CoreNet Awards of Excellence 2018

“With these awards, CoreNet Global Mid-Atlantic recognizes not only exceptional performances in corporate real estate but the spirit and power of collaboration that accelerates the success of our members and their companies,” said Peter Van Emburgh, Senior Managing Director, Global Workplace Solutions at CBRE and 2018 President of the Mid-Atlantic Chapter of CoreNet Global.
Congratulations to Our Award Winners!

Pinnacle Corporate Real Estate Executive: **Lorena González**, Kaiser Permanente

Best New Workplace Solution
Design Excellence:
**IA Interior Architects & Applied Predictive Technologies**

Best New Workplace Solution
Technology & Innovation:
**MITRE & JLL**

Best New Workplace Solution
User Experience:
**DPR Construction**

Corporate Real Estate Partnership
**DXC Technology & CBRE**

Service Provider Leadership
**Elizabeth Peterson, Stantec Architecture**

Corporate Real Estate Young Leadership
**Steven Yates, Vox**

Click here to see more Gala photos!
The awards honored outstanding achievement in commercial real estate in seven categories.

The Pinnacle Corporate Real Estate Leadership Award was presented to Lorena Gonzalez, Mid-Atlantic Director of Facilities for Kaiser Permanente. Faced with a lease expiration of a 160,000 square foot facility that housed IT and other administrative functions, she spearheaded a major relocation project that will move these functions from Silver Spring into a new facility in New Carrollton in Prince George’s County. To make this project happen, she brought together an interdisciplinary team including the CFO, COO, HR and Strategy leads to guide the process. The New Carrollton facility will allow for growth, cost savings, and most importantly will create a state-of-the-art workplace where employees are proud to come to work. The project exemplifies Ms. Gonzalez’s vision, perseverance and ability to forge powerful collaborations inside her organization as well with the developer and local officials.

The Corporate Real Estate Young Leadership Award went to Steven Yates, Director of Real Estate and Operations at Vox Media. Yates was saluted for his strategic thinking that consistently delivers optimal results as he focuses on the integration and implementation of innovative technology systems across the Vox portfolio.

The Corporate Real Estate Partnership Award was presented to DXC Technology and CBRE, saluting a team that with a dynamic plan reinvigorated trust and expanded a 16-year-old relationship achieving millions in savings and high client satisfaction.

The Service Provider Leadership Award was given to Elizabeth Peterson of Stantec Architecture, who throughout her 30-year career has routinely taken complex projects with tight timelines and budgets and created the plan that hits the goal every time.

The Best New Workplace Solution Award - Design Excellence was presented to IA Interior Architects and Applied Predictive Technologies, who together created a new workspace based on the vision of its end-users, employing a hands-on design effort to create active and quiet zones to minimize distractions, support workflows and maximize choices.

The Best New Workplace Solution Award - User Experience went to DPR Construction, who converted a defunct Class C office into a modern, green, efficient and fun place to work. The new design answers a passion for health and wellness, while also serving efficiency and flexibility. It embodies the vision of a living laboratory where technologies, products, and systems for a dynamic construction firm can be showcased.

The Best Workplace Solution Award, Technology and Innovation was presented to Mitre and JLL for realizing the vision for a collaborative workspace that better responds to the ways in which a nonprofit organization generates success. Tech is a major feature here, with accommodations like 360-degree video conferencing phones and Co-Capture white boards, resulting in flexible workplace, with improved productivity and increased morale for its growing workforce.

A panel of leading corporate real estate executives representing companies such as TD Bank, Johnson & Johnson, PwC, The Hartford Group, and Ericsson judged the award entries.
Letter from the President

Dear Mid-Atlantic Chapter Members,

A powerhouse crowd of nearly 375 corporate real estate leaders, service providers, and developers packed The Anthem on May 9th to celebrate the Mid-Atlantic Chapter's 14th Awards of Excellence gala. The event honored our award recipients and celebrated the achievements of many industry leaders among friends and colleagues. Due to the hardwork of many volunteers, we raised almost $300,000 in sponsorships and secured a record 28 nominations for the award categories. I hope you can agree it was one of our most spectacular events. Congratulations to all our winners and outstanding nominees.

2018 has been off to a torrid pace of demonstrating value to our members and sponsors, particularly as it comes to delivering enriching programs. In April, the chapter hosted Spencer Levy, CBRE Head of Americas Research to present “The History of the Future” at the Tower Club in Tysons. Right on the heels of the gala, our Education Committee hosted “Repositioning a Building to Obtain Net Zero and Wellness” at DPR Construction, recipient of 2018 Workplace Solution Award for User Experience. The Chapter ended an event-filled May with the Richmond Program “Coworking: A Corporate Real Estate Perspective” featuring industry leaders Kay Sargent and Vincent Ng from HOK.

We are fortunate to belong to an organization where so many volunteers passionately devote time and resources to delivering thought-provoking programs, social gatherings, and opportunities to connect with one another. I am honored to lead this growing organization and remain humbled as a result of collaborating with so many creative and intelligent leaders.

I look forward to seeing you this summer at one of our many upcoming events.

Sincerely,

Peter Van Emburgh
Chapter President, CoreNet Mid-Atlantic CBRE

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 2015 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! Renew your membership today!

If for any reason you are not able to remember your User ID or Password please e-mail membership@corenetglobal.org and a person from members services will help you.

JOIN NOW

TIME TO RENEW?

**Describe your current position**

Kavita is the Director of Business Recruitment and Location services with the Maryland Department of Commerce. She leads a team responsible for developing our attraction strategy, marketing Maryland’s great assets to end users and consultants, and competing for expansion and relocation projects. Prior to her position with the State of Maryland, she worked on Wall Street as a mergers and acquisitions attorney.

**What was your first job?**

Her first job was working in her parents fashion boutique in Toronto at age 10 tagging inventory. She will also tell you that her real first job was babysitting her brother!

**Six words that describe your Maryland?**

Educated, entrepreneurial, innovative, accessible, connected and open-for-business

**Who was an important mentor to you?**

Her parents have always been important mentors to her. Having come from a family business, she learned and saw first-hand the importance of hard work, persistence and listening to your customer. Her parents taught her to take the long approach and not to take shortcuts. Her parents and most of her family live in Toronto.

**How do you keep work/life balance?**

Kavita lives in Howard County, Maryland, which consistently ranks among the best places to live and raise a family, so that sets a great base for work/life balance. A key for her is being a morning person. Getting up at 5am gives her an early start to the day to get some exercise and meditate, which allows her to be more productive the rest of the day.

**What are you reading now?**

Kavita is reading “The Way of the Seal”, by Mark Divine

**Favorite vacation spot?**

Riviera Maya; She likes Whistler too, but will take the beach over the mountains.

**First CD that you bought?**

Licensed to III (Beastie Boys)
Recap • April 12

The History of the Future

At CoreNet Global Mid-Atlantic’s April education session, CBRE Head of Research, Americas, Spencer Levy offered a provocative and entertaining vision of the future, giving a number of reasons for optimism for the real estate market in the Greater Washington Region.

Levy opened his remarks by noting that some of the most brilliant economists in the world have had great difficulty predicting the future. These smart people so often get it wrong because they can't see beyond their own biases. "You can't model your way into the future. It is a moving target and sometimes you can influence it. Predicting the future is both an art and a science," Levy said.

Key points:

The New Tax Plan Good for Real Estate

The new tax plan, the biggest change in the tax code since 1986, is good for business, lowering corporate tax rates and increasing liquidity of from overseas, which will contribute to additional growth in the economy. Multifamily will be particularly well off because the increase in the standard deduction to $24,000 per year makes renting more attractive for many people than buying. In addition, many people burned by the recession of 2008 are more inclined to rent than own. Levy is bullish on bricks and mortar retail because he says that a disproportionate amount of the benefit of the new tax plan will flow to people at or below the median income. Typically, folks with an infusion of incremental dollars will spend them on consumables while those at higher income levels tend to invest or save those same dollars. As a result, he believes this could provide a stimulative effect on retail.

Local is the new global.

Reacting to the forces of globalization and automation, people are coming up with local business, like craft breweries that protect against displacement. Local is the new global is going to be major a trend in the next 10 years and the biggest beneficiary of this trend will be health care. With a growing aging population, health care is delivered locally and will continue to play a major role in job creation in cities and towns across the country with big implications for real estate.

Infrastructure Matters But Not in the Way That You Might Think

Levy noted that New York, Boston, Washington, DC always top the lists of markets with good infrastructure. But when you look at the fastest growing cities, places like Nashville and other secondary markets emerge as leaders, despite the fact that they are at the bottom of the list on infrastructure. Infrastructure is important but the types that matter are changing. Levy argues transportation is vital and the most important type of transportation is airplanes.

Agile Capital Structures Are Vital

Agile is the watchword of 2018. With rising cap rates and a softening of NOI and net effective rents, Levy argues that real estate needs agile capital structures. This means debit capital structures that include going long on the yield curve, which will protect against rising interest rates and a liquidity crisis.

Foreign Capital Matters and DC is Well Positioned

Part of an agile capital strategy is finding cheaper equity, which comes from foreign investors. DC has been averaging 15% to 20% foreign capital in the past five years, a number Levy says the region should be proud of because having international capital brings higher values, jobs and diversity.

DC Well Positioned for Growth

The Greater Washington region ranks ninth in the nation, according to CBRE, for projected office using growth, one of the most important statistics to watch with regard to real estate. While the federal government makes up a disproportionate part of the economy when compared to other US markets, it nurtures a tremendous employment base of highly educated people.

DC’s Tech Talent Strong

The Greater Washington region ranks fourth in the nation for high quality tech and other talent, which is why three markets in the region have made the short list as a possible location for Amazon’s HQ 2.

Predicting the Future is an Act of Courage

The greatest attribute for predicting the future is having the courage to think outside the box and put aside one’s biases to look at the data, the present situation and potential trends in a different ways.
By Rich Fanelli, AIA/Principal/FM Studios

On the afternoon of March 15th, Government and private sector real estate professionals gathered at CACI’s Annapolis Junction facility’s conference center to learn about secure space issues and trends from four expert panelists; Steve Dunn, director of facilities and real estate with C-SRA, representing a government contractor who has numerous facilities with secure space, Greg Gardes, a regional Director with COPT, a developer and building owner who has many defense contractor tenants, James Wallace, Principal and Managing Director with Gensler/Baltimore, an architect who designs many secure spaces, and Jason McClung, a VP with Mazzuca Contracting, a secure space certification expert and general contractor specializing in the construction of secure space. Peter Notari facilitated the panel discussion.

Mazzuca Contracting was the main event sponsor and provided a hospitality tent with a bar and horderves that was used before and after the panel discussion.

Steve Dunn mentioned that one of the common challenges with government and defense contractors is that they have to usually carry an inventory of under-utilized secure space and provide security for that space in order to keep its certification current in case they need it again.

Another common challenge that was discussed by several of the panelists was the challenge of having secure space designed, permit drawings prepared, building permits procured, the space built-out and certified in time to satisfy the requirements of a prospective or pending contract.

The panelists discussed a new type of secure emergency facility, Crisis Centers, that are becoming common with many large organizations where staff can temporarily operate from in the event of a major hacking of their systems. Jim Wallace noted that cyber hackers try to breach Gensler’s databases about 1,700 times a day.

As a building owner, Greg Gardes expressed a concern about having a janitorial crew that is able to take the trash out and clean a secure space. That prompted the question of “who can come in?” “How long can they be in the space?”, “Must they be US Citizens with a certain level of clearance?”, “Do they need to be escorted?”. It was noted that the costs for vetting cleaning crews and getting them access to the space can easily double the cost of cleaning. It was also noted that some smaller secure spaces are actually having their cleared personnel, who are using the secure space, perform their own cleaning and trash service.

One real estate issue that comes up when looking for a building to house a secure space is making sure that the building is not owned by a foreign entity in order to avoid a potential security risk.

Jason McClung said that they have seen instances where a company that is ready to launch a new product has problems where their competition is using laser microphones to ease drop through exterior building glazing to gather sensitive information about a new product. The question was asked.. “Are you willing to spend money to secure your facility so that your competition doesn’t beat you to the marketplace with a competing product?” This prompted the following questions about committing resources and funds to build-out a SCIF.

- What am I trying to protect?
- What are the costs to protect it?
- Am I willing to invest that amount of money to protect it? Is it worth it?
- Are there any less expensive counter-measures that can be taken to protect the asset?
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

Ronald Anderson • Nello Wall Systems
Ari Baetiong • CBRE
Peggy Bennett • Knoll
Michael Christian • Cushman & Wakefield
Julia Corona • Buch Construction
Christopher Dannahey • Arbee Associates
Alexis DiFerdinando • JLL
Kate Egan • CallisonRTKL
Jared Geary • Plano-Coudon Construction
Christine Gorham • Booz Allen Hamilton, Inc
Heather Gramm • Frederick County Office of Economic Development
Monty Harris • Newmark Knight Frank
Samuel Heiber • Cresa
Jason Krawiecki • Corporate Office Properties, LP
Larry Laque • Discovery Communications
Michael Lilly • Fletcher Consulting
Bryan Martin • JK Moving Services
Mike Petrusky • iOFFICE, Inc.
David Piraino • Bognet Construction
Wesley Preuss • Arvion Young
Cody Reiter • JK Moving Services
Kevin Roy • Able Moving & Storage
Michael Saldi • SCLogic
Jonathan Squire • CBRE (CB Richard Ellis LLC)
Jim Stevens • JK Moving Services
Amber Summerour • JLL
Teresa Terry • Haworth, Inc
Michael Wade • Novo Nordisk Inc
Katherine Williams • JLL
Steven Yates • Vox Media

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