-use properties and new business models such as properties with flexible leases and spaces are expected to attract an increased allocation of investment dollars.
3. Many surveyed investors expect to prioritize their investments in existing and potential investee companies that respond rapidly to changes in business models and adopt a variety of technologies to make buildings future ready.
4. Survey respondents see a significant impact from technology advancements on legacy properties in fewer than three years.



Member Spotlight *continued from page 1*

How did you become familiar with CoreNet?

I first became familiar with CoreNet Global (CNG) once I started my position at Novartis in 2017. My manager had been active in CNG for many years, so she was able to give me the full picture. I liked what I heard about the group and joined immediately.

How have you benefitted from being a member?

CNG has helped me in so many ways. First, I have been able to grow my network and build strong, business relationships with people from all different industries. Second, I continue to learn and adopt new leadership skills as a volunteer in various committees. Third, the CNG Mentor Match Program has introduced me to a handful of mentors who I check-in with regularly to discuss career goals and how to solve problems at work. Lastly, the NJ chapter and CNG put on informative events covering exciting topics in CRE, which help expand my knowledge and stay current.

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

Listen more than you speak.

One thing I can't live without is... My friends and family.

Some of my favorites...

Book: The Dip by Seth Godin

Food: Italian and Mediterranean

Hobby: Fly fishing from my kayak

Vacation Spot: Cape May

Restaurant: 4 Seasons Mediterranean Restaurant

Things to do on weekends: Exploring new places and trying new things

What Can CoreNet Mean for YOU?!!

The Chapter is a great forum to bring peer colleagues together from all real estate functions... from end users to service providers and economic developers. Being a member helps to create lasting, value-added relationships in a casual environment. We urge you to consider this opportunity to enhance your professional well-being through Connecting, Growing, Learning and Belonging! Renew your membership today!

JOIN NOW ▶

TIME TO RENEW? ▶

If for any reason you are not able to remember your User ID or Password please e-mail membership@corenetglobal.org and a person from member services will help you.

Welcome New Members

Alex Cocoziello • Pfizer Incorporated

Brinda Degan • Merck & Company, Inc.

Laura Dietz • Merck & Company, Inc.

Brooke Dubinski • Turner Construction Company

Desmond Greene • WB Engineers+Consultants

Amy Kearney • Archer & Greiner

Christopher Lohmann • Turner Construction Company

Noelle Miller-Rodriguez • PSEG Services Corporation

Daniela Pava • Environmental Alliance, Inc.

Justin Pruse • ARC

Roland Quirion • Environetics Group, Inc.

Tom Rainsford • Faithful + Gould

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Sponsorship opportunities are available.

The sponsorship year runs from January 1st through December 31st, so it's not too late! Please contact Sponsor Committee Chair, [Christie Mullen](#), for more information.