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 "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.

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
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: PECO

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.

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!!

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.

View our pictures on flickr!
busy being a jock in school and chasing my Bride to Be.

You know... the stuff I should have learned when I was

read a significant amount of U.S. History (specifically Presidential

team members, even though local, had never been there. I also

My last team meeting/event was at the Constitution Center. Many of

If I had to pick one place in the Greater Philadelphia area to

My favorite meal is… (Here I am a bad boy) Most people say “my

My favorite thing about participating in CoreNet is… This

The best piece of advice I ever received was… always care

The last movie I watched was… I’m not a big movie guy. Those

If I had to pick one place in the Greater Philadelphia area to

One thing I can’t live without is… My family, my friends, and, yes,

If I could have dinner with one person in the world, it would

My advice to students getting ready to enter the CRE field

My best “Honey, you won’t believe what happened today” story

In closing, Gerry said, “I look forward to meeting all of you.

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 Compan
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 • Skansa USA Building, Inc

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