



2014-2015 ANNUAL REPORT



Connect.



Learn.



Grow.



Belong.

ABOUT CORENET GLOBAL

CoreNet Global is the world's leading association for corporate real estate (C.R.E.) and workplace professionals, service providers and economic developers. Nearly 9,000 members, who include 70% of the Fortune 100 and nearly half of the Forbes Global 2000, meet locally, globally and virtually to develop networks, share knowledge, learn and thrive professionally. The CoreNet Global mission is to advance the effectiveness of corporate real estate professionals, and the entire industry, engaged in delivering value to corporations through the strategic management of C.R.E. and workplace resources.



NEW ENGLAND CHAPTER MISSION

To connect groups of real estate professionals, end users and service providers to advance knowledge, promote personal excellence and add value to each individual and their respective enterprises.

ABOUT NEW ENGLAND CHAPTER

- 500+ members from Massachusetts, Maine, New Hampshire, Vermont and Rhode Island
- Membership retention: 90%
- 12 committees with 60+ member volunteers passionate about the success of the New England Chapter
- Sponsors: 40+ Founders Circle (service providers); 20+ Corporate Sponsors (C.R.E.s)
- Community Reinvestment: the Chapter supports the South Shore Habitat for Humanity through fundraising at the Annual Golf Tournament, and members participating in both local and national community service programs
- Board of Directors holds an Annual Planning Workshop to celebrate success in the Chapter and look for areas of opportunity to improve
- Annual Summit: We had the largest Chapter attendance in our history at October's Summit in Washington, DC

GROUNDBREAKING THOUGHT LEADERSHIP PROGRAMS

- The Chapter's Education, Programs, Talent in Transition, Real Advantage, Membership, and Young Leaders Committees host 70+ programs each year
- Yearly Awards of Excellence Dinner exceeds 500 professionals in celebrating C.R.E.s, Service Providers and workplace award winners
- Chapter uses data and analytics to help inform and drive Chapter activities

A MESSAGE FROM THE PRESIDENT



On behalf of the CoreNet Global New England Chapter Board of Directors, I am proud to share the Chapter's Annual Report with our valued members in the real estate community. The Annual Report outlines the progress we have made this past year, and reflects our strong commitment to provide transparency, openness, and communication with our members. In it you will find news about the Chapter and all of the efforts we are making to meet our mission and align with CoreNet Global in advancing the effectiveness of corporate real estate professionals. We have made great progress this past year – and that is critical in today's redefined world. For the CoreNet Global New England Chapter, our progress is centered on meeting the changing needs of our more than 500 members throughout our region. The New England Chapter – like any company, organization or network – is focused on understanding the members' needs, then anticipating ways to increase the relevancy and value of the organization.

We are proud to announce that in 2014, we had a 90% member retention rate, the highest in the history of our Chapter. That has helped to push our membership to an all-time high, which is a testament to the value our members derive from our Chapter and the incredible commitment our region has to the real estate industry. Looking back over the year, the Chapter leadership team continued to advance what is the premier association for C.R.E. professionals. We have remained committed to advancing real estate knowledge, connecting professionals, and promoting personal excellence.

Our progress has been focused on the following Strategic Initiatives set by the Board:

Programs and Events: Listening and responding to our members has enabled us to focus on key areas that are important in today's business environment. Our programs continue to evolve with relevant content and dynamic speakers that present some of the newest and most cutting edge ideas and programs. Achieving sell-out crowds regularly at our events is a clear signal that we are hitting the mark in meeting our members' needs in this area.

Young Leader Investment: With mentorship, sponsorship and leadership from the Board of Directors, the New England Chapter Young Leaders have developed an unprecedented, robust Leadership Program for Young Leaders. This groundbreaking program was created when a Board of Directors subcommittee came together to address a need in the Chapter to develop young professionals in the industry. We are proud that the first class includes 12 Young Leaders from diverse backgrounds.

Sponsorship: This Chapter thrives through the support and investment made by our corporate and strategic sponsors – not just financially, but through the continued personal commitment of so many people. The events, programs and educational content provided to each member are only possible through the generosity of our many sponsors.

Communication: The New England Chapter has had a tremendous amount of success reaching out to the membership abroad. Through a focus on multi-channel distribution, our goal has been to reach every member to connect them with programs and events, and provide the direct involvement that benefits individuals and firms in so many ways. We have had great success using social media, newsletters, and networking events with the end result being the Chapter is connected more than ever before.

Alignment and Connection to the Global Network: We purposely align our strategy and priorities with CoreNet Global to leverage the power of the Global Brand. We walk the walk too – our Chapter participation outside of New England has created a dynamic cross pollination of ideas and networking. We were proud to have the largest Chapter attendance at the Summit in Washington, DC, in October 2014, where many of our members were also Summit speakers and participated in the MCR /SLCR programs.

Improved Analytics: We have begun work to transform the data we gather to shape the future of the Chapter. We have made positive strides in leveraging technology to drive data-based intelligence, re-shaping our strategy to meet the needs of each member. We expect this effort to advance in the future.

MCR/SLCR Graduates: Within our Chapter, seven members received their CoreNet Master of Corporate Real Estate (MCR) designation, and two received their Senior Leader of Corporate Real Estate (SLCR) designation in 2014. Our commitment to and involvement in the learning programs is extensive and reflects the value of these opportunities to our organization.

I am excited about the progress on our journey and remain humbled by the many individuals who offer their time, energy and ideas to make this Chapter special. We are, after all, reliant on our member-driven organization to stay involved, active and committed to continuing excellence. I look forward to your ongoing engagement with the New England Chapter during our ambitious pursuits in the coming year.

Sincerely,

A handwritten signature in black ink, appearing to read 'Chris Horblit', written in a cursive style.

Christopher D. Horblit
President, Fidelity Real Estate Company
President, CoreNet Global New England



CORENET GLOBAL NEW ENGLAND CHAPTER BOARD OF DIRECTORS EXPERIENCE. DIVERSITY. RELEVANCE.

To support the dynamic growth of the New England Chapter of CoreNet Global, the leadership team has done an excellent job attracting and developing the best and brightest in the C.R.E. industry.

The Legacy Council has enabled the Chapter to benefit from the wealth of experience from past Board members and help foster the growth of new Board members. The Executive Committee of the New England Chapter Board is unique because the five C.R.E. professionals represent one of the highest ratios of End Users to Service Providers in the country.

EXECUTIVE COMMITTEE

Christopher Horblit
Fidelity Real Estate
Company
President

Sarah K. Abrams
Iron Mountain
Past President

Cynthia Keliher
McCarter & English
President Elect

Suzanne Cooper
Cisco Systems
Executive Vice President

Steven Doben
Fresenius Medical Care
North America
Treasurer

Kristin Poulin
Structure Tone
Secretary

LEGACY COUNCIL

Jack Burns
Cresa Boston

John Duffy
JLL

Cathy Guilbeault
Nike

Doug Noonan
adidas Group

Bruce Shick

DIRECTORS

Paul Asmar
EMD Millipore

Brendan Callahan
JLL

Aurora Cammarata
Timberline Construction

Erica Chapman
Akamai Technologies

Tom Colarusso
Staples

Chris Crooks
Cresa Boston

Donald DiPanfilo
Blue Cross Blue Shield
of MA

Jonathan Keefe
DTZ

Lisa Killaby
ADD Inc, now with Stantec

Ara Krafian
SMMA

Marc Margulies
MPA/Margulies
Perruzzi Architects

Kurt Ochalla
PHILIPS

Jay Poswolsky

Karen Pritchard
Wellington Management

Donna Repko
Geiger International

Steve White
PES Associates

Karen Whiteknact
Liberty Mutual

BOARD DEVELOPMENT

FORMALIZED SUCCESSION PLANNING ENABLES SUSTAINED SUCCESS

Sustainable Chapter success is a result of good planning and strong leadership. For effective succession planning, a Board Development Program has been formalized that promotes a mentorship strategy and balanced Board representation between C.R.E.s and Service Providers.

DEVELOPING NEW LEADERSHIP

The Chapter fields new Board leaders from its committee members, a process that was developed after careful review of the CoreNet Global Governance process. Members interested in becoming Chapter Board members can request to participate and assume a leadership role in one of our committees. Each year the Nomination Committee chaired by the Executive Vice President solicits a "Call for Nominations" to join the Board.

The New England Chapter has done an excellent job of retaining talented Board members by elevating existing Directors to Chapter Officers. This approach leverages individual experience, creating Board consistency and continuity. Officer positions are confirmed by the Board. The Board approves the slate to be presented to the membership 30 days before the Annual Meeting. The membership votes to approve the proposed slate either by proxy vote or at the Annual Meeting.

The Legacy Council began five years ago as a way of preserving a historical perspective as the Chapter has developed. Former Chapter Officers can elect to stay on and participate as a Legacy Council non-voting member.

CONGRATULATIONS TO OUR NEW DIRECTORS AS OF APRIL 1, 2015

Chuck Fuller,
Fidelity Real Estate Company
Kevin Heffernan, Liberty Mutual
Jeanne Nutt, Gensler

Dena Quinn, Microsoft
Maureen Rystrom,
J. Calnan & Associates
Mark Watkins,
Thermo Fisher Scientific

SPONSORS

CORPORATE PARTNERS

adidas Group
Akamai Technologies
Bank of America
Blue Cross Blue Shield of MA
Bose Corporation
Boston Scientific
Cisco Systems
EMC Corporation
Fidelity Real Estate Company
Fresenius Medical Care
North America
inVentiv Health
Iron Mountain
John Hancock
Liberty Mutual
Microsoft
National Grid
Nuance Communications
Oracle Corporation
OSRAM
Pegasystems Inc.
PHILIPS
Santander Global Facilities
Staples, Inc.
Thermo Fisher Scientific
Wellington Management

FOUNDERS CIRCLE

PLATINUM

Boston Properties, Inc.
Fox RPM Corporation
Herman Miller/COP
JLL
MPA/Margulies Perruzzi
Architects
McCarter & English, LLP
PES Associates
Structure Tone, Inc.

PLATINUM/ECONOMIC DEVELOPMENT

City of Ontario/San Bernardino
County, California

GOLD

ADD Inc, now with Stantec
Boyette Strategic Advisors
CBRE
CBT
Colliers International
Commodore Builders
Cresa Boston
Cushman & Wakefield
Diversified Project
Management
DTZ
Dyer Brown Architects
Elaine Construction
Fort Point Project Management
Gensler

Gilbane Building Company

Haworth

Humanscale

INMOTION Brand Strategies
Powered By Proforma

J. Calnan & Associates

Knoll/Office Resources

LBA Realty

Lease Administration Solutions

Northstar Project &
Real Estate Services

Packard Design

Peabody Office

Red Thread/Steelcase

Sasaki Associates, Inc.

SMMA

Spagnolo Gisness & Associates, Inc.

Timberline Construction

Unispace

SILVER

McCall & Almy

BRONZE

Turner Construction Company

THE VALUE OF SPONSORSHIP

FOCUSED THOUGHT LEADERSHIP IN 2014/2015

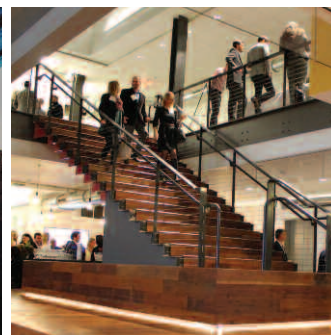
- Nine breakfast seminars
- Six evening programs/tours
- Eight Talent in Transition programs
- Four Young Leader ACCESS Luncheons
- 18 Real Advantage workshops
- 20 roundtable dinners for C.R.E. executives

ONE-ON-ONE NETWORKING AND RELATIONSHIP DEVELOPMENT

- Opportunities to discuss trends and challenges
- Golf tournament and other special events that raise money and organize team volunteer days
- Mentoring "Young Leaders" and new industry entrants
- Exclusive peer-to-peer roundtable dinner discussions for Corporate Partners and Founders Circle Platinum and Gold members

INDUSTRY RECOGNITION

- Awards of Excellence Gala (500+ attendees in 2014 – sold out a month in advance)
- Corporate Partners and Founders Circle Appreciation Event
- Website recognition
- Letterhead recognition
- Sponsor recognition at all programs
- Opportunity to teach/present at educational programs



FOUNDERS CIRCLE SPONSOR BENEFITS

	Platinum: \$10,000*	Gold: \$7,500	Silver: \$5,000	Bronze: \$3,500
Invitation to Executive Roundtable Dinners	8 dinners per year	4 dinners per year	no	no
Ability to bring Corporate Real Estate (End User) guests to Roundtable Dinners	1 per year	1 per year	no	no
Invitation to Founders Circle Leadership Group	yes	yes	no	no
Invitation/participation in Real Advantage Program	Preferential	yes	yes	no
Availability of Corporate End User for in-house speaking engagement	yes	yes	no	no
Golf Tournament Discount	Complimentary hole sponsorship	no	no	no
Awards Dinner table	\$500 discount	\$250 discount	no discount	no discount
Founders Circle Appreciation Reception	5 tickets	4 tickets	2 tickets	1 ticket
Complimentary attendance at all regular programs	6/each event	4/each event	2/each event	1/each event
Attendance at Eastern Regional Symposium	One Complimentary registration	no discount	no discount	no discount
Credited on CoreNet Global New England website	Link to sponsor's home page	Link to sponsor's home page	yes (no link)	yes (no link)
Preference attendance opportunity at Awards Dinner, golf, and special events	yes	yes	yes	yes
Credited on Chapter invitations during the year sent out by CoreNet Global NE	yes	yes	yes	yes
Credited on all CoreNet Global New England official letterhead	yes	yes	yes	yes
Listed on Founders Circle sponsorship board at programs	yes	yes	yes	yes

* limited industry exclusivity

Anyone interested in Sponsorship, be sure to attend a program or networking event to gain a firsthand perspective. Any questions, please contact Carol Adey, New England Chapter Executive Director, 617.758.6042 or cadey@corenetglobalne.com



COMMITTEES MAKE THE CHAPTER

GET INVOLVED. BE INSPIRED. MAKE A DIFFERENCE.

The New England Chapter would not be successful without the outstanding efforts of the following committees — and the enthusiasm of every committee member whose involvement is vital and appreciated! We ask all interested members to consider where their talents, experience and passion may best fit...and to get involved!

AWARDS

Brigitte Beltran, Sasaki Associates and Jackie Falla, Elaine Construction

Dedicated to creating the Chapter's premier annual Awards of Excellence gala, recognizing the industry's exceptional professionals and projects.

COMMUNICATIONS

Jessica Beers, JLL and Erica Chapman, Akamai Technologies

Strengthen awareness of the programs that support the Chapter's goals and objectives. Committee prepares and distributes appropriate content relevant to the various activities occurring throughout the Chapter.

COMMUNITY REINVESTMENT

Sean Teague, DTZ and Marisa Fava, Humanscale

Chapter supports the South Shore Habitat for Humanity through the Annual Golf tournament fundraiser. Chapter members also support and participate in both local/national community service projects.

EDUCATION

Paul Asmar, EMD Millipore and Joe Joyce, PHILIPS

In addition to the national MCR/SLCR programs, our Chapter provides many learning opportunities annually to build on members' corporate real estate knowledge base.

GOLF

Don DiPanfilo, Blue Cross Blue Shield of MA and David Provost, Boston Properties

Committee organizes the annual networking golf event in support of the Chapter's local charitable efforts.

MEMBERSHIP

Andrew Feibelman, Fox RPM Corporation and Joe Dwyer, Knoll

Increase and maintain membership at the highest possible levels by attracting new members and retaining existing members. Work closely with other committees to ensure that recruitment and retention are integrated into all Chapter activities.

PROGRAMS

Chuck Fuller, Fidelity Real Estate Company and Maureen Rystrom, J. Calnan & Associates

Develop programs that are relevant to members and secure leading presenters and panelists to present topics.

REAL ADVANTAGE

Jack Burns, Cresa Boston, Bill Holt, Strategic Space and Dena Quinn, Microsoft

Content-rich education programs focusing on core industry topics led by respected leaders in Corporate Real Estate. This is an invitation-only program for C.R.E.s and Platinum and Gold Sponsors.

REGISTRATION

Kris Esposito, National Office Furniture and Meagan O'Hara, Fort Point Project Management

Committee designed to provide registration support to the Chapter's various and diverse programs and events.

SPONSORSHIP

Monica Juan, CBRE and Peter Stein, Fox RPM Corporation

Committee is liaison to annual Service Provider Founders Circle sponsors.

TALENT IN TRANSITION

Mitch Evans, COP and LaNitra Webb, Commodore Builders

Provide professionals with comprehensive resources, advice, and networking opportunities while transitioning or further enhancing their career path.

YOUNG LEADERS

Maureen Rystrom, J. Calnan & Associates and Laura Walsh, OSRAM

Focused on the educational and networking needs of real estate professionals age 35 and under. Mission is to attract and retain future real estate leaders.



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NEW ENGLAND CHAPTER BOARD OF DIRECTORS

2015 STRATEGIC INITIATIVES

Building off the Strategic Initiatives identified in 2014, this year the Board will continue to promote and develop the areas listed below, maintaining our Chapter's position as the premier real estate industry organization in New England.

CORPORATE SPONSORSHIPS

- Attract and retain corporate sponsorships
- Return sustainable value to each service provider
- Assign board member to each sponsor

MENTOR YOUNG LEADERS

- Build next generation of leaders
- Connect young leaders with end users and service providers
- Create additional young leader programs

MEMBER OUTREACH

- Increase and maintain membership
- Engage full membership in programs
- Attract new members
- Maintain healthy balance of end users to service providers

PROGRAMS AND EVENTS

- Develop and implement innovative educational programs
- Open discussions at roundtable dinners
- Reduce number of events to improve quality
- Content to be relevant and accessible to majority

COMMUNICATIONS

- Open committee opportunities to all members
- Consistent message across all communications platforms
- Develop proactive media and public relations for the Chapter

IMPROVE ANALYTICS

- Integrate with CoreNet Global's new enterprise resource planning system
- Ensure the new system will deliver metrics needed by the Chapter

GIVING BACK

CONNECTING MEMBERS WITH COMMUNITIES IN NEED

For over 10 years, CoreNet Global New England has supported the South Shore Habitat for Humanity (SSHH) through fundraising efforts, enabling the Chapter to contribute to this worthy organization. This partnership has allowed members to become more involved with SSHH and, year after year, members have reconfirmed support of this partnership by making donations via raffles and the Chapter Summer Golf Fundraiser. In 2014, the Chapter presented a check for \$12,000 to SSHH from funds raised at the Annual Golf Outing.

But support does not stop at a philanthropic effort – members have shown their commitment to ‘getting their hands dirty’ and vie for just 10 spots to work with SSHH on an annual Build Day. Working side-by-side with industry colleagues, the Build Day is a unique event in that it allows members to see how the Chapter’s donations are spent. Learning how to use a skill saw, measuring stair risers, and distributing water bottles to each other on the hottest of days, members connect with one another and the community.



*South Shore Habitat for Humanity Build Day 2014
Hanover, MA*



YOUNG LEADERS COMMITTEE

CULTIVATING THE NEXT GENERATION OF C.R.E. LEADERS

COMMITMENT TO YOUNG LEADER DEVELOPMENT

The CoreNet Global Young Leader Special Interest Group's mission is to provide individuals with access to the knowledge and experience of industry professionals by means of establishing relationships, promoting continuing education, fostering peer networking, and encouraging volunteer and leadership opportunities that mutually benefit CoreNet Global and its members as well as the Young Leader. The CoreNet New England Young Leaders achieve this through the attraction and retention of future real estate leaders by creating programs designed to encourage young professionals to participate and become actively engaged in the real estate industry.

The Chapter is committed to ensuring that future real estate leaders have access to educational resources and networking opportunities with their peers as well as senior professionals to support professional development and growth – and this year, have demonstrated this commitment with a groundbreaking new program focused on Leadership.

New this year, CoreNet Global New England Chapter has developed a robust Leadership Program for Young Leaders. In 2014, a Board of Directors subcommittee recognized a need to provide leadership opportunities for the young professionals in the Chapter. They established criteria for a 12-month program and called for participants. After a Board level review of the applications, they created the first class that includes 12 Young Leaders from diverse backgrounds.

The participants will go through a year-long real estate curriculum and receive professional development offerings tailored specifically for them. The Chapter member C.R.E.s have graciously volunteered as subject matter experts and instructors to shape what is an impressive learning experience. Each "class" is three-hours long and they are a combination of both classroom and experiential. Participants and managers were told to expect a commitment of three hours per month. For the final assignment, the entire class will present a program and/or educational workshop to the CoreNet membership applying what they have learned through this program. The program will culminate as participants graduate at the 2015 Awards of Excellence Gala.

2015 LEADERSHIP PROGRAM CLASS



(Left Column, Bottom to Top)
Maureen Rystrom, J. Calnan & Associates; DJ Goldberg, JLL;
Erica Yu (middle), Boston Consulting Group; Ryan Megenedy,
Structure Tone; Jon Wellington, Pegasystems

(Right Column, Bottom to Top)
Yvonne Boehme, JLL; Cara Donleavy, Commodore Builders;
Kristine Carter, CBRE; Lesley Corda, Structure Tone;
Laura Walsh, Osram; John Contant, Packard Design
Missing: Sarah Swanson, JLL




CORENET
GLOBAL

**New England
Chapter**

newengland.corenetglobal.org


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