

Message from the Chair



It is an exciting time for the New York City Chapter as we continue to tackle the challenges of an uncertain corporate real estate market. Chapter Leadership and the Board have been focused on expanding educational programs, networking opportunities and knowledge-sharing events, while evaluating the issues, initiatives and resources that are truly the most valuable to our membership.

We have completed our annual sponsorship drive and are happy to report that we surpassed our budget by 25%. We are extremely grateful to have several new Platinum Sponsors including: Ted Moudis Associates, CBRE and Newmark Knight Frank. We want to thank all of our sponsors for their support of this chapter. Also, thank you to Joe Brancato of Gensler and the Sponsorship Committee for making this year's drive a huge success.

We are also extremely proud to report that the chapter is growing again. In the last three months alone we have added 30 new members, bringing our total membership to 590. We have also provided assistance to 17 members-in-transition and the chapter has helped connect several members with new job opportunities. Thanks to Hussain Ali Khan and the Membership Committee for the great work they are doing to recruit and retain members.

Our 19th Annual Dinner at the spectacular Museum of Modern Art sold out within a matter of days and

was an amazing evening attended by nearly 600 industry leaders. Lucy Carter and the Annual Dinner Committee put in enormous time and effort to create an extraordinary evening. We are already looking ahead to hosting a "Back to School" networking event for members in September that will be similar to our New Year's event. Stay tuned for more information on this event in the next month or two.

Our Education and Programs committees have merged into one Learning Committee, which will help serve chapter membership even more effectively. Chaired by Lou Nowikas, the Learning events and programs will be defined by their substance, rather than their format, whether they are luncheon panel discussions, seminars, roundtables or site tours. Our goal is to supply members with the most useful tools to develop effective strategies and overcome the hurdles they face today. The Learning Committee's February program addressed the impact of corporate mergers on corporate real estate and the implementation of post-merger integration plans, while the recent April workshop focused on New York City's new energy bills, the "Greater, Greener Buildings Plan," and their impact on corporate tenants.

Following the lead of CoreNet Global's Communities, which bring together similarly-focused members worldwide, the New York City Chapter is especially proud to launch local Communities in the following areas: Strategy & Portfolio Planning (SPP), Women's Community and Sustainability. Each Community is open to End-User and Service-Provider Members, and provides a forum for ongoing collaboration among members to share critical knowledge and discover solutions to common problems they are

facing in the New York metropolitan area. Organizing committees for each Community have been assembled and are currently mapping out events and initiatives for the year.

Our Executive SIGS, chaired by Barry Alton, continue to host high-level roundtable discussions over dinner several times a year. These smaller, more intimate gatherings of senior level End-User members help promote valuable knowledge sharing among the leaders of New York's corporate real estate industry.

The Young Leaders, led by new co-chairs Ashley Rigby and Marisa Falletta, kicked off the year with a LEED 103 expert panel, followed by a roundtable discussion on sustainability. The always-popular Meet & Greet in March was a huge success with nearly 70 in attendance. Finally, our YL's held a Community Reinvestment Challenge mentoring event with Opportunities for a Better Tomorrow in early April.

There are several exciting events for all members scheduled during the next several weeks including a luncheon program on smart workplace trends in May; the 2010 Eastern Regional Symposium held this year at the University of Pennsylvania on June 7 and 8, followed by MCR courses on June 9 and 10; as well as the Annual Golf Tournament on July 12 and our Back To School networking reception in early September. We look forward to seeing you at an upcoming event!

Dale Schlather, Chapter Chair
NYC Chapter CoreNet Global

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.

Change for the Better: Six Strategies to Help Your Workplace Do More With Less

By Joseph Brancato - Managing Principal - Gensler

"Doing more with less," the management mantra of the past 18 months, is simpler said than done, especially when applied to the workplace. While companies may find it easier and cheaper to leave their offices alone, inaction is a mistake when employee engagement is at the lowest level in decades and many corporate reputations have declined as well. Affirming commitment to staff and company values isn't a nicety, it's a necessity for maintaining and improving productivity.

The good news is that meaningful change doesn't have to break the bank. Take a look at Gensler's six inexpensive strategies to make any workplace look, feel and function a whole lot better:

Continues on page 5



before



after

Young Leaders Kick-Off Exciting 2010

The New York City Chapter's Young Leaders have had an exciting start to 2010 under the direction of new co-chairs, Ashley Rigby (Herman Miller) and Marisa Falletta (Citi).

This year, the Young Leaders are adjusting their focus towards increased membership involvement, more long-term planning for learning-based events, and elevating the quality of programs. In addition, two YL committee members will oversee each individual event, bringing fresh perspectives and new energy.

"Our programs and events will follow a similar schedule to years past, but we intend to be more efficient with our committee meetings and long term planning," Rigby says. "Our new structure will offer more opportunities for Young Leaders to become involved and to get the most out of their membership."

In January, the Young Leaders kicked off the year with "LEED 103: Sustainable Strategies for Today's Marketplace," at the Bank of America Tower. An impressive panel of experts, covering various areas of sustainability, was assembled to discuss the energy- and cost-saving strategies that are being implemented in today's marketplace and what can be achieved with minimal or no expense.

In February, as a follow-up to LEED 103, the Young Leaders' roundtable discussion allowed members to discuss individual sustainability issues they were facing. Subsequent roundtable discussions on various topics concerning



From left to right: Hal Stein, YL co-chair Marisa Falletta, Christine Bennett, Rob Hendrick, Amanda Carroll, Kenny Rodriguez, YL co-chair Ashley Rigby, Christian Bryan, YL Board Member Cindy Quan, Ryan Masiello

corporate real estate and the workplace are slated for May 4, July and November.

In late March, the Young Leaders held their popular Meet & Greet, an informal networking event for current and prospective members. The event was held at Abe & Arthur's in Chelsea and sold-out again this year with more than 65 attendees.

In mid-April, more than 20 Young Leaders participated in the Community Reinvestment Challenge with Opportunities for a Better Tomorrow, an organization that provides disadvantaged young adults with job training, academic reinforcement and job placement. The event was hosted at Steelcase and Young Leaders members shared anecdotes

about their own careers and while offering valuable career-related advice.

Coming up in May, the Young Leaders will assemble their Annual Town Hall. The Young Leaders are also looking forward to the Young Leaders Forum, a gathering of Young Leaders members from several CoreNet Global chapters in the Eastern Region. The forum, held on June 7, is part of the Eastern Regional Symposium at the University of Pennsylvania in Philadelphia.

For more information about becoming a Young Leaders member, visit www.corenetglobal-nyc.org or contact Membership Liaison Joni Monacell Zottner at joanne_monacell@glic.com

CoreNet Global NYC Launches Communities to Focus on Member Issues

CoreNet Global NYC has launched three new 'Communities,' enabling members to network, exchange ideas, solve problems, and gain access to expertise, research, and innovative strategies in the following areas: Strategy and Portfolio Planning, Sustainability, and the Women's Community.

"This is an important development for the chapter and we are excited to bring together members who are passionate about particular subjects through networks that are more focused and more conducive to knowledge sharing," said Dale Schlather, New York City Chapter chair. "As corporate real estate positions are increasingly outsourced and more service providers reside within corporations, these communities will help to increase the expertise that is essential to members' success."

The primary objectives of the communities are to offer End-User and Service Provider members more opportunities to network with peers and share insights about the challenges they face in their business; share best practices and leading thinking from other firms; and make effective contacts with other similarly focused members.

"The leaders of each New York City community are recognized experts in their field and have been working hard to develop and plan programming, roundtable discussions and

"We are excited to bring together members who are passionate about particular subjects through networks that are more focused and more conducive to knowledge sharing."

networking events that will best serve members here in New York," said Gina Rizzo, a member of the chapter's advisory board who has led the local initiative.

Co-leading the Strategy and Portfolio Planning Community are **Michael Davidson** a senior vice president and corporate workplace executive at Bank of America, and **Christine Barber**, director of research at Gensler. **Hussain Ali-Khan**, managing director, Carlyle Development Services will lead the Sustainability Community, while **Shelly Bloch**, global head of Corporate Real Estate at BlackRock and **Gayle Matthei-Meredith**, vice president, Client Services and Asset

Advisory Group, Grubb & Ellis New York, will co-lead the Women's Community. **Michael Davidson** will also serve on the chapter's board of directors as Communities chair.

Modeled after Communities established by parent organization CoreNet Global last year, the Communities of the New York City Chapter will focus on issues more specific to the New York metropolitan area. Members of each New York City Community are also part of the larger community overseen by CoreNet Global and have access to events, research, white papers and community members worldwide via the organization's online professional networking tool, "NetWORK."



Membership Committee Ramps Up New Member Recruitment, Programming

The mission the New York City Chapter's Membership Committee is to recruit new members, retain existing members and create services that help members get the most out of their CoreNet Global experience. Over the past six months, the committee has been busy and the results show. The New York City Chapter, which is the largest in the CoreNet Global network, has seen its membership rebound from a low of 569 in November 2009 to a healthy and growing group of 593. Below are some of the programs the committee credits for helping to achieve these impressive results:

- **Members in Transition Rebates:** To supplement the CoreNet Global Members in Transition program, which provides reduced membership fees to colleagues who are in transition, the New York City Chapter offers an additional rebate to members, making membership highly affordable when it is most needed.
- **New Member Orientation:** To help members enjoy the benefits of CoreNet Global, the committee has started a new member orientation event where a brief presentation and the opportunity to network with board members and other new members offers a running start into membership. These events are held quarterly and provide a good environment to recruit colleagues who may benefit from CoreNet Global membership. Members interested in bringing a prospective member can contact the Membership Committee at info@corenetglobalnyc.org
- **Promotions:** The committee regularly runs promotions often associated with major events that seek to encourage new members to join.



- **Advanced Networking Seminar:** As part of the services for Members in Transition, the committee is developing an Advanced Networking Seminar to help improve members' networking skills. Job boards and career counseling are beneficial, but networking among industry colleagues is one of the best ways speed up a transition.

Additionally, the Membership Committee seeks to help members get the most out of the programs and events that CoreNet Global and the New York City Chapter offer. With over 30 education and networking events a year, there is always something for everyone involved in corporate real estate.

Many fine professionals in the corporate real estate community are devoting a great deal of time and effort to make sure members have a valuable and rewarding CoreNet Global experience and the New York Chapter is second to none in delivering on that promise. To learn more about membership or to discuss your membership experience, feel free to contact anyone on the Membership Committee.

The first of four new member orientation events was held at the Hearst Corporation on February 24. The event highlighted the many benefits of membership and focused on how to maximize the Corenet Global experience through proactive involvement in committees and events.

New York City Chapter Membership Rebates

The New York City Chapter is pleased to offer additional membership rebates to supplement CoreNet Global's Members in Transition program. End-User Members in Transition can renew for as little as **\$95!** That's a savings of **\$500 off** the regular membership fee. Visit corenetglobalnyc.org for more information.

Warm Welcome to New Members

Jamie Addeo	CresaPartners LLC
Nelson Becerra	Innovant
Angela Boggs	SBFI - North America
Nanci D'Alessandro	Grubb & Ellis Co
Deborah Davis	
David Davis	Rottet Studio
Mike Debiak	HNTB Corporation
Mark Devaney	Langan Engineering & Environmental Services
Amy Doshi	Akerman Senterfitt, LLP
Thomas Duffe	The Durst Organization
Juliana Fernandez	Arquitectura e Interiors
Michael Foley	Jones Lang LaSalle
Matthew Ford	Universal Moving & Storage Co., Inc.
Michael Gambino	Cushman & Wakefield, Inc
Lisa Gibson	Tiffany & Co.
Gustav Gollisz	Citigroup
Terry Goulard	UBS Financial Services, Inc
Anthony Guerrero	NRDC (Natural Resources Defense Council)
Roy Hennessy	Capital One Services Inc.
Amy Kuzma	Newmark Knight Frank (HQ)

Steven Lesser	Barclays Capital
Margaret Lively	E-J Electric Installation Co.
Ambar Margarida	Spacesmith LLP
Rick Morris	InterfaceFLOR, LLC
Robert Norton	CB Richard Ellis
Monica Odilon	Align
Mark Ordover	Active International
Steven Polivy	Akerman Senterfitt, LLP
Francis Renzler	Structure Tone, Inc
Geoff Ringelstein	Automation Graphics
Keith Schainholz	SBFI
Robert Scheinman	J.T. Magen & Company Inc.
Tayfun Selen	CB Richard Ellis/AOL
Samuel Selvam	The Guardian Life Insurance Company of America
Neil Shah	NorthMarq
Michael Sisler	ASI
Bill Sotomayor	TSC Design
Jessica Tierno	Newmark Knight Frank
Darin Vest	
M. Foster Werner	Foster Werner Associates



UPCOMING events

**JUNE 7-8
2010**

"Charting a New Course"
Game Changing Times for
Corporate Real Estate

**MCR Course
June 9-10**

Registration and Information
<http://ers.corenetglobal.org>

CoreNet Global Chapter Members Only
CT/Westchester, Long Island, Mid-Atlantic,
New England, New Jersey, New York City
and Philadelphia Chapters



**University of
Pennsylvania**

Wharton School
of Real Estate
Philadelphia, PA

**ERS 2010
Keynote Speakers**

**Opening General Session
Monday, June 7th at 4:45 pm
Emerging from Recession –
How, When and Why**

Keynote Speaker: Professor Joseph
Gyourko, Martin Bucksbaum Professor
of Real Estate, Finance and Business &
Public Policy, Director, Zell/ Lurie Real
Estate Center at Wharton, Chair,
Real Estate Department.

**Luncheon General Session
Tuesday, June 8th at 12:45 pm
Adapt or Die: Leadership for
Fit Corporations**

Keynote Speaker: Annie McKee, Ph.D.
Founder of the Teleos Leadership
Institute and one of the world's top
advisors on leadership. Dr. McKee has
co-authored two groundbreaking
books on leadership, *Primal
Leadership* (with Daniel Goleman
and Richard Boyatzis) and *Resonant
Leadership* (also with Boyatzis).
Her latest book, "Becoming a
Resonant Leader," was published
in March 2008. She serves as Adjunct
Professor at the Graduate School of
Education at Penn, and teaches at
the Wharton School's Aresty Institute
of Executive Education.

**For more information about
sessions and speakers visit our
website: ers.corenetglobal.org.**

Visit us at <http://ers.corenetglobal.org>

MCR SESSIONS

**Immediately following
the ERS**

June 9 and 10, 2010

**Separate Registration
is required**

**Top CEO Coach Annie McKee Headlines
2010 Eastern Regional Symposium**

*Keynote Presentation Addresses
Leadership for Fit Corporations*



Organizers of CoreNet
Global's 2010 East-
ern Regional Sympo-
sium are pleased to
announce that Annie
McKee, Ph.D., one of the
world's top leadership
advisors to CEOs and a
founder of Teleos Leadership
Institute, will deliver
one of two keynote
addresses at the two-
day convention at the
University of Penn-
sylvania in June.

Dr. McKee, who was referred to by *Business-
week* as "the high priestess of executive coach-
ing" in its top 100 leaders issue in 2005, will
address ERS-attendees on the new leadership
techniques that are required for businesses to
successfully emerge from the current recession.
Her thought-provoking presentation en-
titled, "Adapt or Die: Leadership for Fit
Corporations," will challenge audience
members to be leaders who create dynamic
work cultures where people thrive and or-
ganizations achieve exceptional results.

"Corporate real estate executives must
continually adapt to tremendous change
and accept new realities. We're excited to
hear Annie McKee's invaluable leadership
guidance as we are called on to mobilize
global teams, take advantage of emerging
technologies and attract and retain
talented people," said Timothy Bender, an
organizer of ERS 2010 and Global Head
of Real Estate, Merck & Co., Inc.

In 2001, Dr. McKee and Dr. Frances John-
ston, a friend and business partner,
co-founded Teleos Leadership Institute, a con-

sulting firm with a mission of developing
values-based leadership and resonant organi-
zations. The company works with executives
from all walks—sports to entertainment,
finance to food service—to help them better
understand themselves and the impact of their
actions, words, and attitudes not only on
themselves, or even their leadership, but on
everyone around them. Dr. McKee and her
team travel the world consulting and coaching
many of the world's most influential leaders
and organizations. The firm's clients include,
among others, Merrill Lynch, Reuters,
UniCredit Group, United Nations, the Cor-
poration for Public Broadcasting, Unilever, the
Getty Museum, Schering-Plough, and
Starbucks Entertainment.

Dr. McKee received her doctorate in Organi-
zational Behavior from Case Western Reserve
University and her baccalaureate degree,
summa cum laude, from Chaminade
University of Honolulu. She continues the
study of her discipline with the Gestalt
Institute of Cleveland and the Institut für
Gestaltorientierte Organisationsberatung of
Frankfurt, Germany.

Dr. McKee has co-authored two ground-
breaking books on leadership, *Primal
Leadership* (with Daniel Goleman and
Richard Boyatzis) and *Resonant Leadership*
(also with Boyatzis). Her much anticipated
book, *Becoming a Resonant Leader* was
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Education at the University of Pennsylvania,
and teaches at the Wharton School's Aresty
Institute of Executive Education.

EXPERT'S CORNER

Change for the Better: Do More with Less

Continued from page 1

1. Rearrange the Furniture.

It's key to make sure your space really works with you. Disassemble systems furniture and rearrange it to create a series of more functional spaces. Replace pairs of workstations with teaming tables to encourage people to meet, share ideas and brainstorm solutions. Tack board and comfortable chairs can turn a little-used spot into a dedicated project area or a popular corner for casual gatherings. These moves are about getting work done better, at minimal cost.

2. Old Dog, New Tricks.

Offices are high-use spaces, and normal use can leave the office setting—and your staff—feeling worn-out. A little attention gives these elements a renewed life: Paint old cafeteria stools a brilliant color and set them at high-top tables to promote collaboration. Recover worn task chairs with fresh fabric for longer life and a refreshed feeling. Desks can be resurfaced, window treatments refreshed, and storage items repainted—all at a fraction of replacement cost.

3. Freshen Up.

Like hairstyles, tie widths and skirt lengths, color trends change. Outdated colors send a message about your competitive edge.

Color affects mood, attracts attention and signals direction. Create an inviting break room by bathing a wall in a wash of green. Mark an intersection with a bold red hue. Define departments with different tonal shades. A small investment in paint (low-VOC, of course) yields dramatic results.

4. Plug and Play.

Fully enabling mobile workers is different than supporting in-office staff. When they visit the office, some workers simply want a place to park their laptop and get down to business. Others are there to reconnect with colleagues and company culture.

Support mobile workers with easy plug-and-play at the in-house coffee shop. Provide first-come, first-served workstations; provide lockers for personal items; and allow everyone to share these hot spots to break their routine.

5. Enliven Dead Zones.

No company can afford the luxury of unused or underutilized space. Simple ways to better leverage square footage to serve the needs of your staff and fully reflect your brand include repurposing lobbies, hallways and other transition areas to introduce energy and excitement. Post employee accomplishments and photos around the coffee pot to generate buzz. Place images of your company's work by the elevators and turn waiting time into learning time.

6. Brand New Brand.

No matter how established the branding of your workplace may be, mixing things up gives it a visual kick-start that engages employees and customers. Inventive uses of brand vocabulary and graphics can transform the most mundane space at little cost.

Create visual punch with a statement wall in your reception area. Collect candid shots of the team to bring personality to meeting and team rooms.

Show a product line's evolution with photos in a break room. Any of these ideas will refresh your space and turn it into a potent communication of your company brand and values.

Doing more with less is the "new normal."

Often it's simply a matter of taking the assets you have at hand and using them in a new way.

To read about how these strategies were used in the workplace, go to: <http://www.gensler.com/#viewpoint/features/38>



Members in the news



Jody Brown has joined Bridgewater Associates in Westport, CT as Head of Customer Services. Her new responsibilities

include a broad spectrum of Enterprise Services which includes Office Services, Transportation, Reception, Hospitality (Lodging, Catering and Food Services), as well as Workplace Strategy. She will manage a large group of internal resources and vendors providing these services. Jody will be a strategic partner, reporting to Paul Darrah (Head of Corporate Services), determining the direction and vision of Customer Service in a growing and dynamic company.



Meadows Office Furniture is pleased to announce **Kelley Douglass** has joined the New York office. With over 20 years

professional experience in contract sales, Kelley is well regarded in New York for her expertise in helping clients succeed at creating innovative and well integrated workplace solutions. Previously she was with Allsteel as a Business Development Manager. Kelley has been a CoreNet Global NYC chapter member since 2000 and is currently the Newsletter and E-news chair and the PR Liason for Special Events.

Board Members & LEADERSHIP TEAM

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Howard Peskoe
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Young Leaders

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Advisory

Paul Darrah
Bridgewater Associates, Inc.

Advisory (Communities)

Michael Davidson
Bank of America

Advisory

Gregg Weisser

Advisory

Suzanne Heidelberger
Skadden, Arps, Slate, Meager & Flom LLP

Advisory

Jeff Elie
Kaplan, Inc

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CoreNet Global Newsletter/New York City Chapter
Spring 2010

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

April 29:	New Member Orientation
May 4:	Young Leaders Roundtable
May 12:	Evening Learning Program
May 19:	WORKTECH 10
May TBD:	Young Leaders Town Hall
June 7 and 8:	Eastern Regional Symposium - ERS 2010
June 9 and 10:	MCR
July 12:	16th Annual Golf Outing

COMMUNICATIONS COMMITTEE

Kelley Douglass, Meadows Office Furniture
NEWSLETTER CHAIR

Sarah Currie, VVA, LLC
PR AND MARKETING CHAIR

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**



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 Kelley Douglass at kellezyd@meadowsoffice.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 and click on membership for in-depth information about member benefits and a membership application.