What’s Next? Exploiting Uncertainty

By Katy Redmond, JLL

In October, 3,154 CRE leaders gathered in Boston for a record-breaking 2018 CoreNet Global Summit. The unprecedented attendance for the conference entitled, “What’s Next? Exploiting Uncertainty” reflected the health of CoreNet Global and our organization’s relevancy for senior real estate influencers and decision-makers. The presence of 972 first-timers and 373 Young Leaders also offered a snapshot of CoreNet’s future.

This year’s Summit theme focused on technology and innovation, with the goal of empowering attendees to better prepare for the changing landscape of real estate, workplace and the employee experience. Unlike other trade organizations that have focused on technology as a tool, CoreNet provided a strategic perspective on technology and innovation as a critical contributor to CRE business success. The conference opened with a thought-provoking session entitled, “What's Next for the Human Experience,” where three dynamic speakers addressed machine learning, robotics, and artificial intelligence, preparing the audience for three days packed with transformational ideas.

The subsequent lineup of 100+ sessions led by 200+ speakers from the CoreNet community and beyond was recorded and is available for the first time as added value to attendees.

Alignment, Essentials of CRE Leadership and Project Finance & Capital Markets (to name a few). Intentionally small class sizes allowed the rare opportunity to experience sessions with dynamic instructors from the CoreNet Community, who are also experts and thought leaders in their specific fields. Who knew advanced excel for financial modelling could be so much fun?

Each year, final-phase MCR candidates participate in the Capstone program and are celebrated as graduates. Congratulations to Richard Greco, MCR, CBRE and Gregory Smook, MCR, SLCR, Guardian Life Insurance from the Mid-Atlantic Chapter for earning their MCR accreditation.

2019 promises to be a big year for our Chapter. Stay tuned for updates on the Eastern Regional Symposium and next year’s Summit—and don’t miss out on these fantastic opportunities to engage, learn, convene and present!

The Sunday night kick-off chapter receptions celebrated the diverse geographies and strong communities represented by CoreNet across North America. As part of the Eastern Region, our chapter joined 250 CoreNet members from up and down the Northeast for drinks and networking with friends old and new.

The sold-out gala awards and recognition dinner was attended by 440.

Here’s what our members had to say about the Summit:

“The CoreNet Summit is THE industry event to attend every year. There’s no better place for the state of real estate, industry connections and FUN.” - Jodi Paci, DPR Construction.

“This year’s focus on “What’s Next” provided interesting insights into AI and workplace. In true CoreNet spirit, the hospitality and meeting new people was as valuable as the learning! I returned to my office inspired to face new challenges.” - Sheryl Etelson, FHI360

Upcoming Events:


Dec. 13: CRE Roundtable, Washington, DC

Jan. 31: CRE Tech Symposium

Visit the upcoming events section of the chapter website for more information and to register.
Dear Members,

How quickly a year flies by. At the beginning of the year, we (your Mid-Atlantic CoreNet Board of Directors and Executive Committee) set out ambitious goals for expanding our brand and engagement strategy. Through a series of bold goals and objectives we set out to:

- Launch a new signature event showcase;
- Demonstrate our value to our sponsors and maintain 2017 sponsorship levels;
- Retain our existing members and bring new industry colleagues into the tent;
- Deliver exceptional programming through quality education events; and
- Facilitate enriching networking opportunities for our occupier users and the providers who service them.

Looking back, we have had an extraordinary year. Our board achieved record membership and sponsorship commitments. Your survey feedback on the education programs recognized an increase in diverse, quality programming. Our three signature annual events: Gala, Golf, and - new to the rotation - the Technology Symposium, were each standout events. We celebrated our achievements and CRE industry with nearly 400 Gala attendees at The Anthem music venue at the Wharf. We enjoyed beautiful fall weather at Westfields with a successful golf event, where we witnessed a hole-in-one. And the inaugural Technology Symposium was a hit - we received media coverage and 100% satisfaction results from our 125 attendees. In fact, we are already planning the Technology Symposium for next year, tentatively scheduled for January 31, 2019 in Washington, DC.

I hope you will plan to join us for our Holiday Party on December 4th at Washington REIT’s Army Navy Building overlooking Farragut Square and the capital city.

I am grateful for the commitment of the Board of Directors who, along with the Committee volunteers, invest so much time and energy into making CoreNet worthwhile and fun. Behind the scenes of each event are a group of leaders passionate about giving back to this network of CRE professionals. Thank you to our volunteers, members, sponsors, and our Chapter Administrator, Briana Kovar, for a wonderful year. I have been honored to serve as President of this outstanding organization.

Sincerely,

Peter Van Emburgh
Chapter President, CoreNet Mid-Atlantic
CBRE
2018 Annual Golf Outing

The CoreNet Global Mid-Atlantic Chapter’s 2018 Annual Golf Outing was held at Westfields Golf Club on September 12th. Chapter members, sponsors and guests enjoyed a day of beautiful September weather on the course, before joining the Awards Reception where winners and raffle prizes were announced. Thank you to all of our Event and Annual Sponsors for supporting the event, as well as to our committee and volunteers for making the outing one to remember!

Thank You to the Golf Outing Sponsors
Recap: **Wellness, Work & Real Estate**  
The Big Ideas for Well-Being from Niche to Mainstream

*By Andrea Fitch, Maven Consulting and Michelle Manuel, NCIDQ, LEED AP ID+C, RELi AP, Perkins+Will*

On Tuesday, September 25, an educational lunch program on wellness was held in Madison Marquette’s new conference center atop one of the buildings that comprise The Wharf redevelopment in downtown DC. The program was structured as a panel discussion moderated by Wendy Feldman Block, Washington’s Senior Managing Director, Savills Studley. Wendy is an award-winning commercial real estate executive serving tenants in the Washington, DC area. She was joined by principal-level panelists Ken Wilson, FAIA, FIIDA, ASID, LEED Fellow of Perkins+Will; Manoj Dalaya, AIA, LEED AP, AICP of KGD Architecture; and Jonathan Fitch, ASLA of Landscape Architecture Bureau [LAB].

Ken expanded upon Wendy’s comments by addressing each of the slides showing ASID’s space, which is a mix of open work areas with flexible, unassigned seating for collaboration and private work space for more focused endeavors. Ken mentioned how the design aspects of biophilia were used throughout the space, including for select light fixtures to mimic patterns found in nature similar to sunlight being scattered through tree leaves. In addition, the layout of open spaces from the breakroom to work areas allows for the maximum infiltration of natural light from the perimeter windows. Ken also shared that ASID’s space was designed to be a living laboratory with post-occupancy well result.

While wellness at its core is not new, the thinking about it in a proactive way is different. Wendy shared with the audience how she thinks of wellness as an umbrella, whose spokes represent the different ways wellness can influence the built environment. These include the new certifications, WELL Building and Fitwel, as well as biophilic design, landscaping, light, glass, and more. She also mentioned how we are seeing significant interest in looking for ways to incorporate wellness into the workplace through design, along with it serving as a tool to help landlords retain (and attract) tenants.

Wendy’s client, the American Society of Interior Design (ASID), announced they intended to pursue LEED and WELL Platinum. At the time, the WELL Building standard had just been created and was relatively unheard of. Wendy worked with panelist Ken Wilson and his firm on ASID’s project, and last year, ASID was the first tenant space in the world to achieve LEED & WELL Platinum.

After going through additional project examples from Ken, Wendy then addressed Manoj Dalaya and his firm’s experience in working with one of the earliest commercial developer proponents for green building and design, The Tower Companies. Manoj mentioned how in working with this developer and others over the years, there’s a recognized mindset of wellness being driven by building occupants. This is wholly different than the requirements of green building and design which is focused on the structure itself from core and shell to the build-out interior spaces. However, Manoj stated that aspects of wellness have always been rooted in the principles of architecture, including Vedic Architecture. This led Manoj to share how their firm had been tapped to participate in an office building design competition which posed the question, “What would an office building look like in 50 years?” Manoj’s hypothesis was simply, “Will we still need office buildings in the future?” This led his firm to design on trend a proposed office building that featured a thinning of the typical floor plate. In doing so they would maximize the lifespan of the proposed building by allowing easy conversion/renovation to accommodate incorporation of hotel, residential, and expanded commercial/retail components.

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The foundation of all other dimensions of energy, physical energy is comprised of sleep, fitness, nutrition, and intermittent daytime rest and renewal.

Emotional energy is about learning to cultivate the specific emotions associated with high performance, because how people feel profoundly influences how they perform.

Mental energy is about learning to focus in an absorbed way and switching intentionally between tactical and big-picture thinking.

Spiritual energy is the energy derived from serving something larger than oneself.

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1. physical health
2. emotional happiness
3. mental focus
4. spiritual purpose

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With use of a PowerPoint comprising visuals provided by each panelist, Wendy went on to mention how she was indoctrinated into the wellness movement in 2015 when her client, the American Society of Interior Design (ASID), announced they intended to pursue LEED and WELL Platinum. At the time, the WELL Building standard had just been created and was relatively unheard of. Wendy worked with panelist Ken Wilson and his firm on ASID’s project, and last year, ASID was the first tenant space in the world to achieve LEED & WELL Platinum.
Recap: CoreNet Returns to Richmond for Boos and Brews Event

By Ashley Hyman, AgilQuest Corporation

On October 10, CoreNet Mid-Atlantic hosted “Boos & Brews,” a networking happy hour at Veil Brewery in Richmond, VA. The event provided an opportunity for the local members to meet and greet and for non-members to learn about CoreNet and the great benefits of becoming a member. Many of the conversations heard within the group were on the amazing growth Richmond is experiencing both downtown and in the surrounding metro area. Many project stories (and nightmares) were shared. The Richmond members are excited to have CoreNet events back in the area and many expressed hope of having even more events throughout the year so they can remain active within CoreNet.

The discussion then transitioned to Jonathan Fitch, when Wendy mentioned the rise in green roof terraces and more open spaces within new/re-developments. Jon shared examples of how he and his firm have designed outdoor spaces and living walls always from the principle of delighting one’s senses. In fact, Jon’s firm was the landscape architect of record for the open spaces and terraces of The Wharf redevelopment, including the historic Fish Market. One of his firm’s more recent projects was Hilton Worldwide’s outdoor space that adjoins their Social space (a gathering area with food court in their main lobby floor space) and encourages both visitors and occupants to enjoy the outdoors. Jon further mentioned how elevations of elements for terraces are addressed, especially when there are structural load limitations. One example was the first level terrace for the Macy’s office building in Ballston. Because the existing structure was limited in what could be supported on structure at that level, Jon and his team collaborated on an art installation that eluded to tree canopies in complement to low containers with lush greenery that didn’t require heavier soil fills, as well as a selection of natural finishes. Doing so allows this terrace to be used as a gathering and entertaining space without it having an unnatural atmosphere.

Wendy then mentioned how we are seeing more green walls in offices. Addressing the panelists, Wendy asked about the considerations for installation and maintenance of green walls as well as the costs associated with such. Further, at what point in the design process led by Ken and Manoj would they recommend this be brought into the discussion? All three panelists recommended involving the landscape architect as early as possible in the planning process when a client has an expressed interest for a living wall feature. As for costs, Jon shared that it typically averages a little over $200/SF. Ken added that if a living wall is not installed and some other “feature” material such as millwork panels or stone veneer is installed, then the cost range is $95-115/SF. This means that the net “add” for a living wall is around $100/SF. As for maintenance, Ken shared that the 34-foot tall and 16-foot wide living wall for Nixon Peabody averages $950 per month which includes all maintenance and plant replacements.

In closing, Wendy expressed her hope that, with key aspects of wellness demystified, more thought will be given early on in projects to how wellness, in all its many permutations, can be incorporated into the workplace. Both the Chapter and Education Committee would like to thank Wendy, Ken, Manoj, and Jon for their time and contributions to this great lunch program.
Volunteer Opportunities

Share your expertise and support your Chapter... Volunteer today! In 2019, 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

- Chris Boynton  •  The MITRE Corporation
- Robert Breslaw  •  United Therapeutics
- Samantha Buzaid  •  WeWork
- Margaret Coffey  •  Knoll
- Caro Cook  •  International Monetary Fund
- Richard Grohol  •  CREtech.ai
- Jonathan Harms  •  Cresa
- Julia Kean  •  Xyster Consulting
- LaMean Koroma  •  Cresa Partners, LLC
- Princy Mathai  •  JLL
- Vanessa Reisin  •  AECOM
- Patrick Richards  •  Laureate Education
- Johanna Rodriguez  •  Savills Studley
- Marta Schantz  •  Urban Land Institute
- Elizabeth Sobolewski  •  Salesforce.com
- Tina Urquhart  •  Charm City Concierge, Inc.
- Monique Victor  •  Under Armour
- Antoinette Woodland  •  T Rowe Price Associates

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