

Advancing Corporate Real Estate



Winter 2021

Optimizing Air Quality in the Workplace Dauphin

By Kathy Harrigan, Marketing Manager, Dauphin

With the COVID-19 pandemic affecting the entire globe, it's becoming increasingly clear that the quality of the air we breathe is directly related to ensuring good health. Given the amount of time people spend at the workplace and the personal interactions that occur there, it is critical to ensure offices have clean air.

Consequently, companies are realizing that as employees return from their remote setups back into the workplace they need assurances that they are returning to workspaces where proper precautions have been taken to purify the air from viruses and other harmful elements.



The Impact of Dirty Air

The air around us can carry particulate matter, electrosmog, pollen, smoke, dust, as well as viruses and bacteria. Indoor air often contains a variety of pollutants that we may not be able to detect. Being indoors with dirty air affects employees who may experience more anxiety, fatigue and distraction as well as other health issues. Put simply, a worker in an office with sub-optimal air quality will not be nearly as efficient or productive as a worker in an office with a good air filtration system. According to the World Green Building Council, better indoor air quality can improve productivity by up to 11%.

Science provides solutions to improve the air quality people breathe while working in indoor offices, including innovative ionization devices that simulate nature by introducing rejuvenating negative ions into the air.

The Positive Power of Ionization

It may be surprising to learn that the bad guys that make up dirty air are "positive" ions with a molecular composition that has been impacted by pollutants and pathogens. Conversely, "negative" ions are the superheroes that are naturally generated in our

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Member Spotlight

Liz Archer

Business Development / Client Relations Manager FCA -Francis Cauffman Architects



By Matthew Negron

What are your general job responsibilities or areas of expertise?

My role at FCA is focused on business development and client relations management by maintaining and forming new relationships with potential clients in the corporate real estate industry. I see myself as an entrepreneurial relationship builder with a passion for architecture/ construction/engineering (ACE) and dash of diversity and inclusion expertise.

How do you form new relationships?

My strategy is to be actively engaged in several industry associations through committee participation, board

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Don't Miss These Events!

February 16:

Virtual Coffee Chat "The Life Science Workplace 2021, and the Path Forward"

February 24:

"Be In the Moment" Series Event

February 25:

New Jersey Economic Development Incentives

March 4:

Virtual Happy Hour "SJP Presents: M-Station"

March 16

Coffee Chat "A Look at the Economic Recovery Act of 2020"

May 17

CoreNet Global ERS Symposium

Visit the events section of the chapter website for more information and to register.



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Letter from the President

New Jersey CoreNet Members:

In response to the pandemic, climate change, social justice, political, and economic stressors that are taking their toll on many of us, there is a theme of "wellness" permeating the business world. Self-care, employee well-being programs, certified wellness buildings, safety when returning to the office, improved environments in the office and fun, stress-relieving activities - all have come into focus. We, at the CoreNet NJ Chapter have embraced wellness and well-being as our current theme for this newsletter and in general. Our Education, Membership, Women's Group and Community Outreach committees are planning wellness events. Our Chapter's session for CoreNet Global's CRE Week will host Healthcare Sector company representatives talking about wellness in the workplace. And right here, right now, in this newsletter we reached out to you, our members, and are sharing your wellness strategies for making it through these challenging and unprecedented times. Look for our wellness-themed hashtag **#BeWellCRE** on social media posts and emails as we protect our well-being throughout winter. Stay safe and be well!



Sincerely,

Jeff Weidenborner,

MCR, SLCR, Vestian

President,

New Jersey Chapter

CoreNet Global







New Board Members Spotlight



Alexandra Goggin

VP Business Development Century Group

I'm Alexandra Goggin, call me Alex! I'm a business

development professional specializing in flooring with a Bachelor's in fine arts from Boston University. I work for Century Group with offices in Morristown, New York and Farmingdale NJ. We are a full-service contract flooring dealer. I have a passion for design and thirty years of experience in the industry. (How did that happen?) When I'm not working, my husband, kids, and I love to get outside and fish. Preferably fly fishing in my happy place of Montana. I will not give a number on how many years I have been involved in CoreNet but I have grown professionally and personally because of it. I am now enjoying my experience co-leading the women's group. We have a great time!



Brent Kozlowski

Business Development Manager Air Force Veteran BE Furniture

A Pittsburgh native, Air Force veteran and 14-year sales professional Brent Kozlowski stepped into the CRE environment back in 2015 during his pursuit for continual growth where he landed at Business Environments, an MWBE certified full service office furniture dealer and interior construction company. In tandem to his inception to the CRE universe Brent joined CoreNet New Jersey. A longtime fan he praises the organization by stating "The relationships created here 5 years ago are the reason why I am successful today". In his personal life he enjoys working out, cold weather camping, writing music and pursuing his newly found hobby, Golf. You can catch Brent every month as he hosts our virtual happy hours.



Veronica Stampfl

Account Manager Dauphin

After many years in the performing arts

and hospitality industry, it was no surprise that Veronica found her calling in contract furniture sales when she joined Dauphin - a career that would satisfy her love of engaging with people and use her excellent service skills. She finds helping clients identify the right solutions to fit the needs of their design spaces very rewarding. She feels her involvement with CoreNet has provided opportunities for continued learning and networking with industry professionals that has increased her industry awareness and makes her a better consultant to her clients. In her leisure time, you will find Veronica enjoying the outdoors - hiking, camping or riding her bike; singing her heart out and dancing like no one's watching...



Reimagining an Ecosystem for Work

Developed as a collaboration between HOK and Steelcase

The Case for Change

For the past several years we have watched as industry after industry has been disrupted and forced to evolve. The retail sector has been rocked by Amazon, the hotel sector by Airbnb, and the taxi service by Uber and Lyft. But there has also been disruption in the commercial real estate industry, thanks to coworking and now COVID-19. The whole world is asking a fundamental question "what is the future of work?" If we are myopic and focused too narrowly on addressing only the challenge COVID has presented us with regarding how and where people work, we will miss the bigger opportunity to address the real challenges we are facing today.

The "Aha" Moment:

The notion of "returning to the office" is flawed. We need to acknowledge the things that weren't working before COVID-19 and instead of returning to them, address them as we move forward. We need to evolve beyond the notion of "an office" to "reimagining an ecosystem" of spaces that truly addresses our needs - now and in the future.

Minding the gaps

Let's acknowledge that there are other factors and influences at play here in addition to the challenges COVID has pointed out.

- 1. Stress and burnout are at an all-time high.
- Climate change needs to be addressed more holistically and time is of the essence.
- Under-utilized, inflexible office space is abundant and needs to be addressed.
- 4. Social inequity
- 5. Need for Social connection yet safely
- 6. Rapid evolution of technology
- 7. Shift from productivity to innovation
- 8. Need to upskill/ retain workforce to keep them relevant over the course of their careers

Key finding

We have the opportunity for **disruptive creativity**. The challenge is to look beyond today and see what lies ahead so we can adapt accordingly. Afterall, we don't get the opportunity to rethink everything often. But going back to the same situation that brought us to this point is not the answer.

- 1. We need to evolve to a new system where the "office" is replaced with an "ecosystem" of spaces that meet the needs of the day.
- We need to empower people with options and choices to fit the array of needs today.
- 3. We need to shift from fixed to fluid and create environments that are agile enough to meet our needs as they evolve.
- 4. We need to rethink the purpose of place and create compelling environments, fit to purpose, that entice people to be there.
- 5. Access is the new ownership. If you don't need to own it don't. Consider leveraging the community and the shared economy or emerging membership model to meet your large conference or training needs, to provide services and access to amenities and even to meet your furniture needs.
- 6. Leverage technology to reduce touchpoints and create spaces that are more responsive to individuals then forcing us to adapt to the space. We have an opportunity to transform the user experience and transform the IoTs to the IoE(xperiences) where information is put into the hands of individuals so they can curate their own experience.

The New Ecosystem of Work

- HUB The heart of the organization. The physical embodiment of the culture and the place where staff come together to connect with each other and clients. The hub serves as an engagement center and innovation hub.
- 2. SPOKE or SATELLITE Serves as a place where staff can come together in a casual atmosphere to connect primarily with colleagues and clients. This space also serves as a gathering space and individual workspaces for those not needing to be at the Hub and seeking more than the home environment may offer.
- 3. HOME Remote work capacities for those that either can't or choose not to come into a centralized location. These spaces serve as a place where staff can do heads-down concentrative work, focus or remote into virtual meetings when a physical presence is not required.

Call to Action:

We need to embrace the opportunity to address the disruption being brought forth and proactively rethink how we can best serve our clients, companies and the workforce. We need to innovate and evolve. If we fail to seize the moment and realize the shifts in the market and user demands that were already occurring and are on the horizon then this might be our Kodak moment.

Member Voices: Dana Reynolds, The Holder Group

"I just finished BREATH – A 30 Day Yoga Journey through Yoga with Adriene with my mom and sister. I highly recommend it, absolutely loved it and it helped me carve out 20ish intentional minutes (the sessions are short and sweet) of my day to relax/stretch/think/be."



How COVID-19 is Affecting the Future of Legal Offices

Adapted from Now, New and Next Offices for the Legal Industry by FCA and Tactix Real Estate Advisors



Copyright Barry Grossman



Copyright Jeffrey Totaro

Over the summer FCA surveyed leading regional law firms to understand how the circumstances of COVID-19 were affecting their office and plans for adapting to a new reality of the post-Pandemic world.

The pandemic tested and accelerated trends that were already appearing in offices, with a transition to remote working needing to happen overnight. Thankfully, offices have been investing in technology over the past 5-10 years in ways that allowed them to pickup and begin working largely the next day. A long-term benefit is how quickly everyone has adapted to and advanced their remote and virtual working skills.

However, the move to increased remote work has led to a rethinking of the office and the role it will play in the future. What are the human touches that we will need as we venture back to the office? How do we make face to face time more valuable to workers? How do we leverage employee experience to maintain a brand or culture?

Overall, increased remote working did not lead to decreased productivity, and showed that it can even be advantageous.

This is accelerating the trend of reducing the average 'RSF per Attorney,' and we feel will lead to the metric changing to 'Attorneys Served per RSF.' 50% of our respondents felt like over the next 2-5 years there will be a switch where attorneys will be remote, and when in the office there will be an increase in hoteling.

Among our respondents 58% of them believe they are going to reduce their real estate footprint between 11-30%. Priorities have shifted away from people having the largest office, to having offices that support flexible working, remote workers and provide unique amenities to bring people into the office.

This extended period away from the office has likely changed forever some things about how legal professionals want to live and work. The COVID Experience served as an expediter – for technology integration, for flexibility in life/work balance, and inevitably for the management and delivery of legal services. Many functions that had previously been relegated to the office are now taking place on a sofa in the living room or at the kitchen counter. Since typical work functions can be completed efficiently at home, firms will have to find ways to bring hospitality to the workplace, offering opportunities to collaborate and collide and unique experiences that give people a reason to want to come to work.

The evolution of the law firm is real, and these changes will outlast the pandemic. Successful law firms will efficiently deliver top tier legal services to its clients while simultaneously meeting the flexibility, well-being and mobile technology needs of its attorneys and staff.

Member Voices: Diane Tucker, WB Wood

"During this Covid Pandemic WB Wood kept us connected together as employees with the personal touch of photography. Twice a month we have a theme for photography. Each employee enters two photos. We vote for our top two favorites and then a final winner. It helped each of us to appreciate and be reminded during the pandemic of the beauty of nature, sunsets and our surroundings that we take for granted in our busy everyday lives."



EVENT RECAPS

End User Roundtable with Paul Garity

Real Estate and Facilities Outsourcing Contracts and the Impact of COVID

On December 15th Paul Garity, founding partner of Capstan Advisors, joined the chapter for an End User Roundtable. Paul shared insights on how clients and service providers are responding to COVID challenges in RFP processes and changes he expects to see as we emerge from the pandemic. Paul's presentation was followed by a spirited discussion and break out rooms.



Coffee Chat

A Jump Start to 2021: How to be Prepared



By Dan Grant

The Membership Committee held a fun-filled morning Coffee Hour on January 12th with Guest Speaker, David Horowitz of Colliers International. David shared with our New Jersey community a wealth of knowledge on the current status of the market including how various national tenants are responding to the ever-evolving need for innovative workplace strategy. With over 30+ attendees we held various breakout room sessions brainstorming how life will be headed in this New Year. Stay tuned for more exciting topics to come!

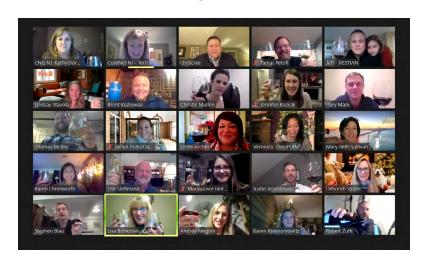
Cheers to One Heck of a Year

CNG-NJ Sponsor Appreciation Virtual Wine Tasting Event

As a thank you for their commitment to the CoreNet NJ chapter, our valued sponsors were invited to attend an intimate Virtual Happy Hour & Wine tasting. On a snowy December evening, Master of Wine, Chris Cree, joined us to introduce his selections and provide his insights into the Burgundy region of France: the terroir, the grapes and wine makers. The wine program was followed by questions and networking.

Christopher Cree has been in the wine trade for over 40 years, beginning when a trip to Europe after high school graduation developed into a life-long passion for the wine trade. In 1996, he became only the thirteenth American to have passed the demanding Master of Wine Examination.

The evening was an amazing success! So many positive comments were received some even commenting that it was the best networking event they had ever attended!



EVENT RECAPS

Women's Group

Social Media & Personal Branding Series

By Alex Goggin



Do you have digital doubt? I know I did prior to the Woman's Group 3-part series on enhancing my social media skills.

The series was led by Lori Ramas who is a systems & social media specialist. Her mission was to teach the 101 tools to simplify and ease our pain and frustrations with social media.

In our first presentation we focused on writing 101: hash tagging, tagging, finding on-brand graphics, and the formula for writing compelling content.

In our second presentation we learned how to optimize our Social media. We focused on how to get the right elements in our social media profile. FB, Instagram and Linked In.

In our last presentation we learned about Graphics 101: How to make stand-out graphics for your social media business pages and posts, how to maximize the space, and what copy to include.

To learn more about working with Lori and the help she might be able to give you in your quest to enhance or perfect your social media skills you can reach her at Relezant.com or team@relezant.com

Virtual Happy Hour

The Road to 2022 for Office and Industrial Space

By Brent Kozlowski



The CoreNet New Jersey Virtual Happy Hour Event Series is geared towards the core competencies of connection and relationship sustainability. It focuses on current, real-world topics in a relaxed, open, virtual environment and allows for the sharing of multiple viewpoints from CRE industry leaders.

January's event featured commercial Real estate veteran Mitch Roman, Principal at Cresa New Jersey where together, Mitch and the attendees tackled the ever-changing future landscape of office and industrial markets. Mitch provided an excellent overview regarding the current state of the New Jersey market while also sharing his vision of the future. With glasses raised we toasted to Mr. Roman for sharing his expert level knowledge. Questions, answers and opinions flew around the virtual room until we broke down the meeting into smaller virtual rooms. This allowed our guests the opportunity to have conversations in an intimate environment. Introductions were made, camaraderie ensued and contact information was exchanged. The Road to 2022 is becoming much clearer as the fog slowly lifts. Together we will weather any storm via education, relationships and motivation. Join us for the next one!

Member Voices: Kelcia Azevedo, Macquarie Group

"I have aimed to continue an exercise routine, which includes hiking, biking, and some virtual strength training classes. I hear taking a conference call while walking does wonders to your wellbeing! I have also invested in a sit stand desk. But most important, have ensured to take breaks throughout the day and spend time with the kids."



Company Spotlight



Company Info

Name: WB Wood

Website: www.wbwood.com

Market Segment: Furniture Dealership

Year Founded: 1905

Location(s): New York, NY & Basking Ridge, NJ

Mission Statement: We provide quality furnishings and related services to offices, schools, hospitals, restaurants and hotels throughout the USA orchestrated by a group of talented staff who help create beautiful, functional and efficient spaces while having fun during the process.

Company Description & Services

WB Wood, founded in 1905, is recognized as a prominent furniture dealership and management company in the United States.

In addition to being a Haworth Preferred Dealer, we represent 300 other manufacturers with products spanning the design and budget spectrum. We provide a full range of procurement, furniture and project management services to a variety of businesses and institutions in the New York metro area and across the United States, working alongside their architects, design firms and consultants.

How would you describe your company's culture?

The culture is highly professional but feels like an extended family. The company mantra is once you have completed your

primary responsibilities, we all want to enjoy each other's company, have fun and make a living along the way.

What are the reasons for someone to work at your company?

Happy, engaged employees are offered continued opportunities for growth, which keeps our turnover rate low. Employees become family.

We provide positive, fun ways for employees to get together for personal and professional development, both within and outside normal company hours.

What upcoming events is your company having?

WB Wood has bi-weekly company video calls to check in with all staff and get updated on the latest business trends.

Internal events include a monthly photography contest to encourage creativity and spotlight employee talents as well as book clubs in both offices.

We host numerous zoom cocktails and coffee hours for staff and for clients and we host a Hoboken/Jersey City Running Club to network and enjoy some fresh air.

Social Media Handles

@wbwood_furnishings (Instagram)

@WBWood (Twitter)

@WB Wood (Facebook)

@WB Wood (LinkedIn)

Other Key Notes

Transforming your workplace takes vision, creativity, and expertise. For a successful project and your peace of mind, it makes sense to hire proven professionals. At WB Wood, we work hard and think hard to make your life easy. We are committed to changing the world of work and creating places where people flourish.

Member Voices: Melissa Strickland, HLW

"For my personal wellness I do a few different things. Within our HLW NJ office there is about 10 of us that are peloton riders and we often do group rides together to support one another, stay connected and keep each other motivated. Plus there is the competition aspect which get everyone going... I am also a calendar person so I schedule everything! That includes workouts, breaks, showers, time to drop off or pickup my son, etc. That may sound terrible to some, but I hate my day getting away from me and then realizing that I didn't take care of myself at all that day."



Optimizing Air Quality in the Workplace continued from page 1

environment by plant life, ocean waves and waterfalls. Negative Ions clean the air by adhering to the positive ions, neutralizing and rendering them harmless.

With limited ways of acquiring the "good" negative ions, our interior environments are often compounded with large numbers of these "positive" ions in the air. When air contains under 16.4k negative ions per cubic inch (levels found in city air, office spaces and air-conditioned rooms), our bodies and minds begin to suffer adverse side effects including headaches, lack of energy or inability to focus.

The power of negative ions increases with the number of ions present. The higher the level of negative ions per cubic inch, the greater the benefit. A breath of "country air" at 16.4k of negative ions per cubic inch is the minimum amount for "healthier" conditions. A trip to the mountain or the beach yields higher levels of negative ions that can boost the immune system. Even higher levels of negative ions destroy pathogens and enhance the healing of injuries.

One such ionization device is the Ion Cloud system patented by Bosse (a division of Dauphin). The Ion Cloud infuses negative ions into the Bosse enclosed acoustic spaces. Scientists from the University of Leipzig (Germany) studied the effectiveness of the Ion Cloud by adding viruses and bacteria, in aerosol form, into a Bosse acoustic pod and then activating the ionizer. Research test results showed that the Ion Cloud reduced the viruses and bacteria by 95%.

It is more important than ever for companies to ensure their employees can breathe clean air in enclosed meeting and focus spaces. With devices like the Ion Cloud, office workers can feel assured that these areas are safer and healthier. As their employees experience better physical, emotional, and mental health, employers can revel in the knowledge that the cleaner indoor air they provide also improves overall performance in the workplace.

The Bosse Ionizer device is available with any of the Bosse Acoustic Pods and Room-in-Rooms and can also be retrofitted to some already installed Dauphin cube models.

Member Spotlight continued from page 1

leadership, and acting as a mentor to others. The relationships I create come by earning trust to open the door for new business opportunities.

Tell me about your company.

Francis Cauffman Architects was recently rebranded by Pentagram (a branding company) to the acronym "FCA". They are a legacy architecture firm founded in 1954 and is in its third round of Partners. FCA is licensed to practice architecture in 25+ states, has over 100 employees and is headquartered in Philadelphia with additional offices in New York City and Orlando, FL.

FCA's key market segments are corporate interiors, healthcare, life sciences, higher education, urban planning, and medical equipment planning. They have continued to successfully serve their clients throughout the COVID-19 pandemic and seamlessly shifted their staff to a work-from-home scenario. The firm has worked hard to maintain the office culture through mentoring, all-staff meetings, professional development training, special interest committees, a live networking feed and fun activities such as trivia and picture-shares. Wellness benefits for employees such as counselling services are available to the staff.

How did you become familiar with CoreNet?

I first joined CoreNet around 2005 through the New York City Chapter's Programs Committee. We had incredible exposure to the leaders of the NYC real estate community and the information on trends and quality business relationships that sustain my career to this day continue to be invaluable. After moving to the Garden State, I joined the New Jersey Chapter. My employer at the time was heavily involved with the public sector and they wanted to branch into the private sector. CoreNet provided the opportunity to make new connections.

How have you benefitted from being a member?

I truly benefit from being a CoreNet member and have been actively involved in the CoreNet NJ Chapter for several years - it is an extremely rich and gratifying experience. While on the education committee, I learned so much about the real estate trends in NJ. It wasn't just about attending the events but the camaraderie within the committee and meeting to plan the events and discussing the issues and the speakers together was infinitely interesting and added so much dimension to my understanding of the industry. I would share what I learned during strategy meetings back at the office. When I joined the Membership Committee

as a Co-Chair, taking on a leadership role brought a whole new level of engagement. I got to connect with CoreNet Global, my fellow committee members and the membership at large. We worked really hard to provide value and to be of service to the members. I'm especially proud of how we rallied at the beginning of Covid and set up a series of Coffee Chat and Happy Hour events that continue even now and that provide networking and information about current trends. It was a great pleasure to also, give my fellow committee members leadership opportunities for growth in the Chapter and exposure and credit for their contributions. Now I am a Co-Chair of the Communications Committee with the fabulous Veronica Stampfl. Together we are having so much fun with sharing the many activities of the other committees. It is a privilege to attend the chapter events and hear from NJ's top real estate and business leaders; to give back to the community while bonding with other members at the Community Outreach events; to gain introspective insights with the Women's Group; and to visit some of NJ's top venues and facilities on tours and for networking events. What I like most is the opportunity and freedom to help shape the Chapter through new initiatives and ideas because it is a group that fosters innovation.

The best piece of advice I ever received was...

Follow your dreams! One of my former colleagues, Petra Knochenhauer of Dewberry, encouraged me to follow my dreams when I was considering moving from proposal management to business development. Don't second-guess – just go for it!

One thing I can't live without is...

My children! But in my professional life, I could not live without connecting with people.

Some of my favorites...

Book: Skyscraper Dreams: The Great Real Estate Dynasties of New York by Tom Schactman

Food: Mediterranean

Hobby: Community Building

Vacation Spot: Down the Jersey Shore

Restaurant: Millburn Standard in Millburn, NJ

Things to do on weekends: Spend time with family and friends

Call for Volunteers

CoreNet New Jersey is looking for eager volunteers... and we need YOU! There are many ways to get involved such as helping a committee, presenting or organizing a webinar, writing an article for the newsletter, and more. Contact us today and get involved.

NOTE: You must be a CoreNet member to volunteer for a committee.



Welcome New Members

Brooke Altidor	•	Architectural Specifications Manager
Kody Babcock	۰	BASF Corporation
Christie Brala	•	Jacobs
James Brandt	•	AMA Consulting Engineers
J Scott Ferguson	•	GS Ferguson Group
David Garwood	•	Cushman & Wakefield
Karianne Gelinas	•	Lehigh Valley Economic Development Corporation
Krista Mastrangelo	•	NETP
Etan Tammam	•	Midtown Commercial Realty
Marian Carter	•	Accenture
Kyle Mullen	•	Studio Office Solutions
Darren O'Reilly	•	McGowan Builders, Inc.





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