



## Year in Review

On December 3, the Mid-Atlantic Chapter wrapped up its 2014 schedule of programs with an elegant evening at the Washington Golf & Country Club. Looking ahead, we've begun focusing on the coming year, and as we put 2014 behind us, let's take a few moments to remember what we've done and where we've been....

**We've laughed.** In 2014, we are a group who enjoyed Happy Hours. Whether it was celebrating the U.S. in the 2014 Olympics at the quirky Russia House, or going to Baltimore to ring in the New Year, we laughed and we enjoyed the camaraderie that goes along with membership.

**We've helped.** Our commitment to giving back and paying it forward was cemented in 2014 as we brought food supplies to those who need meals at the Capital Area Food Bank, or when we were hammering nails to provide much-needed shelter in the Rebuilding Together program. We also supported families with pediatric cancer through support of the annual POETIC Gala, where several of our members danced the night away and teamed with those who are most vulnerable.

**We learned.** The Future of Tyson's Corner. Millennials. Sustainable Building. Agile Workspaces and Human Sustainability. What do they all have in common? We've learned about them this year. Our Education team has presented a stellar variety of topics to explore everything from the latest trends in building design, to the latest in caring for humans, and along the way, we've talked about managing the needs of humans of all ages, and how our needs are changing in our workspaces.

**We've celebrated.** How can you take an unfinished gem in the heart of Rosslyn and turn it into a momentous occasion? Ask us! The Mid-Atlantic Chapter hosted its 10<sup>th</sup> Annual Awards of Excellence Gala, courtesy of Tishman Speyer's Arlington Towers, and we made it a night to remember. Celebrating achievements, and a bit of dancing too. It was a fun night we won't forget. We also hosted our Annual Golf Outing in September where we enjoyed a fun day of chasing balls, and for the first time, enjoyed our Sponsors on each hole as they lined up fun games and contests for us to enjoy.

**We summited.** We were extremely proud to have the CoreNet Global North American Summit right in our backyard this year, and we took full advantage! Our President gave closing remarks on the final day of the Summit, and we supported the Opening Reception with our favorite band, Moonshine Society! Our members and sponsors helped us represent the Mid-Atlantic Chapter in a big way, so thank you!

**We were serious.** While this year has been a great amount of fun, we've also had a few serious moments....we teamed with the Capital Chapter of IFMA to present a timely and highly informative program on Active Shooters in the Workplace, and how we can prepare ourselves for the reality that our world is more unpredictable.

**We lost.** It wouldn't be a true reflection if we also didn't mention loss in 2014 as many of our members suffered the passing of a respected industry insider, Jon Couch of Rand Construction. We rallied and we reached out, and that is what we do as a community of members.

**It's been a great year, and we are making plans to surpass this year's excitement with even greater things, so strap in and get ready to launch in 2015!**

### Mid-Atlantic Chapter Announces New Leadership



Congratulations to the CoreNet Mid-Atlantic Chapter's incoming Executive Committee! 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 2015 officers:

#### Executive Committee:

- **Stacey Cohen**, President
- **Al Nielsen**, Vice President/President-Elect
- **Peter Van Emburgh**, Treasurer
- **Karen Fields**, Secretary
- **Pierce DeGross**, Past President/Advisor

## Don't Forget to Renew Your Membership!

CoreNet members receive access to professional resources, discounts at events, great networking opportunities, invitations to exclusive members-only events, and more. As a reminder, all memberships expire on December 31st... don't forget to renew before the end of the year!

TIME TO RENEW? ▶

Not a member?  
Click the button below and join now!

JOIN NOW ▶

## Letter from the President

### CoreNet Mid-Atlantic Members:

The chapter has had a very active fall, full of events and programs!

In September we had an educational program in Washington, DC regarding the newest trends in Workplace at Convene in Tysons Corner. This was a relaxed presentation by three of our Members (one from the NYC chapter) to discuss various trends they see. This program was very engaging and it was great to see the strong turnout.

On Monday, September 22nd we held our annual golf outing at Westfield's Golf Club with over 90 golfers from our chapter. What an incredibly good day of weather and even more incredibly low scores (did someone say mulligan). Congratulations to our winners! As part of this event, we raised \$1500 for the Capital Area Food Bank.

Also in September we conducted a Sponsor breakfast at Hilton Worldwide to discuss our 2015 Sponsorship Program. Many existing and some new sponsors were in attendance. We look forward to discussing this exciting program for 2015.

Most importantly, we hosted our first CoreNet Global Summit here in DC at National Harbor from October 25th-29th. A large group of our members were able to attend and take part in the most important event of the year for CoreNet members. We sponsored the Chairman's Dinner on the Saturday evening prior and the Opening Reception on Sunday. The Board and I would like to thank all of you who were able to attend.

In November, the chapter held an enlightening program entitled, "Human Sustainability Movement and its Impact on Workplace Productivity" and we wrapped up the fall season on December 3rd with the Annual Holiday Party.

In looking to 2015, the Eastern Regional Symposium (ERS) Committee has selected Georgetown University to host the 2015 ERS June 8-9. Karen Fields will be leading the ERS effort for our chapter and will reach out to many of you for help. Stay tuned for more information on this exciting event.

Best wishes for a joyous holiday season. We look forward to seeing you in 2015!

Sincerely,



**Pierce DeGross**  
President, Mid-Atlantic Chapter  
CoreNet Global

 **Mid-Atlantic Chapter**

# CORENEWS

December 2014

## Executive Committee Mid-Atlantic Chapter

**Pierce DeGross**, President • Hilton Worldwide

**Stacey Cohen**, Vice President/President-Elect • Marriott International

**Peter Van Emburgh**, Treasurer • CBRE

**Al Nielsen**, Secretary • AOL, Inc.

**Deane Edelman**, Past President/Advisor • General Dynamics IT

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# 2015 Eastern Regional Symposium Comes to DC!



The Mid-Atlantic Chapter is pleased to announce that the 2015 Eastern Regional Symposium will be coming to Georgetown University, June 8-9, 2015! The program will explore issues important to those in corporate real estate. The 2015 event offers something for everyone... There will be several tours around DC, great educational sessions, fun social events and more. This event is brought to you by the following CoreNet Global Chapters: Mid-Atlantic; Connecticut/Westchester; Long Island; New England; New Jersey; New York City; and Philadelphia.

**Sponsorship Opportunities are Available!** Please contact [Carolyn Lagermasini](#), ERS Administrator, for more information.

*The Eastern Regional Symposium is a members-only event.*



## 2015 Sponsor Program

The CoreNet Global Mid-Atlantic Chapter is very pleased to announce our 2015 Sponsorship Program, which begins January 1 and runs through December 31, 2015. It is structured to provide our Chapter Sponsors better value and recognition throughout the year.

**There are six levels of sponsorship:** Pinnacle, Platinum, Gold, Silver, Bronze and End User Dinner Series. The number of benefits increases as you move up in each level.

**Some of the benefits include:**

- Free memberships
- Admission to exclusive events
- Free attendance at educational programs
- And more!

The deadline to sign up is December 31st, so don't delay!

[Click here](#) to view the sponsorship program online. Be sure to [contact us](#) with any questions.



## September 9: CoreNet Sponsor Kick-Off Breakfast



On September 9th, an energetic crowd gathered at Hilton Worldwide's Fireside Cafe for the Sponsorship Kick-Off Breakfast. Led by Sponsorship Chair, Tracy Allen. The event covered basics about the 2015 program, as well as new additions to this year's benefits.

New benefits for some levels include registrations at the Eastern Regional Symposium (ERS), coming to Georgetown University in June 2015.

Click [here](#) for pictures of the event!

## Did You Know We're Online?

Learn the latest Mid-Atlantic news by joining our [LinkedIn Group](#) or by following us on [Twitter](#). Our online group is focused on advancing real estate knowledge, connecting people, and promoting more interaction and "personal touch" for our local members.



## CoreNet Education Event • September 30: Chapter Members Learn About Agile Workplace Strategies

#WorkplaceStrategies was the name of the game (and the official hashtag) for the Game Changers education event held on September 30<sup>th</sup>. The program, moderated by Chris Kelly, Co-Founder & President of Convene, introduced new tools, technologies and services behind the agile real estate movement. Panelist included Jim Young, Vice President – Real Estate at Marriott and Andy O'Brien, Senior Vice President at JLL. Held in Convene's on-demand meeting space, large flat screens displayed the live-tweets from attendees for a completely interactive session.

Marriott International has started offering lobby and meeting space at no charge or low charge, using LiquidSpace online search tool-reservation service. Marriott's culture of "fail fast and fail forward" allows for innovative ideas. No longer just heads in beds.

JLL recently premiered a new on-line leasing service, HiRise. Targets 5,000 sf and under market (6.5M sf underserved market). Online software is used to search and secure office space with streamlined lease process. Simplified process with license agreements and ability to furnish online, makes delivery of space available in days.



Chapter President, Pierce DeGross with Hilton Worldwide; Chris Kelly with Convene; Sheryl Etelson with Lockheed Martin; Andy O'Brien with JLL; and Jim Young with Marriott

### Some takeaways include:

- Technology has turned every industry on its head. Must use every technology available to help clients.
- A younger workforce and how work is done are trends that are driving how we look at space.
- There is a growing trend of tenants needing instant access to space.
- FLEXIBILITY is key!
- Cost savings is secondary – getting the right space is imperative.
- Corporate Real Estate execs are part of blueprint for innovation. Not only need to be relevant, but flourish. Workplace and culture leads to innovation. Technology is enabling creative ideas.
- Office of the future is full-service environment. Hospitality in the workplace enhances worker productivity.
- "Third places" are becoming popular and important settings for getting work done (aside from home and work).

## October 10: Chapter Volunteers Give Back at CAFB

On Friday, October 10th the chapter held our third volunteer event at the Capital Area Food Bank's main warehouse in NE DC. Our 11 volunteers spent three hours sorting donations of canned goods into separate categories and boxing them for distribution to the Food Bank's many local partners. The tasks were expedited by the use of a recently installed conveyor belt, which allowed teams to focus on their specific targets such as green vegetables, beans, or soups, without being overwhelmed by the amount of donations.

The whole group found the experience fun and rewarding. We hope to have even more volunteers at our next event, which will be held in late Jan/early Feb 2015. Please keep an eye out for our next invitation to register.



Scott Brideau with Little lends a hand at CAFB

## November 20: Does a Healthier Workplace Increase Productivity?

On November 20th a group of experts helped to answer this question during the chapter program entitled, “Human Sustainability Movement and its Impact on Workplace Productivity – A Global Perspective.”

**Moderator, Scott Peltin**, Co-Founder & Chief Performance Officer, TIGNUM, led a ground-breaking conversation about the connection of the human sustainability movement with corporate real estate. Scott explained that his work with C-Suite executives includes engineering sustainable high human performance with mindset, nutrition, movement, recovery and preparation for key events. These executives realize that wellness is about more than reducing health care costs.

The panel discussion spoke to the realization that offices can actually make people healthier and more vibrant at the end of each day. The discussion uncovered the neuroscience research-workplace design nexus and provided details about studies that show the connection between architecture, business, medicine, and neuroscience.

**Panelist Carol Rickard-Brideau**, Senior Partner & Office President of Little, shared ways in which neuroscience has contributed to architectural designs. Through lighting, natural finishes and creating engagement opportunities, the built environment can be a contributing factor to employee wellness.

**Host and panelist, Laurie Warlick**, Managing Director Global Workplace Strategy Practice of CBRE, explained the aspects of the new Workplace 360 office. The “free-addressing” allows for many choices of places to work, including “The Heart” which overlooks the Baltimore Harbor and is the center of the office environment. Laurie talked about the necessity for change management strategies to improve employee engagement, drive organizational change and enhance business performance.

**Panelist Phil Williams**, Executive Director of Delos, highlighted the features of the WELL Building Standard and how it places health at the center of designing indoor environments by incorporating healthy ideas in seven categories: air, water, nourishment, light, fitness, comfort, and mind. The standard was introduced a few days before our CoreNet program, by the International Well Being Institute (IWBI). And in October, Delos and CBRE won the Global Innovators Award at the CoreNet Summit.

The merging of individual health, well-being, and productivity with environmental sustainability is providing new opportunities for Corporate Real Estate Executives (CREs) to bring value to their organizations.

## December 3: Partygoers Celebrate the Season

The halls were decked at the annual CoreNet Mid-Atlantic holiday party held at the Washington Golf and Country Club. The Club was a beautiful backdrop for a fun night filled with networking, delicious food and giving thanks for the great year we had as a chapter. The only break in the action came when current President Pierce DeGross, of Hilton Worldwide, thanked the chapter for a successful year and introduced incoming President Stacey Cohen, of Marriott International. Stacey then presented Pierce with a token of appreciation from the chapter for his years of service. At the end of the night, an assortment of unwrapped gifts was collected on behalf of Toys for Tots - thanks to all who donated.



*Megan Marks with Knoll; Susan Lee with ZGF Architects; and Debbie Sachs with MOI*



*Chapter President, Pierce DeGross and Incoming President, Stacey Cohen celebrate with party guests*

## Mid-Atlantic Chapter Plays Host to CoreNet Global Summit



More than 2,500 professionals gathered in October at National Harbor for the 2014 CoreNet Global North American Summit. Attendees were able to take part in top notch education sessions and networking events. The

Summit's theme “Changing the Conversation from Cost to Value” focused on confronting shifting demographics, technology's relentless advance, emerging markets, collaborative workplaces, worker mobility, workplace wellbeing, intense competition for talent, and the imperative for sustainable practices. This year's keynote speakers David Gergen, Claire Shipman, and Madeleine Albright also echoed the Summit theme.

The Mid-Atlantic Chapter played a big part during the Summit by boasting a very large turnout of attendees, speakers, exhibitors and sponsors.

The chapter, along with the six other chapters who make up the Eastern Regional Symposium, hosted hundreds of attendees at a rooftop networking reception to kick-off the Summit. Afterward, the chapter hosted the opening reception in the Innovation Pavilion which featured entertainment by Moonshine Society (who also played at the Chapter's 2014 Gala).

## Welcome New Members

<b>Cynthia Arnold</b>	•	Trascent Management Consulting
<b>Leonard Auchincloss</b>	•	JLL
<b>Rick Barnett</b>	•	Hilldrup Moving & Storage
<b>Lee Bobo</b>	•	BB&T
<b>Leora Davalos</b>	•	Hyperspace
<b>Cheryl Duvall</b>	•	
<b>Andrea Fitch</b>	•	Alpha Corporation
<b>Tom Flynn</b>	•	Prince William County
<b>Patrick Flynn</b>	•	JLL
<b>David Foley</b>	•	Federal Aviation Administration
<b>William Glass</b>	•	Sierra Nevada Corporation
<b>Patrick Hahn</b>	•	General Dynamics IT
<b>Jim Hellier</b>	•	Global Workplace Solutions
<b>Nick Hinkley</b>	•	Hilldrup
<b>Tom Hinkley</b>	•	Global Workplace Solutions
<b>Victor Hoskins</b>	•	Prince George's County Maryland
<b>Elizabeth Jorgensen</b>	•	
<b>Meredith LaPier</b>	•	CBRE
<b>Tebebe Lemma</b>	•	International Monetary Fund
<b>Nancy Little</b>	•	
<b>Carter Mackey</b>	•	Capital One
<b>Jessica Manolas</b>	•	Holder Construction Company
<b>Melissa Michalik</b>	•	JLL
<b>Mike Pardo</b>	•	Fannie Mae
<b>Bob Portaro</b>	•	Global Workplace Solutions
<b>Freddy Potter</b>	•	Serraview
<b>Carl Rees</b>	•	
<b>Brian Rogers</b>	•	
<b>Christopher Sadler</b>	•	
<b>Steven Sansbury</b>	•	
<b>Jeffrey Schumacher</b>	•	Microsoft (Government Affairs)
<b>Atul Sharma</b>	•	Virginia Econ. Dvlpt. Partnership
<b>Ajay Sharma</b>	•	Federal Aviation Administration
<b>Tom Siragusa</b>	•	Cisco Systems
<b>Stefanie Spurlin</b>	•	Capital One
<b>Mark Strandquist</b>	•	Structure Tone
<b>Gregory Strier</b>	•	Federal Aviation Administration
<b>David Varner</b>	•	SmithGroupJJR
<b>Christina Winn</b>	•	Arlington Economic Development
<b>David Wrigley</b>	•	Technical Innovation

# CORENEWS

December 2014

## Thanks to Our Sponsors

*Pinnacle:*



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HermanMiller



*Bronze:*

- ADI Workplace Acoustics
- AHA Consulting Engineers
- ECS Corporate Services, LLC
- IA Interior Architects
- Jordan & Skala Engineers, Inc.

*EU Dinner Series:*

- AOL
- Capital One
- FTI Consulting
- General Dynamics IT
- Hilton Worldwide
- Leidos
- Lockheed Martin
- Marriott International

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