



NJ Real Estate Project Profile: Brown Brothers Harriman

By Sarah Batchelor, HLW

Brown Brothers Harriman (BBH), a privately owned and managed financial services firm, identified the need to revitalize their Jersey City space and create a stand-alone business hub with a distinct identity paying tribute to their long history. Partnering with HLW for real estate strategy, programming, and interior design, BBH established their new contemporary workplace in New Jersey.



One of the initial project challenges was determining whether to stay in their current office or relocate to a new building. "HLW's unique and extensive Strategy & Discovery process identified key project objectives including increasing collaboration and socialization among employees along with providing a destination space for clients and hosting community events," explained Kimberly Sacramone, Principal at HLW. These project drivers informed the building analyses of BBH's Stay or Go options. Ultimately, BBH opted to move to a new location that allowed them to take advantage of a condensed, flexible space.

Through Strategy & Discovery engagements, including a visioning session, end-user interviews, and observation

studies, HLW aided BBH in establishing the vision for their future workplace. One that emphasized a welcoming, branded environment to support flexible, agile, and collaborative work. Mat Triebner, Director of Strategy & Discovery at HLW, said, "Getting end user input was key. The folks at BBH Jersey City were very generous with their time, which helped us to build solutions tailored to them." This upfront Discovery process was crucial to facilitating consensus and quick decision making to meet BBH's aggressive schedule.

Another key aspect of the decision making process was the involvement of BBH's Design Committee. This Design Committee included representatives from each group who reside in the new workplace, from junior staff to senior management. This engagement was vital throughout the entire project process, providing continuous

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CoreNet NJ Chapter Annual Fall Harvest Cocktail Party - Great Start to the Holiday Season!

By Julie May, Bernhardt



Always a chapter favorite event, this year was no exception for the annual Fall Harvest Cocktail Party at Jockey Hollow Bar and Kitchen on November 16th. Approximately 100 attendees enjoyed a fun-filled evening over craft ciders, ales, and cocktails that complimented the delicious seasonally inspired cuisine. Thank you to event sponsors CFI (Commercial Furniture Interiors), Bentley, Mohawk Group and Withum. All sponsor companies were represented and took part in the evening festivities at this historical venue, formerly the Vail Mansion in the heart of Morristown.

Don't Miss These Events!

- Jan 17: **Vested Outsourcing Program**
Novartis, East Hanover, NJ
- Oct. 14-16: **CoreNet Global Summit**
Veterans Memorial Convention Center,
Boston, MA

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

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Letter from the President

Disability Inclusion in the Workplace

I recently had the opportunity to visit with our service delivery group in Tokyo. This group known as the Otasuki-Tai is comprised of employees who have a disability. We started this group six years ago to provide meaningful employment opportunities for people with both physical and mental disabilities (in some cases fairly significant). A lot of hard work has gone into making this program successful, both by management and the employees. However, the benefits of this program go beyond everyone feeling good as the members of this team are successfully supporting the mission of our organization through their work activities.

A colleague recently informed me that people with disabilities are the world's largest minority group ([World Report on Disability 2011](#)). An estimated 15% of the world's population has some form of disability with between 785 to 975 million people with disabilities being 15 years of age or older. People with disabilities represent a huge untapped source of human talent. However, they are too often excluded from society and the workplace. This exclusion prevents them from gaining and benefiting from experiences such as a good education and market-driven training that would give them the foundation to contribute to the workplace and the development of their country's economies.

As I reflect upon my recent visit and think about the upcoming holiday season, I want to use my message in our CoreNet NJ Chapter newsletter to urge our members to take a moment to reflect on how you can change the life of someone through your support of disability inclusion within your company. If you are looking for more information please visit the following links or don't hesitate to [reach out to me](#) to further discuss.

[The American Association of People with Disabilities \(AAPD\)](#)

[The Campaign for Disability Employment](#)

I am sure many of you are already engaged in similar types of activities and I want to thank you for those efforts. Please keep it up and enjoy the holidays.



Sincerely,

Don Watson

President,

New Jersey Chapter CoreNet Global



Upcoming Event

Save the Date – January 17!

Vested Outsourcing

Outsourcing remains a viable option for organizations to improve service delivery while maintaining competitive costs in real estate and facilities management. Our dialogue will focus on the strengths and weaknesses of the vested model, while exploring implementation strategies and potential pitfalls. Taking perspectives from the end-user and service provider, our panel will provide a well-rounded body of information for all industry members.



When: January 17, 2018

Time: 8:30 AM – 10:30AM

Location: Novartis, East Hanover, NJ

Registration will open soon!

Check the website for updates.

A Unique Leadership Opportunity Awaits You



Are you interested in furthering your career, building your network of professionals, strengthening your leadership skills, and implementing new ideas within the corporate real estate community?

If so, the CoreNet NJ Chapter has an incredible opportunity for you. We are looking for volunteers in many different capacities. There are several ways to get involved such as:

- **Helping a committee**
- **Hosting an event at your facility**
- **Speaking at an event**
- **Writing an article for the newsletter**
- **And more!**

Volunteers have access to the behind the scenes chapter happenings and can give you a leg up in the corporate real estate community. Volunteering does not have to be a big commitment, but can be very rewarding. Put in as much or as little time as you want.

If you are interested in getting involved, contact Amy Gallagher at newjersey@corenetglobal.org.

Renew Your Membership with CoreNet NJ Today!

TIME TO RENEW?

All current CoreNet memberships expire on December 31, 2017. 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 Chair, [Dawn Forest](#), to speak one-on-one about how membership in CoreNet is the right choice for you!

CoreNet NJ Women's SIG Learns the Magic of Selling

By Alex Goggin, Century Group



On Oct 11th approximately 35 women united to network, connect and meet with Dan Hollis, Founder, Sales Trainer and Coach for the Magic of Selling. Dan's focus that evening was to share his selling techniques, help us to understand how people think and have us all reflect on our

own personal selling processes. It is all about your attitude on a daily basis. Be positive, never give up. Be bold. Be tenacious. Never stop educating yourself. Strive to be 1% better each day and don't forget your thank you notes. These are just some of the tips we received that night.

The venue and food were fantastic. Everyone walked away with a copy of Dan's book, "The Magic of Selling: A Treasure Map to Bigger and Better Sales" and of course, a refreshed and revived attitude towards selling. Thank you to our event sponsors: Century Group, Shaw Carpet, and Teknion.



Sponsors Honored at Annual Appreciation Reception



On Wednesday, October 25th the CoreNet NJ sponsor companies were honored at a complimentary cocktail reception at The Manor in West Orange, NJ. Guests were welcomed by Chapter President, Don Watson; Sponsorship Committee Chair, Steven Bleiweiss; and the CoreNet NJ Board of Directors. During the event attendees were able to network and hear about the 2018 Sponsor Program, while enjoying delicious food and cocktails provided by the chapter. We would like to thank all sponsors for their commitment to CoreNet NJ. Without your support, the chapter would not be able to provide all of the valuable member benefits, programs, and networking opportunities throughout the year.

If you are interested in learning more about the **2018 program and benefits**, please reach out to Steven Bleiweiss at Steve.Bleiweiss@avisonyoung.com.

2018 Sponsor Program

CoreNet NJ is now seeking sponsors for 2018. The new program begins January 1 and runs through December 31, 2018. 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.

BACK BY POPULAR DEMAND!

In 2018 we are bringing back the annual golf outing and most sponsorship levels include tickets and tee hole sponsorships. More information will be available soon...



Some benefits include:

- Free CoreNet membership (\$910 value)
- Admission to exclusive events
- Passes to the 2018 CoreNet Global Summit (taking place Oct. 14-16 in Boston)
- Free attendance at educational programs and social events
- NEW: Tickets to the annual golf outing
- And more!

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



feedback and directly informing the final design. Through thoughtful space planning, improved wayfinding, and innovative design, HLW created a 97,000 SF state-of-the-art workplace that addressed BBH's guiding principles and their teams' work needs.

The new cutting-edge lobby creates a welcoming and exciting entrance experience for staff and clients alike, which users rate very highly in their feedback about the new space. The design of the new reception creates a better client experience by increasing the efficiency and responsiveness of



the reception staff. Clients and visitors are welcomed in the lobby space which includes three digital ribbons showcasing BBH's history and people. One of the floor-to-ceiling screens is reserved for daily customization so it may be tailored to welcome specific guests.

"One of the primary project goals was to create a destination workplace—one that employees, clients, and guests would look forward to visiting," said Kimberly Sacramone. Due to the confidential information managed at this office, security is a critical design feature. For the BBH Jersey City office, security and space planning are implemented in tandem. The main circulation corridor doubles as the main tour route, with a timeline of the company's history and important dates highlighted along the path. Public facing amenity spaces such as the conferencing center, terrace, and pantry are placed along the tour route, allowing guests to get a sense of the BBH community without causing disruption or security issues.

Community involvement is an important aspect of BBH's culture and having a space to host events in Jersey City was crucial. The large café is adjacent to the multi-purpose room, which is adaptable and can be opened to seamlessly create more event space. Whether it's an internal Town Hall meeting or a public community event, the BBH Jersey City office can flex to meet the occasion's needs.

Information Technology, Accounting, Human Resources, and other vital departments are among the 600 employees to use the open plan office, which is loaded with amenities, technology, and support spaces. Intuitive wayfinding and planning adjacencies formed neighborhoods throughout the office, facilitating cross-collaboration between diverse departments. These "homebase" neighborhoods create clear zones for focused work and are supported by IT Comms rooms, staff training facilities, and IT testing/development areas. The neighborhoods prioritize employee well-being with access to natural light and sit-stand workstations. "The core emphasis

of this project was on the people and the rich BBH history," Ann Mariani, Senior Designer at HLW, explained. "The employees of this office are a very tight knit group who celebrate life events such as birthdays and baby showers, host local community groups and charity events, and described themselves as a family. This particular BBH office provides vital support to all offices globally and supports the company around the clock. Amenities such as a café with healthy offerings, flexible Town Hall meeting space, Conference center, game room, "bagel & birthday cake" areas throughout the floors, and an outdoor terrace were among the employee requests that we fulfilled."

Seamless technology is implemented throughout the workplace, facilitating agile working and global collaboration. To support staff collaboration and socialization, HLW designed a range of multifunctional meeting spaces, from small to large, bookable and non-bookable. Post-occupancy feedback from end users of the space showed the availability of spaces for formal and informal meetings as having the biggest impact compared to the previous space. The project accomplished a 73% increase in the availability of meeting seats while achieving a reduction in USF per person from 143 to 134.

"Our goal with this new space was to create an innovative, best-in-class office for our employees that differentiates BBH from our competitors," said Brendan McCarthy, Vice President of Brown Brothers Harriman. "When you visit for the first time, it doesn't feel like the offices of a 200 year-old private bank. The HLW team helped us achieve this by challenging our design committee to make bold decisions. The result is a playful but functional workplace that supports a variety of work styles and business needs. It has been a great success."



The new Jersey City office showcases BBH's brand and rich history as well as positions them for the future. With multiple generations currently cohabitating the workplace, choice in the work place is one of the keys for satisfied employees. Through adaptable design, Brown Brothers Harriman's new workplace meets the needs of their current employees while allowing them to adapt for the future needs of current and incoming staff. Brown Brothers Harriman and HLW represent some of the oldest companies in their industry and continue their track record of being at the forefront of technology and transformation.

For additional information on [Brown Brothers Harriman](#), click [here](#).



This is your invitation to get more involved with the CoreNet Global NJ Chapter through our LinkedIn Group! LinkedIn is a great tool to connect with those in the corporate real estate industry; stay informed on current events and industry news; and share your knowledge.

Navigate to the **LinkedIn group page** and get in on the conversation. *Note:* This group is only open to CoreNet NJ Chapter members. If you're not a member, **click here** and join online now!

Welcome New Members

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Fall 2017



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