

## Message from the Chair



As summer 2011 progresses, we approach the 10-year anniversary of 9/11, an event that had a profound impact on our city, our nation and, most importantly, on those individuals directly affected by the tragedy. It is impossible not to reflect on the events of that day and the repercussions that followed without a sense of deep sadness.

The transformation that is taking place in Lower Manhattan, with a focus on leading-edge infrastructure, new technologies, and next-generation workplace strategies, stands in line with the ongoing industry education programs of CoreNet Global's New York City Chapter.

At the end of July, the chapter held a program on development at the World Trade Center. An

amazing panel of experts included Robert Bennis, Managing Director of Real Estate for Conde Nast, Advance Magazine Publishers; Ellis Rubinstein, President and CEO of The New York Academy of Sciences; Thomas Bow, Senior Vice President at the Durst Organization; and Jeremy Moss, Senior Vice President of Leasing for Silverstein Properties. The program concluded with a tour of the World Trade Center site and networking.

Earlier in the summer, CoreNet Global NYC held its final workshop in a three-part series, "Saving on Construction Projects." In response to our membership's request to deliver learning through a technology platform, we presented our first workshop webinar on "Measuring Areas," which was well received. The End-User Executive, Financial, Legal and Technical SIGs, held their roundtable events, and the Women's SIG held their second annual Women of CoreNet Global NYC reception.

The NYC Chapter's Sustainability Community and the International Facility Management Association (IFMA) held a joint networking event that led to the creation of a CoreNet NYC Chapter/IFMA joint task force on sustainability. The SPP Community networking event, "Soiree with Portfolio Planners," followed a very successful golf outing, both of which provided opportunities to network and build business relationships in a recreational context. In addition, the CoreNet Global NYC chapter was thrilled to host the Eastern Regional Symposium this year in June, which attracted a capacity crowd for its cutting-edge workshops, lectures and discussions.

We look forward to further advancing the mission of CoreNet Global NYC during the rest of the year, and we will continue to provide learning events across all sectors of our industry.

Kathy Winkler, 2011 Chair  
CoreNet Global NYC

## EXPERT'S CORNER

## OUR VISION:

- To be "the knowledge resource" of the industry by providing educational programming, access to research and facilitating peer-to-peer connections.
- To foster innovation, collaboration, standardization and best practices in order to empower members with tools and opportunities essential for improvement.
- To raise awareness and importance of CREs within companies and organizations worldwide.

## OUR MISSION:

To be the preeminent corporate real estate association by promoting the advancement of the industry and the expertise and value of its members and be recognized as the voice of the corporate real estate industry.

### ARTICLE SUBMISSIONS

If you are a CoreNet Global NYC member interested in submitting an article for the Expert's Corner on a timely corporate real estate industry issues, contact Virginia Castillo at [Virginia.Castillo@Corgan.com](mailto:Virginia.Castillo@Corgan.com).

## Airline Clubs and Lounges: Creating a Competitive Advantage

By Jay Liese – Principal – Corgan Associates Architects PC

During the past several years a great deal of attention has been focused on the evolution of the workplace and the shifting habits of American employees. Large corporations continue to move away from one-person, one-office arrangements toward open workplaces and "hotelling." The shifting dynamics of one niche in the real estate world – airline clubs and lounges – helps to shine light on the changing needs of workers.

US-based airlines continually seek ways to attract and retain high-frequency business travelers, and passengers willing to pay a premium for an improved travel experience. Although frequent flyer programs are the airlines' most well-known tool, many use their club product to attract and retain business travelers. Typically, club members are among an airline's best customers and are overwhelmingly business travelers. They are frequent fliers, usually at a high tier of the carrier's loyalty program. Industry-wide surveys indicate that club members are high-earners and tend to have a high-net-worth. They tend to be overwhelmingly in corporate management or senior technical positions. They still tend to be 65%-70% male, though female membership continue to increase.

For years it was assumed that business travelers wanted only private desks, a familiar looking cubicle, or "mini-offices" in which to work. Now, the same technological innovations that have fostered innovations in the corporate work environment are affecting airline clubs and lounges, too. Advances in technology are redefining some of the tradi-



American Airlines Admirals Club - Heathrow International Airport



Lufthansa Airlines First Class Lounge - JFK International Airport

tional lounge design features. There is a decreased emphasis on the traditional business center and an increased emphasis on electrical power outlets available at seats, communal tables and counters that can accommodate notebook users, and the elimination of data plugs in favor of WIFI. Some carriers are even considering providing USB power at seats. Others provide power at 110v US and 120v UK or European receptacles to cater to international passengers. All of these trends mirror

Continues on page 4





## 2011 Eastern Regional Symposium Attracts Capacity Crowd

The highly popular Eastern Regional Symposium — sponsored by CoreNet Global and New York University and conducted on June 6 and 7 — quickly reached capacity this year, indicating the success of the annual conference.

Session topics included Renewal and Development of Lower Manhattan; Sustainability Excellence; The Art of Speed Reading and Speed Reaching People; External Alliances – A Vested Interest in ‘Vested Outsourcing;’ Bridging the Gap; Dueling Property Metrics; Global CRE Partnering with Technology Companies; GSA’s Hypothesis for Transforming the Workplace; Where Good Ideas

Come From; Tenant/Landlord Case Studies; Internal Collaboration; CRM V2; and Capital Market Trends in a Time of Contraction.

The event also included a Young Leaders Forum and a New York Harbor Tour, World Trade Center Hard Hat Tour, and an IAC Building Tour.

## CoreNet Global NYC Presents 3-Part Workshop Series on Construction Savings



The How To Save Money On Construction Projects workshop, which was moderated by Bill Peters of Jones Lang LaSalle, featured panelists including Jim Anderson, Healthfirst; Jim Phillips, TPG Architecture; Michael Chionchio and Elyse Johnson, Jones Lang LaSalle; and Ron Olsen, Turner Construction.

The workshop, focusing on construction implementation and execution, was the third in a three-part series on how to save money on

projects. The program featured the Healthfirst project team, which is currently completing a 172,000 SF relocation to 100 Church St.

The panelists agreed that it is imperative to assemble a cohesive team with good synergy early in the process and that communication, combined with a proactive approach to managing the construction phase, provides significant benefits for cost savings and overall project success. The panelists discussed the keys to a successful project construction phase from the perspective of the End User, Project Manager, Broker, Architect, and Construction Manager.



## Women’s Special Interest Group Hosts Women of CoreNet Global NYC Reception

After a successful launch last year, the New York City Chapter’s Women’s Special Interest Group held its second annual Women of CoreNet Global NYC reception at the Museum of Arts and Design (MAD), one of New York’s premier venues that focus on contemporary creativity and art.

Gayle Meredith, chief marketing officer at Cassidy Turley, and Shelly Bloch, director of

global real estate at BlackRock, led the event, which provided an opportunity for members to network with senior real estate professionals from major corporations, real estate consultants, architectural firms and more.

The event also included a Young Leaders Forum and a New York Harbor Tour, World Trade Center Hard Hat Tour, and an IAC Building Tour.





## Sustainability Event Generates Joint Task Force with IFMA

The NYC Chapter's Sustainability Community and the International Facility Management Association (IFMA) held a joint networking event in July at Steelcase to share best practices, expand cooperation within the sustainability community and maximize the impact of the organization. Nearly 70 people attended the event, which was sponsored by HOK.

The event featured three films on sustainability and a group discussion in which participants shared their ideas about how the two organizations might work together. The event was conceived as a vehicle to pull together two of the most powerful real estate groups in New York to achieve a greater level of influence on sustainability issues.



### CoreNet Global NYC's Finance Team

## Insite checks-in with finance committee chair and treasurer of NYC chapter, Saeid Garebaglow

Saeid Garebaglow, Vice President, Morgan Stanley — Interviewed by Sarah Currie, VVA Project Managers & Consultants

**Q. The finance committee is very important behind the scenes. What are its day-to-day responsibilities?**



**A.** The finance committee provides oversight of all the New York chapter's finances and spending. We meet on a quarterly basis to review the chapter's financial health to ensure that, from a regulatory standpoint,

we are in compliance with tax codes. In terms of our day-to-day activities, it's more about the committees that have programs in place or are planning to offer programs. Our part in that is how it relates to the budget. It becomes a discussion of what is in the budget, what is not in the budget, or how we make it work. Sometimes we must cut a program they are planning in favor of a program that may be more important.

The finance committee is made up of five to seven people. I'm the chair of the committee, Frank Morano is the assistant treasurer, and we have a legal counsel. We also normally include the New York chapter's chair and president, and sometimes the vice president. They should all be very well aware of what's going on with the finances as our decisions affect all the committees and the membership. The rest of the members come from our advisory board, with Paul Darrah or Dale Schlather sharing responsibilities on the financial committee.

**Q. What is your background?**

**A.** I'm a vice president with Morgan Stanley, where I lead capital projects for the company in the Americas. I am responsible for build-outs throughout the United States and Canada. We also oversee on an annual basis the capital projects the company is planning. The idea is that Morgan Stanley tracks different groups within the company and in the outside world to ensure that project design standards and construction are what we had in mind.

**Q. What is Frank Morano's role with the finance committee?**

**A.** Frank's role as assistant treasurer is very critical because, being a CPA, he makes sure we adhere to the regulatory and tax codes pertaining to New York and federal taxes. We must be very thorough in taking into account any gifts or programs that may have tax implications or other issues that might jeopardize the chapter. There are very specific codes relating to nonprofit organizations such as CoreNet.

**Q. How much interaction does the financial committee have with the board, the various committees and even at the member level?**

**A.** We stay in touch on a nearly daily basis with all the committees to provide oversight on program costs, approvals of expenditures and to make sure all documentation is in place. We communicate with the board regularly to make sure we have their approval on committee activities.

All committees go through the budget process, which starts at the beginning of the year, and we try and finish by the end of April. That's where we have our greatest interaction with all the committees and the chairs. The day-to-day functions require more focus, so we implemented the role of financial liaison for each committee. Their role is to interact with us on a daily basis to provide the information we need to move the process forward.

**Q. What improvements have you been making to the finance committee?**

**A.** I've been involved with the finance committee for the past two years. The biggest enhancement we have made is in the area of transparency. We have worked very hard to make sure the finances of the New York chapter are transparent to the board and all our members.

We have also streamlined expense reviews and approvals so that people are paid on time. One of the ways we did that was to move to an entirely electronic process by removing all the paper documentation we relied on in the past. The finance committee

also changed a number of policies, including how we deal with travel. The chapter's financial policy is now posted on the website so that board members and all committee chairs are aware of the current policy.

**Q. What has been the finance committee's greatest challenge?**

**A.** I think our greatest challenge has been the process of creating the annual budget and, next to that, maintaining the budget. Budgeting has been significantly improved by expediting the entire process and approvals. This is hard task, given that all the committee members have day jobs. It's a challenge for people to meet on a timely basis when they have other commitments. It was crucial for the finance committee to provide them with the tools and information they need, when they need them.

**Q. What are the real priorities for the budget in 2011 and beyond? Where are you putting the most dollars this year and next?**

**A.** The biggest chunk of the budget goes toward events, programs and education. By events, I mean the annual dinner, the golf outing and the holiday party. These are very important venues for networking and really add value for our members.

We target a great deal of our funds toward programs and educational events that bring up issues that affect the real estate community in New York. It is crucial for us to keep our members up to date with the regulatory trends that are taking place nationally and locally. It's also important for us to fund our special interest groups and committees as they help all our members think beyond real estate into areas such as information technology and human resources.

**Q. What are the largest cost categories? Where are the funds really going?**

**A.** Most of the funds go toward the sponsorship committee and, to a smaller degree, the events. The New York chapter gets the most value for its dollars through the annual dinner, the golf outing and the holiday party. After that, it's the program and educational events throughout the year. These are all the

Continues from page 3 —  
Insite checks-in with finance committee chair and treasurer of NYC chapter, Saeid Garebaglow

things that highlight our commitment to our members. These funds include speaker costs and other expenditures on the administration side, such as photography, printing and other consultants. All these expenses add up.

**Q. How were you introduced to CoreNet?**

**A.** I am a registered architect by profession, and I've been in corporate real estate for a good 15 years. I became a CoreNet member originally in 2003. I really became interested in getting involved with the board and the rest of the chapter, and took over the finance committee. I wanted to add a level of transparency to what we do. The financial aspects of the chapter should be behind the scenes. I wanted to make sure the wheels were working, and that they don't need oil.

**Q. What is CoreNet's greatest benefit to its membership?**

**A.** The biggest benefit is providing members with several venues they can chose from, whether it's the annual dinner that provides networking opportunities or education programs that keep them up to date on what's really going on in the market. We keep our members informed about the events that are really impacting the real estate industry. We are always looking ahead, not at what is but at what will be. It's what everyone wants to know and why they come to these programs.

**Q. Was there anything we missed?**

**A.** We have a great board with lots of talented people. They are very hard working and treat CoreNet like it's their second job. Our board makes a tremendous effort to ensure the chapter's viability for years to come. They are very dedicated in their efforts to certify that chapter funds are being spent appropriately and are not being wasted or spent in a manner that is inconsistent with what we want to give to our members.

## CoreNet Global NYC Holds Panel on World Trade Center: 10 Years Later, Progress and Momentum in Lower Manhattan

The New York City Chapter of CoreNet Global held a panel discussion on July 28 entitled: World Trade Center: 10 Years Later, Progress and Momentum in Lower Manhattan.

The event, which explored developer and tenant perspectives on the state of Lower Manhattan, was held in the 10th Floor Visitor's Center at 7 World Trade Center. A Hard Hat tour of the WTC site and the new memorial park was offered to the first 50 people to sign up for the event, and took place at the conclusion of the panel discussion.



Jeremy Moss, Senior Vice President of Leasing for Silverstein Properties, and Thomas Bow, Senior Vice President for the Durst Organization, provided the developer perspectives while Ellis Rubinstein, President and CEO of The New York Academy of Sciences and Robert Bennis, Managing Director of Real Estate for Conde Nast, Advance Magazine Publishers, offered the perspective of tenants. The Conde Nast deal is the largest transaction in World Trade Center property to date.



Continues from page 1 — Airline Clubs and Lounges: Creating a Competitive Advantage



Abu Dhabi International Airport - Premium Lounge

trends in workplace design's current focus on alternative work space types and spaces for collaboration.

To cater to business travelers on long trips and in response to growing international business traffic, private shower suites are becoming ubiquitous even in domestic spoke stations. As the workforce becomes more inclusive and diverse, carriers are exploring a wider variety of seat sizes and shapes to cater to passengers of different sizes and weights (especially to provide comfortable accommodation for female members).

Improvements to food and beverage offer are a constant attention – trying to get the product mix tuned, and done in a way that the product and service can be provided consistently system-wide. In addition to martinis and draft beer, clubs are offering more juices, smoothies

and protein shakes. This is driven in part by the removal of meals from the coach cabin and an increased focus of many business travelers on healthy eating alternatives.

There is a consistent demand for televisions in bars and other general seating areas (generally tuned to news channels, no volume, closed captions on). Business travelers are used to keeping one eye on a stock ticker and monitoring world events while focused on other tasks. There is a need for fewer dedicated TV rooms, due in part to the proliferation of programming available on notebooks and hand-held devices. Business travelers today are likely to carry with them their preferred entertainment in electronic format – music, movies, games, books.

Corgan has been designing lounges for more than fifteen years for a wide-variety of US-based and non US-based carriers, with project located across the US and around the world. Combining our expertise in aviation facilities and corporate work environments, we seek to bring the best of both worlds together in our designs. Some of our most recent experience includes work with American, Delta and Lufthansa, and the Abu Dhabi Airport Company.

## New Job? Promotion?

Contact Virginia Castillo at  
[Virginia.Castillo@Corgan.com](mailto:Virginia.Castillo@Corgan.com) for  
Members in the News submissions.



We have also recently completed three Admiral's Club projects for American Airlines. Our London-Heathrow project included not only an Admiral's Club lounge but also a Flagship Lounge, AA's product for international First Class passengers and top-tier frequent flyers. The clubs was designed using elements that suggest the AA Admirals Club product, customized with different materials, look, features and furniture. All of these carriers share a passion for great design focused on your practical needs. The goal is to attract and retain you, the business traveler, as a valuable customer.



# The 17th Annual CoreNet Global NYC Golf Outing

**M**ore than 200 golfers attended CoreNet's NYC Chapter's 17th Annual Gold Outing on July 11, 2011, at the Century Country Club and Old Oaks Country Club in Purchase, NY. A cocktail reception and dinner followed at Old Oaks Country club for 240 guests.

The event included a special presentation by The GO Project, a non-profit organization that "shapes the futures of low-income New York City public school children by providing critical academic, social and emotional support starting in the early elementary years." The NYC Chapter was honored to present a donation in the amount of \$20,000 to representatives of the charity.

Winners of the day's competitions from both courses included:

## Century Country Club Winners

|                          |                  |
|--------------------------|------------------|
| Straightest Drive        | Michael Kopelman |
| Longest Drive Women      | JJ Falk          |
| Longest Drive Men        | Ed Shim          |
| 50/50 Closest to the Pin | Bryan Boisi      |
| Closest To The Pin       | Bob Koncelik     |

## Old Oaks Country Club Winners

|                          |                |
|--------------------------|----------------|
| Straightest Drive Women  | Mindy Williams |
| Straightest Drive Men    | Daniel Bodner  |
| Longest Drive Women      | Katie Duffy    |
| Longest Drive Men        | Mike Liscio    |
| 50/50 Closest to the Pin | Nelson Siroccu |
| Closest To The Pin Women | Dina Frank     |
| Closest To The Pin Men   | Daniel Bodner  |



## Board Members & LEADERSHIP TEAM

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# Save The Dates for These Upcoming Events!



## STAY TUNED FOR DETAILS ON FUTURE EVENTS:

- Sept 15: Financial SIG
- Sept 26: New Member Reception
- Sept 28: Legal SIG
- Oct 12: Workshop
- Oct 13: Women SIG

### COMMUNICATIONS COMMITTEE

Virginia Castillo, Corgan Associates Architects PC  
NEWSLETTER CHAIR

Sarah Currie, VVA Project Managers & Consultants  
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### From Chapter news to upcoming events...

Profiles of leading corporate real estate professionals to program registration...Reviewing our past event photo gallery to information on how to become a member or volunteer... For everything you want and need to know about the New York City Chapter... **LOG ONTO [www.corenetglobalnyc.org](http://www.corenetglobalnyc.org)**



### ARTICLE SUBMISSIONS

If you are a CoreNet Global NYC Chapter member interested in submitting an announcement or an article on timely real estate industry issues, please contact Virginia Castillo at [Virginia.Castillo@corgan.com](mailto:Virginia.Castillo@corgan.com)

## Your Invitation to Become a Member of CoreNet Global

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.