

Are You Prepared for Global Summit?



By: Nicole Thomas, Steelcase

Thousands of CoreNet members will come together in Philadelphia on October 16th-19th for a Global Summit discussing “The Bigger Picture”. There are four days of workshops, educational classes, and networking opportunities. With a jam packed schedule and lots of choices to be made, it can be overwhelming to understand how to get the most out of the conference.

Below are some suggestions to make the most of your four days in Philadelphia.

Before you go:

- Join the Mid-Atlantic LinkedIn page and follow the Mid-Atlantic Chapter twitter to stay involved with what the Chapter is doing at the conference.
- Try to book one of the host hotels – you will have an opportunity to see fellow attendees of the Chapter.
- Set up meetings before you leave – breakfast before the general sessions and coffee in between sessions are usually good options.
- Bring comfortable shoes.
- Bring lots of business cards.
- Download the conference app when it's available.

Once you arrive:

- The conference kicks off with a new member happy hour from 4-5 and a regionally focused happy hour from 5-6 (look for the Mid-Atlantic Chapter). These are great opportunities to network in a smaller environment. In particular, the Mid-Atlantic happy

hour is a great place to start identifying local people you already know or that you would like to connect with. After you leave this happy hour, all global members will be together.

- Right after the happy hour is the opening reception which is a must attend. This is a great place to see who is attending and start making connections. Quick Tip – when you get someone's card, write a note on it to remind you of your conversation.
- Use social media – the conference will have an app but also use your personal twitter feed to share your opinions on speakers and connect with others.
- Attend the sessions and networking opportunities.
- Have fun!

After the conference:

- Follow-up with the connections you made.
- Share what you learned on the Mid-Atlantic LinkedIn page.

New Member Spotlight

Lisa Buchanan

Account Executive
Bentley Mills, Inc.
Lisa.Buchanan@
bentleymills.com



What is your current position?

Lisa is an Account Executive for Bentley Mills, a California based manufacturer of carpets. In her position she works with architects, interior designers and end users to provide high quality sustainable carpet for a variety of commercial uses. End users of Bentley Mills' products include hospitals, retailers, offices and education institutions. She covers the DC metro area.

What was your first job?

At 13 she worked for a Red Barn restaurant in the DC area. Red Barn was known for its fried chicken and burgers.

Six words that describe Bentley Mills.

High-value, heritage, excellent value, sustainable

continued on page 5

Upcoming Events:

- Sept. 13: **Annual Golf Outing**
The Golf Club at Lansdowne, Leesburg, VA
- Sept. 13: **Food Drive at Mid-Atlantic's Golf Outing**
The Golf Club at Lansdowne, Leesburg, VA
- Sept. 22: **CRE Roundtable Series: Connecting with Technology**
BlackSalt Restaurant, Washington, DC
- Sept. 28: **Education Program: Compost Happens**
Location TBA
- Oct. 16-19: **Global Summit**
Pennsylvania Convention Center, Philadelphia, PA

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

What Can CoreNet Mean for YOU?!!

STAY CONNECTED: The Mid-Atlantic real estate markets continue to grow and evolve. CoreNet Mid-Atlantic is a great knowledge resource for understanding changes, trends, and industry practices.

NETWORK: Get the most from your old, existing and new colleagues and friends. Collaborating and sharing ideas can help build your professional and personal growth objectives.

LEARN: Our Education Programs for 2016 prove to be exciting and informative. Events are focused on various disciplines offering topics inside and outside your everyday worlds.

SERVE: Community Outreach. Give back to your community.

FUN! YES, we say FUN: Our special events continue with our Annual Golf Outing, Young Leader Events and Holiday Gatherings!

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!



Connect.



Learn.



Grow.



Belong.

Letter from the President

I hope everyone is enjoying the summer!

It's hard to believe we're in the final days, and before you know it, vacations will wind down, kids will be back in school and work will return to full meetings and agendas. Even though the Mid Atlantic Chapter events have been less frequent over the summer, I can assure you that your Board Members and Executive Committee have been busy planning the remaining events for the year and beyond. One particular effort I'd like to update you on is a Public Relations Campaign we have undertaken. This effort is solely grounded with the objective of growing the brand recognition of the Chapter and ensuring we're promoting the brand in all the right forums across the industry. This, we believe will result in enhancing member value, retention and attraction. The initial phase consists of surveying members and friends of CoreNet, reviewing the results and conducting a workshop to develop how best to raise the image and brand of the Chapter across the industry. We're excited about where this effort will take us. In June we hosted a CRE Roundtable at The Source in DC and an education event in Baltimore focused on Integrated Project Delivery, which garnered great feedback. In July we hosted a Happy Hour social themed Stars and Stripes. This event was combined with a new member orientation – what better way for new members to get to know the organization than an orientation along with a social gathering!

This time of year, we begin our sponsor appreciation outreach. Each year the Executive Committee schedules time with each of our sponsors to check in and look for feedback on how their sponsorship package is serving them. It's really to ensure sponsors are getting the full value of their package and also for the Chapter leadership to hear first hand how the value proposition is working. Great 1 on 1 time!

I'm excited about upcoming events including the Golf outing on Sept. 13th and promises to be yet another great event, fostering networking and good times at Lansdowne, all while helping our charity, Loudoun Interfaith Relief. In addition, the CoreNet summit starts October 16th in Philadelphia. Along the way we have a number of additional events planned as well as electing a new Executive Committee for next year. So always exiting times throughout the year and I'm thoroughly enjoying my time serving as your president and working with such a great group of volunteers and staff! Hope to see you at our upcoming events!

Sincerely,



Al Nielsen, AOL, Inc.
President Mid-Atlantic Chapter
CoreNet Global

Executive Committee Mid-Atlantic Chapter

Al Nielsen, President, AOL, Inc.

Sheryl Etelson, Vice President

Peter Van Emburgh, Treasurer, CBRE

Karen Fields, Secretary, Himes Associates, Ltd.

Stacey Cohen, Past President/Advisor, Marriott International

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CORENEWS

Summer 2016

SAVE THE DATE



SEPTEMBER 13

THE GOLF CLUB AT LANSDOWNE
LANSDOWNE, VA

Register Now!

Upcoming Event:

CoreNet Mid-Atlantic: 2016 Annual Golf Outing

About the Course:

The CoreNet Global Mid-Atlantic 2016 Annual Golf Outing will take place at the picturesque Robert Trent Jones, II Course located at The Golf Club at Lansdowne. A classic experience awaits both the accomplished and novice golfer on the 7,063-yard, par-72 course. The key to success on this Washington DC area golf course is the ability to accurately judge the effects of the elevation changes. For example, the par-3 13th hole features a 50-foot drop from tee to green, requiring a carry over a creek that runs across the front of the green, as well as a stone wall that dates back to the 1700's. Jones provides mental challenges with risk-reward holes and a tee-to-green carry over water on the par-3 17th, as well as physical tests with a pair of classic, three-shot par-5s. While friendly, the strategic layout will test the skills of all playing levels, rewarding each with a memorable round every time.

About the Outing:

Our days begins with breakfast and a few warm-up shots at the driving range or on the putting course. Foursomes participate in a shotgun start beginning at 10:00AM. Sponsorship opportunities range from those including players and signage, to more unique opportunities where our sponsors can create contests and "man"

their assigned hole throughout the day to meet and greet our full field of players. All sponsors are invited to attend our After-Golf Awards Party immediately following the Outing.

Sponsorship Program:

If you haven't yet become a sponsor of the 2016 Annual Golf Outing, time is running out! Take advantage of great opportunities for free foursomes, terrific signage and opportunities to boost your business.

To view available sponsorship opportunities, [click here](#).

Event Details:

Date: Tuesday, September 13, 2016

Time: 10:00am Shotgun Start

Location: The Golf Club at Lansdowne

Address: 44050 Woodridge Pkwy, Lansdowne, VA 2017

Upcoming Event:

Compost Happens:

Discussion of Marriott and Capital One Office Compost and Waste Reduction Programs



As part of their corporate environmental sustainability strategies Capital One and Marriott have implemented comprehensive composting programs to divert as much waste away from the landfill as possible. In addition to waste reduction, the visible and hands on nature of these programs increase associate awareness of and engagement in company environmental sustainability efforts. This program will discuss the design, implementation, and results of each companies program including infrastructure, facilities management and operational challenges, change management, and measuring success.

Save-the-Date

Event Details:

Date: Wednesday September 28, 2016

Time: 11:30 - 1:00

THE BIGGER PICTURE

Geopolitics, Economics
and the Environment



Upcoming Event:

2016 Global Summit: The Bigger Picture

Geopolitics, Economics and the Environment

**Register
Now!**

Geopolitical events, the global economy, sustainability and advances in technology all influence the way organizations behave. Change is inevitable and when change accelerates there is a need for CRE to respond quickly, often on a global scale. For organizations to thrive they must be agile and dynamic; ready to respond to change as if it were an anticipated strategic occurrence.

In a world of constant change, the biggest risk for leaders is delayed response. CoreNet Global Summits equip leaders to seize opportunities to:

- Build new capabilities and profitable business models
- Develop a broader knowledge of markets, internal business clients and the final end consumer
- Be a catalyst for change in organizational culture

Event Details:

Dates: October 16-19, 2016

Location: Pennsylvania Convention Center

July 14: Stars, Strips, & Smiles Happy Hour

Over 50 CoreNet Mid-Atlantic Members celebrated summer and our Nation's Independence at the Stars, Stripes and Smiles Happy Hour on July 14th. The Georgetown Waterfront served as the perfect setting for members to network and reconnect between summer vacations. The Chapter welcomed 2016's New Members who met prior to the event with the membership committee to learn more about opportunities for leadership and how the Chapter can support professional growth.

At the last Happy Hour event, Chapter members raised \$250 for charity. With the Chapter matching the money raised, March Madness Bracket Champion, Molly Statler, accepted the \$500 winnings for Fauquier County SPCA!

To add excitement to this summer's event, Nicole Thomas, Communications Co-Chair, lead a Social Media Contest with attendees. Chapter members tweeted photos from the event to win the contest. The 2 photos with the most likes and shares won a \$50 gift card. Congratulations to Rebecca Hankins, Mohawk Group and Jessica Miller, Cushman and Wakefield for winning the Twitter contest!



Check out all the photos from the event on the Chapter's Twitter page @CoreNetMidAtl

New Member Spotlight *continued from page 1*

Who was an important mentor to you?

Her most important mentor was a former sales manager at Maharan Textiles who taught her that success in sales is all about relationships with the customer. As a result, she has many customers which are now friends.

How do you manage work/life balance?

Sales provides her the flexibility needed to manage the balance and keep up with her two teenage kids. She gets up in the

morning, checks her list and goes at it, knowing she has flexibility if family needs arise during the course of the day or week.

Favorite Vacation Spot?

Southwest Harbor, Maine "We go there every year for a couple weeks and unplug".

First record you bought?

"Rock N Roll Fantasy" by Bad Company

Volunteer Opportunities



Share your expertise and support your Chapter... Volunteer today! In 2016, the Mid-Atlantic Chapter plans to add even more value to its members by delivering quality events and educational opportunities. To do that, we need the help of energetic volunteers

just like you! Click [here](#) to view our committees. Each of them could use support with current objectives and help in creating new ones.

Note: You must be a member of CoreNet to participate on a committee.

Welcome New Members

Keith Baker, PMP	• Suddath
Erica Bazow	• ADI Construction
Lisa Carter	• Kimball Office
Joana Ferreira de Carvalho	• International Monetary Fund
Julia Facchina Corona, B.S.	• Buch Construction
Andrew Dondero, LEED AP	• Forrester Construction Company
Garrett Evans	• Suddath Companies
Jane Gill, M.A.	• Real Estate Resource Group
Win Khanijoun	• Cisco Systems
Kristie Lentz	• MovePlan USA
Julie Lovett	• eBusiness Strategies, LLC
Ivon Martinez	• Charm City Concierge, Inc.
Ben Mullen, LEED AP	• Unispace
Pamela Norton, M.A.	• eBusiness Strategies, LLC
Jodi Paci, LEED AP	• DPR Construction, Inc
Danielle Simons	• Charm City Concierge, Inc.
Adam Sledd, MBA	• Institute For Market Transformation
Becky Tyler	• Charm City Concierge, Inc.

Thanks to Our Sponsors

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- ECS
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EU Dinner Series:

- AOL, Inc.
- General Dynamics IT
- Hilton Worldwide
- Lockheed Martin Corp.
- Marriott International

Join the Mid-Atlantic Chapter on



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