



## Summer White Party Brings the Heat!



*Guests stay cool at Summer White Party*

The extreme heat and humidity could not melt the spirits of the over 110 attendees at the Second Annual CoreNet Greater Philadelphia Summer White Party. The celebration was held at The Water Works Restaurant, one of Philadelphia's most beautiful landmarks, on July 18. Guests noshed on delicious food and cold beverages, while enjoying the cool sounds of David Brodie Jazz overlooking the Schuylkill River, Boathouse Row and Center City. Special thanks to our event sponsors: CFI – The Knoll Source, Herman Miller and Jacobs-KlingStubbins.



*Lisa Westerfield with Structure Tone, Chapter President Jerry O'Brien with Comcast, and Karen Randal with City of Philadelphia, Dept. of Commerce*



*Nick Zammer with Corporate Interiors and Sid Smith with Newmark Grubb Knight Frank*

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## Volunteer Spotlight:



**Lisa Westerfield**

Director, Business Development

**Structure Tone**

Lisa has been a valuable member of our CoreNet chapter for four years. Most recently, Lisa is credited with renewing and revitalizing our sponsorship program, but she's probably best known for her sunny disposition and can-do attitude. Join us in getting to know Lisa a little bit better...

**I was born and raised...** In Newark, along the Jersey shore, and attended Monmouth University in West Long Branch, NJ.

**When I was growing up I wanted to be...**

A doctor. I watch all of the doctor shows from General Hospital, Dr. Kildare, MASH, ER and Grey's Anatomy.

**My favorite meal is...** Chicken in champagne sauce from the *French Women Don't Get Fat* book. It's not only delightful; it's easy.

**The best piece of advice I ever received was...**

To take a chance on sales because I had nothing to lose. When I finished my MBA, Union Carbide offered to transfer me from the labs to a sales position in the chemical industry.

*continued on page 4*

## Don't Miss These Events!

- Aug. 7: **Drexel Campus Tour and Networking Reception**
- Sept. 16: **CoreNet Philadelphia/NAIOP Annual Golf Outing**
- Sept. 26: **Young Leader Speed Mentoring Event**

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

## Letter from the President

No summer break for CoreNet! In June we hosted a tremendous Eastern Regional Symposium. This was the third time our chapter played host for the event over its nine year history. A record crowd of close to 400 attended, and we received numerous favorable comments on our fine city. A highlight was certainly the end user dinner at the Barnes Foundation. I salute all our members who contributed their time, talent, and sponsorship to the Symposium.

Next up was the Summer White Party held for the second year at the Water Works Restaurant. In spite of the week long heat wave topping out at 99 degrees, over 110 hearty attendees turned out and had a great time with a first class experience of food, drink and the band. Thanks so much to our event sponsors – CFI, Herman Miller, and Jacobs-KlingStubbins. And a big thanks to our Special Events Co-Chairs, Kim Williams and Ed Piscopo, who definitely know how to throw a party!

On August 7, Suzanne Linus and our Education Committee will host an event at Drexel University's Lebow College followed by a happy hour. These are exciting times at Drexel as it has been on a building campaign that is really transforming the gateway to West Philadelphia. If you're not on the beach come out and find out what's new where education meets urban revitalization.

Once again we will join with our friends from NAOIP for the annual golf outing. This year's event will be held on September 16 at Green Valley Country Club. Only two more months to get your golf game in shape.

Stay tuned for further news for an exciting fall charitable event that John Bullen, our new Community Service Chairperson, is lining up.

After some decline and leveling off due to the rough economic climate, membership is back on the upswing at about 150 members. Financially, the chapter is strong as ever thanks to a superb job by Lisa Westerfield as head of our Sponsorship Committee the last two years.

Thanks again to all our loyal sponsors and our active members who do so much to keep this a vibrant and fun chapter. Everybody have a great second half of 2013 and save your dollars for the Las Vegas Summit in October.



Best regards,

**Gerald O'Brien**

Vice President, Real Estate, Comcast Cable Communications  
President, Greater Philadelphia Chapter, CoreNet Global

## Executive Committee Greater Philadelphia Chapter

President: **Jerry O'Brien** • Comcast Cable

Executive Vice President: **Gerry Guidice** • TD Bank

Secretary: **Irene Sosnowski** • CIGNA

Treasurer: **Ed Piscopo** • PECO, an Exelon Company

Past President: **Ken Zirk** • CBRE

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

## CoreNet Philadelphia/ NAIOP Annual Golf Outing



Join CoreNet Philadelphia and NAIOP as we partner once again for the Annual Golf Outing. This year's event will be held on September 16 at the Green Valley Country Club in Lafayette Hill, PA. Situated on 180 rolling acres in the Greater Philadelphia area of Lafayette Hill, Green Valley offers a private, William Flynn-designed 18-hole championship golf course. The outing is a great opportunity to connect with co-workers, clients and prospective clients outside of the office, register today! Special thanks to our title sponsor: Jones Lang LaSalle.

### Sponsorship opportunities available!

Click [here](#) for the list of options or [contact us](#) with questions.

### Event Agenda:

10:30am:	Registration, Driving Range, Putting Green
11:00am–12:30pm:	Lunch & Networking
12:30pm:	Shotgun Start
5:00pm–7:30pm:	Cocktails, Heavy hors d'oeuvres & Raffle Prizes

### Fees:

Foursome/\$1100  
Single Player/\$300  
Reception only – Member/\$35 and  
Non-Member/\$55

**Registration:** Click [here](#) to register

*Sponsored by:*



## Drexel Campus Tour and Networking Reception

Join your CoreNet colleagues on August 7 for a presentation and tour of the Drexel University Campus starting at 3:30pm. The event will kick-off with a presentation, given by Robert Francis, ED.D, VP of University Facilities, on the latest transformations of Drexel's campus. The tour will focus on the newly constructed, not yet completed, Le Bow College of Business. At the conclusion of the tour, attendees will gather at the Landmark Americana for a networking and cocktail reception. Light fare will be provided by the chapter. Attendees will be responsible for purchasing beverages. Register today!

**Date:** August 7, 2013

**Time:** 3:00pm - 7:00pm

**Location:** Drexel University, Disque Hall (Room 103),  
S. 32<sup>nd</sup> and Chestnut Street,  
Philadelphia, PA 19104

**Cost:** \$25/Members and \$50/Non-Members

**Registration:** Click [here](#) to register

### NEW INCENTIVE!

Those who bring a non-member end user, can bring their guest for FREE! [Contact us](#) to take advantage of this offer.



## Save the Date!

Mark your calendars for September 26 and get ready to meet some of Philadelphia's top real estate luminaries at the Annual Speed Mentoring event! Join the young leaders of CoreNet Philadelphia for a fun, fast-paced evening where you'll have individual face-to-face conversations with leading industry executives. Details are still in the works so check the [website](#) for more information coming soon.



## April 18: What Keeps a Real Estate Executive Up at Night?

A panel of professional members met on April 18 to discuss the challenges that top real estate executives are facing in today's market. The panel, moderated by **Steve Rush** of CBRE, included: **Lea Ann Molineux** with Verizon; **Gerry Guidice** with TD Bank; and **Jerry O'Brien** with Comcast Cable Communications.



*Panelists: Lea Ann Molineux with Verizon; Gerry Guidice with TD Bank; and Jerry O'Brien with Comcast Cable*

### Some of the 'new norms' that keep a CRE executive up at night are:

- Dealing with the changing ways people are doing business
- Cultural shifts to go to smaller workspaces
- Personalizing space for individuals
- Balancing cost, employee productivity, and employee engagement
- Gaining buy-in from the right parties to move to a more mobile workforce
- Dealing with shrinking vacancies
- Managing the results of the lowering panels
- Providing technology solutions to support flexible work
- Being accepted as a strategic partner, not an order taker
- Preparing to adjust when we move from a tenant favorable market to a landlord favorable market

### The panelists' wish list with regard to making their departments more effective included:

- Engage folks and let them become change agents
- Shift from an SLA/KPI mentality to a trusted relationship role with core service providers
- Solidify relationship with landlord and clients.

### And their biggest worries included:

- Getting ahead of planning process. Taking time to plan and do it right
- Becoming irrelevant

## May 17: The Future of Brokerage

CoreNet members and guests gathered on Friday morning, May 17 to hear a panel of local real estate leaders discuss the growth and survival of the commercial real estate industry. Panelists included **Reid Blynn** of Newmark Grubb Knight Frank, **Ron Cariola** of Jones Lang LaSalle, and **Jud Wambold** of Tactix Real Estate Advisors. **Coert Davis** of Teva Pharmaceuticals moderated.

A clear message from all three panelists was that brokerage has become less about finding space and more about consulting. CoStar and similar services may initially seem to pose a threat to the brokerage industry, but everyone agreed that experts are needed to analyze the data and provide a broad array of services.

When asked about the biggest change in the real estate industry, the panelists immediately cited technology related initiatives. Ron indicated that technology and innovation would continue to shape the industry, and further that how we communicate would alter the landscape. Reid added that technology needs to enable personal service and that the industry in general needs more technology tools. Jed took a view of the industry from the client side and said that the growing the employee base in order to grow the real estate market would be a positive change.

Coert closed by asking what each would do if he were mayor of Philadelphia. Fix City Council, get the Olympics here in 2024, and give graduates a reason to stay in Philly were at the top of the list.

## Volunteer Spotlight *continued from page 1*

Sales was the furthest thing from my mind until my dad pointed out that nothing happens in a company until a sale is made and suggested that I should try it. I lived at home, had little to lose, and I could gain some valuable experience. It turned out to be a great decision.

**The last movie I watched was...** *Too Big to Fail*, an HBO movie about the economic collapse. What a cast!

**I wish I knew how to...** Paint and draw. My brothers were blessed with artist's genes.

**If I had to pick one place in the greater Philadelphia area to bring a tourist, I would take them to...** While there are so many good places to visit, I would have to pick the Barnes Foundation!

**One thing I can't live without is...** Yoga, a few times a week.

**If I could have dinner with one person in the world, it would be...** Hillary Clinton.

**My favorite thing about participating in CoreNet is...** The camaraderie and the ability to make strong connections with people throughout the eastern region.

**The most rewarding part of my job is...** Finding ways to get my company to the table for new opportunities.

**My advice to students getting ready to enter the CRE field is...** Take chances. If the opportunity presents itself, pursue competitions like the Villanova Real Estate Development competition and use those situations as a way to learn valuable skills early and to show senior real estate professionals how you perform under pressure.

**My best "Honey, you won't believe what happened today" story is...** A few years ago I called my husband from a yoga camp to tell him that myself and three other women at the retreat had booked a trip to India to study with Anand Mehrohta, a yoga master who starred in an Indy film called "The Highest Pass."

## Philadelphia Chapter Hosts Another Successful ERS!



The 2013 Eastern Regional Symposium was a huge success! This year's event broke attendance records with close to 400 corporate real estate executives! The event kicked off on Monday afternoon with an enlightening presentation from Andrew Zolli, Executive

Director and Curator of PopTech. Attendees then gathered in the Reading Room at UPenn for the welcome reception before heading over to the End User Dinner at the Barnes Foundation.

The Barnes offered a spectacular setting for the annual dinner. The more than 175 guests enjoyed a cocktail reception on the gorgeous veranda, followed by an exquisitely catered dinner with presentations from Secretary Allen Walker and the Barnes curator. After the dinner, guests had the opportunity to visit the world-class art collection in the various galleries.

Day two began with a general presentation from Lara Hodgson, Co-Founder of Insomnia, LLC followed by a number of great break out sessions. The conference concluded with a presentation from Michael Buckley, President of Halcyon, Ltd. After the final session guests returned to the Reading Room for the Closing Reception which featured an assortment of delicious desserts, including a chocolate fountain. We would like to thank all of the event sponsors, volunteers, and attendees who made this event such a success.

We look forward to seeing you at the next ERS, June 2015 in Washington, DC!



## Membership Has Its Benefits...



*Become a member of the CoreNet Greater Philadelphia Chapter and take advantage of these benefits:*

- Reduced event registration fees
- Admittance to Members-Only events, like the ERS
- Members-only access to: CoreNet End User Global Discovery Forums; Global and Regional Learning Resources through the CoreNet Global internet site (research papers, presentations, benchmarking studies, end-user and vendor contact information)
- Learning opportunities through MCR/SLCR degree
- Opportunities to earn maintenance credits toward MCR/SLCR accreditations
- Exclusive access to CoreNet's bi-monthly magazine, *The LEADER*
- A multitude of exciting learning and networking engagements throughout the year
- Opportunity to become a Chapter Leader
- Be a part of the leading End Users organization for Corporate Real Estate

Click [here](#) for more information.



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!



## "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

Sara Anderson •

Kim Batchelor • Grant Street Associates /  
Cushman & Wakefield

Louis Battagliese • Jackson Cross Partner, LLC

Carlo Beuf • Cenero LLC

Bryan Cole • NAI Keystone Commercial  
& Industrial

Angela DeElse • Nelson & Associates

James Dugan • Newmark Grubb Knight  
Frank

Paul Garvey • Cushman & Wakefield

Caroline Gould • Daroff Design

Hannah Guthrie • The Hub, LLC

James Harbaugh • City Center Lehigh Valley

Edmund Klimek • KSS Architects

Thomas McDugall • Newmark Grubb Knight  
Frank

Chirag Modi • Newmark Grubb Knight  
Frank

Laura Prickitt • Jacobs KlingStubbins

Linda Rudi • A. Pomerantz & Company,  
Inc.

Brian Ziemba • Steelcase, Inc

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# NEWS

Summer 2013

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