



CoreNet Mid-Atlantic **Summer Newsletter**



CHARLES SPENCER

IBM | *CoreNet Mid-Atlantic Chapter President*

Dear Fellow Chapter Leaders,

What a year it has been for our Chapter! Never before have we, as Corporate Real Estate Executives, been called on so quickly and challenged so drastically to modify, adapt, support and shift the workplace from conventional and collective places of work to individual homes. We were called upon to forecast and interpret future workplace, organizational behavior and culture while navigating the changing dynamics of the pandemic, economic standstill and unrest in our towns and cities.

As we are already in the second half of the year, I am struck with how important our Mid-Atlantic CoreNet community is to me during this time of turbulence. I sought out my CoreNet colleagues to harness insights, compare, and validate data points I was experiencing within my organization. The depth of knowledge and collaboration was far greater than I ever imagined. I particularly found the CRE Virtual Roundtables extremely helpful and provide tremendous value to my organization as I was able to share real time data from other organizations. The Chapter now produces a Round Up of the CRE virtual discussions and shares it with all End User members as well as our high-level sponsors.

However, some of our decisions have been difficult; we had to cancel two scheduled events and our Awards of Excellence Gala. Additionally, the Global North American Summit is now being held virtually, in October. This means we miss the opportunity of showcasing our Chapter, our region and our members who would be hosting events or presenting at breakout sessions.

But not all is lost! The chapter modified all in-person events to virtual programs to much success. Our registration and attendance metrics are significantly higher than anticipated, and we are seeing an increased participation from two important groups: End Users and non-members. The committees and volunteers are working hard at providing a variety of programming with meaningful content that is top of mind for our end user and service provider members. So far the Chapter has produced over 30 events. I am so proud of the team of volunteers who have worked tirelessly to develop and implement such high quality programming.

I cannot thank our Sponsors enough for their commitment and steadfast support to the Chapter. They exemplify and embody the power of partnership. The Executive Committee and I have an open door policy to every sponsor and encourage you to seek us out and tell us what you need.

Lastly, please join me in thanking our Committee Chairs and their volunteers for all their hard work.

**[CLICK HERE TO VIEW THE
CHAPTER UPCOMING EVENTS CALENDAR!](#)**

Young Leaders Mentor / Mentee Match Program

**DON'T FORGET TO [CLICK HERE TO SIGN UP](#)
FOR THE MID-ATLANTIC CHAPTER MENTOR/MENTEE PROGRAM.**

Expand your knowledge base and skills by being matched with a senior leader mentor to add a personal touch to your career growth. Once you finalize your participation, a representative from the Young Leader Committee will identify your match and make an introduction. Additional benefit: you will be eligible to participate in various Mentor/Mentee career-oriented programs.

Awards of Excellence | Virtual Event | October 15, 2020

The Executive Committee will host a virtual happy hour event announcing and honoring the winners of our 2020 Awards of Excellence.

Thank you to all who have sent in a submission! Your nominations will be reviewed by an esteemed panel of judges comprised of corporate real estate leaders:

- **Jeremy Libby**, Google
- **Nina Charnotskaiav**, McDonalds
- **Jim Pazzaglia**, Procter & Gamble
- **David Kontra**, GE
- **Mark Gorman**, Ericcson

Mark your calendars for October 15, 2020 to join us in celebrating our peers achievements in corporate real estate.

Annual Golf Outing | September 15, 2020

Stay tuned for more details on our upcoming annual golf outing hosted at Westfields. Sponsorship opportunities are available. Please [click here](#) for more information about Sponsorship Opportunities, Registration and our FAQ page



CoreNet Café | Every Friday

[Click here](#) to view all of the CoreNet Café interviews to date. Held every Friday at 9:30am, the Café is a great way to learn more about our Pinnacle, Platinum and Gold Sponsors. Stay tune to hear from end user members throughout the summer!

EVENT RECAPS



Young Leader Beer Tasting Happy Hour | July 16, 2020

The Young Leaders Committee hosted an interactive and fun beer tasting happy hour. Bluejacket Brewery curated a special 4-pack variety from their rotating selection of beers. Bluejacket's very own Jim along with BYT's Beer Edit, Phil Runsko introduced and moderated a lively conversation on the group's favorite beer, favorite breweries around the country and how to differentiate types of beer brewing. Stay tuned as this might be turned into a series!



Special Events Game Night | July 1, 2020

The Special Events Committee hosted their first virtual game night! This soon-to-be series is a don't want to miss. The evening started off with a quick "never have I ever" poking fun at each attendee's funny professional past. Up next was trivia - 8 rounds of high-level Washington D.C. questions. This will really test your local knowledge of the country's capital!



CRE Virtual Roundtable | June 30, 2020

We are all in this together - was the resounding theme that came out of the latest CRE Roundtable: Working from Home – Redefining Workplace and CRE Role. Serving as a cornerstone of the conversation, were the results of a CoreNet Global Hackathon, in which 1,000 real estate-related professionals from 35 countries developed collective solutions that address the immediate (and beyond) crisis response. James Camille, Managing Director Workplace Planning with BlackRock facilitated the dinner discussion and fielded a range of topics related to the CRE's role in integrating a distributed workforce.

Simply stated, there is no one size fits all solution to planning and executing on a long-term workplace and organizational strategy. This was evidenced immediately by the group's varied responses to the simple question: In one year, what percentage of workforce will be working in the office full-time? In looking at the participants' answers, there was hardly a common baseline, let alone some semblance of a unifying theme – while some predicted a staggering 100% return to office populace, others crossed their fingers in the hope that 40% of their workforce would be willing to be back in the office by mid-year 2021.



Workplace of the Future | June 3, 2020

The education committee hosted an insightful panel discussion on what future Headquarters will look and feel like for employees in the wake of COVID-19. Moderator, Rich Bonnin, Design Principal with HGA, led the discussion with fellow Senior Corporate Real Estate Executives: Stacey Cohen, Marriott; Adam Cook, JLL; Deane Edelman, Booz Allen Hamilton; and, Dan Wright, ICF. Notably, Stacey Cohen and Dan Wright are currently designing new corporate headquarter projects slated to deliver in 2022 and 2023, respectively. Neither has made, nor are they planning on making, any changes to design. Said Dan, "we are not reimagining future design, but we are making process changes to how we activate the space for employees". In contrast, the live poll showed a significant number of attendees stated they envisioned moderate modifications would continue post pandemic to address social distancing requirements.

[CLICK HERE TO LISTEN TO THE RECORDING](#)



Workplace for the Future Happy Hour | Post-Event Happy Hour

Special Events held a follow-up happy hour to further discuss the topic of workplace for the future. The conversation was moderated by Co-Chairs, Brian Alvarez with MOI and Jodi Paci with DPR Construction. Dan Wright, panelist with the earlier event joined in the conversation to further explain ICF's HQ design decisions.



CoreNet Global Hackathon Teams

In case you missed it, check out our Mid-Atlantic members, Sheryl Etelson, Mitch Dowd and Ramzah Kahn present their Hack-a-thon findings on the Global Platform!

[CLICK HERE TO LEARN MORE ON THE FINDINGS](#)



CRE Virtual Roundtable | May 27, 2020

Corporate Real Estate Executives Sheryl Etelson, fhi360 and Christopher Hahn, Volkswagen, Co-Chairs of the CRE Roundtable Dinners, led a robust and thought-provoking discussion among 13 corporate real estate executives representing automotive, financial services, non-profit, government contracting and professional services industries.

The conversation centered around the New Role of the CRE due to the Pandemic. CREs have been thrust to the frontline of protecting organization's people and culture, while simultaneously delivering against factors that they cannot control. CREs have risen to the call and have been instrumental in developing new policies, protocols and playbooks for the workplace. Key takeaways: CRE's are at the forefront for leading return to work task forces; there is no "one size fits all" date for the return to work; and, the resounding success of work from home response has corporate leadership seeking CRE thought leadership on long-term implications to portfolio optimization; workplaces of the future and cultural shifts in organizational behaviors.

The topic for our next CRE Virtual Roundtable scheduled for June 30th centers on how corporate real estate (CRE) can play a more active role in enabling the distributed workplace.



Career Advice and Cocktails from Senior CRE Leaders | May 13, 2020

The YL Committee, led by Co-Chairs Brian Kaplan with Orr Partners and Jake Pollack with HITT, hosted a happy hour with senior corporate real estate leaders Darlene Frantz with Mantech International, Deane Edelman with Booz Allen Hamilton and Stefanie (Spurlin) Jenkins with Capital One to learn about their career paths and advice they would give their younger selves.

[CLICK HERE TO LISTEN TO THE HAPPY HOUR](#)

2020 EXECUTIVE COMMITTEE



CHARLES SPENCER

IBM
CoreNet Mid-Atlantic
Chapter President



ERIN MICAL

Capital One
Chapter Vice President/
President-Elect



JON MACHIRAN

GEICO
Chapter Secretary



KATY REDMOND

JLL
Chapter Treasurer

NEW MEMBERS

(since April 2020)

JERRY DAWSON | *Managing Director* | JCDAWSON Global Solutions LLC

ERIN DEASON | *Project Manager* | The Verve Partnership

VICTOR HOSKINS | *President and CEO* | Fairfax County Economic Development Authority

LAUREN LUCKETT | *Client Development Manager* | Paladino and Company

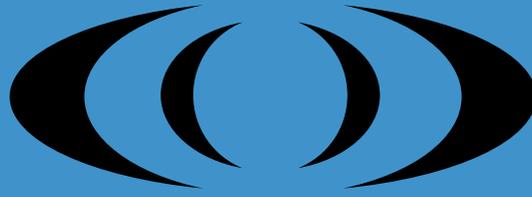
OLIVIA MILLAR | *Senior Facilities Officer* | International Monetary Fund

PETER PATNAUDE | *Managing Director* | CBRE

TIM STANLEY | *Vice President Sales - Public Sector* | Nuvolo

STEPHEN TARDITI | *Director, Market Intelligence* | Fairfax County Economic Development Authority

ANGELA TAYLOR | *Associate Director* | FINRA



DIVERSITY AND INCLUSION MESSAGE

Our Chapter Leadership is committed to fostering diversity and inclusion and applauds Angela Cain, CEO of CoreNet Global's recent statement ***"As we represent the global real estate community, we are deeply invested in the future of cities, which hold bright promise for technology and innovation to deliver vast improvements to the way we live and work. But we know that those changes can't take place until we have full and lasting respect for diversity, inclusion, and human rights for everyone. We hope that demonstrations advocating for these issues can be held peacefully. We thank the first responders who are working to keep people safe, and all those who are practicing and enforcing continued social distancing. We look forward to brighter days than these, when cities, and citizens, can reach their true unlimited potential, in peace. As consistent with our core values, we pledge to practice antiracism and acknowledge that there is a lot of work to be done, as individuals, as a company, and as a global community."***

On behalf of the Executive Committee and our Board, we welcome members interested in discussing ideas for greater diversity and inclusion within our chapter.

JOB BOARD

Does your company have open positions? Send us the job description and we'd be happy to post them on our chapter website!

THANK YOU TO OUR 2020 SPONSORS

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