

# Connect with the CoreNet Global Newsletter



## A Message From the President Season of Records!

This winter is certainly one for the record books on a number of levels and hopefully spring is not too far off. After weeks of massive snowfall totals, New England is still digging out. Seven consecutive snowstorms dropped over 104 inches of snow on the region – quickly approaching the snowiest winter on record. It is a testament to the commitment of our membership that we continue to deliver exceptional programs and have not let the weather slow us down.

Aside from the weather – the New England Patriots were hailed by the football world with their fourth Super Bowl win. Looking back over the season, the Patriots overcame long statistical odds to win the top prize in the NFL. The Patriots achievement serves as a reminder to all of us that success depends upon many things – your attitude, perseverance, experience; skills and network, and a tiny bit of good fortune. These characteristics are evident in our chapter – always striving to be better and driving towards excellence.

We celebrate a number of successes in this third edition of our Newsletter. In this issue, we look back at some of the great moments of 2014, and highlight upcoming events and programs, including:

- Breaking records! A Membership Update – broke 500 mark!
- Real Advantage C.R.E spotlight: Fidelity Real Estate Company's, Chuck Fuller
- May 11-15th MCR / SLCR Program – coming to Cambridge, MA
- Cutting-edge Young Leader Leadership Program
- Dynamic new Project Highlight by Packard Design and CBRE
- Annual Meeting/Education Panel on March 25th, 8 – 10 am at Microsoft, Cambridge, MA

I would also like to welcome the newest members joining the CoreNet New England Board of Directors:

Chuck Fuller – Fidelity Real Estate Company  
Kevin Heffernan – Liberty Mutual  
Jeanne Nutt – Gensler  
Dena Quinn – Microsoft  
Maureen Rystrom – J. Calnan & Associates  
Mark Watkins – Thermo Fisher Scientific

Congratulations and welcome to this outstanding group of professionals who will help lead our Chapter.

Please stay safe and warm in this weather and I look forward to seeing you at an event soon. By the way, there are signs that spring will soon be here in New England. Spring Training has already started at "Fenway South" and there's only 5 weeks to opening day on April 13th at Fenway Park. Something I'm looking forward to!

Sincerely,

Christopher D. Horblit  
President,  
CoreNet Global New England  
Board of Directors



Connect.



Learn.



Grow.



Belong.

## Renew Your Membership!

The CoreNet New England Membership Committee is in the midst of their annual membership renewal drive through the end of March. Last year our Chapter was able to achieve Platinum status with a 90% renewal rate and that is the goal again for 2015. As a reminder, if you did not renew your membership as of March 1st, your account will be turned inactive and you will no longer have access to the CoreNet Knowledge Center or membership directory, and you will no longer receive updates on all the great activities of the local Chapter. If you renew prior to the end of March, you will be eligible for a random drawing for a \$100 American Express gift card. Winners of the January and February drawings include:

Wade Allen, CBRE

Patrick Cavanagh, CBRE

Michael Chapman, Cisco Systems

John DeMarsh, Progress Software

Stevanie Demko, id3A

Thea Hahn, The MITRE Corporation

Jennifer Rowe, Fidelity Investments

Brian Salamone, State Street

Bob Schneiders, Iron Mountain

Michael Stuhl, Nuance Communications

➡ **Renew by March 31st**  
to be eligible for our next  
drawing and to enjoy all the  
benefits of CoreNet Global!



# Real Advantage C.R.E.

Written to educate and delight, this Real Advantage C.R.E. spotlight is a celebration of New England Chapter's innovative C.R.E. leaders, highlighting top real estate challenges and issues, unusual career milestones, 'off the grid' interests/activities, and surprising little-known facts.

## Focus-In

### Education:

Master of Science: Training and Development, Lesley University, Cambridge, MA,

Bachelor of Science: Management, Lesley University, Cambridge, MA

### Leadership Style:

Collaborative leader, directive and candid when need be. Focused on influencing outcomes. Gets to the end game by bringing everyone along.

**Sports Team:** Lifelong Red Sox fan; Patriots, love watching live hockey

### In free time?

Staying active – strolls through West Newbury, tennis, running, and he and his wife Heidi love to travel – especially to Europe. They met in Germany – her dad was also in the Air Force.

### 3 Little-Known Facts

#### About Chuck:

1. Loves to dance  
(a true wedding party starter!)
2. Military kid
3. He and his wife got married  
on a cliff in Jamaica

### Lifelong Philosophy:

Continue to do good and good things come back to you

### If you weren't in corporate real estate, you would:

Really enjoy public speaking – they say I have never met a microphone I didn't like! My fantasy job would be to be a motivational speaker.



**Chuck Fuller, MS, SLCR, Vice President Real Estate Services; Fidelity Real Estate Company, recipient of 2014 CoreNet New England Regional Real Estate Executive Leadership Award;** speaks about his intense curiosity for all things, his passion for developing talent and a C.R.E. trend that is here to stay.

### What are some 'lessons learned' from your career path?

No matter what career path you take, learning as you go is the key to success. Some of the lessons I've learned include:

- Stay intensely curious about the work you are doing, the people you work with, and the trends of the industry you are in.
- Maintain a passion for excellence. I don't like to do anything poorly. I tell my kids "embrace the journey and be great in everything you do."
- Attitude is everything. I approach each day with the attitude that I have the opportunity to learn something or help somebody.

### On Mentors.

I had one foundational mentor who kick-started my career – he saw potential beyond what I was doing at that time. Since then, I have had several good mentors – I seek out those in the organization who I will benefit from – in real estate, in the business, and my peers. They all have brought value into my thinking and development.

### Where did you grow up?

I grew up as a military kid – I grew up all over the US, Spain, and Germany; we moved every 2 or 3 years. My father was in the Air Force. As someone with more of an extroverted personality, I really loved it. I loved baseball and as soon as we would land at a new base, I would find the local ball park and instantly have 10 – 20 new friends. It was this experience that really set the foundation of a lifelong curiosity. I settled down in Massachusetts in 1988.

### You have a strong foundation in facilities management – how has that impacted your career?

I started my career at NASA as a journeyman mechanic. I loved working on different systems and maintaining the wind tunnels. This really started my career as I later transitioned into commercial real estate management. Starting as I did helped me have a solid understanding of how a real estate asset works, from residential real estate through commercial and now corporate real estate management.

This understanding remains my foundation and gives me the ability to know how to align real estate to meet business solutions. Many people in corporate real estate have a financial background; but, the mentor I mentioned earlier encouraged me to go back to school to get a Masters in Training and Organizational Development, and I use that knowledge every day. As for finance, you cannot be in this profession and not know finance – although it is not my passion – I learned it. Having a strong understanding of FM, finance and strategy development are fundamental in corporate real estate.

## Real Advantage C.R.E.

Chuck Fuller, MS, SLCR, Vice President Real Estate Services;  
Fidelity Real Estate Company, recipient of 2014 CoreNet New  
England Regional Real Estate Executive Leadership Award  
(Continued)

## Sponsor Spotlight

Packard Design and  
CBRE Create New Home  
for High Liner Foods in  
Portsmouth, NH

### Tell me about your family.

My wife, a professor at Salem State University, and I travel to Los Angeles regularly to visit my son, who is 22. He started acting seriously when he was 15 and has been on TV multiple times, most recently, *Grey's Anatomy*. My daughter was married last August, and is a "rock star" history teacher making a difference in young people's lives every day.

### Favorite part of real estate?

It's not developing the real estate solution but instead developing the people. This is where I get the most satisfaction – when I see people reach their potential. I embrace the opportunity to provide leadership and mentorship. I get really excited when people move on to greater things, even when it means losing them. They often need to move on to be better; it is bittersweet, yet very rewarding.

### You are passionate about workplace wellness. We have seen themes come about in the industry – sustainability, "war for talent," wellness. Is wellness a fad or here to stay?

Wellness in the workplace is here to stay. It is a talent attraction and retention tool. From our perspective, we are looking to hire the best in class talent in the financial services industry. We want to create a collaborative associate experience, not only healthy amenity-based programs – healthy food, furniture to inspire movement, fitness trails, but also robust benefits programs. We have been able to build a holistic Well Workplace program by building a great partnership with HR. We know it's working because we are seeing results – increases in productivity and increases in retention.

Three years ago, a group of us were sitting around a table talking about real estate – the conversation was about sustainability and process excellence. Creating environments that are LEED certified, when you step back, you realize that you already have the foundation for a Well Workplace. Wellness – it is here to stay.

### What is your advice on maximizing the CNG membership experience?

Participate! Be an active member, attend sessions, go to the website, and get involved in MCR/SCLR program. I have found huge benefits – I have expanded my network and met smart people who are willing to help. You need to take advantage of what is available.



High Liner Foods is the leading North American processor and marketer of value-added frozen fish and frozen seafood. With design services by Packard Design and project management as well as brokering the deal by CBRE, they worked together to create a new 38,000 SF three-story headquarters, located in Portsmouth, NH.

Change management and working closely with their internal Design Committee was a crucial part of the project's success as they moved from a traditional office setting to a new modern, bright, and innovative workplace.

Their new home is comprised of an 80/20 ratio of open office areas to internal private offices, open and enclosed collaboration spaces, fitness room, R&D Kitchen and state of the art culinary presentation center.



## Cultivating the Next Crop of C.R.E. Leaders

The CoreNet New England Young Leaders Committee focuses on the educational and networking needs of real estate professionals age 35 and under. Their mission is to attract and retain future real estate leaders into the chapter by creating programs designed to encourage young professionals to participate and become actively engaged in the real estate industry. The Chapter is committed to ensuring that future real estate leaders have access to educational resources and networking opportunities with their peers as well as senior professionals to support professional development and growth.



### 2015 Leadership Program Class

*(Left Column, Bottom to Top)*

Maureen Rystrom, J. Calnan & Associates

DJ Goldberg, JLL

Erica Yu (middle), Boston Consulting Group

Ryan Megenedy, Structure Tone

Jon Wellington, Pegasystems

*(Right Column, Bottom to Top)*

Yvonne Boehme, JLL

Cara Donleavy, Commodore Builders

Kristine Carter, CBRE

Lesley Corda, Structure Tone

Laura Walsh, Osram

John Contant, Packard Design

Missing: Sarah Swanson, JLL

New this year, CoreNet Global New England Chapter has developed a robust Leadership Program for Young Leaders. In 2014, a Board of Directors subcommittee established the criteria and reviewed the applications, and is proud that the first class includes 12 Young Leaders from diverse backgrounds. The participants will go through a year-long real estate curriculum and receive professional development offerings tailored specifically for them. The Chapter member C.R.E.'s have graciously volunteered as subject matter experts and instructors to shape what is an impressive learning experience. Each "class" is three-hours long and they are a combination of both classroom and experiential. Participants and managers were told to expect a commitment of three hours per month. The 2015 program is in full swing – they have held a Kick-Off Session with Leslie Kagan, completed a session on professional development and personal assessment, and began coursework in Leasing. For the final assignment, the entire class will present a program and/or educational workshop to the CoreNet New England membership applying what they have learned through this program. The program will culminate as participants graduate at the 2015 Awards of Excellence Gala. If you or someone you know is interested in getting involved, stay tuned this fall when the 2016 Class application process opens.

## Upcoming Events—Be There

**March 25, 2015**

**CoreNet Global New England Annual Meeting**  
Microsoft, Cambridge, MA | 8:00 – 10:00 am

**May 11-15, 2015**

**CoreNet MCR/SLCR Classes**  
Microsoft, Cambridge  [Click Here](#)

**June 8-9, 2015**

**CoreNet Global**  
**ERS/Eastern Regional Symposium**  
*"The Art and Science of Influencing Outcomes"*

A Members Only Event  
Georgetown University, Washington DC

*ERS is comprised of the Philadelphia, New Jersey, Connecticut/Westchester, Long Island, Mid-Atlantic, New England, and New York City Chapters*

 [Register Now](#)

**July 15, 2015**

**New England Chapter Golf Tournament**  
Pinehills Golf Club, Plymouth, MA

A benefit for South Shore Habitat for Humanity

**October 18-20, 2015**

**CoreNet Global North American Summit**  
Los Angeles, CA

*"Disruptive Innovation: The Business of Change"*

 [CoreNet Global Summit](#)

**October 2018—Mark your calendars!**

**CoreNet Global North American Summit**  
Hynes Auditorium, Boston, MA

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