



## Subaru Green Lights a Move to Camden

By Brooke Gross, Campbell Soup Company

More good news for Camden, as Campbell's long-planned office park project landed its first big tenant-- Subaru of America. The move will unite the car maker's employees currently situated in several offices across South Jersey into one new 250,000 square-foot building.

And Subaru's not the only company with eyes on the Gateway. According to people with knowledge of the project, numerous companies are considering the site as potential home. Why is Camden suddenly so desirable?

*"You have two of the state's largest companies anchoring the project [Campbell and Subaru] and the Gateway is located less than five minutes from Philadelphia and right off of major highways," said Rich Landers, Vice President of Tax and Real Estate, Campbell Soup Company. "Plus, the location offers easy access to New York, Boston, and Washington, D.C. Of course, the incentives that the state is offering are a major benefit."*

As part of the Economic Opportunity Act of 2013, Subaru will receive tax incentives to relocate to Camden. Other companies who have recently selected Camden as their new home, including Lockheed Martin, Holtec and the Philadelphia 76ers, will also enjoy tax breaks as part of the measure.



Campbell Soup Company was founded in 1869 in Camden, New Jersey.  
It's the city's longest standing corporate tenant.

The Subaru news comes on the heels of Campbell's appointment of Brandywine Realty Trust, one of the country's largest real estate companies, as the developer of the Gateway Office Park Project.

Unveiled in 2007, Campbell's project leverages vacant and neglected space in Camden's Gateway District to develop an office park and to attract new business and jobs to the city.

Campbell was appointed the Master Redeveloper, and to date has purchased approximately 13 acres of property surrounding its campus and prepared them for redevelopment and inclusion in the Gateway plan.

*"Thus far we've invested more than \$132 million to revitalize the area surrounding our World Headquarters campus," said Landers.*

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## Board Member Spotlight:

### Matt Knowles

Senior Associate –  
Global Corporate Services  
CBRE

BOARD MEMBER ROLE:  
Chapter Secretary and part of the  
Young Leader Committee



Matt Knowles is an up and coming leader within the CoreNet Philadelphia Chapter. He is active on the Executive Committee, serving as Secretary and is also a part of the chapter's Young Leader Committee. **Join us in getting to know Matt a little bit better...**

**I was born and raised in...** Havertown, PA.

**When growing up I wanted to...** Play hockey in the NHL.

**The best piece of advice I ever received was...** Always be loving, confident and fearless.

**The best book I've read is...** Unbroken.

**My favorite thing about Philly is...** The South Jersey beaches (not technically Philly, but basically the exact same people, just 75 miles away).

*continued on page 5*

## Don't Miss These Events!

- Feb. 26: **Program: Coworking - Collisions, Collaboration, Innovation**  
Benjamin's Desk, Philadelphia, PA
- Apr. 10: **Student Panel Series**  
Drexel University, Philadelphia, PA
- May 9: **Philabundance Volunteer Event**  
Philabundance Hunger Relief Center  
Philadelphia, PA
- June 8-9: **Eastern Regional Symposium**  
Georgetown University, Washington, DC
- July 27: **Annual CoreNet/NAIOP Golf Outing**  
Llanerch Country Club, Havertown, PA

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

# Don't Let Your Membership Lapse!

All CoreNet memberships are based on the calendar year. If you did not renew prior to December 31st, your membership is in danger of expiring!

With each renewal the chapter receives a percentage of the membership fees. By renewing now, we are able to use those funds to increase programming, networking and philanthropic activities and deliver more value to you in 2015. Click the renew link below and renew online today!

TIME TO  
**RENEW?** ▶

Not a member?  
Click the button  
below and  
join now!

**JOIN NOW** ▶

  
**CORENET**  
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Chapter

# NEWS

Winter 2015

## Letter from the President

Hello to my CoreNet Colleagues

A picture is worth a 1000 words... We want you to renew and to participate. We have built something special over the last year and we are so thrilled and proud to show off. Why my push for renewal? The chapter benefits with your early renewal financially from CoreNet Global with a membership rebate. It allows us to invest more into the programs and events that we are providing.



Your CoreNet membership provides incredible opportunities to learn and network, with an organization that is second to none! The more you get involved the more you will get out of your membership.

We have had some outstanding events over the last couple of months with outstanding attendance at each. Young leaders delivered a Lunch and Learn program that received terrific reviews. The Open Work Plan meeting at MARS was incredible. If you missed the Post-Holiday party at Union Trust you missed a terrific event with great networking, and the chance to win some slick door prizes!

The team is working hard to deliver value as we plan for the near future. If your calendar allows please consider joining us at these events...

Feb. 26: **Program: Coworking - Collisions, Collaboration, Innovation at Benjamin's Desk**  
Panelists include: Anthony Maher, CEO & Co-Founder, Benjamin's Desk; Debra Breslow, Principal, Meyer; and Ed O'Brien, Director of Real Estate, Benjamin's Desk

Apr. 10: **University Relations - Student Panel Series** at Drexel University, Philadelphia, PA

May 9: **Philabundance Volunteer Event** at the Philabundance Hunger Relief Center in S. Philadelphia

June 8-9: **Eastern Regional Symposium** at Georgetown University, Washington, DC

July 27: **Annual CoreNet/NAIOP Golf Outing** at our NEW venue - Llanerch Country Club, Havertown, PA

Finally, I want to continue to thank you for the opportunity to chair the chapter. You have given me the chance to learn from so many outstanding professionals within our business. I can only say THANKS and that I have grown from this experience.

*It's not about perfect. It's about effort. And when you bring that effort every single day, that's where transformation happens. That's how change occurs.*

Spring is almost here! Stay warm, stay safe and stay healthy!



**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

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## February 26: Coworking - Collisions, Collaboration, Innovation

Explore Philadelphia's cutting edge coworking space at Benjamin's Desk. Attendees will hear from the following visionaries as they discuss: "Eco-system," network, technology and programs, corporate real estate implications, economics, and predictions for the future of the "contingent" workforce.

- **Anthony Maher**, CEO & Co-Founder, Benjamin's Desk
- **Debra Breslow**, Principal, Meyer
- **Ed O'Brien**, Director of Real Estate, Benjamin's Desk

Join us on February 26th for learning, appetizers and drinks. You won't want to miss this event!

**Date:** Thursday, February 26, 2015

**Time:** 6:00pm – 8:00pm

**Location:** Benjamin's Desk, 1701 Walnut Street (8th floor), Philadelphia, PA

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

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

## April 10: Student Panel Series



**Save  
the Date  
for Students!**

Get a glimpse into the world of three Corporate Real Estate deals or projects and see how your education can fit in as a future player. All universities and majors are invited.

**Date:** Friday, April 10th

**Time:** 10:00am – 3:00pm

**Location:** Gerri C. LeBow Hall at Drexel University, 3220 Market Street, Room 220 (Grand Meeting Room), Philadelphia, PA 19104  
\*\*2 blocks from the 30th Street train station\*\*

**Fees:** \$10 to register (breakfast, lunch, and networking included)

For questions, more information, or to be a panelist, please contact [Lisa Conway](#).

## May 9: Give Back with CoreNet Philadelphia



Have you been looking for a way to give back to your community? CoreNet's Community Reinvestment Committee is pleased to offer the following opportunity for Philadelphia Chapter Members:

Our chapter will be volunteering at Philabundance on Saturday, May 9th from 8:30am to 12:00pm. We will be helping to sort and pack donated supplemental and emergency food items at the Hunger Relief Center in South Philadelphia (3616 South Galloway Street). We have a limited number of spots so please contact us as soon as possible if you're interested. Contact Community Reinvestment Committee member [Gary Marx](#) to reserve your space.

## July 27: Save the Date for the Annual CoreNet/NAIOP Golf Outing!



Dreaming of warmer weather and golf? Then mark your calendars for our annual golf outing on July 27th. We are excited to announce that this year's outing is moving to a new venue... join us at Llanerch Country Club in Havertown, PA. More information will be available soon, check the [website](#) for updates.



## Nov. 13: Young Leader Lunch & Learn



*David Lasus and Lauren Ladd from Insomnia Cookies*

The first Young Leaders Lunch & Learn event was a sold out and packed house due to our esteemed presenters, David Lasus and Lauren Ladd of Insomnia Cookies. David and Lauren covered topics surrounding real estate strategy, leasing non-negotiables, overcoming obstacles in development, and the future of the brand. David also expanded on how he handles the company's day to day operations ranging from marketing to customer experience.

The event was further highlighted with an open Q&A and free insomnia cookies. Stay tuned for the next Young Leaders Lunch and Learn coming soon.

## Jan. 21: Post-Holiday Party



*Chapter President, Gerry Guidice with TD Bank; Lisa Conway with Interface and Frank LaRusso with Mars Drinks*

The Philadelphia Chapter of CoreNet Global once again hosted its annual Post Holiday Party on January 21st. It was a chance for members and guests throughout the tri-state area to celebrate the post-holiday season and ring in the new year. This year, the event was held at the recently renovated Union Trust building. The Center City Philadelphia site of the former Union Trust Company Bank, the location now hosts one of the region's most reputable family run caterers, Finley Catering. With spectacular 65-foot illuminated and engraved vaulted ceilings and grand architecture throughout, the location made for a vibrant and rich atmosphere for the always popular social event.



*John Bullen with Comcast and Emma Goda with Hoffman and Associates*

The mix of end-users and service provider attendees made for lively conversation and excellent networking throughout the night. Chapter President Gerry Guidice with TD Bank toasted the festivities and provided award and recognition to the evening's many sponsors including lead sponsor, CFI - The Knoll Source.

## Dec. 5: Open Work Plan



On December 5th, CoreNet members and guests ventured to suburban Philadelphia to see the new Mars Drinks Headquarters in West Chester, PA. The event featured an engaging dialogue between Tomi Lyle, P&O Global Director at Mars Drinks and Sue Thompson, Facility Manager at Koch Business Solutions.

Tomi and Sue shared their experiences of converting their workplaces from closed to open office space. David Biondolillo, FlexWorkPlace Lead at TD Bank moderated as Tomi and Sue described their positive experiences and the difficulties they faced. The Mars Drinks culture has responded well to their new open office concept, as they've embraced the open communication and collaboration. All attendees were given a full tour of the headquarters following the discussion.



## 2015 EASTERN REGIONAL SYMPOSIUM

The Art and Science of Influencing Outcomes

June 8 – 9, 2015

Georgetown University Hotel and  
Conference Center, Washington, DC



The Eastern Regional Symposium (ERS) Planning Team is pleased to announce that the 2015 ERS will be held June 8 - 9, 2015 at Georgetown University in Washington, DC. The theme for the coming event is “The Art and Science of Influencing Outcomes.” The 2015 event offers something for everyone - there will be several tours around the city, valuable educational sessions, terrific networking opportunities and more. Visit the event [website](#) for more information.

This event is brought to you by the following CoreNet Global Chapters: Mid-Atlantic; Connecticut/Westchester; Long Island; New England; New Jersey; New York City; and Philadelphia.

You'll be in good company... [click here](#) to see who's coming!

### Sponsorship Opportunities are Available!

Please contact Carolyn Lagermasini, ERS Administrator at [ers@corenetglobal.org](mailto:ers@corenetglobal.org) for more information.

**Registration  
is now open to  
Corporate End User  
Members!**

[Click here](#)  
to register.

### Board Member Spotlight:

*continued from page 1*

**If I had to take a tourist to one Philly destination, it would be...**

The Reading Terminal.

**My favorite restaurant is...**

Yang Ming in Bryn Mawr.

**My favorite vacation destination is...**

The Atlantis, Bahamas.

**My favorite thing about CoreNet is...**

Scaling 400 ft. buildings... Kidding. In all seriousness, I have formed great personal friendships with many people I have met through the CoreNet Philadelphia Chapter.

**Three fun facts about me...**

1. I still play ice hockey (can't give up on my childhood dream yet).
2. I met my wife at CBRE and now my wife, mother and father-in-law all work at CBRE.
3. I can do a headstand.

### Subaru Green Lights a Move to Camden *continued from page 1*



*Subaru of America will build their new World Headquarters to the Gateway Office Park site.*

Campbell's investment covers a new 80,000-square-foot LEED-certified employee services building, which opened in 2010 and includes a café with a soup 'bar-none', a company store, health and fitness center, and an employee learning and development facility.

Subaru's plans are still in development, but the new headquarters campus will occupy about a fourth of the 45-acre Gateway footprint.

"This leaves room for as many

as five other tenants to move in," said Landers. He also noted that Campbell hopes future plans for the Gateway include greater access to mass transit, including a stop on the nearby PATCO Hi-Speedline.

*"We're really thrilled with the project's progress. It's been a long road, but it speaks to the company's perseverance and the commitment of our partners in the city and the state," he observed. "We made a plan, and we stuck to that plan."*

## Win Free Professional Development Courses!



**LEADING SELF**

Our chapter wants to hear from our End Users! Submit an innovative idea for a future event to our Chapter Administrator, [Carolyn Lagermasini](#), by March 15th and the winning entry will win free professional development courses.

The winning submission will receive access to CoreNet Global's [Leading Self eLearning Series](#), a tremendous learning opportunity with many different professional development courses. This series is comprised of eight courses, approximately one hour in length, covering the topics of:

- Aligning CRE with Business Enterprise Goals
- Communicating CRE's Business Value
- Creative Problem Solving
- Increasing Your Emotional Intelligence
- Powerful Presentations
- Resolving Conflicts at Work
- Results that Matter
- Skillful Collaboration

Submit your idea today

## Welcome New Members

Allison Arnone • HDR, Inc.

Colin Fleming • Avison Young

Jay Joyce • Savills Studley

Dylan Langley • Brandywine Realty Trust

Debra McCullough • Pfizer Incorporated

Christopher Nemchik • Citizens Bank NA

Charles Peirerra • Serraview

Lainie Sitko • Vertex, Inc.

Eileen Thomas • Haworth

Joseph Timbo III •

Douglas Trudeau • Steelcase, Inc



# NEWS

Winter 2015

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