



Comcast Brings a New Experience to Their Retail Service Centers

By: Kathryn Smith, Real Estate Specialist with Comcast Cable



Comcast's real estate group is unveiling a new kind of project, and no it's not the office tower, it's the retail rollout of new Xfinity Experience Centers. The Xfinity Experience Center is a retail showroom, designed to introduce customers to Comcast's new services by implementing the strategic use of a new floor plan. With the introduction of this floor plan, Comcast plans to target several key zones in

the store to immerse customers in Xfinity content.

The 2.0 design targets the centralization of the Experience Zone; a lounge setting where customers can comfortably engage in Xfinity Ipads, Laptops, Networks promos, and entertainment clips from NBC. This is a fun area meant to teach customers on Xfinity services and the "Future of Awesome." Along with the centralized placement, customers can easily target this area by the addition of the Brushed Metal Xfinity logo placed against a wood veneer, which is further outlined by the consolidation of our queuing monitors.



Xfinity 2.0 customers will also have access to an enhanced customer service zone featuring easily accessible, on hand customer service reps ready to handle all their inquiries and purchases. The desk sits in the front of the store amongst the back drop of 4x8 promo panels comprised of magnetic graphics to depict new products and services as they are introduced.

The Customer Service area has been altered to include a TV, which depicts messages to customers at the point of purchase. In addition, Express pay is now in line with the main customer service area to create a single area to make payments.

continued on page 5

Volunteer Spotlight:

Gerry Guidice,
MCR.w, SLCR
Head of US Real Estate
TD Bank



Shortly before our offices started to thin out for the holidays, we had a chance to catch up with Gerry Guidice to find out what makes our new Chapter President tick. Between TD Bank, CoreNet, and Gerry's home life, we were lucky to catch him. Gerry was on his way to "playing general contractor" on the town home he and his wife are building.

So, come, let's spend a little time getting to know Gerry and learn what he is all about.

I was born and raised... in Dumont New Jersey, part of Bergen county. Dumont is a small town, only one square mile, and is a place where everybody knows your name. My Dad, who was part of the "Greatest Generation," was a baker and my Mom was a stay at home "task master."

When I was growing up I wanted to be... in the F.B.I. (and I don't mean full blooded Italian). In fact, I did work for the F.B.I. in their New York office while I went to college. My goal was to become an agent and then work my way into a teaching position in their

continued on page 5

Don't Miss These Events!

- Feb. 12: **Service Provider Partnerships: Creating and Sustaining Value**
- Feb. 27: **RealShare Philadelphia**
- Mar. 5: **Real Estate Cycle Theory/PECO 2014 Outlook**

Visit the [events section](#) of the chapter website for more information and to register.

Letter from the President

Hello to my CoreNet Colleagues

It won't be long now... soon it will be sunny and 70 - 80 degrees. We will be walking outside for lunch or dinner without a coat, scarf, gloves or rubber boots (stylish). Until then, your CoreNet teammates are hard at work on some truly hot and value-added events, education and network gatherings... all for your benefit. Last year, under Jerry O'Brien's leadership and our outstanding volunteers, we delivered our best year of events. Our capstone was the leadership and delivery of the ERS which was "over the top" outstanding. So in my first couple of weeks as President in 2014, I continue to hope that I can fill the enormous shoes of Mr. O'Brien.

All that said, we have a terrific team who has volunteered for the Board and our Committees. BUT we have a real need to have YOU get more involved. We are trying to build a robust team of volunteers for each committee so we can drive diversity of thought, build a succession plan of leadership and drive to a higher level of quality in everything we deliver. We clearly have the membership in both quality and numbers to get to the next level. Please join us in our effort to deliver added value for your membership and sponsorship dollars.

Additionally, we are truly trying to expand the way we communicate with you. We are expanding our use of social media and will be communicating using a diverse approach. We want to reach you where you are the most comfortable!! Come on, give it a try, we can Tweet each other (my kids are impressed that I am even trying)!! Check out our [LinkedIn Group](#) as well, it's a terrific way to stay in touch with your organization.

Finally, please go [online](#) and take a look at our calendar of events. On February 12th we are having an educational event focused on enhancing Service Provider partnerships. On March 5th, we have scheduled the Annual PECO Outlook event, which is always outstanding. This year the event will be expanded to include an introduction to Real Estate Cycle Theory.

We are trying to add value with every event and program that we deliver. We truly want you to get involved in any way you feel comfortable.

I look forward to meeting each and every one of you in the future.



All the Best,

Gerry Guidice, MCR.w, SLCR

Head of US Real Estate, TD Bank

President, Greater Philadelphia Chapter, CoreNet Global

Executive Committee Greater Philadelphia Chapter

President: **Gerry Guidice, MCR.w, SLCR** • TD Bank

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Service Provider Partnerships - Creating and Sustaining Value

February 12, 2014

Morgan, Lewis & Bockius, Philadelphia, PA



Are you an End User looking for more insight on how to build strong productive relationships with Service Providers that help increase profitability for your corporate bottom line? Perhaps you are a Service Provider who has a solid relationship with your End User, but you want to gain more of their business. Please join CoreNet Philadelphia for a

lively panel discussion moderated by Joan Burrell, Director of Corporate Workplace with **Ally Bank**. The panel will consist of End Users and their Service Providers who will discuss best practices of this complex relationship.

Panelist Pairs Include:

- Yvonne Kwok, Vendor Management for Enterprise Real Estate, **TD Bank** (End User), and Larry Valeriati, Director of Sales, **Teknion** (Service Provider)
- Eric Stern, Esq., Real Estate Practice Leader, **Morgan Lewis** (End User) and Ron Cariola, Managing Director, **Jones Lang LaSalle** (Service Provider)

Learn how the relationship was created through varied phases including selection process, RFP negotiation and resolution implementation, as well as how its success continues to be measured. Feel free to bring your questions as there will be a Q&A after the panel discussion. Click [here](#) for more information and to register.

Real Estate Cycle Theory/ PECO 2014 Outlook

March 5, 2014

PECO's Energy Hall, Philadelphia, PA

Join CoreNet Philadelphia on March 5th for an educational breakfast program focused on Real Estate Cycle Theory. The event will kick off with Craig Adams, President and CEO of PECO Energy Company, as he shares PECO's Outlook on 2014. Then attendees will hear from Chip Hughes, Principal with A.R. Hughes & Company as he explains Real Estate Cycle Theory.

The presentation will serve as an introduction to Cycle Theory. Chip will identify and analyze the major influences that create cycles in financial and real estate markets, and conclude with an overview of the current conditions impacting the residential, multi-family and office, sectors. We hope you can join us! Visit the [chapter website](#) for more information coming soon!

Hosted by: 

Follow @CorenetPhilly -

#anothergreatwaytointeractwiththechapter



The Philly CoreNet Chapter has re-launched and reinvigorated our Twitter Feed! Twitter has become the most popular social media outlet, outpacing both Facebook and LinkedIn. For those of you who are avid Tweeters – please follow us - [@PhillyCorenet](#). For those of you who are scratching your heads and still marveling at this phenomenon called Twitter, below is a crash course.

Our chapter is on Twitter to engage with both members and prospective members to: Create buzz and conversation about upcoming chapter events, virtually connect with event participants in real time, share relevant and engaging content, and engage with other CoreNet Chapters (hello [@CorenetChicago](#), [@CorenetGlobalNYC](#), [@CorenetNE](#)).

Twitter is like a giant cyber cocktail party; there are conversations happening everywhere. The key to Twitter is to stay current, what is happening here and now. Jump in and jump out as needed. So here are some step-by-step instructions:

- Create a Twitter account. (Ours is [@PhillyCorenet](#)).
- Follow [@PhillyCorenet](#).
- Retweet some of our tweets that you think your network wants to hear about – RT “Toast 2014 at the Annual Post Holiday Party on Jan 30.”
- Talk about us – “Looking forward to [@PhillyCorenet](#) Networking event tonight.”
- Hashtag with us – “Great cocktail party tonight” [#Phillyrealestate](#), [#ilovemyjob](#), [#realestateevents](#).

And remember, sometimes less is more or less is mandatory. Tweets are limited to 140 characters.

LinkedIn

The chapter has a great tool to connect with those in the Corporate Real Estate community. Through our LinkedIn group members will learn about upcoming events, share industry news, and get questions answered while networking with peers. Click [here](#) to access the group and join today!

Chapter Celebrates the Holidays...in December and January!



On December 12th chapter members and guests came together at the Time Restaurant and Whiskey Bar in Philadelphia for a Holiday Happy Hour and Networking event. The party was a great opportunity for colleagues to kick off the Holiday Season while enjoying delicious food, drinks, and fun... and the party continued on January 30th at our Annual Post Holiday Party!

On Thursday January 30th members and guests of CoreNet's Philadelphia Chapter celebrated the holiday season at its Annual Post-Holiday Party. This year's event was held at Positano Coast Restaurant, Crudo & Wine Bar where guests dined on some of their favorite Italian foods and enjoyed a great selection from the master mixologists behind the bar... the Pisco Sour was a huge hit. Special thanks to our event sponsors: CFI - The Knoll Source and Morgan Lewis! Chapter President, Gerry Guidice, from TD Bank addressed the crowd and highlighted some of the more interesting events the chapter has planned for 2014. All in all it was a great event and everyone walked away with a positive feeling about the chapter's future. All the best in 2014!!



Nick Zammer with Corporate Interiors; Keith McMillon with Steelcase; Candace Spence with Jacobs KlingStubbins; David Biondolillo with TD Bank; and Brian Wilkinson with Steelcase

[View our pictures on flickr!](#)



Suzanne Linus with Francis Cauffman; David Biondolillo with TD Bank; and Maria DiPietro with CHBriggs

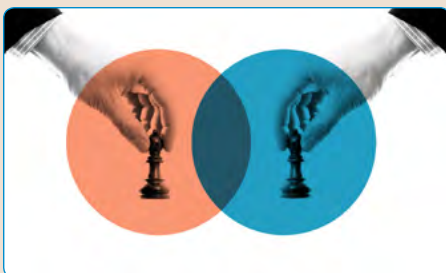


*John Bullen with Comcast; Carolyn Lagermasini with CoreNet Philadelphia; David Fahey with Avison Young; Lisa Westerfield; and Ed Piscopo with PECO, an Exelon Company
This group is the 2013 Outward Bound Rappel Team*



Irene Sosnowski with Cigna and Chuck Bagocius with TD Bank

CoreNet Philly Members Learned to Negotiate Like a Pro!



On Wednesday October 30th, CoreNet Philadelphia welcomed Ken Shropshire, an accomplished Attorney, Professor, Author and Consultant. Mr. Shropshire's expertise is all legal and business aspects of professional sports. He offered a presentation on negotiating skills, based on his book, "Negotiate Like The Pros." The event was highlighted with an interactive session whereby everyone negotiated with their neighbor on what meal they would eat as their final meal. Additionally, the participants took a test to determine their negotiation style. The successful event was capped off with all of the participants taking home a copy of Mr. Shropshire's book.



The customer resolution office has been moved to the rear of the store to bring these conversations away from the lounge and offer greater privacy and one on one interaction with a supervisor.

Comcast currently has 53 open Xfinity stores nationwide and is set to open more in the Northeast this year.

If you have a best practice to share, or know of topics relevant to the Corporate Real Estate industry, contact our [Communications Committee](#).

Volunteer Spotlight *continued from page 1*

main training facility in Quantico, Virginia. Well as you can tell, that didn't work out as planned!!! I was earning about \$7K a year and wanted to get married. My brother had a startup development business and asked me to join his business where he could pay me \$13K a year. I did that and was able to marry my high school sweetheart. YES, I am one of those rare birds who have been happily married to the girl I had dated since I was 16. My lovely bride and I have been together for 35 years.

My favorite meal is... (Here I am a bad boy) Most people say "my body is a temple," but I say my body is an Italian specialty store. I love to "nosh." I love dried meats, sharp cheese and "hard tack" bread. I love a good glass of B and B or if I want to go hard core, I enjoy a Knob Creek Manhattan. I do not EAT TO LIVE... Yes, it's true, I LIVE TO EAT. Much to my mother's dismay, I do not like pastas of any kind. I must say my favorite way to meet new people, have meetings, and drive relationships is through sitting down, having a good meal, and building relationships.

The best piece of advice I ever received was... always care more about the people around you than they expect you would. It's simple. I live my work life and my personal life around this statement. My family, my friends, my colleagues are all critically important to me. I want to ensure that I do everything I can to add value in their lives. I am not overbearing... BUT I do give a damn all the time.

The last movie I watched was... I'm not a big movie guy. Those dark theaters have a strange effect on my eye lids. But the last Broadway play I saw was called, The First Date. It's a musical comedy about the trials and tribulations of two people, who couldn't be more different, going out on a first date. Honestly I laughed my head off from the start of the play.

If I had to pick one place in the Greater Philadelphia area to bring a tourist, I would take them to... The Constitution Center or the Museum of Art. I believe to my core in learning and education. My last team meeting/event was at the Constitution Center. Many of the team members, even though local, had never been there. I also read a significant amount of U.S. History (specifically Presidential history). You know... the stuff I should have learned when I was busy being a jock in school and chasing my Bride to Be.

One thing I can't live without is... My family, my friends, and, yes, my colleagues. This is my first set of "can't live without." I will also tell you I cannot live without my motorcycle. I love going across our country and truly experiencing the splendor of what it has to offer. I find it awe-inspiring to be on two wheels and experiencing the sights, the sounds, the people, and the cultures of the different parts of our country. It is AWESOME in a word.

If I could have dinner with one person in the world, it would be... My father, I miss him.

My favorite thing about participating in CoreNet is... This is a great organization, dedicated to learning and development; dedicated to building networks of friends, colleagues and folks that you can go to because of this common bond we have all joined. This is truly an organization where you get out what you put in. I think the current CoreNet Global leadership has demonstrated that they have the best interest of all of us. We have seen a truly "step function" improvement of the content of all aspects of the CoreNet deliverables. Kudos to all who have made our organization better.

The most rewarding part of my job is... Adding value to our business every day and adding value to my colleagues every day. That is what gets me up in the morning and thrilled to come to work!!

My advice to students getting ready to enter the CRE field is... Care, listen before speaking, listen with empathy, and care more about others than they expect you will. Do everything with integrity. Be transparent, and BE REAL.

My best "Honey, you won't believe what happened today" story is... I was selected as the Head of Real Estate in the U.S. for TD Bank. It's not often that you get to achieve your dreams

In closing, Gerry said, "I look forward to meeting all of you. All I ask is this: give consideration to getting involved. Come to chapter events, meetings, outings. You will meet some incredible people along the way. You will learn something new, and you will immediately add value back to your company because of your interaction in CoreNet." Wow! Who couldn't love this guy? I'm signing up for the next CoreNet event NOW!

Interview conducted by: Susan Montgomery, CFM, Vanguard

"Tell Us Your Story"

Opportunity to feature you,
your team or your company.



We are looking for articles focused on what's relevant in today's corporate real estate landscape. Article topics can focus on industry best practices, current trends, technology,

etc. Articles may be published in an upcoming issue of the CoreNet Philadelphia Chapter newsletter. If you would like to draft an article or have an idea for a good topic, please [let us](#) know!

Welcome New Members

Troy Adams • NFI

John Camperchioli • TD Bank

Lisa Conway • InterfaceFLOR

Linda Foggie • CBRE

Brooke Gross • Campbell Soup Company

Frank LaRusso • MARS Drinks

Larry Maister • Brandywine Realty Trust

Al Martino • Merck

Joseph McLoughlin • Commonwealth Land Title Insurance Company

John Mervin • Clestra Hauserman, Inc.

Chris Mullen • Milrose Consultants

William Palkewick • TD Bank

Marcus Policarpo • Binswanger Corp

Anthony Pospiech • Pfizer Incorporated

Bettyann Silvius • The Sullivan Company

Bob Skelly • General Electric

Kathryn Smith • Comcast

Sai Yerrapathruni • Skanska USA Building, Inc



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Winter 2014

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