



Tom Peters Meets George Orwell

By Paul Garvey, Cushman & Wakefield



LinkPhl's kiosks can use your information to deliver relevant advertising.

As we are challenged with delivering next generation workplaces and seek to make data driven decisions to improve employee engagement and productivity, new technology aided by artificial intelligence (AI) offers an almost unbelievable set of tools for the real estate team to support business and HR leaders.

Sensors, smart devices and the Internet of Things (IoT) are transforming the way we live and work. The National Science Foundation and Gartner have made predictions regarding the number of devices that will be connected to the IoT by 2020. Although the predictions vary from 20.8 billion devices to 50 billion, the conclusion is the same. Organizations will have the capability to quantify the workplace and measure and analyze results as never before. Tom Peter's "Management by

Walking Around" meets George Orwell's "Big Brother."

These tools will allow interior architects to optimize workplace design and facility managers to improve comfort, safety, security and operating efficiency. Management can measure employee steps in the workplace and the speed of the company vehicle as it travels down I-476. By analyzing emails, digital chat and tone of voice in meetings and around the office, HR can understand employee engagement, stress, tension and productivity.

Whereas the opportunities seem bountiful, there are numerous concerns and obstacles including legal impediments, privacy issues and information security. Given the newness of the technology, privacy laws at all levels of government are emerging. Existing privacy laws vary greatly around the world. In the EU, Singapore and Japan, data privacy laws and policies are fairly well-developed and getting stricter. In the Middle East, similar laws are almost non-existent.

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Volunteer Spotlight

Cassandra Charles

Vice President, Focal Point
Project Management



CoreNet volunteer position... Special Events Committee Co-Chair alongside Jane Counihan, Tarkett; Audrey Fedele Hartwell, Spectrum Workplace; and Katie Milgrim, JLL.

I chose to join CoreNet because... After completing my graduate studies at F.W. Olin School of Business, Babson College, I was looking to meet like-minded folks in the industry. CoreNet has opened countless doors and professional opportunities for me that I could not foresee. It's been six years and I have not looked back.

The 2019 CoreNet event I am most looking forward to is... The Winter and Summer Socials are the most highly

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Welcome New Members

Deborah Antonini	• Vanguard
Thomas Cassidy	• BAYADA Home Healthcare
Matthew Crocker	• The Hershey Company
Becky Harrington	• Delaware Prosperity Partnership
Amy Kearney	• Archer & Greiner
Alex Kwok	• Temple University
Keith Metzger	• Subaru of America, Inc.
Lauren Moser	• Vanguard
Kishan Patel	• Temple University
Justin Petlakh	• Temple University
Gordon Pfeil	• Corporate Interiors, Inc.
Eleanor Safarpour	• Suez Water Technologies & Solutions
Kerrin Steele	• Vanguard
Tom Trantas	• Vanguard



What Can CoreNet Mean for YOU?!!

The Greater Philadelphia Chapter is an essential forum to bring peer colleagues together from all real estate functions... from end users to service providers and economic developers. Being a member helps to create lasting, value-added relationships in a casual environment. We urge you to consider this opportunity to enhance your professional well-being through Connecting, Growing, Learning and Belonging! Renew your membership today!

JOIN NOW ▶

TIME TO RENEW? ▶

If for any reason you are not able to remember your User ID or Password please e-mail membership@corenetglobal.org and a person from members services will help you.



Executive Committee Greater Philadelphia Chapter

President:

Mark Golboro • AIG

Vice President/President-Elect:

David Kontra • GE

Treasurer:

Matt Knowles • CBRE

Secretary

Lea Ann Molinoux • Verizon Global Real Estate

Past President/Advisor:

Chuck Bagocius • TD Bank

Past President/Advisor:

Ken Zirk • CBRE

CoreNet Global

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

Letter from the President

Dear Fellow Chapter Members,

I want to start by wishing everyone a very Happy New Year! As I begin my second and final year as your President, let me recap some of the Chapter's highlights from 2018. Last year we...

- Held over 20 successful events. They covered a wide array of educationally focused topics on WELL buildings, Blockchain technology, Integrated Project Delivery and Non-Traditional Careers in Real Estate. We also toured the new headquarters at Vertex and American Water, and learned more about the Schuylkill Yards project;
- Increased overall membership to 205 and elevated our End User participation rate to a historical high of 31%; and
- Ended the year in a solid financial position.

We could not have achieved all of this without the continued support and dedication of a very talented and committed Board of Directors and Executive Committee. Each individual has volunteered numerous hours of valuable time and resources to support all of our chapter members. I am truly humbled to lead this amazing team.

As you may recall, when starting my presidency, I pledged to build on our successful past and continue to position the chapter for the future. As I reflect on the last year, I believe that together we built a strong foundation and are well-positioned to continue this momentum into 2019. This year the board will focus on End User and Young Leader member engagement and participation. I am looking forward to seeing a revamped mentorship program rolled out this spring. Also continuing a key initiative from 2018, I am excited about the expansion of our strategic partnerships with our area universities. We have a unique opportunity to work within a region with so many high-quality university real estate programs.

Your board has been preparing hard for a successful 2019 event calendar. A preview of upcoming events includes a tour of the new Subaru Campus in Camden; a half-day symposium with Temple University; a commercial retail event; and our annual networking events. I am happy to say that we'll be back again this year at the Philadelphia Cricket Club for the annual golf outing.

Also, please don't miss our Annual Winter Social at the Spectrum Showroom on January 16th – [register now](#) by clicking on the hyperlink. We invite all our new members to also come meet the board prior to the Winter Social at our [New Member Orientation](#), starting at 5:00pm. The Spectrum Showroom is a great venue; there'll be delicious food and you don't want to miss an opportunity to mingle and catch up with our diverse local real estate community. I look forward to seeing you there.

As we kick off the new year, I encourage you to get involved and make the most of your membership! Consider joining one of our [many committees](#) including Education & Programs, Sponsorship, Communications, Membership, Special Events, Young Leaders, Community Reinvestment, or University Relations. Maybe hosting or speaking at an event is more your speed... or volunteer for the new mentor program. [Contact us](#) for more information and to volunteer!

Wishing you a successful 2019.

Sincerely,

Mark Golboro
Chapter President



Find Us on Social Media



WINTER SOCIAL

SPECTRUM SHOWROOM

1735 Market Street, 14th Floor | Philadelphia, PA

WEDNESDAY JANUARY 16, 2019

5:30PM – 8:30PM

#CoreNetPA2019

REGISTER NOW!

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Volunteer Day at Philabundance

Date: January 24, 2019

Time: 12:30pm - 4:00pm

Venue: Philabundance Hunger Relief Center

Address: 3616 S Galloway St, Philadelphia, PA 19148

January 24th will be our fifth annual event supporting Philabundance, the region's largest hunger relief organization. Philabundance provides food to 90,000 individuals each week via neighborhood distribution programs and 350-member agencies including food pantries, shelters, and emergency kitchens in the Delaware Valley. One in five people in the Philadelphia area face hunger.

Click [here](#) for more information and contact Gary Marx to register.



Busy Fall for the Greater Philadelphia Chapter...

Members, guests and sponsors attended a variety of events as we were winding down 2018.

On October 4th A group of panelists discussed ways people in the real estate industry can design, operate and improve the quality of life in the places we live, work, learn and play at our Living WELL event held at NASDAQ at the FMC Tower.



(L-R): Lea Ann Molineux, Manager - Real Estate Portfolio Mgt., Verizon; Stephen Brown, Vice President, Global Market Development, WELL AP; Daniel Schwartz, Manager Real Estate - Workplace Strategy, NASDAQ; Alex Grella, General Manager, Brandywine Realty Trust; and Kai Olsen, Principal, HOK.

On October 25th our University Relations Committee hosted a program at the Haworth Showroom focused on blockchain in the real estate industry.



Kevin Shtofman, National Blockchain Lead - Real Estate, Deloitte Consulting LLP



From L-R: Jennifer Starbuck, Candace Spence, Sarah Speroff, Kevin Shtofman, and Dean Jordan.

On November 7th a panel of exceptional industry professionals of various disciplines discussed their career paths and offered suggestions to students interested in real estate careers.



Panelists (L-R): Barton Bland, Marketing & Business Development, Gensler; Lauren Gilchrist, SVP Director of Research, JLL; Sarah Speroff, Project Manager, MovePlan; Lisa McGregor, Director of Planning & Strategy, Jacobs; Jay Joyce, Managing Director, Savills Studley; and Lainie Sitko, Director, Workplace Strategy, Vertex, Inc.

On November 13th the 2018 Annual Chapter Sponsors gathered at Pennovation for the year-end sponsor appreciation event.



Chapter sponsors and guests in attendance

IA Interior Architects Comes to Philadelphia



By Judy Ginieczki, IA Interior Architects

IA Interior Architects is pleased to announce the opening of its 21st office in Philadelphia. Kelly Funk, Managing Director, brings broad-based industry knowledge spanning workplace strategy and design, having worked in both IA's New York and DC offices. Kelly is an active member of CoreNet and a workplace innovation leader who has spoken at international conferences and industry panels including CoreNet Global Summits and local CoreNet Chapter events. Kelly is joined by Matt LoPresto, Design Director, and Judy Ginieczki, Director of Client Services. Matt's experience in digital fabrication and experiential design will bring a unique approach to the Philadelphia real estate and design community. Judy is Sponsorship Co-Chair for the chapter. IA is excited to support the Philadelphia Chapter in 2019 as a Gold Sponsor.

Tom Peters Meets George Orwell *continued from page 1*

Even a legally compliant system of collecting personal information can make people feel uncomfortable, have a negative effect on employee morale and prompt resistance. Because of privacy concerns, there has been some resistance to Philadelphia's new smart city kiosks called LinkPhl, which offers free mobile device charging points, superfast WiFi, phone call facilities and more. The kiosks have cameras and when users connect to the WiFi service, the links collect and retain a large amount of information. LinkPhl's privacy policy states that their video displays can use this information to deliver relevant advertising.

What happens if there is a data breach? The additional security and convenience of not having to swipe an ID badge in favor of a using a fingerprint or iris scan may seem minimal if it leaves you open to have your biometric password being hacked.

There is no doubt technology and AI gives us the opportunity to deliver better and more productive workplaces. The wave of change is here and future waves will be bigger. We need to be ready. The real estate team needs to understand the opportunities, limitations and best practices for strategy development and implementation.

Volunteer Spotlight *continued from page 1*

anticipated and attended events of the year for this chapter. It brings together end users and service providers along with curious professionals from PA, NJ and NY. I'm not just saying this because I co-chair the committee. This chapter is growing in a great way and I look forward to adding spice to the line up!

My most unique real estate assignment has been... A 50,000 sq. ft. landmark church conversion into luxury residences in Soho, NY. This project touched an extended list of local regulation departments. The most challenging aspects of the project were the abatement of hazardous materials and the cost control management. These learning curves prompted me to further my curiosity into Real Estate Development and take classes to strengthen my financial analysis aptitude.

When I'm not at work or at CoreNet events, you'll find me... With IFMA, ULI and Fibroid Foundation programs.

I am originally from... Brooklyn, New York, born and raised!

The best piece of advice I ever received is... My fourth grade English teacher used to tell me all the time, "You never fail until you stop trying." These are some of the truest words I have ever heard and follow to this day.

My favorite thing about Philly is... the people. Philly native or not, I find that the people are what makes this city thrive. I have met nothing but people with open minds, a great cultural mix and abundant human kindness. It's a great city!

If I had to take a tourist to one Philly area destination, it would be... The Philadelphia Museum of Art. Not to mention the Rocky Balboa Statue on the exterior. I happen to be a huge Rocky fanatic!

Growing up, I wanted to be... A lawyer, a pediatrician, a pharmacist. Then I finally settled on orthodontist. I guess that's why I went to business school... What can I say? I'm still growing up.

My favorite vacation destination is... Recently I visited Varadero, Cuba with my best friends/sisters I've had since I was in high school. It was one of the most beautiful experiences of my life.

The best book I've read is... Currently, I'm reading 'Becoming Michelle Obama.' It was given to me by my beloved aunt who believes the book should be read by every strong woman. She should know, she is one herself.

Call for Volunteers!

CoreNet Philadelphia is looking for eager volunteers! There are many ways to get involved such as helping a committee, hosting an event at your facility, speaking at an event, writing an article for the newsletter, and more. Please [let us know](#) if you are interested!

NOTE: You must be a CoreNet member to volunteer for a committee.



Don't Miss These Events!

- Jan. 16: **New Member Orientation**
Spectrum Showroom, Philadelphia, PA
- Jan. 16: **Annual Winter Social**
Spectrum Showroom, Philadelphia, PA
- Jan. 24: **Volunteer Day at Philabundance**
Philabundance Hunger Relief Center,
Philadelphia, PA
- June 3-4: **Eastern Regional Symposium**
Boston University, Boston, MA

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

CoreNet Global Events:

[Click Here to Register!](#)

Workplace Strategy Essentials May 20 - 21, 2019 • Philadelphia, PA US

This seminar provides an introduction to the dynamic practice of workplace strategy. In addition to foundational elements, examine the broader role of workplace strategy, global issues, tools, technologies.

Performance Management May 20 - 21, 2019 • Philadelphia, PA US

This seminar addresses a broad range of performance management approaches and methodologies leveraged in the corporate real estate (CRE) arena. The seminar will highlight recent corporate case studies to demonstrate business

Enterprise Alignment May 22 - 23, 2019 • Philadelphia, PA US

Align corporate real estate functions to business strategy, objectives, and priorities. Improve strategic relationship management and implement proactive change management. Required for MCR.

Project Finance and Capital Markets May 22 - 23, 2019 • Philadelphia, PA US

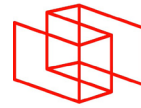
Analyze and evaluate impacts of different types of financing for acquisition and disposition of large corporate real estate assets, develop business cases for recommended solutions proposed to senior corporate finance

Workplace Strategy Methodologies May 22 - 23, 2019 • Philadelphia, PA US

Building on the six core competencies and framework presented in the Workplace Strategy Essentials seminar, participants will learn to use methodologies to develop and implement a workplace strategy.

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