Chapter Members Plan for 2012-2013 at PECO Economic Forecast Breakfast

On April 18, the Chapter Education Committee provided a look into real estate strategies for 2012 and what to expect in the next 12-18 months. The event, hosted by PECO and moderated by Daniel Fishbein, SLCR, featured presentations by:

- **Kevin Gillen, PHD,** Vice President and Economist at Econsult Corp
- **Bob Walters,** Executive Managing Director, CBRE
- **Dennis Cronin,** Chief Operating Officer, Steel Orca
- **Phil Eastman,** Manager of Economic Development, PECO

Gerald O’Brien, Vice President, Real Estate, Comcast Cable Communications welcomed close to 90 chapter members and guests who attended the Forecast as President of CoreNet's Philadelphia Chapter. The program provided an opportunity to learn more about the most pressing real estate decisions facing end users today and how those decisions are best handled within our ever-changing economic landscape. Topics of discussion included: Economic trends and their impact on real estate market; macro and micro office and industrial market trends; trends in data center usage and development and economic importance; and economic development in Philadelphia and the Delaware Valley region.

Active members of the Philadelphia Chapter will tell you that peer-to-peer networking and gaining value from the chapter starts at the committee level. There are many opportunities to participate no matter how much (or how little) time you have to give, so please contact a Committee Chairperson and get started!

**Young Leaders:** 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.

**Communication:** The team works to develop positive exposure and awareness about the CoreNet Global Greater Philadelphia Chapter by writing press releases, taking photos at events, writing...

Don't Miss These Events!

- **July 12:** Campbell Soup Company Program and Tour
- **July 26:** Summer White Party
- **Sept. 10:** CoreNet/NAIOP Annual Golf Outing

Visit the events section of the chapter website for more information and to register.

Make the most of your membership... volunteer today!
Letter from the President

Happy Summer! It's about 100 degrees as I write this note. Thankfully, we moved our Summer Solstice\White Party back to the cooler temperatures of July instead of tonight. Whew….better to be lucky than good.

Here we are halfway through the year and it's flying by. The chapter continues to have a great nucleus of members who dedicate their time and talents to our success. Your efforts promote the fellowship and learning environment that CoreNet provides all of us.

Our focus this year is on two areas where we seek improvement – membership and sponsorship. Our committees need your help in referring and recruiting people and companies that look to get more involved through these avenues. We want to be the place to be for corporate real estate in Philadelphia.

A couple of recent highlights include the Boston Eastern Regional Symposium attended by 30 chapter members. The annual ERS always presents relevant educational and topical programs. We have put our name in contention to host the ERS again in Philadelphia 2013. Our Young Leaders continue to put on excellent programs to include the recent speed mentoring event, and we had two great educational sessions at PECO and Morgan Lewis during the spring.

In July we have two exciting events coming up. On the educational front, we'll be at Campbell's Soup in Camden, NJ on July 12 for an enlightening program about their corporate HQ. On July 26 we have what promises to be the real estate fiesta of the summer - our Summer White Party. Our Special Events Committee has planned a first class event at Water Works that will feature a band, great food, and of course libations. Make plans to be there and bring a guest- it is going to be fun.

Looking to the future, we have our golf outing on September 10 in partnership with NAIOP, so get out there and work on your game.

Everybody have a great summer, and I look forward to active participation in our upcoming events!

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: Jonathan Grosser • Stradley Ronan Stevens & Young
Treasurer: Bob Clements • Newmark Grubb Knight Frank
Past President: Ken Zirk • CBRE

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Young Leaders Make Connections at Speed Mentoring Event

On May 23, the Young Leaders committee of the CoreNet Global Greater Philadelphia Chapter held the Second Annual Speed Mentoring Event. With a tremendous turn-out of nearly 40 attendees, including Philadelphia’s top real estate luminaries and young professionals, the event offered ample opportunities to make new connections. Offering decades of experience in the real estate industry, mentors shared career advice in one-on-one conversations with mentees. “As expected the 2012 speed mentoring event was better than ever. It provided me a wonderful opportunity to meet some of commercial real estate’s most prominent professionals,” said Matt Knowles, CBRE Transaction Manager and a Young Leaders Committee member. The committee received overwhelmingly positive feedback on this fun and fast-paced night, and will undoubtedly continue to include speed mentoring events in future planning.

Attendees Learn Why Lease Execution Takes Forever

On May 10th close to 60 chapter members and guests gathered at Morgan Lewis & Bockius LLP to explore current market reasons for lease execution delay. Lisa Westerfield with Structure Tone moderated a panel of industry leaders including JJ Broderick with Morgan, Lewis, Bockius LLP; Jerry O’Brien with Comcast; Ron Cariola with Jones Lang LaSalle; and Peter Stevens with CBRE as they discussed conflicting tenant and landlord perceptions of the market and the essential, but complicated role of the lender. Different strategies to expedite lease execution were explored on a business and legal level. Special Thanks to Morgan Lewis LLP for sponsoring this event!

You’re invited to join the Greater Philadelphia Chapter of CoreNet Global as we celebrate summer! Join us on July 26th at Water Works, Philadelphia’s Landmark Restaurant. Guests will nosh on delicious food and drinks, while enjoying the cool sounds of David Brodie Jazz overlooking the river under the Grand Pavilion. Please come in your brightest white attire to kick off the summer season! The price per ticket is $75/Members and $99/Non-Members. Guests and spouses are welcome to attend!

Special thanks to our event sponsors: Newmark Knight Frank Smith Mack, The Sullivan Company, CFI, Herman Miller and KlingStubbins.

Event Details:
When: Thursday, July 26, 2012
Time: 6:00pm – 9:00pm
Where: Water Works, 640 Water Works Dr, Philadelphia, PA 19103
Fees: $75/Members and $99/Non-Members
Registration: Click here to register
Join members of the Greater Philadelphia and Mid-Atlantic Chapters of CoreNet Global for a presentation and tour of the Campbell Soup Company’s World Headquarters. The presentation will focus on the planning and strategy for the renovation of the company’s global headquarters, including the recently completed Campbell Employee Center (CEC). Campbell’s design objectives include fostering a more collaborative work environment and a rejuvenation of corporate image. The construction of the CEC and the improvements made to the surrounding infrastructure are part of the Gateway Redevelopment Project. The project is an important part of a joint public, private, and community effort to inject new vitality into the City of Camden, NJ.

Moderator: Daniel Fishbein, SLCR, Asset Manager for Corporate and Investment Real Estate, Lecturer, Consultant

Speakers will include:
- Rebecca Bagin, Vice President Human Resources, Campbell Soup Company
- Tracy Brower, Director, Performance Environments, Herman Miller
- Beth Jolly, Director, Internal Communications, Campbell Soup Company
- Richard Landers, Vice President Tax & Real Estate, Campbell Soup Company
- Amy Manley, Associate-Workplace Strategist, KlingStubbins
- Anthony Perno, Cooper Ferry Partnership

Immediately following the presentation, attendees will be taken on a tour of the Campbell Employee Center and Office Space, which will be followed by networking in the Campbell Café. Limited space is available, reserve your spot now!

Event Details:
When: July 12, 2012
Time: 2:00pm – 6:00pm
Where: Campbell Soup Company World HQ, 1 Campbell Place, Camden, NJ
Cost: Member/$35.00; Young Leader Member/Member In Transition/$25.00; Young Leader Non-Members/$50.00; and Non-Member/$70.00

Registration: Click here to register

Once again this year we will be partnering with NAIOP for the Annual Golf Outing. This year’s event will be held on September 10th at the Green Valley Golf 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 cost is $1100 for a foursome and $300 for single players.

Don’t golf, but still want to network with your colleagues? Join us for the reception starting at 5:30pm. The cost is $35/Members and $55/Non-Members.

Event Agenda:
10:30am - Registration, Putting Green, Driving Range & Lunch
12:30pm - Shotgun Start
5:30pm - Cocktail Reception, Awards & Networking

Event Details:
When: Monday, September 10, 2012
Time: 10:30am – 7:30pm
Where: Green Valley Golf Club, 201 W. Ridge Pike, Lafayette Hill, PA 19444
Registration: Click here to register

Sponsorship Opportunities are Available!
If you are interested in being a sponsor, there are numerous opportunities available including: Overall Event Sponsor, Golf Carts, Refreshments, Lunch, Cocktail Reception, Putting Green, and many more! Click here for the full list of options or contact Lisa Westerfield, Golf Committee Chair, with questions.
event recaps for the website and newsletter, and utilizing social media.

**Education & Programs:** The team provides engaging and industry relevant speakers at a variety of venues in support of professional development for chapter members. To do this they need help identifying and securing speakers, developing topics for sessions, and all the aspects of meeting planning for the events.

**Membership:** This committee helps grow the chapter by identifying new members (both end users and service providers), while retaining existing members.

**Special Events:** This energetic and creative group plans all the fun social events such as the Summer White Party, the Annual Golf Outing and the New Year’s Party.

**Sponsorship:** This committee is responsible for identifying people and companies interested in sponsoring chapter events and promoting their firm.

**Governance:** This group establishes policy and processes for administering the chapter.

**CRC:** The committee is responsible for planning community service opportunities and events for the chapter, while increasing the chapter’s involvement in charitable and philanthropic efforts.

**Sold Out ERS Takes Boston By Storm**

The 2012 ERS was a highly successful event, attracting 348 registrants from the seven eastern chapters of CoreNet Global; nearly matching the record attendance in New York City in 2011. The theme, “Transformation and Innovation,” addressed how innovation in thinking and practice occurs and how these innovations can be applied to challenges facing corporate real estate practitioners. Driving innovation to solve ever more complex business problems is a critical capability for companies seeking to thrive in a time of slow motion recovery and intensifying global competition.

Programming was expanded this year with two additional sessions taking place on Monday morning. The first focused on CoreNet Global’s groundbreaking report, “Corporate Real Estate 2020” and the second was the Young Leaders Forum. There was also a morning tour "Boston Innovation District by Boat" and two early afternoon tours. The sold-out afternoon tours featured a “Fenway Park Centennial” tour lead by John Rosenthal, a leader of the redevelopment of Boston’s Fenway neighborhood, and a “Heart of Bio-Tech/ East Cambridge” tour.

On Monday afternoon Chris Horblit, President of Fidelity Real Estate Company welcomed attendees as President of the New England Chapter. His remarks were followed by the opening general session, “Bull Market in Fear- US Brand at Risk,” presented by Bruce Johnstone, Senior Marketing Investment Strategist, Fidelity Investments and moderated by Sarah Abrams, Senior Vice President and Head of Global Real Estate for Iron Mountain.

Following a welcome reception for all, 160 End Users and Sponsors attended the End User dinner held at the “Top of the Hub” at the Prudential Center in Boston’s Back Bay. This was followed by the Speaker Appreciation Reception at the Le Meridien Cambridge MIT hotel.

Tuesday offered a full day of break out sessions that were all highly rated. Some of the topics covered were: Success Strategies for Leaders in New Roles, Going Global, Changing Corporate Procurement Practices and several others. The afternoon general session entitled, “Transformational Cities” featured author Roberta Gratz, Michael Buckley, President, Haycon and Director University of Texas Center for Metropolitan Density and Certification Program in Turnaround Strategy, and Frederick Kramer, AIA, President of ADD, Inc. Daniel Fishbein, ERS Co-Chair, moderated the program. A survey of ERS attendees revealed an outstanding response to the programming.

The 2012 ERS concluded at the Queen’s Head Pub late Tuesday afternoon in Harvard University’s historic and architecturally significant Memorial Hall. Thanks go to the 48 volunteers from the seven chapters who put together the ERS with the assistance of Association & Conference Group.

Make the most of your membership… volunteer today! continued from page 1
Wanted: Real Estate Stories
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

Donna Andersen • Aramark
Christopher Aretta •
Charles Bagocius • TD Bank
Livingston Biddle •
Chris Bieberbach • Brandywine Realty Trust
Matt Caffrey • Milrose Consultants, Inc (HQ)
Scott Dorn • General Electric Co (HQ)
Robert Goetz • Comcast
Patricia Horvatich • Pittsburgh Regional Alliance
David Kontra • General Electric Co (HQ)
Suzanne Linus • Francis Cauffman
Jacob Malikkal • TD Bank NA
Janet McDonough • Sodexo, Inc
Lea Ann Molineux • Verizon Communications Inc
Sean Murray • General Electric
Karen Nape • Knoll, Inc
Kelly O’Brien • TD Financial Group
Daniel Paetzold • TD Bank
Laura Prickitt • Blackney Hayes Architects
Paul Ratkovic • Agile Oak
Kristine Ritter Wilhelm • Liberty Property Trust
Kristen Tessler • Deloitte
Patty Vozzo • Instant Offices

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