

Can Mid-Atlantic *Link* You to Success?

By: Julie Morris, Himes Associates, Ltd.



With over 238 million users and growing, LinkedIn is easily THE most popular professional social network and one of the best tools for expanding your professional circle. As CREs, LinkedIn provides a valuable resource for connecting with potential clients, colleagues and vendors. In an effort to help you unlock LinkedIn's

potential, the Communications Committee has assembled these simple tips that anyone can follow to not only better promote yourself but also to expand your network of contacts:

Build a Better Profile – Your profile says a lot about you – because it IS you. When building your profile, the first thing you need to do is make sure that it is complete and accurate. Make use of keywords and short, succinct bulleted points to concisely express who you are and what your goals are. Since search is a commonly used tool within LinkedIn, make sure that you choose strong words that are both common as well as relevant to who you are and what you do.

Start off on the Right Foot with New Contacts – Meet a new business contact at a CoreNet event or out in the field? Invite them to connect! Getting connected on LinkedIn makes it easy to keep in touch with someone and stay up to date on who they are working for and what they are up to professionally. When reaching out to new contacts, make sure to personalize your messages. This is a great way to stand out and be memorable.

Request Introductions – Want to get in touch with someone but don't have a DIRECT connection? Look and see whether or not you two have a 2nd or 3rd degree contact in common that can provide a warm introduction. Mutual connections are a great way to meeting new people and making valuable connections WITHOUT having to cold call. Nervous about asking for an introduction? Don't be – simply be clear with your intentions and let them know why you're asking for an introduction and that it's OK to say no if they're not comfortable with their level of familiarity with the common contact.

Join Groups – With more than 2.1 million LinkedIn groups, including one for our very own [Mid-Atlantic CoreNet Chapter](#), groups are a great way to find professionals who share your interests. You can browse to meet new people or search groups for specific members by clicking "Members" → "Search." One of the best features of LinkedIn groups is that they allow you to not only search the member base of the group, but also to send free messages to fellow group members. This is just another way to find warm, common contacts without the nuisance of making cold calls.

Meet the Mid-Atlantic Chapter's New Executive Committee

The term for the Mid-Atlantic Chapter's new leadership began on January 1, 2016. The incoming Executive Committee is comprised of a mix of new and seasoned board members – Al Nielsen, Sheryl Etelson, Karen Fields and Peter Van Emburgh. We asked Al, Sheryl, Karen and Peter a few questions to get to know them better – and we did. Enjoy!



Al Nielsen –

Vice President – Corporate Services,
AOL Inc

CoreNet Mid-Atlantic President

Al is responsible for global Real Estate, Construction, Space Planning, Facility Operations, Security, EH&S and Business

Services. He joined AOL in April 1996 serving in a number of capacities in Corporate Services. The real estate portfolio currently consists of over 50 locations totaling approximately 2.1 million square feet. Overall, Al has 30 years of real estate experience. In addition to serving on the CoreNet Mid-Atlantic

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Upcoming Events:

- Mar. 14: **March Madness Happy Hour**
High Velocity, Washington, DC
- Mar. 24: **End User Dinner Series: Coaching**
TRIO Grill, Falls Church, VA
- April: **McKesson Workplace Redesign**
McKesson, Richmond, VA
- May 12: **2016 Awards of Excellence Gala**
Boston Properties, Washington, DC
- Sept. 13: **2016 Annual Golf Outing**
Lansdowne Resort, Leesburg, VA

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!

Renew your membership today!

If you missed the discount that was offered in October for a limited time you can still receive a 5% discount on your membership! You must use the link and code below in order to take advantage of the discount so please do!

Discount Code: **MID20165**

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 members services will help you.

TIME TO
RENEW? ▶

JOIN NOW ▶

Letter from the President

The Start of an Exciting Year

Hi everyone,

2016 is off to an exciting start as the Executive Committee and Board ramp up for what is sure to be an exciting year. I can tell you at this early juncture, we are getting very organized, have made great progress on mapping out the year's events and programs and am excited about what I'm hearing and seeing amongst the board. It's humbling to be a part of such a motivated team, donating their valuable time in order to provide great experiences for the chapter members. Already this year we've had a happy hour event, to kick off the year and an education program discussing Mergers and Acquisitions, which was very well received here, in NYC and in London as we engaged with our fellow chapters on the topic.

As I mentioned, the planning throughout the year promises events that bring our chapter together around fun programs and themes and more compelling topics affecting our industry. I'm especially looking forward to the End User Dinner series this year as we connect end users on specific issues focusing on their needs. I'd encourage all end users to attend and experience the value for yourself.

I also plan to hit the phones to reach out to those of you who I've may not have met yet. I really want to meet you and know what your expectations are of your membership so we can ensure we're in touch and are having dialogue the value of membership.

2016 is off and running and we're on a roll!



Regards,

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

 **Mid-Atlantic Chapter**

Executive Committee Mid-Atlantic Chapter

Al Nielsen, President, AOL, Inc.

Sheryl Etelson, Vice President/President-Elect, Lockheed Martin

Peter Van Emburgh, Treasurer, CBRE

Karen Fields, Secretary, Himes Associates, Ltd.

Stacey Cohen, Past President/Advisor, Marriott International

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CORENEWS

Winter 2016

Upcoming Event:

March Madness Happy Hour



Join your CRE cohorts for March Madness Bracket Building Happy Hour. Plan to fill out your brackets individually for some lively competition and follow your brackets through the NCAA basketball tournament.

Cost to enter the challenge is \$5. The winning person will select the charity of their choice to send all event proceeds to, on behalf of CoreNet Mid-Atlantic. At the

end of the competition, a special announcement of the winner and their charity will be made to the chapter.

When: Monday, March 14, 2016 • 5:00PM - 7:30 PM

Where: High Velocity
901 Massachusetts Ave NW, Washington, DC 20001

*High Velocity is on 9th and L Streets, NW in the new Marriott Marquis Washington D.C. within walking distance of Penn Quarter, Verizon Center and CityCenterDC.

Fees Event Registration:

Member: \$40.00 • Non-Member: \$65.00 • Young Leader: \$25.00



Upcoming Event:

Nominations are
Now
Open!



Save the Date! May 12, 2016

The CoreNet Global Mid-Atlantic Chapter is pleased to announce the 2016 Corporate Real Estate Awards of Excellence Gala taking place on May 12, 2016. The event will be hosted by Boston Properties in Washington, DC.

Did you know you can nominate yourself, your firm, or your project for an award? Don't wait, get your nomination(s) in today!

We are now accepting award nominations in the following categories:

- **Corporate Real Estate Young Leadership Award**
- **Service Provider Leadership Award**
- **Corporate Real Estate Partnership Award**
- **Best New Workplace Solution Award**

Award submissions will be accepted through **Friday, April 8, 2016** and winners will be announced at the Annual Gala. [Click here](#) to download the nomination package.

Sponsorship Opportunities
are Available!

Sponsorship for the 2016 Awards of Excellence is **now open!** The event sold out last year and we anticipate another sell-out this year. **Don't wait** - secure your table and sponsorship today!

Questions?

Contact Gala Co-Chairs



Katy Redmond and **Junius Tillery**
with any questions about
sponsorship or nominations!

New Member Spotlight

Judy Butler

Principal,
FORM Architects



*By: Tom Flynn, Prince William County,
Department Economic Development*

Judy Butler recently joined CoreNet Mid-Atlantic after attending CoreNet events with other members of FORM Architects. She has jumped right in and is currently serving on the Planning Committee for the Annual Gala.

Judy has worked in design for 16 years, and in November 2015 was promoted to Principal at FORM Architects, a 24-person interior architectural design firm. She graduated from Indiana University of Pennsylvania and is NCIDQ Certified. She recently completed designing a new office for DLT Solutions in Dulles.

What was your first job?

Wrapping presents. I went from house to house wrapping presents during the holidays.

In six words, describe what FORM Architects does.

“Creative design with exceptional client service.”

Who were your mentors?

My dad taught me about the value of education and of working in my field during my summer vacations. He was a great believer in understanding the job market and I learned a lot from my summer internships. I have always worked in small firms which gave me great access to the people I worked for. They all helped me along the way with their insights into the profession.

What are you currently reading?

“The Work Revolution” by Julie Clow. She is a high school girlfriend who has written about how work and the workplace have changed from the organization's point of view. My friend worked for Google for a number of years.

How do you keep work/life balance?

Not sure I do, but I try through working out and long hikes on the weekend.

Favorite vacation spot:

The Jamaican Inn, Ocho Rios, Jamaica.

Mid-Atlantic Chapter Announces New Leadership

Congratulations to the CoreNet Mid-Atlantic Chapter's incoming Executive Committee and Board of Directors! We understand the importance of strong leadership in the continued growth and development of the Mid-Atlantic Chapter and look forward to the upcoming year working with a great team. With that said, we are pleased to announce the following 2016 officers:

Executive Committee:

- **Al Nielsen**, President
- **Sheryl Etelson**, Vice President
- **Peter Van Emburgh**, Treasurer
- **Karen Fields**, Secretary
- **Stacey Cohen**, Past President/Advisor

Board of Directors:

- **Nicole Thomas**, Communications Committee Co-Chair
- **Julie Morris**, Communications Committee Co-Chair
- **Tracy Allen**, Community Reinvestment Co-Chair
- **Steve Dunn**, Community Reinvestment Co-Chair
- **Gavin Bloch**, Education Co-Chair
- **Andrew Green**, Education Co-Chair
- **Amy Beall**, Education Co-Chair (Baltimore)
- **Stefanie Spurlin**, End User Dinner Series Chair
- **Katy Redmond**, Gala Co-Chair & Sponsorship Chair
- **Junius Tillery**, Gala Co-Chair
- **Andre F. Bellerjeau**, Membership Committee Co-Chair
- **Karen Diener**, Membership Committee Co-Chair
- **Chris Szutz**, Membership Committee Young Leader Co-Chair
- **Brian Urben**, Membership Committee Young Leader Co-Chair
- **Kim Dize**, Special Events Committee Co-Chair
- **Steve Owens**, Special Events Committee Co-Chair

Mid-Atlantic Chapter Connects with New York and London To Share CRE Real Estate Strategies for Mergers & Acquisitions



The Mid-Atlantic Chapter of CoreNet kicked off the year with a global panel discussing corporate real estate (CRE) strategies and the role of CRE in Mergers & Acquisitions (M&A). Hosted by the Mid-Atlantic Chapter, the event collaborated the CoreNet New York City and the London Chapters. The three AOL office locations connected via telepresence technology allowing attendees to participate in this multi-continent event.

After a welcome from chapter president and host, Al Nielsen, event moderator Peter Van Emburgh, chapter Treasurer and Senior Managing Director of CBRE Global Workplace Solutions, kicked off the program locally by noting that 2015 was a banner year for M&A activity and the trend is expected to continue in 2016. The program focused on how to drive corporate real estate value through the M&A process.

Peter then introduced Kevin Frankenberger, *Marsh & McLennan*, live from New York! Kevin detailed the framework for M&A transactions; identifying the *opportunity, the due diligence of risk mitigation, integration planning, and integration*. Attendees were able to learn the key enablers to adding value to M&A transactions.

Next, the program jumped across the pond to London where Troy Humphreys, *Pfizer Ltd.*, shared his extensive experience with M&A. He highlighted the company's acquisitive growth over the last decade, making Pfizer the world's largest pharmaceutical company. Troy drew key distinctions between the types of M&A deals – *acquisition, merger, integration, and divestment*. Guests were able to gain insight on the integration process as well as ways to align with other functions to ensure plans are coordinated and payback doesn't over take synergies.

The presentation portion ended back home in Dulles as Steve Dunn, *CSRA*, shared his recent experience with the merger of CSC and SRA, now called CSRA. He discussed his involvement through the stages of the M&A deal, from due diligence to integration. Steve emphasized the stage of executing on synergies which requires extensive analysis and coordination with the C-suite to achieve efficiencies without weakening the business. Attendees heard about leadership opportunities to introduce culture change that the CRE uniquely provides.

At the end of the presentation, the panel opened the floor to questions in each city. Using the telepresence, attendees in each location were able to ask all panelists questions. "It felt like we were all in one room with key experts from around the world", remarked an attendee from the filled room in Mid-Atlantic Chapter.



Sheryl Etelson, chapter vice president, closed the program by noting that M&As have become career defining events for CREs due to its high profile and significance to the business. CREs professionals are able to draw on core competencies of the profession and add value through every stage by introducing real estate strategies that offer efficiencies and position the company through change management approaches to achieve full integration. Sheryl pointed out that M&As have been trending with the Chapter's Executive Committee over the past year, including the announcement two days prior that her division at Lockheed Martin, was merging with Leidos, which came on the heels of Lockheed Martin's acquisition of Sikorsky helicopter last quarter.

After this program, CREs from two continents are loaded with real estate strategies to take forth in future M&As, thanks to our presenters and moderator! Special thanks to AOL for hosting this unique and dynamic premiere event - and to New York and London chapter leadership for their partnership.

Will you be at the next one? Check the chapter [website](#) for event details about our upcoming education programs!

Meet the Mid-Atlantic Chapter's New Executive Committee *continued from page 1*

Executive Committee, he also serves as Director - Loudoun County Chamber of Commerce and Vice Chair - Loudoun School Business Partnership.

What year did you join CoreNet?
2007

What do you find most valuable about being a part of CoreNet?

I most value the education and networking events.

What do you most want to accomplish in your EC position this year?

Raise awareness of the value that CoreNet can provide its members.

In one word, describe yourself.
Earlybird

Favorite CoreNet event attended?
End-User dinner

Favorite restaurant?
Always on the hunt for great Italian food.

Favorite vacation spot?
Deep Creek Lake

Favorite sports team or athlete?
The Caps!

Any hidden talents?
I'm working on becoming a wine snob.



Sheryl Etelson –
Senior Real Estate Manager
– Lockheed Martin

CoreNet Mid-Atlantic Vice
President/President-Elect

Sheryl is responsible for a portfolio of 4.6 million square feet in 90+ leased and owned facilities. Sheryl works with senior leadership on financial performance, workplace strategies and operational excellence to optimize business opportunities and balance risk. She works with cross-functional matrix teams to manage the full life cycle of real estate activities (negotiate, plan, design, build, operate). Other achievements include implementing process improvement measures and managing economic incentive programs for the division. Overall, Sheryl has 25 years of real estate experience with organizations ranging in size from start-up, mid-cap and Fortune 100.

What year did you join CoreNet?
2010

What do you find most valuable about being a part of CoreNet?
Attending education programs to network and learn about trends and best practices.

What do you most want to accomplish in your EC position this year?
To advocate, both internally and externally, on ways the CRE profession is an indispensable

resource and contributes to corporate mission.

In one word, describe yourself.
Resourceful

Favorite CoreNet event attended?
Many favorites – hard to pick just one!
Global-MCR program. Chapter-Mergers & Acquisitions luncheon hosted by our Chapter with New York and London.

Favorite restaurant?
Eddy V's in Tysons

Favorite vacation spot?
Bethany Beach, Delaware

Any hidden talents?
Love a good poker game



Karen Fields –
Vice President,
Himes Associates, Ltd

CoreNet Mid-Atlantic
Secretary

Over the past 20 years Karen Fields has worked to embrace the strategic integration of account management responsibilities with operations management to establish, service, and maintain client relationships at Himes Associates Ltd. As Vice President and Principal, Karen is dedicated to providing national development management, project management and relocation management consulting services to Corporate Users of Commercial Real Estate.

Karen serves on the Executive Committee as Secretary of the Mid-Atlantic Chapter of CoreNet.

What year did you join CoreNet?
1999

What do you find most valuable about being a part of CoreNet?
Knowledge Sharing and building relationships

What do you most want to accomplish in your EC position this year?
To encourage growth and to win the CNG 2016 Chapter of the Year Award.

In one word, describe yourself.
Resilient

Favorite CoreNet event attended?
Eastern Regional Symposium

Favorite restaurant?
Usually the one I am sitting in with family and friends.

Favorite sports team or athlete?
Go Skins!

Any hidden talents?
I'm a wiz at ping pong



Peter Van Emburgh –
Senior Managing Director,
CBRE

CoreNet Mid-Atlantic
Treasurer

Peter is a senior managing director and regional client strategist for CBRE Global Workplace Solutions. Peter serves as the platform lead for consulting servicing 30 global outsourcing accounts in the South Division. Peter has over 10 years of consulting experience delivering strategic planning, corporate real estate (CRE) organizational design, mergers & acquisition (M&A) integration support, process enhancements, outsourcing model optimization, change management, and other strategic delivery solutions to a diverse array of private, healthcare, and public sector clients.

Previously, Peter served as national practice lead for CBRE Management Consulting. He led a national team of real estate advisers' management consultants whose backgrounds combine tenure with some of the most prestigious consulting firms. In 2015, Peter was tapped by CBRE to lead the facility integration and synergy strategies involved with the acquisition of Johnson Controls' facilities management outsourcing business, involving 80 global locations and approximately 14,000 employees.

What year did you join CoreNet?
2011

What do you find most valuable about being a part of CoreNet?
Peer learning and networking

What do you most want to accomplish in your EC position this year?
Deliver a strategy and implementation plan addressing one of the Board's key initiatives in 2016: mentorship.

In one word, describe yourself.
Eager

Favorite CoreNet event attended?
Eastern Regional Symposium

Favorite restaurant?
L'Auberge Chez Francois

Favorite vacation spot?
Seaside, Florida

Favorite sports team or athlete?
New York Giants

Any hidden talents?
Reigning champion at "Consulting Buzzword" Bingo

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

| | |
|---------------------------|---|
| David Baldwin | • Unispace |
| Nicole Benoît | • Clestra Hauserman, Inc. |
| Michelle Carnabuci | • Haworth, Inc. |
| David Corsones | • Herman Miller |
| Jacob Dunbar | • International Monetary Fund |
| Diane Frimel | • XO Communications |
| Matt Galvin | • National Office Systems |
| James Johnson | • CSC - Computer Sciences Corporation |
| Don Kammann | • Knoll |
| Sherry Kissal | • Coakley & Williams Construction, Inc. |
| Matthew Morgan | • CoStar Group Inc. |
| Danny Patton | • Balfour Beatty Construction |
| Michael Pittsman | • Davis Construction |
| Noah Poissant | • Marketing General, Inc. |
| Priya Prasad | • Ciena Corp. |
| Carl Ranno | • Clear Real Estate Services |
| Richard Rome | • Savills Studley |
| Pamela Rosen | • International Monetary Fund |
| Charles Spencer | • Engility |
| Patrick Thomas | • CORT Furniture Rental |
| Brian Urben | • HITT Contracting Inc. |
| Julie Vachon | • Humanscale |
| Mark Vitt | • Tritech Communications |
| Carrie Waggoner | • Teknion |

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EU Dinner Series:

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

Join the Mid-Atlantic Chapter on



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