

## Message from the Chair



Every New Year presents an opportunity to reflect on CoreNet New York's past initiatives, challenges and successes, and to reassess where we want to be in the future. Our Board and Advisors recently met to discuss every aspect of the organization, from membership and sponsorship to educational programs and social media. We agreed that CoreNet NYC needs to focus on three key areas:

First, our chapter must examine its **IDENTITY**. CoreNet Global is the world's leading association for corporate real estate (CRE) professionals. But do the real estate industry and the wider business community recognize us and the contribution our members provide to business in New York? What does our brand really stand for? I think our brand is underrated. It's more of an issue of articulation rather than differentiation, and strengthening it is important for our future growth as an organization. We have begun gathering data to support this initiative and to answer basic questions about who we are and what our members contribute; for instance, are you aware that in 2011, our member firms took part in more than 80% of all Manhattan lease transactions in excess of 50,000 square feet? Such statistics will help clarify our identity, and focus our messaging, both internally and externally.

Second, we need to better understand the **VALUE** we provide to our members and find ways of increasing it. That value is embodied in the extensive Networking, Education and Career Development services we offer, together with the

instilment of a sense of Community. We produce over 40 events for members and have always offered outstanding networking and learning opportunities (our last workshop – Anatomy of Corporate Real Estate Departments – had a record attendance), but not all members tap into those resources. How should we employ new tools and methodologies, such as social media, to improve member experience? How can we effectively leverage the tremendous intellectual capital our membership offers? Our organization is an invaluable network resource for those either seeking jobs or looking to develop their careers, as well as a vibrant community of professional friends and colleagues. Because we need to maximize these values, you will see initiatives in all of these areas.

Third, as a vital part of this most renowned city, what is our role in the **FUTURE** of New York? Of course, our members are actively involved in the major developments that are driving the city forward, including the World Trade Center site and Hudson Yards. But the Cornell/Technion joint venture to develop a science and engineering campus on Roosevelt Island promises to anchor the technology industry in New York on a much larger scale. What could our role be in such breathtakingly new initiatives? The possibilities are very exciting and will help shape our future activities.

These are the issues your newly elected board is proactively addressing, to ensure that CoreNet NYC is the very best real estate organization in the city, and I am honored to be your Chair in what promises to be an exciting year. We already are a terrific chapter – one of the most successful in CoreNet Global – and yet there is always room for improvement. The issue also mirrors the

priorities of your Global Board which envisions a future in which profession is seen as critical to the success of an enterprise and CoreNet Global is indispensable to the successful practice of corporate real estate. We have a leading role to play in that vision.

We encourage every CoreNet NYC member to get involved – attend events, join a committee, volunteer to be on a panel and share your expertise – so that we can continue to evolve and achieve our goals. The Board and Advisors came up with extensive and varied list of new initiatives that we could implement and we'd like to share them with you and get your views on which ones you would like us to prioritize and which ones you personally might want to get involved with. In the next few weeks we will send you that list and ask you to complete a short survey. We will then publish the results. Please feel free to reach out to me, President Lou Nowikas, or any of the other board members to share your ideas and suggestions.

Lastly, and most importantly, thank you to our sponsors. Without your support, our plans could not be realized.

I look forward to seeing as many of you as possible at our Annual Dinner at the Museum of Natural History on March 7th. It promises to be a great occasion.

We look forward to hearing from you.

Marcus Rayner, 2012 Chair  
CoreNet Global NYC

## EXPERT'S CORNER

## OUR VISION:

The thought leader  
forum and resource for  
Corporate Real Estate  
professionals  
in New York City.

## OUR MISSION:

Advancing innovation  
and professional  
development in  
Corporate Real Estate.

## ARTICLE SUBMISSION

If you are a CoreNet Global NYC member interested in submitting an article for the Expert's Corner on a timely corporate industry issue, contact Alexandra Goggin at [agoggin@centurycarpet.net](mailto:agoggin@centurycarpet.net)

## Constantine Kontokosta, Ph.D., P.E., Director, Center for the Sustainable Built Environment and Clinical Professor of Real Estate, NYU Schack Institute of Real Estate

*Interviewed by Sarah Currie, VVA Project Managers & Consultants*

**Q. You recently became a Fulbright Specialist in Urban Planning. Can you give us some brief background on your specialty and your work at the NYU Schack School of Real Estate?**

A. I actually started as a civil engineer, and then went on to get a master's degree in real estate finance and PhD in urban planning and economics. In general terms, my work at Schack consists of figuring out how to better understand how cities function from a sustainability perspective, using urban economics, data and analytics. The end game is to be able to design, build and manage them more efficiently.

**Q. You've done a tremendous amount of work in urban planning and are one of the foremost experts on the subject. How did you become interested in corporate sustainability? Can you elaborate on your work in this area?**

A. I am certainly interested in corporate sustainability, but more specifically, I'm interested in how sustainability applies to real estate development and urban planning. I developed and own a sustainable LEED-Gold winery and hotel on the east end of Long Island, and we hire locally and try to contribute to the overall well-being of the community whenever possible. That is what I'm interested in – changing business practices to incorporate positive environmental and social values, while still enabling businesses to be financially viable.

My current research is focused on building energy consumption data from NYC Local Law 84 and policies that support green building and energy retrofits. A major component of this work is understanding how to unlock capital to finance greater energy efficiency in existing buildings.

*Continues on page 4*

## CoreNet Global NYC Chapter Holds Annual Volunteer Appreciation Event

CoreNet Global NYC celebrated the many volunteer contributions of its members at its annual Volunteer Appreciation Event at Andaz Fifth Avenue on November 28th. Over 50 attendees partook of the festivities, which highlighted the dedication and hard work of the chapter's volunteers during 2011. Star Awards, which recognize outstanding volunteer efforts on behalf of the organization, were given to the following chapter members:

### Administration

Sarah Currie, VVA Project Managers & Consultants

### Programs

Lou D'Avanzo, Cushman & Wakefield

### Workshops

Lauren Nanna, VVA Project Managers & Consultants

### Special Interest Group - End Users

Marisa Falletta, Citi

### Special Interest Group - Young Leaders

Tyler McNeil, Cushman & Wakefield

### Special Interest Group - Women

Debra Cole, Perkins + Will

### Sponsorship

Sarah Corcoran, TEK Architects

### Special Events - Dinner/Holiday Party

Jennifer Abbattista, Herman Miller

### Special Events - Golf

Gus Field  
Cushman & Wakefield

### Membership - Dan O'Malley

Hospitality Asset Advantage

### Communities - Sustainability

Geraldine Szabo, JP Morgan Chase

Communities - Strategic & Portfolio Planning  
Richard Podos, Lance LLC



Jonathan Coun, Interpublic Group; Howard Peskoe, Herrick, Feinstein LLP; Joel Binstok, The York Group LLC



Vito Barcarella, UBS; Hussain Ali-Khan, Ensto; Vincent Tuminelli, Colliers International



Howard Peskoe, Herrick, Feinstein LLP; Richard Podos, Lance LLC; Augustus Field, Cushman & Wakefield; Jennifer Abbattista, Herman Miller, Inc.; Kathy Winkler, Prudential Financial, Inc.; Sarah Corcoran, TEK Architects; Lauren Nanna, VVA; Lou D'Avanzo, Cushman & Wakefield

"CoreNet's talented group of volunteers contributes an extraordinary amount of time and effort to ensuring that our programs, workshops and special events are successful," says Kathy Winkler, chairperson of CoreNet Global NYC. "We thank them, especially the Star Award winners, for everything they do to make the organization a place where members can connect, learn, grow and belong."



Lucy Carter, Ted Moudis Associates; Barry Alton, Jefferies & Co., Inc.; James Love, Goldman Sachs; John Picco, Cushman & Wakefield



Kathy Winkler, 2011 chapter chair, Prudential Financial, Inc.

## CoreNet Global NYC Chapter Elects Officers, Board of Directors and Advisors for 2012

"CoreNet Global NYC Chapter has always attracted the best and brightest corporate real estate executives, as well as a wide range of talented service providers, and our new board reflects this fact," says Mr. Rayner. "We have big plans for the organization in 2012, including raising its profile in the wider New York business community, and believe this team of outstanding professionals will be a tremendous asset as we continue to expand and offer even greater value to our members."

CoreNet Global NYC is the thought leader, forum and resource for Corporate Real Estate professionals in New York City. The organization's mission is to advance innovation and professional development in corporate real estate. Additional information about CoreNet Global NYC can be accessed at [newyorkcity.corenetglobal.org](http://newyorkcity.corenetglobal.org).



Photograph, from left to right:

Barry Alton, Jefferies & Co., Inc.; Mindy Williams-McElearney, Workspaces LLC; Saeid Garebaglow, Morgan Stanley; Lee Kosmac, Newmark Knight Frank; Gregg Weisser, Moinian Group; Pay Wu, Deloitte Services LP; Marcus Rayner, Cresa; Lou D'Avanzo, Cushman & Wakefield; Lucy Carter, Ted Moudis Associates; Chris Staal, Thomson Reuters; Dale Schlather, Cushman & Wakefield; Lou Nowikas, Hearst Corp.

# Members in the news



**Jody Brown** has joined Thomson Reuters as Global Sourcing Director - Security, Design & Construction, where she is leveraging her twenty years of experience in the corporate real estate services arena to lead

collaboration efforts focusing on efficient and effective strategic sourcing for these important global functions. Jody previously held positions at Pfizer, Credit Suisse and Goldman Sachs, among other notable firms.



**Mitchell Rosen** recently was named a vice president at Morgan Stanley. In his new position, he functions as financial control and business partner to the Global

## Corporate Real

Estate (GCRE) division within corporate services. He provides value-added financial review, analysis and reporting to Morgan Stanley senior management, GCRE management, the business units and support/control units.

Additionally, Mitchell collaborates with real estate management to develop project cost plans for the numerous new facilities projects currently being evaluated around the globe. He develops financial models to support management decision making on potential real estate transactions, and conducts financial analysis of Global Corporate Real Estate transactions.



Cushman & Wakefield has promoted **Mark Wanic** to Americas Head of Occupier Services. Mark's primary focus will be on growing new and existing occupier clients. In the course of his activities, he will collaborate with the firm's brokerage professionals, leveraging their client relationships.

Prior to his promotion, Mark served as Cushman & Wakefield's Senior Managing Director, Area Leader for CIS in the New York Metropolitan market, and was appointed senior relationship manager for a list of international clients, including Pfizer, United Technologies, Inc., Abbott Laboratories and Unilever.

## CoreNet Global NYC Chapter Celebrates the Contributions of its 2011 Sponsors at the World-Famous "21" Club

**S**ponsors of the 2011 CoreNet New York chapter were recognized for their continued support of the organization on November 10th at the historic "21" Club.

During the event, sponsors met with organization members, discussed current events, and joined in pre-holiday festivities.

In thanking the attendees, sponsorship chairman and past president Joe Brancato noted that the organization would not exist without the contributions and efforts of the sponsors and volunteer staff. He emphasized that personal involvement in the organization is vital to CoreNet's future, and that participation by the members directly correlates to benefits for all.

Joe also took a moment to remind sponsors of a few of the benefits available to them. One of these is Young Leader End User Membership, available to companies that sponsor at

the Platinum, Gold, or Learning Sponsor levels. The Young Leaders in our organization are among the most active and important to our continued success. By recruiting and supporting a Young Leader, a sponsor helps to build our organization and ensure success well into the future.

Additionally, it was noted that there is always an opportunity to provide content to CoreNet New York publications and for (SIG) Special Interest Group use. Involvement by our sponsors is critical in maintaining our core mission to be "the knowledge resource" of the industry by providing educational programming, access to research and facilitating peer-to-peer connections.

And so we say thank you to our 2011 sponsors for helping CoreNet New York remain the thought leader, forum and resource hub for Corporate Real Estate professionals in New York City.



Lou D'Avanzo, Cushman & Wakefield; Aditi Choudhary, Omnicom Group



Allan Lee, M Moser Associates; Arthur Thompson, Henegan Construction Co., Inc.



Julie May, Innovant; Conrad McMillan, Certified Moving & Storage Co.



Cat Trenner, Structure Tone, Inc.; Ken Lunstead, Gensler; Aret Larian, Haworth

## Board Members & LEADERSHIP TEAM

### Chair

Marcus Rayner, Cresa

### President

Lou Nowikas, Hearst Corporation

### Vice President

Pay Wu, Deloitte Services LP

### Treasurer

Saeid Garebaglow, Morgan Stanley

### Secretary

Mindy Williams-McElearney, WorkSpaces LLC

### Programs

Lou D'Avanzo, Cushman & Wakefield

### Workshops and Programs

Cindy Quan, Goldman Sachs

### Sponsorship

Joseph Brancato, Gensler

### Special Interest Groups

(End-User, Technical Real Estate, Law Firm, Media, Young Leaders, Women)  
Chris Staal, Thomson Reuters

### Special Events

Lucy Carter, Ted Moudis Associates

### Communities

Barry Alton, Jefferies & Co., Inc

### Membership

Lee Kosmac, Newmark Knight Frank

### Counsel

Howard Pesko, Herrick Feinstein LLP

### Advisory Board

Kathy Winkler, Prudential Financial

Dale Schlather, Cushman & Wakefield

Paul Darrah, Bridgewater Associates, Inc.

Gina Rizzo, Herman Miller, Inc.

Suzanne Heidelberger, Deutsche Bank

Gregg Weisser, The Moinian Group

## CoreNet Global NYC Kicks Off the New Year At Top of the Rock Holiday Party

**T**he weather outside was cold, but inside, the atmosphere was heating up festively at CoreNet Global NYC's annual holiday party. Over 235 commercial real estate executives and service providers gathered at The Top of the Rock on January 5th to celebrate the New Year, network with colleagues and meet new friends. The beautiful venue, with its breathtaking views of the Big Apple in every direction, served as the perfect place for CoreNet's members to socialize and have fun – a top spot for those at the top of the real estate business.



Jody Brown, Thomson Reuters; Todd DeGarmo, Studios Architecture



Pay Wu Deloitte Consulting LLP; Hussain Ali-Khan, Enstoa



Vincent Tuminelli, Colliers International; Foster Werner Foster Werner Associates; Allen Nichols, Microsoft



Lee Kosmac, Newmark Knight Frank; Lou Nowikas, Hearst Corporation



Guy Geier, FXFOWLE Architects LLP; Vito Bacarella, UBS

### EXPERT'S CORNER (Continued.)

**Q. So you see corporate sustainability and good urban planning as being mutually beneficial, is that correct?**

A. Absolutely. A focus on sustainability produces better urban environments, while good urban planning makes it easier to foster sustainability. At Schack, we are endeavoring to incorporate the elements of sustainability, urban planning, and real estate development into one cohesive whole.

**Q. You recently spoke at a highly successful CoreNet sustainability community event called "Building a Corporate Sustainability Plan." What are your recommendations for someone who is developing their company's sustainability plan for the first time? What are the greatest challenges in developing and growing such a plan? Is there low-hanging fruit – such as changing light bulbs – that can be easily accomplished?**

A. It's been a priority of ours to figure out how best to reach and influence those charged with investment and operational decision-making. Major strides in sustainability will require a champion within an organization – a powerful agent of change who is capable of making the right decisions and generating support for them.

The challenge now for organizations is to move beyond the simple sustainability initiatives and to develop a strategy to achieve 30-50 percent reductions in energy consumption. A firm needs to understand and take stock of where it is in terms of resource consumption, so it can develop a plan – and business model



– to encourage innovative ideas within the organization. Deep energy reductions will require a greater commitment from an organization, but they are attainable.

**Q. NYU Schack and Corenet have a great working relationship. How do you see this relationship growing to benefit both institutions?**

A. Our cooperation with Corenet has been quite successful thus far – both organizations host important events that attract both students and corporate real estate professionals. This type of interaction not only allows Corenet members to learn about the latest trends affecting the industry, but also provides our students with access to an outstanding network of professionals affiliated with Corenet.

**Q. For any Corenet members thinking about going back to school, or even just taking a few classes, can you tell us about Schack – and, more specifically, the Center for the Sustainable Built Environment? I myself just completed a certificate in public relations from NYU, and really enjoyed the experience.**

A. The NYU Schack Institute is one of the largest and most prestigious academic programs focusing on real estate and construction. We offer three master's degree programs, including a M.S. in real estate development that we launched in 2011. That program offers a concentration in sustainable development, with a wide range of courses in green building, infrastructure, and urban development.

In addition, we have a wide-range of professional and executive education courses, including almost 20 courses on sustainability alone, including a week-long intensive class on sustainable real estate. These executive-style programs allow continuing education students to receive a certificate in sustainable development.

The Center for the Sustainable Built Environment is a research center focused on the environmental, social, and economic concerns that affect investment decision-making, public policy, and urban development in the public and private sectors. We have a number of research projects underway, including work with the Mayor's Office of Long-Term Planning and the United Nations Environment Programme, as well as our annual conference and speaker series.

# Warm Welcome to New Members

<b>Angelette</b>	<b>Barker</b>	
<b>Angie</b>	<b>Lee</b>	<b>Perkins Eastman Architects, PC</b>
<b>Anissa</b>	<b>Sabawala</b>	<b>HOK, Inc.</b>
<b>Ari</b>	<b>Konikoff</b>	<b>Cross Management Corporation</b>
<b>Barbara</b>	<b>Giaquinto</b>	<b>I224 Plus</b>
<b>Ben</b>	<b>Allott</b>	<b>Corning Inc</b>
<b>Bonnie</b>	<b>Pfleiderer</b>	<b>Donnelly Mechanical</b>
<b>Brittany</b>	<b>Wunsch</b>	<b>Jones Lang LaSalle</b>
<b>Carl</b>	<b>Milianta</b>	<b>Arenson Office Furnishings</b>
<b>Charles</b>	<b>Gould</b>	
<b>Christopher</b>	<b>Marzo</b>	<b>Total Relocation Services, LLC</b>
<b>Cindy</b>	<b>Omstead</b>	<b>RCx Building Diagnostics</b>
<b>Colleen</b>	<b>Caravati</b>	<b>Corning, Inc</b>
<b>Curtis</b>	<b>McLean</b>	<b>Pfizer, Inc</b>
<b>Dana</b>	<b>Trulis</b>	<b>Grubb &amp; Ellis Co (HQ)</b>
<b>David</b>	<b>McCaleb</b>	<b>WB WOOD</b>
<b>Dirk</b>	<b>Hrobsky</b>	<b>UGL Services</b>
<b>Doug</b>	<b>Binette</b>	<b>PowerSPACE &amp; Services</b>
<b>Douglas</b>	<b>Kattlick Kingham</b>	<b>Arup</b>
<b>Erik</b>	<b>Anderson</b>	<b>Pfizer, Inc</b>
<b>George</b>	<b>Gosieski</b>	<b>Business EcoSystems</b>
<b>George</b>	<b>Holcomb</b>	<b>Capital One Services Inc.</b>
<b>Gina</b>	<b>Corathers</b>	<b>Citigroup, Inc.</b>
<b>Helen</b>	<b>Hung</b>	<b>BlackRock</b>
<b>James</b>	<b>Serafino</b>	<b>Copper Hill Development, Inc.</b>
<b>Jane</b>	<b>Orlin</b>	<b>ADP</b>
<b>Janell</b>	<b>Hartman</b>	<b>Forest City Ratner Companies</b>
<b>Jennifer</b>	<b>Ogden</b>	<b>CBRE</b>
<b>Jose</b>	<b>Santos</b>	<b>Guardian Life</b>
<b>Joseph</b>	<b>Scaretta</b>	<b>Empire Facilities Management Group Inc.</b>
<b>Karl</b>	<b>Helgesen</b>	<b>UGL Services</b>
<b>Kate</b>	<b>Nape</b>	<b>Knoll, Inc</b>
<b>Ken</b>	<b>Machemehl</b>	<b>ADP</b>

<b>Kirsten</b>	<b>Beck</b>	<b>The Walsh Company</b>
<b>Lisa</b>	<b>Pilling</b>	<b>Corning, Inc</b>
<b>Louis</b>	<b>Milo</b>	<b>Milrose Consultants, Inc</b>
<b>Maria</b>	<b>Novak</b>	<b>Cushman &amp; Wakefield</b>
<b>Matthew</b>	<b>Abramo</b>	<b>Haworth, Inc.</b>
<b>Michael</b>	<b>Cook</b>	<b>Callison</b>
<b>Naomi</b>	<b>Paine</b>	<b>Jones Lang LaSalle</b>
<b>Patty</b>	<b>Vozzo</b>	<b>Instant Offices</b>
<b>Paul</b>	<b>Fraser</b>	<b>Office Resources Inc.</b>
<b>Paul</b>	<b>Tricome</b>	<b>Robert Derector Associates</b>
<b>Rachel</b>	<b>Reding</b>	<b>Herman Miller</b>
<b>Richard</b>	<b>Harris</b>	
<b>Rina</b>	<b>Valenti</b>	<b>Shearman &amp; Sterling LLP</b>
<b>Robert</b>	<b>Brennan</b>	<b>UGL Services</b>
<b>Roland</b>	<b>Openshaw</b>	<b>Pfizer Ltd</b>
<b>Sean</b>	<b>McEntee</b>	<b>Donnelly Mechanical Corporation</b>
<b>Sharon</b>	<b>Kun</b>	<b>KBS Realty Advisors</b>
<b>Shirar</b>	<b>O'Connor-Mugler</b>	<b>The Pont Group, Inc</b>
<b>Stephen</b>	<b>Ruiz</b>	<b>Cushman &amp; Wakefield</b>
<b>Steven</b>	<b>Pressacco</b>	<b>Teknion Corp</b>
<b>Susan</b>	<b>Weinberg</b>	<b>Dauphinh</b>
<b>Terri</b>	<b>Bennett</b>	<b>Wilkhahn</b>
<b>Thomas</b>	<b>Santiago</b>	<b>Time Warner</b>

## New Job? Promotion?



Contact Alexandra Goggin at  
[agoggin@centurycarpet.net](mailto:agoggin@centurycarpet.net). for Members in  
the News submissions.



insite

CoreNet Global Newsletter/New York City Chapter  
Winter 2012



## Save The Dates for These Upcoming Events!

**STAY TUNED FOR DETAILS ON FUTURE EVENTS:**

<b>March 1st</b>	<b>SPP Community – “Opportunities and Challenges: Integrating SPP with Enterprise-wide Business Objectives”</b>
<b>March 7th</b>	<b>Annual Dinner</b>
<b>March 16th</b>	<b>Law Firm SIG</b>
<b>March 29th</b>	<b>Woman’s SIG – “Reinventing, Transitioning and Adapting”</b>
<b>April 18th</b>	<b>Learning Workshop</b>
<b>April 26th</b>	<b>Sustainability Community Joint Event</b>
<b>April 30th</b>	<b>New Member Reception</b>

CoreNet Global is the premier organization for corporate real estate and workplace executives and their service providers. Noted for its leadership and innovation, the NYC Chapter is the largest and most active chapter, offering outstanding learning opportunities through a rich schedule of programs and events designed to enhance our members' professional knowledge and skills. Log onto [www.corenetglobalnyc.org](http://www.corenetglobalnyc.org) and click on membership for in-depth information about member benefits and a membership application.