

## CoreNet Leads the Way for CRE Tech Thought Leadership

CoreNet Mid-Atlantic presented its inaugural Technology Symposium on January 31st to a standing-room-only audience at Booz Allen Hamilton's Innovation Center in Washington, DC. From blockchain to artificial intelligence (AI) to wearables, new disruptive technologies are bringing to commercial real estate greater efficiencies, higher returns on investment and enhanced user experiences in the workplace, according to leading experts at CoreNet Global Mid-Atlantic's inaugural Technology Symposium. Technology innovators, entrepreneurs and corporate real estate decision-makers from around the country shared insights on changes that will radically shape the way corporate users acquire, manage and experience commercial space.



Keynote speaker Steve Wiekal, head of Industry Relations at MIT's Center for Real Estate, noted they are tracking more than 2,220 real estate technology startups globally. These companies are captivating venture capitalists who are investing nearly \$3 billion into the space. "It's not a fad, it's definitely a structural change to how we do business," he said.

Weikal also noted that new technologies make possible "real estate fracturing," a term coined by MIT Prof. Dennis Frenchman to express how companies fracture the use of an asset into smaller pieces and reconfigure it in higher value contributions.

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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, 2018. The incoming Executive Committee is comprised of a mix of new and seasoned board members – Peter Van Emburgh, Karen Fields, Stefanie Spurlin, Katy Redmond, and Al Nielsen. We asked Peter, Karen, Stefanie and Al a few questions to get to know them better – and we did. Enjoy!



### **Peter Van Emburgh –**

Global Real Estate Lead, CBRE  
(DXC Technology Account)  
CoreNet Mid-Atlantic Chapter  
President

Peter is a senior managing director at CBRE Global Workplace Solutions. He is responsible for global transactions, lease administration, portfolio strategy, and advisory solutions for the DXC Technology account, a Fortune 100 IT services headquartered in Tysons, VA. Peter manages a dedicated, global team charged with delivering all transaction types across client's 35M SF office and data center portfolio in 70 countries. Peter has 15 years of corporate real estate services experience delivering

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## Upcoming Events:

- March 15: **SCIE, Not just for Government**  
Annapolis Junction, MD
- April 12: **The History of the Future**  
Tysons, VA
- May 9: **Annual Corporate Real Estate Awards of Excellence Gala**  
Washington, DC

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 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](mailto:membership@corenetglobal.org) and a person from members services will help you.

JOIN NOW ▶

TIME TO RENEW? ▶



## Letter from the President

Dear Mid-Atlantic Chapter Members,

2018 has started off with a bang for CoreNet Mid-Atlantic and I hope you feel the excitement in the air. As I write this, we continue to receive outstanding feedback and press coverage from the standing-room only audience at our chapter's first CRE Tech Symposium event held at the Booz Allen Hamilton Innovation Center on January 31st. **Based on our post-event survey results, 100% found the topic useful and would recommend to peers.** One respondent remarked, "This was one of the top seminars I have attended in a long time." Another said, "Awesome conversation from some amazingly gifted and intelligent speakers."

I am truly excited to lead the chapter this year - our Board of Directors comes with stellar credentials representing nearly every discipline of the Corporate Real Estate lifecycle. We have made several strategic investments to plan and develop thought-provoking education events like the Tech Symposium, continue to facilitate networking across all geographies, and to broaden the brand recognition of CoreNet Mid-Atlantic. Please consider getting involved in one of the committees so we can make our organization even better.

Due to the hardwork of many of our volunteers, we have achieved our highest level of sponsorship commitment ever (nearly \$300,000) - thus, reinforcing our focus on delivering value for our constituents.

I'm thrilled to announce our Gala will be held at The Anthem located at the Wharf waterfront on Wednesday, May 9th. You know our gala co-chairs Cathy Delcoco (CBRE) and Tony Womack (Tishman Speyer) are going to plan one of our biggest celebrations to date - please reach out to Megan Lantz (HITT) if you're interested in sponsoring a table for this exciting event. This WILL sell out fast.



Thank you and look forward to seeing you at our upcoming events.

Sincerely,

**Peter Van Emburgh**  
Chapter President, CoreNet Mid-Atlantic  
CBRE

 **Mid-Atlantic Chapter**

## Executive Committee Mid-Atlantic Chapter

**Peter Van Emburgh**, President, CBRE  
**Stefanie Spurlin**, Vice President/President-Elect, Capital One  
**Karen Fields**, Treasurer, Himes Associates, Ltd.  
**Katy Redmond**, Secretary, JLL  
**Al Nielsen**, Past President/Advisor, Oath

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# CORENEWS

Winter 2018

March 15:

## SCIF, Not just for Government - Secure Facilities as it relates to the Corporate End User

4:40 PM – 7:00 PM

CACI – Maryland Auditorium,  
2720 Technology Drive, Annapolis Junction, MD 20701



Join us on at CACI's facilities to find out how corporations, landlords and the Real Estate Industry are addressing this challenge with tailored security solutions and a proactive approach to facility design and construction.

Recent data breaches on the DNC, SONY and Equifax have demonstrated that both criminal networks and rogue governments are actively engaged in compromising

more than just state secrets. Big Data is the new booty of the 21st Century and, as we are all finding out, our networks, facilities, and infrastructure are more than vulnerable to hacking attacks including active and passive eavesdropping as well as technical attacks. These attacks can be well disguised and complex or appear as normal happenstance, your prized assets are at risk.

### Speakers:

**Kevin Graves**, MCR, Senior Vice President, Real Estate & Facilities, CACI International Inc.

**James Wallace**, AIA, NCARB, LEED AP, Principal | Managing Director, Gensler

**Greg Gardes**, Regional Director, Corporate Office Properties Trust

**Jason McClung**, Vice President, SCIF Specialist, NTC Mazzuca Contracting, Inc.

## New Member Spotlight

**Kristie Joo**  
Palo Alto Networks



### Describe your current position.

Kristie recently joined Palo Alto Networks as their Workplace Resources Manager. She is responsible for managing the workplace experience of Palo Alto Networks' 60 employees at the Reston office. To her, these employees are her "customers". Prior to Palo Alto Networks, she worked at PS Business Parks and MRP Realty.

### What was your first job?

During high school, she worked part time in a retail sales position at Montgomery Mall in Bethesda, Maryland. She grew up in the DC Region and attended University of Maryland, College Park.

### Six words that describe your company?

Innovative, Advanced, Global, Creative, Inclusive, and Great People!

### Who was an important mentor to you?

While working at MRP Realty, she worked for Shawn Kyle who is now with JBG Smith. He was supportive and encouraging and she still reaches out to Shawn for guidance as she continues her career in commercial real estate.

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

She limits her work email on weekends to focus on her two daughters, who are eight and six years old. They enjoy reading together and planning their annual family vacation.

### What are you reading now?

"Let's Go for A Drive" by Mo Willems... bedtime story with her daughters.

### Favorite vacation spot?

Hawaii or anywhere with a tropical beach.

### First record that you bought?

She skipped buying records and went right to CD's, purchasing Boyz II Men's Cooleyhighharmony.

April 12:

## The History of the Future

11:30 AM – 1:00 PM • The Tower Club, Tysons, VA

Fee: Members/\$45, Non-Members/\$90  
Young Leaders/\$25, Students/\$10

Speaker: **Spencer Levy**, Americas Head of Research and Senior Economic Advisor, CBRE

**Register  
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“Think of what Zipcar and Uber did to cars and apply it to real estate,” Weikal said. “Two big examples are WeWork and Air BnB, which unlock value by increasing utilization. But there are other applications in all product types: LiquidSpace for empty meeting rooms, Pivot Desk for empty desks (coincidentally acquired by co-working provider Industrious), Flexe for vacant pallet space in warehouses, Clutter for empty self-storage, Spacious for idle restaurant tables in the afternoon, and others. They all provide the tools to optimize and monetize under-utilized real estate.”

Real estate is the next candidate for blockchain because its “chain” of cryptographically linked data offers a secure, transparent and trusted single environment to organize and control all assets. By reducing the friction in the leasing and contracting system, more deals can be done and more costs can be reduced.



Companies are likely to increase the use of sensors to better understand how and when their facilities are being used. But our panelists sounded strong notes of caution. Technology must be seen to have value by employees and others who use the buildings. Douglas Edwards, Vice President of Workplace Solutions for Humana, noted that employees are resistant to their moves being tracked. They may regard the benefit to the corporate real estate department, but fail to see how it helps them. However, if monitoring helps them find a free conference room, a good parking space or easy access to a lunch menu, they are more likely to accept a perceived loss of privacy in exchange for worthwhile service. “You have to make it beneficial to employees.”

Lindsay Baker, CEO of Comfy, an app that allows users to control their workplace environment, notes that privacy will



remain a critical factor. Her app, for example has a privacy policy that protects the data of each individual user. When creating their app, they started by asking, what do I want from the building as an occupant? “It’s not just about streamlining or saving money anymore,” she said.

“The Internet of Things” Promotes Understanding of Interactions: “The Internet of Things” or “IoT” in the corporate world is about focusing on the people in the building and finding the commonality between the building and people working inside of it. Wearable technology will allow real estate professionals to understand how the environment impacts users by gauging such measures as blood pressure, tone of voice, etc. “Wearables create value for employees and lower healthcare costs,” said Sam Fisher, Senior Director of Workplace Experience, Capital One.

“The Inaugural CoreNet Global Mid-Atlantic Technology Symposium highlighted many exciting and disruptive technologies that will change the way those of us in commercial real estate do business,” said Peter Van Emburgh, Senior Managing Director at CBRE and President of CoreNet’s Mid-Atlantic chapter. “The discussion today helps us better understand its potential and reminds us that technology must be in service of people and not an end in and of itself.”



## Meet the Mid-Atlantic Chapter's New Executive Committee *continued from page 1*

portfolio planning, global transactions, mergers & acquisition (M&A) integration support, outsourcing models, change management, workplace strategy, and other strategic solutions. Prior to joining CBRE, Peter worked as a management consultant for Deloitte and PwC delivering real estate advisory services to a diverse array of private and public sector clients.

**What year did you join CoreNet?** 2011

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

**What do you most want to accomplish in your EC position this year?** Expand the brand as go-to CRE thought leaders in this region. Engage new members of the CRE community to join CoreNet.

**In one word, describe yourself.** Driven

**Favorite CoreNet event attended?** Tie. Eastern Regional Symposium & CRE Roundtable

**Favorite restaurant?** Rasika

**Favorite vacation spot?** Seaside, FL

**Favorite sports team or athlete?** New York Giants

**Any hidden talents?** Passionate about wine



### **Stefanie Spurlin –**

Vice President – Workplace Solutions, Capital One  
CoreNet Mid-Atlantic Vice President/President-Elect

Stefanie has been with Capital One for almost thirteen years, the last ten with the Workplace

Solutions real estate group. She leads the Central Services team within Workplace Solutions. In her current role, Stefanie is accountable for Workplace Experience, Portfolio Strategy, Marketing & Communications, Building Operations, Real Estate Transactions, and Capital One's Environmental Sustainability Office. She is also responsible for managing the Workplace Solutions external partner relationships. Previously, she led the Campus Region teams for Workplace Solutions. Stefanie 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 with robust programs that challenge the status-quo

**In one word, describe yourself.** Inquisitive

**Favorite CoreNet event attended?** CRE Roundtable Dinner Series

**Favorite restaurant?** Anywhere with good company of friends or family

**Favorite vacation spot?** Wailea, Maui

**Favorite sports team or athlete?** Oklahoma City Thunder – Thunder Up!

**Any hidden talents?** Speaking French enough to insult



### **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.



### **Katy Redmond, –**

National Director,  
Corporate Solutions, JLL  
CoreNet Mid-Atlantic Secretary

2018 marks my 12 th year with JLL–by way of acquisitions. My real estate career began with

woman-owned small business Fox RPM Corp. After founder Gretchen Fox retired, we became part of BRG, a global workplace and technology consulting firm. In late 2016 we joined JLL, marking a major transformation of the real estate industry and creating a new division: JLL Technology Solutions. As the solution development lead for JLL Technology Solutions for the Eastern US, I work with both prospective and current JLL clients to optimize their use of technology and data analytics in all facets of real estate, facilities and workplace. Whether I'm working with a team here in DC or half way around the world, it's thrilling

to be on the cutting edge of innovation with some of the best people in our industry. I'm currently pursuing CoreNet MCR designation.

**What year did you join CoreNet?** 2006

**What do you find most valuable about being a part of CoreNet?** CoreNet has taught me lessons in leadership I couldn't have learned any other way.

**What do you most want to accomplish in your EC position this year?** In 2018, I'd like to foster a stronger connection to the CoreNet Global community, increase our emphasis on the CoreNet MCR professional development program, and improve our outreach to the Public Sector—specifically Federal government CRE's and the contractors who support them.

**In one word, describe yourself.** Authentic

**Favorite CoreNet event attended?** The 10th anniversary CoreNet Mid-Atlantic Awards Gala—what a party!

**Favorite restaurant?** BLT Steak

**Favorite vacation spot?** Maine

**Favorite sports team or athlete?** University of Georgia Bulldogs

**Any hidden talents?** I can operate a tractor



### **Al Nielsen –**

Past President/Advisor –  
Corporate Services, AOL Inc  
CoreNet Mid-Atlantic President

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

Brian Alvarez	• MOI, Inc.
Hugo Amelink	• SKB Architecture & Design
Elias Attal	• CORT Business Services
A.J. Bardugone	• Fidelity National Title - NCS, Richmond, VA
Mona Barghouti	• Modo Labs
Mitch Bono	• Corporate Care
Katherine Davis	• Oracle
Eric Dooley	• E.E. Reed
Michael Ferrier	•
Ross Forman	• Chubb
Michael Gallagher	• Real Estate Resource Group
Kristen Galligan	•
Roman Gelman	• Ezra Company
Mike Greenfield	• Bevi
Erin Haglund	• JLL
Elizabeth Hicks	• Leidos
Megghan Hoyt	• Patcraft
Ashley Hyman	• AgilQuest
Milena Ivanova	• Uber
Amy Jacks	•
Emily Jelinek	• HGA Architects and Engineers
Kristie Joo	• Palo Alto Networks
Shannon Kualii	• E.E. Reed
Meredi Lee	• Piedmont Office Realty Trust
Selena Lo	• Project Solutions Group
Monte Marcum	• Trascant Management Consulting, LLC
Shayla Martin	• Vivreau Advanced Water Systems
Chris Moyer	• Cecil County Office of Economic Development
Trevor Ncala	• International Monetary Fund
Frank Passarge	• Vencore
Elisabeth Post-Marner	•
Jeffrey Ritz	• Red Coats Inc.
Adam Shelnut	•
Taylor Sticklin	• Interface
Mark Turk	•
Suzanne Wharton-Lake	• World Bank/International Finance Corporation
Kelly Whitfield	• Avitecture

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