



MARS Drinks Embeds their Corporate Philosophy into their New Workplace

By: Andrea Shook with Faithful+Gould

"At Mars Drinks, we believe our drinks make life at work better for our workplace customers. With that in mind, we believe it is critical to be a great place to work."

Valerie Walls, Director of People and Organization, Mars Drinks North America.

How Corporate Values Shaped the Workplace:

"We designed the space to foster collaboration and transparency." -Valerie Walls

Mars Drinks has long been ahead of the curve by fostering collaboration through an open office environment. The catalyst for the new 195,745-square-foot facility housing 170 associates came from a desire to pull every piece of the business together in order to inspire growth. Mars Drinks wanted a campus environment where manufacturing, R&D, marketing, the local market and global headquarters all operated in the same space. The goal was to create connectivity for the entire business.



The fact that they are a B2B business was another driver for the project. The workplace was designed to include a state-of-the-art drink facility sales college. Different distributors and partners are invited to work alongside Mars

Drinks associates within the workplace at least once a month. Not only is Mars Drinks focused on becoming better at what they do across their business lines, they're focused on helping their partners increase their knowledge by creating living showrooms within their workspace.

In order to achieve this business transformation, Mars Drinks went from a more traditional open plan (no assigned offices, pods without partitions) and enhanced it with features to drive collaboration such as "kitchen tables," open collaborative soft seating, high top tables, lounge areas, academic seating, stadium seating, and a variety of enclosed, multi-purpose meeting spaces. There are departmental areas and hoteling available, but everyone moves around the space as it suits their business needs throughout the day.

To bring their corporate goals to life, Herman Miller assisted with creating a 'Living Showroom' which is comprised of assorted drink areas throughout the space to accommodate their range of customer needs based on scale and style. These coffee areas alone encourage associates to move about the space which fosters surreptitious collisions within the workplace.

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Volunteer Spotlight:

Catherine (Cat) Bianco

Director, Leasing
Liberty Property Trust



Cat Bianco is Chair of the chapter's Young Leader Committee. This group is focused on identifying potential members new to the industry (35 years old and younger) to help them get a jump start on their professional development, while establishing a forum for continuing education, mentoring and social networking.

Join us in getting to know Cat a little bit better...

I was born and raised in... West Norriton, PA.

When growing up I wanted to be... A professional cellist.

My favorite meal is... Yellow curry. A delicious Thai curry with a twist of Indian.

The best piece of advice I ever received was... Stop caring about what most others think of you and never stop learning.

The last movie I watched was... The Drop.

If I had to pick one place in the Greater Philadelphia area to bring a tourist... I would take them to Longwood Gardens.

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

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Don't Miss These Events!

- Nov. 13: **Young Leader Lunch & Learn**
Comcast Center, Philadelphia, PA
- Dec. 5: **The Pros and Cons of the Open Work Plan Environment**
Mars Drinks, West Chester, PA
- Jan. 2015: **Post Holiday Party**
Location TBA

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

Don't Forget to Renew Your Membership!

CoreNet members receive access to professional resources, discounts at events, great networking opportunities, invitations to exclusive members-only events, and more. As a reminder, all memberships expire on December 31st... don't forget to renew before the end of the year!

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Chapter

NEWS

Fall 2014

Letter from the President

The mission of the Philadelphia Chapter is to connect groups of professionals, end users and service providers in order to advance knowledge, promote personal excellence and add value to each individual and their respective enterprises. Our chapter accomplishes our mission through facilitating and sponsoring a variety of diversified programs that provide members educational and networking opportunities.

I certainly hope you had a very healthy and productive summer. I am enjoying the change in season and looking forward to a fun and productive fall and winter. I am also looking forward to completing this year strong with chapter content and getting ready to serve you one more year "if you'll have us." It is all about delivering value to you, as you did invest with us and trusted we would deliver.

I think we have!

I am so very proud of the work our team has delivered to you so far this year. Each and every one of them worked their "tails off" for us as chapter members. Evidenced by the IBC tour that was conducted in August and the Sponsor Appreciation Reception on October 8th.

We delivered in a "big way" our commitment to the community with our participation in the Outward Bound Building Adventure event on October 24th. Nine brave members of our chapter rappelled down One Logan Square in support of Outward Bound. Collectively our team raised \$21,500! We have exceeded our commitment in participation and donation.

Your Board and team leaders are dedicated, and when we come together we do it with this saying in mind, "We work for a cause not for applause, we live life to express in impress."

As for finishing strong this year I hope that you will think about attending these upcoming events:

- Young Leaders Lunch & Learn - Comcast Center 11/13/14
- Open Work Plan Program & Tour - Mars Drinks 12/5/14

I hope the service and product we delivered this year has inspired you to increase your involvement with the chapter. I hope you renew your membership, and inspire new members to join and experience the journey. I also hope that it inspires you to sponsor so that we can increase the programs and reach of our chapter into the real estate community.

I know we compete for your time and resources, our goal is to be your first choice because we add value to you and your business.

All the best to you and your family.



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

Vice President/President-Elect: **Irene Sosnowski, MCR** • CIGNA

Treasurer/Special Events: **Ed Piscopo** • PECO Energy

Secretary: **Matt Knowles** • CBRE

Past President/Advisor: **Jerry O'Brien** • Comcast

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

Nov. 13:

Young Leader Lunch & Learn

Join CoreNet Philadelphia's Young Leaders for an interactive Lunch and Learn session with **David Lasus**, COO of Insomnia Cookies and their Real Estate Associate, **Lauren Ladd**. Come learn about this incredibly successful, local startup and how they combined both real estate and hospitality to expand the company and become a national player in their industry.

The event is scheduled for November 13th and will take place at the Comcast Center. Registration is limited to 15, so register early! [Click here](#) for more information and to register.



Vote for the 2015 Executive Committee

Voting is now underway for the 2015 Greater Philadelphia Chapter Executive Committee. The recommended slate of nominees can be viewed using the link below. Members only can vote for one of the nominees or write-in a candidate. All candidates must be members in good standing.

Vote Now!

Ballots must be completed by November 14, 2014.



Dec. 5:

The Pros and Cons of the Open Work Plan Environment

Please join us on December 5th for a point-counterpoint discussion on The Open Work Plan. The event will focus on the multifaceted impact of the Open Work Plan environment and how it differs from a traditional office layout. The Open Work Plan environment has gained interest over recent years, from Fortune 500 global companies to 10-person law firms. Beyond square footage requirements, many areas are affected by this new world order of working including recruiting, behavior changes, generational differences, information transferring as well as workplace stressors.

Please come decide for yourself what side of the equation is right for your company!

The discussion, led by David Biondolillo, FlexWorkPlace Lead at TD Bank, will dive into a pro approach, provided by Tomi Lyle of Mars Drinks, and a contrarian approach, provided by Sue Thompson of Koch Business Services.

The event will include a tour of Mars Drinks' newly designed corporate office and coffee roasting facility. [Click here](#) for more information and to register.

Sponsors Feel Appreciated at First Annual Reception



The CoreNet Global Philadelphia Chapter hosted a Sponsor Appreciation Reception at the Pyramid Club on October 8, 2014. Over 25 guests enjoyed delicious food and drinks while taking in the fabulous views overlooking Philadelphia. Many of the guests included Corporate End Users, Board Members and representatives from the 13 annual sponsor companies. Also in attendance were a number of potential new sponsors for 2015.

Ken Zirk with CBRE and Chair of the Sponsorship Committee thanked everyone for their participation, while Ed Piscopo with PECO and Executive Committee member, led the evening with all the guests sharing their insights on what "CoreNet Means to Me."

It was truly a night of appreciation and a great kick-off to the 2015 Program! The new program begins on January 1st and includes all of the same great benefits. [Click here](#) to view the 2015 Sponsorship Brochure and [sign up online](#) today!

CoreNet Philadelphia Tops the Fundraising Charts!

Thanks to your generous support, the CoreNet Philadelphia Chapter was this year's top fundraising team at the Outward Bound Building Adventure event on October 24th! Collectively, our team raised \$21,500! All of the funds raised will help the Philadelphia Outward Bound School provide scholarships for underserved Philadelphia area public and charter school students.



Matt Knowles with CBRE

Congratulations to our team members for successfully completing the challenge. Not only did they far exceed their fundraising goal, but they each rappelled down the side of One Logan Square -- 31 stories and over 400 feet!

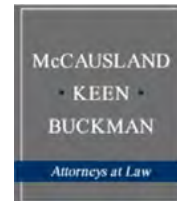
Team Members include:

- **Colin Fleming**, Avison Young
- **Emma Goda**, Richard L. Hoffman & Associates
- **Matt Knowles**, CBRE/CoreNet Board Member
- **Carolyn Lagermasini**, CoreNet Philadelphia Chapter Administrator
- **Joe McLoughlin**, Commonwealth Land Title Insurance Co.
- **Mei O'Neill**, CoStar Group
- **Ed Piscopo**, PECO/CoreNet Board Member
- **Kelly Tornes**, Blackney Hayes Architects
- **Ken Zirk**, CBRE/ CoreNet Board Member

To learn more about the POBS [click here](#).

In addition, we'd like to extend a special thanks to the following sponsors for generously supporting our team...

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CoreNet Philadelphia Gives Students a Leg Up

The chapter sponsored five students from Temple's student-led real estate organization, TREO, to attend the recent CoreNet Global Summit in Washington, DC. Their president, Mike Rohm, worked with our University Relations Committee, led by Lisa Conway of Interface, and started their trip to DC at the Chapter Networking Happy Hour. Eyes wide, dressed impeccably, and handshakes at the ready, they began introducing themselves to the industry leaders they will look to as role models as they consider corporate real estate as a profession. One of the students, Tim Mazaleski, wrote in an email following the Summit, "I cannot explain how valuable I, and I'm sure all my fellow Temple students, found the CoreNet Global Summit to be. Without your help, we might not have ever gotten the chance to attend the event and I am very grateful for all the connections I was able to make during the two days we spent there...we enjoyed every second of it." Chapter President, Gerry Guidice, commented, "I had the pleasure of spending time with the students. I was so impressed with them. They did all the right things."



The next event as part of our University Relations effort will be a panel discussion specifically for students in real estate and related majors held at Temple University in a few weeks. The focus will be

highlighting the diversity of paths in the profession. Should anyone be interested in engaging with students for this or future panel discussions, mentoring, or events yet to be determined, please contact [Lisa Conway](#). Our team is looking for volunteers and ideas to engage this energetic and up and coming talent pool. We are also looking to expand our email distribution to include students in real estate and related fields at area universities, so feel free to reach out with contacts at your alma mater.

MARS Drinks Embeds their Corporate Philosophy into their New Workplace *continued from page 1*

Transparency and visibility was another key business objective when designing the new workplace. No matter where you sit in the office, you can see the entire organization. Instead of sending an e-mail or making a phone call you can connect face to face with people and this speeds up decision making.

The management team leads by example by sitting in the center of the open plan, accessible to all associates. There are no corner offices and no special conference rooms. This demonstrates the importance of all business groups to management. Brain Miller stated, "Throughout the day, I can sit in 12 different spots and still be visible to all of the associates on site and always be within 25 feet of a MARS Drinks system. I'll bump into different people at different stations, which allows for impromptu meetings."

Some other features that will surely raise MARS' position on Fortune magazine's "100 Best Places to Work" list include on-site walking paths, a fitness center, a healthy living cafeteria, a health trainer, locker rooms, ATM machines, and free lunch meetings with business updates. The new workplace also boasts tons of natural light and was designed for LEED® Gold Certification, which they are currently in the process of attaining.

Employee Response to the New Workplace:

Given their long history of adopting open plan, Mars could be considered to be experts in providing this type of environment to their associates and you can see why. One of the keys to helping associates transition to the new workplace was to over communicate. Especially since employees never moved off site, constant communication was needed to keep associates informed during construction. They were also able to see the project as each stage developed. In addition, surveys were conducted with associates on things such as gym equipment, lockers, office chairs, fabric on the seating, and naming meeting rooms. This engaged and created excitement about the new workplace.



The transformative program resulted in highly engaged employees who are proud of their workplace. This has a direct correlation to productivity and drives Mars Drinks' business results.

In observing employees adjust to the new workplace, Valerie Walls commented, "It's motivating to hear the 'wows' and see the smiles from business partners and vendors coming through the space. The associates see it and appreciate how customers love their product and their workplace."

Please join your CoreNet Philadelphia colleagues for an educational program and tour of Mars Drinks' new workplace on December 5th. [Click here](#) for more information and to register.

Volunteer Spotlight *continued from page 1*

If I could have dinner with one person in the world, it would be...
Malala Yousafzai.

My favorite thing about participating in CoreNet is... Making new connections through my active participation in the Young Leaders group.

Three fun facts about me:

1. I have a full house with our two dogs (Hamish & Abbey) and our two cats (Mona & Leo).
2. I really enjoy camping and fishing.
3. I grew up swimming competitively and earned a Lifeguard certification.

My secret talent is... I can play the cello.

My favorite restaurant is... White Dog Café.

My favorite vacation spot is... St. Lucia, where my husband, Dave, and I got married.

"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

Jamie Bowes • Gulfstream Aerospace Corp.

Tracey Lange • Unisys Corp.

Ken Mackenzie • Core States Group

Eileen Thomas • Haworth

Kelly Tornes • Blackney Hayes Architects

Brendan Whitaker • Patriot Equities, LP

Ron Zappile • Johnson Controls, Inc.

Frank Zukas • Schuylkill Economic
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NEWS

Fall 2014

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