



Igniting Creativity, Diversity, Equity and Inclusion, Radical vs. Iterative

Paul Garvey, Cushman & Wakefield

The programs at the recent CoreNet Global Summit in Anaheim inspired and challenged the participants at many levels. The programs challenged attendees on topics relating to this article headline, among others.

The General Sessions were a big highlight of the Summit. The Monday General Session featured Duncan Wardle, former Head of Innovation and Creativity at Disney and Candy Chan; an artist known for creating over 5,000 “Before I Die” walls around the planet. [Click](#) here for more information on the project.



Tuesday’s General Session featured a conversation between Spike Lee and Dr. Nita Mosby Tyler titled, “Do the Right Thing.” This session touched on a number of topics around diversity, equity and inclusion.

Lessons learned from these two presentations can help us provide better workplace solutions, better services, and better results for our organizations and clients.

Wardle’s presentation included his “Five Practical Steps to Thinking Differently.” It is a guide on how to think “outside the box” in order to Ignite creativity.

After a fun exercise proving that everyone in the audience was creative, Wardle encouraged participants to get rid of “The Rivers of Thinking.” He observed that we are caught in the current of conformity and follow established rules and conventions. In this first step, we need to list all the rules and then see around them. Walt Disney saw the two-dimensional nature of film as a constraint. His ability to see around this two-dimensional constraint in his movie, Fantasia (1940), led to a three-dimensional fantasy land known as Disneyland (1955).

Wardle suggested that the second step is “Embrace Naïve Experts.” Bring a more diverse set of problem solvers to the brainstorming table. If everyone contributing to a solution set is similar in age, training and experience, how far outside the box do we think the “new” ideas will be?

The third step asks, “How else?” Challenge the thinking to achieve the goals in alternative ways. Is there another way to achieve the goal? When the Disney parks were challenged by corporate hierarchy to raise revenues by 3%, a straightforward

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Member Spotlight

Bryan Brockson

VP, Director of
RE Management,
Franklin Mint Federal
Credit Union



I chose to join CoreNet because... the organization offers great opportunities to network and learn.

The 2020 CoreNet event I am most looking forward to is... the CoreNet Global Summit in Washington, DC.

When I’m not at work or at CoreNet events, you’ll find me... hanging out with my family, running my kids around or enjoying a pint at Locust Lane Craft Brewery!

I am originally from... Unionville, PA.

The best piece of advice I ever received is... Under promise and over deliver!

My favorite thing about Philly is... the vibrant communities that make up the greater Philadelphia area and the sports teams!

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Welcome New Members

James Carter	• CBRE
David Crow	• Vanguard
Peter Fisher	• Sodexo
Kevin Furlong	• JLL
Conor Gelches	• Vanguard
Daniel Grant	• ENV Architects
Darren McCarthy	• National Project Group
Michael McLane	• Macro Consultants Inc.
Chris Murray	• Mace North America Ltd
Lynne Rein	• Parker Plants
Jennifer Rosenak	• Vanguard
Robert Sandora	• Qurate Retail Group

Membership

What Can CoreNet Mean for YOU?!!

The Greater Philadelphia Chapter is an essential forum to bring peer colleagues together from all real estate functions... from end users to service providers and economic developers. Being a member helps to create lasting, value-added relationships in a casual environment. We urge you to consider this opportunity to enhance your professional well-being through Connecting, Growing, Learning and Belonging! Join or renew your membership today!

JOIN NOW ▶

TIME TO RENEW? ▶

If for any reason you are not able to remember your User ID or Password please e-mail membership@corenetglobal.org and a person from members services will help you.



Executive Committee

Greater Philadelphia Chapter

President:

Mark Golboro • AIG

Vice President/President-Elect:

David Kontra • GE

Treasurer:

Matt Knowles • CBRE

Secretary

Lea Ann Molinuex • Verizon Global Real Estate

Past President/Advisor:

Chuck Bagocius • TD Bank

Past President/Advisor:

Ken Zirk • CBRE

CoreNet Global
133 Peachtree Street, N.E., Suite 3000
Atlanta, GA 30303

Letter from the President

Dear Fellow Chapter Members,

I'd first like to share that we've had a great fall. To start, we sold out the newly formatted End User Dinner featuring Leonard Posey from Lee Hect and Harrison who spoke on our hidden biases and its impact on the workplace. Next, we had another Center City Walking tour visiting the CBRE and Savills new offices at Two Liberty Place and the Fittler Club at 2400 Market. Finally, in late October your board sat down for an extended planning session which resulted in lots of good ideas for 2020 and beyond. Keep an eye out for announcements in early 2020.

Since this will be my last message as your Chapter President, I thought I would take a moment to look back at the last two years. I am happy to report that we've be able to continue to capitalize on the great work of my predecessors and accomplished much together. We've had 28 individual events, including our most popular winter/summer socials and golf outings, along with insightful "early access" site tours to places like Vertex, Schuylkill Yards, Subaru and the Comcast Technology Tower. We've also expanded the ongoing working relationship with our diverse university partners at Villanova, St. Joe's and Temple. Additionally, we've seen our chapter sponsorship program mature and grow with key sponsors stepping up and expanding their participation and commitment.

One of the principal goals for my tenure was to focus membership growth on end users. I am pleased to report that as our overall membership continues to grow steadily, our end user membership has seen a marked increased from 24% to 34% during this period. I am truly humbled by the support and efforts of the membership committee, the entire board, the executive committee and you, our members, with your dedication to the chapter. We would not be here if it weren't for this vital support and I extend my sincere appreciation.

My final wish is that like my predecessors, I too have helped position the chapter for further growth and success in serving the members of the Greater Delaware Valley/Philadelphia metro area and wish my successor, David Kontra and his team even greater success ahead. I hope to see you all at upcoming events in 2020

and beyond. Let me close by extending my well wishes to everyone and their families for a joyous and pleasant Thanksgiving and a safe and happy winter holiday season.

Sincerely,

Mark Golboro
Chapter President



Find Us on Social Media



CoreNet Philadelphia Gives Back

December 12th • 12:30pm - 4:00pm

**Philabundance, 3616 South Galloway Street,
Philadelphia, PA 19148**

Join us on December 12th for our sixth annual event supporting Philabundance, the region's largest hunger relief organization. Philabundance provides food to 90,000 individuals each week via neighborhood distribution programs and 350-member agencies including food pantries, shelters, and emergency kitchens in the Delaware Valley. Our work is in a safe and secure area and involves sorting and packaging cans and boxes of groceries and packaged meats. The work is light-weight, easy, and rewarding.

Contact **Gary Marx** to register



The Annual *Winter Social*

January 16, 2020 • 5:30PM - 8:30PM

Aramark HQ, 2400 Market St., Philadelphia, PA 19103

**Save
the Date!**

Congratulations to the CoreNet Greater Philadelphia Chapter's Incoming Executive Committee!

We understand the importance of strong leadership in the continued growth and development of the chapter and look forward to the upcoming year working with a great team. With that said, we are pleased to announce the following 2020 officers:



President:
David Kontra, GE



Vice President/
President-Elect:
**Lea Ann Molineux,
Verizon Global
Real Estate**



Secretary:
Erin Costello, Cofco



Treasurer:
Jay Joyce, Savills



Past President/Advisor:
Mark Golboro, AIG

Chapter Kicks Off Its End User Dinner Speaker Series



On October 15th the CoreNet Philly Chapter debuted its End User Dinner Speaker Series, which sold out in the first few days and was a huge success! Leonard Posey, expert consultant on Diversity and Inclusion from Lee Hecht Harrison, was our guest speaker who educated participants about mitigating unconscious bias.

A lively and interactive discussion was enjoyed over a delightful dinner at Chops with industry leaders who know that a diverse workforce boosts innovation and business performance. We spent the evening challenging ourselves to become aware of how

past experiences shape attitudes and beliefs impacting decisions and actions. Through awareness, we can counteract unconscious bias and strengthen ourselves as leaders. The discussion throughout the evening was thought provoking and enriching.

Attendees included CRE leaders from Verizon, AIG, Vanguard, GE, Greenberg Traurig, Ballard Spahr, and Chubb.

Stay tuned for our next Speaker Series in 2020! These are not to be missed events, that the Chapter is proud to offer to our End User members.

Future Real Estate Professionals Learn About the Industry

The University Relations committee proudly partnered with St. Joseph's University to bring a panel of Industrial Real Estate professionals to an audience of 30+ students on Tuesday, November 5th. Our amazing panel (consisting of Cait English of Duke Realty, Paul Armstrong of ROUX, Dennis Durkin of Exeter Properties, and Ryan Barros of JLL) was moderated by Kyla Murphy of Lidl. The panelists discussed everything from the function of industrial real estate sites to the environmental factors that tenants/owners need to consider.



Students were able to text in their questions throughout the presentation for a Rapid-Fire question round at the end of the panel. Questions from the students ranged from, "Why did you go into industrial real estate?" to "What's the next hot spot for industrial real estate?" The University Relations committee was thrilled to be a part of an impactful night, while learning more about the industrial real estate market and industry. A big thank you to John Cook and Forrest Kerr (President and Vice President, respectively) of the St. Joe's Real Estate Society for helping to organize this awesome event!

Member Spotlight *continued from page 1*

If I had to take a tourist to one Philly area destination, it would be... The Mutter Museum and the Barnes Foundation.

Growing up, I wanted to be... a builder.

My favorite vacation destination is... Corolla, NC.

The best book I've read is... "Hard Times" by Dickens.

CoreNet Philadelphia Sponsors Gathered at Spin Philadelphia on November 5th for the Annual Sponsor Appreciation Event!



Igniting Creativity, Diversity, Equity and Inclusion, Radical vs. Iterative *continued from page 1*

solution would have been to just raise prices. Studies had shown there would be little negative effect in attendance. The better solution was FastPass+. This eliminated lines in the park and allowed for Disney's guests to spend more time shopping in the ubiquitous stores.

The fourth step is, "Embrace curiosity." The most common question children ask is "Why?" followed by "Why?" followed by "Why?" Albert Einstein once said, "I am not particularly clever, I am just innately curious." Our adult selves are often content to stop after the first right answer. We need to embrace our inner child and continue to ask "Why?"

Wardle's last step included the directive that we need to be brave in order to innovate. He stated, "The opposite of bravery is not cowardice, but conformity." To be creative one needs to get out of their comfort zone. He asked us all to remember the last time we felt butterflies in our stomachs at the office because we were doing something new. In order to innovate we need to feel the butterflies.

Tuesday's session with Spike Lee and Dr. Tyler was more conversational. Lee provided background on his youth, his good fortune in attending Morehouse College, and then finding that he could study filmmaking. He entertained with clips from his movies "Do the Right Thing" and "Black Klansman," while educating the audience about the difference between diversity and inclusion.

Both Tyler and Lee spoke about the value and necessity of having a diverse set of perspectives at the table and ensuring their inclusion in the discussion. This resonates with Wardle's steps two and four above. In my experience, it is important that when you ask the "whys" of a new member that they receive it in the right manner. The new participant must realize it is posed in order to get a better understanding and not to be taken in a challenging or dismissive manner. New ideas and perspectives need to be encouraged and explored.

I utilized some of the lessons learned at these General Sessions at a recent strategic planning retreat for a non-profit board. At the retreat, one breakout discussion session addressed diversity. As a group we discussed how to gain greater diversity on the board. The group used the five steps listed above to come up with creative solutions and recommendations.

As an example, we reached back to Wardle's first step, "List the rules and then see around them." The board had several practices and requirements that have been impediments to diversity. Two examples include minimum annual board participation levels and the time (and location) of board meetings. One can see how a mid-week mid-morning board meeting in King of Prussia may preclude attendance by a prospective diverse candidate who does not have flexibility in their work schedule or who relies on public transportation.

Ignite creativity, achieve goals in diversity, equity and inclusion and consider radical innovations.

Call for Volunteers!

CoreNet Philadelphia is looking for eager volunteers! There are many ways to get involved such as helping a committee, hosting an event at your facility, speaking at an event, writing an article for the newsletter, and more. Please **let us know** if you are interested!

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



Don't Miss These Events!

Dec. 12: **Philabundance Community Service Event**
Philabundance, Philadelphia, PA

Jan. 16: **Annual Winter Social**
Aramark HQ, Philadelphia, PA

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

Renew Your Sponsorship!

The CoreNet Philadelphia Chapter is pleased to announce our 2020 sponsor program. The new program begins January 1 and runs through December 31, 2020. This year we will offer FOUR different sponsorship levels with added benefits to provide Chapter Sponsors better value and recognition throughout the year. Levels include: Platinum, Diamond, Gold, and Silver.

[Click here for more information.](#)



Thanks to Our Sponsors

Diamond:



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