



Philadelphia's Center City Gets a Major Face Lift

By: Kathryn Smith with Comcast in conjunction with Brian Communications

Earlier this year, National Real Estate Development announced that one of the last underdeveloped sections of Philadelphia's Center City will be transformed into East Market—a \$500 million mixed-use development featuring a unique mix of urban and boutique retail and dining experiences with state-of-the-art office space and residential units. This massive project incorporates the entire city block between Market and Chestnut, 11th and 12th Streets. The development will also feature approximately 9,600 square feet of digital and static signage – a first for Philadelphia.



Key to this 4.3 acre, transformative, urban community are the plans to increase pedestrian walkways and offer outdoor access to stores and restaurants. In addition to creating an environment that will encourage al fresco dining and shopping, plans call for the development of a walkway from the Convention Center's Reading Terminal entrance to Chestnut Street. This will, for the first-time, conveniently bridge the gap between the city's historic and business districts, encouraging tourists to shop and dine on and around Market Street.

National Real Estate Development, along with property owners National Real Estate Advisors, JOSS Realty Partners, Young Capital LLC and SSH Real Estate, will begin demolition later this summer. The Girard building will be renovated to add first-floor retail space, and the city's Family Court warehouse on 34 S. 11th Street will be reclad. Remaining buildings along the block will be demolished.

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Volunteer Spotlight:

Kathryn Smith
Real Estate Specialist
Comcast



This past year Kathryn has popped up as a frequenter to CoreNet events. As a member of both the Communications Committee and Young Leaders Committee, she has quickly become a valuable member of our Chapter.

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

I was born and raised... Eastampton, NJ; a small town, population 6,000 in Burlington County, NJ.

When I was growing up I wanted to be... An attorney, a gas station attendant (they always had wads of money!), an actress, Dorothy from the Wizard of Oz.

My favorite meal is... Sausage Pizza from Joe Santucci's; home of the famous square pizza.

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Don't Miss These Events!

Oct. 24: **Outward Bound Rappel**
One Logan Square,
Philadelphia, PA

Dec. 5: **The Open Work Plan**
Environment at Mars Drinks
Mars Drinks, West Chester, PA

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

Letter from the President

I hope this note finds all of my CoreNet colleagues enjoying the summer. I also hope that the first half of the year was full of health and happiness for each of you. At the last board meeting, I reflected on how the first half of the year went for our team leads and volunteers and if we are achieving our promise to our membership.

I am proud to say, we are delivering on our promise of adding value by providing content that adds to your work life, and providing superior networking events. We have brought in sponsors that are industry leaders. We have an End User population that is a list of the “Best of the Best” in our industry. We delivered educational content and a set of networking events including the Summer Social and Golf Outing. We have given back to the community in which we live and have been well recognized for this effort. We have engaged a deeper and broader base of Young Leaders (the future of our business), and we have kicked off University Relations (mighty team of one) to advance our relationships with our education rich region. Finally, we have built a robust membership and succession plan for each of our “work streams” so that we have a broad base of thought leadership on content and continuity of execution.

This is a good news story for our organization.

With this momentum builds need!! We need you to get engaged, become more involved and provide us more thought leadership so we can continue to improve. You are the key to our success and it wouldn't be a President's note without a plea for more membership involvement.

In closing, I would like to share this thought:

“Tell me and I forget, Teach me and I remember, Engage me and I learn.”

I am trying to engage you and your organizations to work with us to make us all learn. I hope you have a terrific balance of the summer. Success is at your fingertips and I wish you all the best in achieving it.

All the Best,



Gerry Guidice, MCR.w, SLCR

Head of US Real Estate, TD Bank

President, Greater Philadelphia Chapter, CoreNet Global

Executive Committee Greater Philadelphia Chapter

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August 21

Gerry Guidice to Speak at CREW Philadelphia Speed Mentoring Event



Join CREW Philadelphia for a unique opportunity to spend valuable one-on-one time with senior executives in our industry! Modeled after speed dating, speed mentoring involves a quick exchange of information (in a small group setting) focused on advancement in the

commercial real estate profession, achieving goals and overcoming professional challenges. Come prepared to enjoy meaningful conversations and learn from the best while rapidly building your professional network! Light refreshments will be provided.

Featured mentors include:

CoreNet Philadelphia Chapter President -
Gerry Guidice, Head of RE, TD Bank North America

Keri Lorenson, *Deputy COO/Managing Director Finance,*
Hirtle Callaghan

Joan Waters, *Principal/CEO, COFCO*

Sue Welch, *VP Commercial Lending, Fox Chase Bank*

Dayle Rosenzweig, *Manager- RE Operations,*
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Karen Stratton, *Eastern Regional VP, Herman Miller*

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Leslie Watkins, *Owner, Art Partnership*

Karen Daroff, *Principal, Daroff Design Inc. +*
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Suzanne Nicholson, *COO + Principal, Meyer Design*

Reservations requested by 5pm Monday, August 18th.

Reservations after this date will be accepted on a space-available basis. There will be a surcharge of \$20 after the registration deadline and onsite for walk-ins the day of the event. Click [here](#) for more information and to register.

As a fellow real estate organization, our chapter is pleased to support this event and offer our Chapter President, Gerry Guidice, as a mentor.

October 24

Outward Bound Building Adventure

We are going over again! Last year five brave members of our chapter raised more than \$8,000 to help Outward Bound Philadelphia provide life-changing educational programs to underserved youth in Philadelphia. This year we hope to do even better. We are setting our team up now for the rappel on October 24th, 2014 at Brandywine Realty Trust's One Logan Square.

About the Event:

Over 100 participants, including the Mayor, Senator Vince Hughes and passionate supporters from the Greater Philadelphia Community fundraise and rappel 31 stories down One Logan Square in Center City.

Our Fundraising Goal:

We hope to raise \$14,000. Last year we raised over \$8,000 with only five participants and a few weeks to raise money. This year we should have at least seven participants and a lot more time.



Who is Philadelphia Outward Bound School:

- **Mission:** To change lives through challenge and discovery.
- **Our School:** Provides outdoor experiential education and leadership development programming for underserved public and charter school students, Veterans and teens who have suffered a traumatic loss in Pennsylvania, New Jersey and Delaware.
- **Outward Bound:** Is the world's oldest and largest adventure based education program. Our primary outcomes are character development, leadership and service.

We need people to rappel and help with fundraising. The team is filling up fast, but we still have slots available. Contact [John Bullen](#) for more information. Click [here](#) for more information about Outward Bound.

Chapter Kicks Off the Summer in Style

It was a perfect June evening - warm night, beautiful sunset, and cold drinks in hand at the Annual CoreNet Philadelphia Summer Social (aka White Party). The event, held at Hotel Monaco in Philadelphia, had more than 100 people across the real estate industry in attendance to celebrate the kickoff to summer 2014. Guests mingled with old and new friends while listening to live music and enjoying custom cocktails, which helped set the tone for the evening. Chapter President Gerry Guidice of TD Bank welcomed everyone, and thanked them for their continued support of the chapter.

View our photos on [flickr](#)



From L-R: Tom Ciarlone with Comcast, Jerry O'Brien with Comcast, David Fahey with Avison Young, Natascha Chung with Jacobs KlingStubbins, David Biondillo with TD Bank, and John Bullen with Comcast



Mary Sparacino with Spectrum and Gerry Guidice with TD Bank

Annual Golf Outing Raises Money for Outward Bound

On Monday, July 28, the CoreNet Global Philadelphia Chapter partnered with our friends at NAIOP for the Annual Golf Outing at the Green Valley Country Club in Lafayette Hill, PA. Not only did we sell the event out with 31 foursomes and 124 golfers, but the weather cooperated and gave us perfect late July temperatures that were cooler than usual which made for a delightful day. Birdies were hard to come by even with a deep pool of talented golfers and their foot wedges. At the end of the day fun, friendship and networking won and the difficult Green Valley course finished a distant second. Thank you to all of the sponsors who helped make this event possible. Additionally a special thank you to all of the volunteers who helped out during the registration and chipping contest throughout the day. The raffle prizes and chipping contest helped raise \$1,925 for a great

charity, Philadelphia Outward Bound School. Thank you to all who contributed and donated the raffle prizes. We hope to see you all again at next year's golf outing!!

View our photos on [flickr](#)



Raffle Prize Winners:

Downtown Marriott
(overnight stay and breakfast for two) – **Rebecca Udell**

Marriott Courtyard at the Navy Yard (overnight stay) –
John McCreavy

Hotel Monaco (one night stay) – **Angel DeElse**

Loews Philadelphia Hotel (overnight stay) – **Miguel Baphista**

Green Valley Country Club (Foursome, lunch and an hour with the golf pro) – **Todd Darlington**

Gesture Chair (courtesy of Steelcase) – **Marc Policarpo**

Best Dressed Foursome – **Matt Knowles, Brian Buzak, John Scheffey, and Kevin Behnke**

[Click here to view all of the contest winners!](#)



CoreNet Philly Helps Community at Philabundance

On Saturday, June 28th a team of CoreNet Philadelphia members came together at the Hunger Relief Center in South Philadelphia to represent the chapter while giving back to the community. Our Community Reinvestment Team, led by John Bullen with Comcast, manned the meat cooler with another group from "One Brick." Together the two groups managed to pack 5,067 lbs of meat, all of which will help feed those in need. It was a very rewarding experience and a great forum to connect with some newer members. The chapter plans to make this an annual event. Special thanks goes out to Gary Marx for coordinating the effort.



We would like to thank the following chapter volunteers:

Tona Berruecos (Bellia)

Lena Bonds (Qube Software—Intern)

John Bullen (Comcast)

Gary Marx (First Advantage)

Andrew Maguire (McCausland Keen & Buckman)

Marc Policarpo and his wife, Shaun (Binswanger)

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The first phase of the project will focus on development and leasing of buildings facing Market Street, the renovation of 34 S. 11th Street and the activation of Ludlow Street. That phase is set to include 160,000 square feet of retail, 150,000 square feet of office space, 322 residential units, below-grade parking and a new centralized loading facility.

With East Market, National Real Estate Development is creating a retail destination that will be a far cry from the shops that have filled the area for years. It is the largest in a series of projects that have been announced in recent months to redevelop the area. Locals and tourists alike have already expressed enthusiasm for this restoration of Philadelphia's historic Market Street.

Volunteer Spotlight *continued from page 1*

The best piece of advice I ever received was... a quote by Steve Jobs:

Your time is limited, so don't waste it living someone else's life. Don't be trapped by dogma — which is living with the results of other people's thinking. Don't let the noise of others' opinions drown out your own inner voice. And most important, have the courage to follow your heart and intuition. They somehow already know what you truly want to become. Everything else is secondary.

The last movie I watched... I watch most movies at home (I have a pretty decent cable package ☺). In one weekend I tend to average about 3-4 movies. Last weekend I covered Wall Street, Wall Street 2: Money Never Sleeps & Prisoners.

If I had to pick one place in the Greater Philadelphia area to bring a tourist, I would take them to... One place is tough and certainly not doing the city justice; however in effort to encompass the cities historical significance, culture, and context, my one stop shop would be Old City.

One thing I can't live without is... My gadgets (ie: ipod, ipad, iphone, laptop). It would be tough to function without the assisted living technology provides!

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

My favorite thing about participating in CoreNet is... The support. There is nothing like having a network of industry professionals on hand to assist in lifting you through all hurdles. The intelligence, understanding, and perspective amongst CoreNet Members is endless.

Get a **Free** Copy of 2014 Workplace Trends



Tomorrow's workplace is likely to be very different from that of today. But just how different will it be and what does that mean for employers and employees?

Download 2014 Workplace Trends, a FREE report based on a joint research project conducted by CoreNet Global and Sodexo, to find out.

At a time when only 30 percent of people employed full-time in the U.S. say they are engaged and inspired at work, this in-depth document assesses current challenges and provides an extraordinary glimpse of the future work environment and the drivers that will shape it.

Welcome New Members

Barrett Dunigan • Faithful+Gould

Karen Golden • The Sullivan Company

Mike Maloney • Newmark Grubb Knight Frank

John Morrissey • Jackson Cross Partners

Michael Takacs • Wilson Elser

"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!

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