Annual Awards of Excellence Gala is a Huge Success

The CoreNet Mid-Atlantic Chapter hosted over 250 guests at the 2013 Corporate Real Estate Awards of Excellence Gala on May 23rd at the historically significant and stunning Andrew W. Mellon Auditorium. This prestigious event reflected the diversity of our industry and association. Our dedicated annual sponsors were joined by Pinnacle Sponsor, HITT Contracting, Inc., along with over 20 additional event sponsors.

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This event would not be possible without the generous support of HITT Contracting, Inc., Jones Lang LaSalle, Price Modern/Haworth, CBRE and our many other sponsors who have supported the chapter at this event and throughout the year. The chapter is fortunate to have a range of industry experts, and fellow CoreNet members, represented on the panel of judges. We are deeply grateful for the thoughtful analysis that Maryjo Cestone of Johnson & Johnson and Chapter Chair of the New Jersey Chapter, Kevin Heffernan with Liberty Mutual Group, and Frank Cuevas with Deloitte Services LP, each put into the process. Events like the Gala take the work of many people. We would like to extend a very special thank you to Kevin Graves, SRA International, Inc., for hosting the awards ceremony. We would also like to thank our Executive Committee and Board of Directors for their commitment to advancing the Corporate Real Estate profession in the Mid-Atlantic region. The chapter especially wants to thank our many volunteers for their time, energy and ideas. And last but not least, we want to thank Deane Edelman, President of the Mid-Atlantic Chapter. Deane has dedicated innumerable hours to guiding the chapter, while managing his day job as Director of Real Estate for General Dynamics Information Technology, Inc.

Click here to view the Gala Awards video.

We hope everyone enjoyed the event and look forward to seeing you at next year’s awards!
And the Winners Are...

Sustainability Leadership: CoStar Group
From Left to Right: Kathy Watson, CoStar, Cassandra Cullison, Perkins+Will, and Nadia O’Dea, CoStar

Service Provider Leadership: Corporate Office Properties Trust
From Left to Right: Derrick Boegner, Corporate Office Properties Trust, and Kevin Graves, SRA International, Inc.

Best New Workplace Solution: M+R in Association with RTKL Associates, Inc.
From Left to Right: Marlee Miller, M+R Strategic Services, Stephanie Clements, RTKL Associates, Inc., and Kevin Graves, SRA International, Inc.

Corporate Real Estate Leadership: Marriott International, Inc.
From Left to Right: James Young, Marriott International, Inc. and Kevin Graves, SRA International, Inc.

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Letter from the President

The pace has been fast and furious but that’s what our members have come to expect. Since we kicked off a new year on April 1st, a multitude of events and networking opportunities have been offered, ranging from our popular happy hours events to a sustainability roundtable on the campus of Under Armour in Baltimore. We have no intention of taking our foot off the accelerator, so hang on for what promises to be an exciting ride!

In the past, one arguable shortcoming of our chapter has been our involvement and support for local charitable organizations. This year we have pledged to become more engaged and active in the communities where we live and work. One of our first actions in helping us accomplish that goal was our Community Outreach program on May 17th at the Capital Area Food Bank (CAFB). We committed to bring 23 volunteers to provide much-needed labor in the CAFB warehouse. The CAFB event was one week before our 9th Annual Mid-Atlantic Chapter Awards of Excellence Gala. It is hard to believe this is our ninth year, nonetheless we delivered another not-to-be-missed celebration that recognized and gave credit to our most prominent professional and projects alike.

Right on the heels of our awards gala was an incredibly timely forum led by Virginia’s Secretary of Transportation Sean Connaughton on May 29th. Secretary Connaughton spoke about the record $1.2 billion transportation bill recently signed by Governor McDonnell, as well as other major projects impacting Tysons Corner, I-66, the Dulles Corridor and other projects. A full event recap will be included in our Summer Newsletter, and you can always check our website, as well. This event will be followed by the Eastern Regional Symposium on June 17th – 18th on the campus of the University of Pennsylvania in Philadelphia. Industry leaders from across the nation will provide insight to the most pressing and relevant topics facing our industry.

My point is simple; you need to jump on this train before it leaves the station. You are fortunate to have an opportunity to be part of an organization that is a national leader with respect to membership, activities, collaboration and creativity. If you haven’t signed up for these events you need to visit our website and register. Some of these events are limited and you don’t want to be on the outside looking in. I look forward to seeing you there!

Sincerely,

Deane L. Edelman, AIA
President

2-26 Event Recap:
Education:
Planning an Office for the Next Generation

On February 26th, 36 attendees representing the largest Richmond Chapter Event participation in over two years gathered at Thalhimers/Cushman & Wakefield office. Thru the use of TV comedy, slides, charts and voice communications, presenters Kay Sargent, Teknion, and Andrea Fitch, Kramer Consulting, enlightened the group on the differences between multigenerational workforce, and the next generation’s impact on the way we work and it’s affect upon the workplace. Special thanks to CORT for sponsoring this event.

Highlights of Achievements:

Membership: The Chapter experienced an increased membership of 18% and an all-time high of 390 members was reached, despite economic pressures. 60% of new members over the year were End Users.

Education: In addition to events in the Washington, DC Metropolitan Area, an increased amount of events were scheduled in the Baltimore and Richmond areas.

Financial Stability: The Chapter is financially strong and well positioned for future administrations.

Sponsorship: Sponsorship packages were restructured with a lower entry point.

Finally, the reigns were passed to incoming President, Deane Edelman who announced the incoming 2013-2014 CoreNet Mid-Atlantic Executive Committee and Board.

The new executive committee includes:

Deane Edelman, President – General Dynamics Information Technology
Lorena Stranigan, Past-President – Kaiser Permanente
Pierce DeGross, Vice President/President-Elect – Hilton Worldwide
Joanna Hoffschneider, Secretary
Stacey Cohen, Treasurer – Marriott

3-14 Event Recap:
Annual Meeting and Happy Hour

Lorena Stranigan, President of the Mid-Atlantic Chapter, presented a review of the 2012-2013 strategic initiatives and achievements at the Annual Meeting and Happy Hour.

Lorena Stranigan with Kaiser Permanente and 
Deane Edelman with General Dynamics Information Technology

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Deane Edelman with General Dynamics Information Technology
4-4 Event Recap:
How Benchmarking Affects Workplace Solutions and Strategies

April’s education event was an interactive presentation filled with audience participation. Our experts: Fran Neville, Senior Manager – Real Estate, General Dynamics Information Technology; David Guin, Global Workplace Strategic Planning and Analysis, Computer Sciences Corporation; and Arnold Levin, Managing Director of Strategies, IA Interior Architects; discussed the effects of benchmarking on workplace solutions and strategies.

Our panelists agree – you need the metrics, but it is not all black and white. While more and more organizations are moving to open plan and smaller square footage per person, there are studies that believe this may not be the best thing for our workforce. Some companies have moved to completely open plan where even the CEO is on the floor. Employees need different environments in which to be productive and work efficiently. Quiet time and focus space are important. IT support is needed in collaborative areas and one-man conference rooms/phone booths. Technology is playing a big role – are companies able to keep pace? No one can predict future needs, but understanding your organization’s business strategy, work processes and how you work, coupled with metrics is a good place to start.

4-23 Event Recap:
Sustainability - Earth Day Every Day

From AOL’s hip office on the Under Armour campus, the CoreNet crowd participated in a lively discussion on Sustainable best practices. Speakers stressed that it is possible to promote Earth Day Every Day by instituting policies and gaining corporate support from all levels.

Brian Dean, Vice President of T Rowe Price Associates, Inc., introduced the topic by reflecting on where CREs are on the journey towards having less of an impact on the Earth. Beginning with LEED, as the original CRE framework for sustainable activity illustrates great progress: Nearly 3 billion square feet of LEED certified space globally, 180K LEED accredited professionals, and LEED is now the new normal.

The three panelists shared their unique perspectives with where they are on their sustainable journey.

First, Adam Stoltz, Director of Strategy at CBRE, stressed that reducing the carbon footprint starts with the footprint. He discussed workplace strategies that maximize full utilization of buildings while offering employees flexibility to work in new ways.

Then, Stephen Evanko, Director, Environmental Sustainability Office at Capital One, explained that sustainability fits with corporate core values. He shared best in class industry practices as it pertains to curbing greenhouse gas emissions, engaging associates with green corps and pilot programs for electric vehicle charging and habitat certifications.

Lastly, Stacey Cohen, Director, Corporate Facilities, Marriott International, reaped benefits by identifying low hanging fruit such as waste stream management practices with trash and recycling, introducing disposable products and composting, moving to daylight cleaning - to name a few.

All presentations underscored innovative approaches to achieve results and all agree that it’s the right thing to do - to be on the journey of promoting sustainable practices. Special thanks to Al Nielsen and AOL, Inc. for generously donating the meeting space!

The 2013 Eastern Regional Symposium returns to Philadelphia this June! The event is scheduled for June 17-18, 2013 at the University of Pennsylvania and will focus on the theme of “Resource Strategies for Resilient Corporate Real Estate Portfolios.” The educational sessions will focus on the new challenge to make cities and buildings resilient, sustainable, functional, vibrant, and attractive with ideas, tactics, and strategies to meet these challenges in a cost effective manner.

The ERS Planning Committee recently announced that Andrew Zolli, Executive Director and Curator of PopTech, will be the keynote speaker at the symposium’s Opening General Session, entitled “Resilience—Why Things Bounce Back.” Zolli is a big picture thinker at the intersection of trends, technology, strategy and innovation. His presentation will explore ‘resilience thinking’ and how it is starting to shape how urban planners in big cities think about updating antiquated infrastructure. His presentation also centers on how ‘resilience thinking’ can bolster people’s psychological and physiological capacity to deal with high-stress circumstances.

The 2013 Eastern Regional Symposium is a members-only event and is brought to you by the following CoreNet Global Chapters: Philadelphia; New Jersey; Connecticut/Westchester; Long Island; Mid-Atlantic; New England and New York City.

Sponsorship Opportunities are Available!
Please contact Carolyn Swanson, ERS Administrator, at cswanson@corenetglobal.org for more information.
Welcome New Members

Nancy Siefert • KlingStubbins, Inc
Christopher Dynan • CSC
Whitney Lanham • Booz Allen Hamilton
James Damm • LMC Properties Inc (HQ)
Angela Wasmer • Teknion
Michael Gummy • MicroStrategy
Mark Turk • TASC, Inc.
Jeff Finkle • International Economic Development Council
Ryan Martin • Pristine Environments, Inc.
Elisa Joseph • MGI
William Reich • Clune Construction
Jason Handy • SNL Financial LC
Charles Olsen • CBRE
Polly Douglass • Exelon Corporation
Brian Wilkinson • Steelcase
Christopher Hanes • Steelcase
John Harmon • HDC Project Management
Martin Nee • Jones Lang LaSalle
Cheryl Fewster • Lockheed Martin Corp/ LMC Properties, Inc.
Keith Baker • Suddath Workplace Solutions

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