

**“START BY DOING
WHAT IS NECESSARY,
THEN DO WHAT
IS POSSIBLE,
AND SUDDENLY
YOU’RE DOING THE
IMPOSSIBLE.”**

An appropriate quote coming from the owner of one of the largest Knoll dealers in the US, Rosemarie Smith. We had the opportunity to sit down for lunch to talk about Systems Source the company’s role as a sponsor, trends in the market, and what in life means the most.

Systems Source.

“The role as the dealer is evolving,” says Rosemarie. The workplace is still in an experimental phase trying to see what works and what doesn’t. The workplace environment is changing; replacing the old cubicles that dealers used to sell, along with the technology that supports and the generations that use it. The trend continues to be in the mode of change and evolution. The way dealers are working with design firms has changed as well. They used to provide the typical workstation and have the dealer price it out. Today they are giving the dealer the objective and asking us to provide things that can achieve that objective. A different approach as the dealers are now part of the collaborative process being brought in earlier with the design firms and clients. For the end user, “one size does not fit all” and it is important to look at the full cycle, which becomes more complex every day. The end user dynamic has changed as well offering more collaboration with the client and a wider client group making decisions. It not only includes the Corporate Real Estate group, but HR and Finance. This can complicate or delay the decision-making process, but it does offer more diversity. Rosemarie is glad to be part of this evolution and not predicting what will come next!

One of the keys to her success over the years and major growth in 2018 is her view on her employees. She takes one of her favorite quotes to heart, “You can get everything you want out of life by helping enough other people get what they want.” Sharing and helping others makes her good at retaining and attracting talent. She feels it is important to provide employees with the tools they need to support their work. By providing trust and support, she empowers her team. Many have said they feel that working for Systems Source is my own company within this company. Rosemarie figured out if they are responsible for the success or failure of their business, they should have ownership and set it up how it works best for them. She is constantly looking internally to see how she can be better at managing her teams to make them better, for they are the key to her success!

Systems Source and Rosemarie are big supporters of CoreNet. She appreciates the professionalism and feels it is one of the few Corporate Real Estate organizations in which to be involved. With their work across the West with large corporate accounts, she sees the value in connecting with those clients. The educational programs are on point with the trends and offering information to those who attend. With the education alone, she feels it is a good value and smart investment.



We thank Rosemarie and Systems Source for their dedication and support of CoreNet and wish them all the best in their continued success.