

Building Your Personal Brand: How LinkedIn Can Help You Tell Your Story

By Julie Morris, Marketing Manager, Himes Associates, Ltd.

First impressions are powerful.

In the world of corporate real estate, it is essential to be seen as a subject matter expert that is current, professional, and accomplished. When utilized correctly, LinkedIn is a great tool that can be used to help build your personal brand as well as positively convey these qualities. Since we already know that people look each other up online, why not do everything you can to sell your brand and create the best first impression ever?

Your LinkedIn profile, when built correctly, can help people who may be researching gauge some of your interests, your recent employment history, and who you are connected with. Conversely, if YOU are being the researcher, LinkedIn provides a wealth of knowledge and analytical tools whether you are looking to learn about a new field, want to see who the experts are in a specific industry, or would like to know more about a particular company or product.



First things first: Why choose LinkedIn as your social media platform of choice? For starters, LinkedIn certainly has some impressive statistics:

- LinkedIn operates the world's largest professional network on the Internet with more than 313 million members in over 200 countries and territories.
- Professionals are signing up to join LinkedIn at a rate of more than two new members per second.
- There are over 39 million students and recent college graduates on LinkedIn. They are LinkedIn's fastest-growing demographic.
- LinkedIn counts executives from all 2013 Fortune 500 companies as members; its corporate talent solutions are used by 94 of the Fortune 100 companies.
- There are more than 1.5 million unique publishers actively using the LinkedIn Share button on their sites to send content into the LinkedIn platform.

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Meet the Mid-Atlantic Chapter's New Executive Committee

The term for the Mid-Atlantic Chapter's new leadership began on January 1, 2017. The incoming Executive Committee is comprised of a mix of new and seasoned board members – Mark Gorman, Peter Van Emburgh, Karen Fields, Stefanie Spurlin, and Al Nielsen. We asked Mark, Peter, Karen, Stefanie and Al a few questions to get to know them better – and we did. Enjoy!



Mark Gorman –

MCR, SLCR | Vice President
Corporate Real Estate & Facilities, Ciena
CoreNet Mid-Atlantic President

Mark is Vice President Corporate Real Estate and Facilities at Ciena Corporation where he is responsible for leading all aspects of real estate related global services and strategies. Based at Ciena's headquarters in Hanover, Maryland, Mark brings over 30 years of CRE leadership experience to his role. Since joining Ciena, the Corporate Real Estate team has created a global delivery structure, introduced a global approach to workplace planning, and delivered location strategies that have transformed the real estate holdings.

An active member of CoreNet Global, Mark has previously served on the Board of the North Texas Chapter as well as served as a director on CoreNet Global's Board. Mark was a contributing author for the CoreNet Global CoRE 2010 and CoRE 2020 research projects focusing on location strategies and enterprise leadership respectfully. He is currently in his fourteenth year serving as a member of faculty for

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Upcoming Events:

- Mar. 7: **CRE Roundtable**
Bazin's on Church, Vienna, VA
- Mar. 13: **March Madness Happy Hour**
High Velocity, Washington, DC
- Mar. 22: **Executing The Vision**
Exelon Baltimore HQ, Baltimore, MD
- May 9: **2017 Annual Awards Gala**
Arena Stage: The Mead Center for American Theater, Washington, DC
- Jun. 5-6: **2017 ERS**
NYU School of Law, New York, NY

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!



Letter from the President

Fellow CoreNet Global Mid-Atlantic Colleagues

It is my great honor to serve as your Chapter President in 2017. This year we intend to continue the tradition of building on our Chapter's past successes but with the specific goal to enhance the experiences of you, our members. In the year ahead, we hope to bring you diversity, in not only the programs and networking events available to you, but also diversity in the delivery format, venues, and event times, all in response to our ever evolving needs as corporate real estate professionals.

Serving with me on the executive committee is an equally dedicated and passionate group: Peter Van Emburgh, CBRE – Chapter Vice President; Karen Fields, Himes Associates – Treasurer; Stefanie Spurlin, Capital One – Secretary; and Al Nielsen, AOL – Immediate Past President and Advisor. I wish to personally thank the 2016 Chapter Board and in particular Al Nielsen for the leadership and direction throughout the last year. I firmly believe we stand on the shoulders of those who came before us. As a result of your efforts, our chapter is in an incredibly strong position to continue meeting the needs of all our members.

I invite all current, former, and future members and sponsors to make 2017 a year of engagement. This year we will begin a journey that will explore new ways to deliver experiences for you, our members, that further your professional aspirations. The 2017 Chapter Board is energized and passionate about bringing you the best our region has to offer and I believe our collective efforts will result in a growing awareness of CoreNet Global and recognition of the Mid-Atlantic Chapter in our marketplace as a thought leader and the “go to” source in our industry. Join us on this journey!



Sincerely,

Mark Gorman, MCR SLCR



Executive Committee Mid-Atlantic Chapter

Mark Gorman, President, Ciena

Peter Van Emburgh, Vice President/President-Elect, CBRE

Karen Fields, Treasurer, Himes Associates, Ltd.

Stefanie Spurlin, Secretary, Capital One

Al Nielsen, Past President/Advisor, AOL

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CORENEWS

Winter 2017



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 13, 2017 • 5:00 PM - 7:30 PM

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

*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

**Register
Now!**

Upcoming
Event:



NOT ACCEPTING NOMINATIONS

Save the Date: May 9, 2017

The CoreNet Global Mid-Atlantic Chapter is pleased to announce the 2017 Corporate Real Estate Awards of Excellence Gala taking place on May 9, 2017 at Arena Stage: The Mead Center for American Theater 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

Sponsorship Opportunities are Available!

Sponsorship for the 2017 Awards of Excellence is now open!
The event sold out last year and **we anticipate another sell-out this year.**
Contact us for more details!

New Member Spotlight

Katelyn Pang
Transwestern



Describe your current position

Katelyn is a senior associate at Transwestern, specializing in tenant representation, in their Washington DC office. She spends the majority of her time working with clients to develop their long term business vision and creating real estate strategies that support and fulfill their business goals and objectives. Prior to her position with Transwestern she worked in property management for JLL. She graduated from Virginia Tech after studying architecture and real estate.

What was your first job?

Selling Christmas wrapping paper door to door for her school. She was the top sales person.

Six words that describe Transwestern?

1. GREAT CHALLENGES
2. GREAT ATMOSPHERE
3. GREAT REWARDS
4. GREAT PRIDE
5. GREAT COMMUNICATION
6. GREAT BOSSES

Who was an important mentor to you?

Carol C. Honigberg, a partner at Reed Smith, is her mentor. She was paired with Carol through the CREW Future Leaders program and is grateful to have a woman mentor. Katelyn is working to "pay this forward" by setting up a CoreNet Mentorship program for young leaders in the Mid-Atlantic Chapter.

How do you keep work/life balance?

She grew up in the Washington, D.C. area, and enjoys a great support system of friends from the area, as well as, family located in Old Town, Alexandria. She attended Connelly School of the Holy Child and was one of 60 girls in her graduating class. She keeps in touch with many of them to balance her work life.

What are you reading now?

She heard Carla Harris speak at CREW and is now reading her "Strategize to Win."

Favorite vacation spot

Prior to her career in commercial real estate, she was an artist. So of course her favorite vacation spot is Florence, Italy.

First record, tape or CD that you bought?

"Parachutes" by Cold Play

January 31:

Mid-Atlantic Happy Hour: Mid-Atlantic Kicks-Off the New Year with WeWork!

This January, over 60 members and guests met in WeWork's new Tysons space to ring in 2017. Members were treated to tours of the modern space throughout the evening. Attendees got a feel for the co-working area while enjoying hors d'oeuvres, drinks and great company. At the end of the night, Special Events Co-Chairs, Kim Dize, *Dize Group*, and Steve Owens, *IA | Interior Architects*, raffled off two gift cards to nearby restaurants. The event was an excellent way to start the year.



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Additionally, LinkedIn provides exactly what its name implies – a way to become linked in to the most influential people, groups and areas of study. Building strong connections with these audiences can help provide a platform for you to sell your brand. Different ways in which you can do this include posting about new tools that can help improve industry knowledge, upcoming conferences you'll be attending where networking and new knowledge are abundant, and new tricks of the trade that you are privy to.

One of the added benefits to using LinkedIn to build and sell your personal brand is that, when used effectively, LinkedIn is a great Search Engine Optimization Tool and can help individual profiles as well as small businesses get to the first page of Google.

Think you're ready to start using LinkedIn to build your personal brand? Here are three crucial strategic objectives to keep in mind when building

your profile:

1. **Identity** – Who are you and why should people want to get to know you? LinkedIn is a great platform to create, update and showcase your professional record. When built correctly, it becomes the go-to resource for strangers and peers alike to get to know your background with a simple click of a button.
2. **Networks** – LinkedIn connects over 600 million professionals or knowledge workers across the globe. Increasingly, this includes a number of students or “pre-professional.” It's an ideal place to access new talent and develop professional relationships.
3. **Knowledge** – Want to be a global thought leader? Publish your content on LinkedIn. As one of the definitive professional publishing platforms out there, LinkedIn is a great place to showcase thought leadership and innovative excellence.

CoreNet Global leading the MCR Capstone course. Mark has been awarded Top Rated Faculty for the past twelve straight years.

What year did you join CoreNet? 1998

What do you find most valuable about being a part of CoreNet? The access to a strong network of professionals and an equally strong knowledge base.

What do you most want to accomplish in your EC position this year? I want to build on past successes and work with the members to promote new opportunities for engagement with the chapter through a diverse set of programs and networking events to align to the evolving needs of our profession.

In one word, describe yourself. Passionate

Favorite CoreNet event attended? I'm looking forward to the next one!

Favorite restaurant? Any pub, anywhere

Favorite vacation spot? Grand Canyon

Favorite sports team or athlete? Orioles of course!

Any hidden talents? I stage people's homes



Peter Van Emburgh –
Senior Managing Director,
CBRE
CoreNet Mid-Atlantic
Vice President

Peter is a senior managing director for CBRE Global Workplace Solutions. Peter serves as the platform lead for advisory services across 45 global outsourcing accounts in the South and Latin America Divisions. Peter has 15 years of consulting experience delivering portfolio planning, mergers & acquisition (M&A) integration support, outsourcing model design, change management, workplace strategy, and other strategic 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. Prior to CBRE, Peter served as a management consultant for Deloitte and PwC. In addition to serving as Vice President of the Mid Atlantic Chapter of CoreNet Global, Peter is serving on the Learning & Development Committee for the 2017 Eastern Regional Symposium.

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? One of our priorities as an EC is to elevate the brand as go-to CRE thought leaders in this region. My role will be working with our partners to implement our PR plan.

In one word, describe yourself. Driven

Favorite CoreNet event attended? Eastern Regional Symposium

Favorite restaurant? Rays the Steaks

Favorite vacation spot? Seaside, FL

Favorite sports team or athlete? New York Giants

Any hidden talents? Hardly sounding like I'm from New Jersey at all



Karen Fields –
Vice President,
Himes Associates, Ltd
CoreNet Mid-Atlantic Treasurer

Over the past 18 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 Treasurer of the Mid-Atlantic Chapter of CoreNet, and Director of Operations / Executive Committee Member for the 2017 CNG Eastern Regional Symposium

What year did you join CoreNet? 1999

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

What do you most want to accomplish in your EC position this year? To encourage growth and opportunity for chapter members

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? The Nationals

Any hidden talents? Cooking.



Stefanie Spurlin –
Vice President – Workplace
Solutions, Capital One
CoreNet Mid-Atlantic Secretary

Stefanie has been with Capital One for twelve years, the last nine with the Workplace Solutions real estate group.

She leads Capital One's People Center regions, which include Tysons Virginia, Central Virginia, and the Southwest. These regions include our owned campus footprints, where a comprehensive suite of workplace strategies, services, amenities

and operations are provided. She has held a variety of roles prior to the real estate group including operations analysis, project management, and process management. Prior to joining Capital One, Stefanie worked as a Financial Analyst and Six Sigma Black Belt in the Retail industry.

What year did you join CoreNet? 2009

What do you find most valuable about being a part of CoreNet? Building strong relationships and peer-learning

What do you most want to accomplish in your EC position this year? Continue to elevate the chapter to become a beacon for thought-leadership

In one word, describe yourself. Energetic

Favorite CoreNet event attended? CRE Roundtable

Favorite restaurant? Mini Bar or Fearings

Favorite vacation spot? Anywhere in Ireland

Favorite sports team or athlete? University of Oklahoma Football – Boomer Sooner!

Any hidden talents? Becoming a golf addict



Al Nielsen –
Vice President,
Corporate Services, AOL, Inc.
CoreNet Mid-Atlantic Past
President/Advisor

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 31 years of real estate experience. In addition to serving on the CoreNet Mid-Atlantic 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.

Volunteer Opportunities



Share your expertise and support your Chapter... Volunteer today! In 2017, 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

Jason DeWitt, B.S., B.Sc., MSc, MSRE	JLL
Ghattas Hajjo	MCW Solutions
Danny Havens	Pristine Environments
Sean Hughes, LEED AP BD+C, M.A., PMP	Charleston County School District
Leah Larson-Taylor	CBRE
Brian Liss	Newmark Grubb Knight Frank
Alwin Mercedes	Mohawk Group
Dan Slear	Ciena
Alison Wong	CBRE
Nicole Barthelemy, CPA	Berdon LLP
Benjamin Bookwalter	Able Moving & Storage
Daour Diawara	International Monetary Fund
Scott Drugotch	State Street
Jon Ellen	Davis Construction
Erin Frye	Price Modern of Washington
Ryan Keiser	J+J Flooring Group
Karen Martin	General Dynamics Information Technology
Ian Maxwell, LEED AP	KGO Project Management
Paul O'Brien, LEED AP ID+C, PE	GHT Limited
Elizabeth Pye, MBA	MGAC
Stephanie Smore	Callison RTKL
Agnes Soos-Nagy	International Monetary Fund
Jay Taddia	State Street Corporation
Barry White	Project Solutions Group
Spiros Balntas, CECD	Montgomery County Economic Development Corporation
Joseph Bucaro	Regency Commercial Construction
Laura Ware	JK Moving Services

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Linked in

CoreNet Global

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- McGuireWoods Consulting
- Tandus Centiva

CRE Roundtable Series

- AOL, Inc.
- Booz Allen Hamilton, Inc
- Capital One
- Ciena
- Engility
- fhi360
- Hilton Worldwide
- Marriott International