



By Paul Garvey, Cushman & Wakefield

On a recent assignment for a European Union (EU) based corporation we provided advice on where the best location within the Greater Philadelphia Market would be to locate their US headquarters. We provided studies relating to workforce availability, real estate opportunities, corporate culture alignment, and business climate.

As an aside, contrary to the Mayor of Philadelphia's assertion at the recent Chamber of Commerce Annual Mayor's lunch – Philadelphia was not viewed as particularly business friendly. However, not quite as bad as compared to New Jersey. In a number of areas studied, the Pennsylvania suburbs rose toward the top. However, one area of concern for my European client was the name of our suburban towns.

“Consha, Consho, Conshock... how do you say that? King of Prussia? Which King?” Not to mention Bala Cynwyd, “Is that how it is spelled?” “No, I have never seen the Blue Bell.” The discussion put me on the defensive about the names of our towns. I did mention that we have a Malvern, a Wayne, and a Radnor, all pretty innocuous. It led me to think of how our suburban towns compare with other top cities for innovation.

First stop California. What is Palo Alto? Simple and pronounceable - Palo Alto – literally meaning “tall stick” in reference a tall 1,015-year-old tree. Easy to pronounce? Yes! Clear meaning? Check! But yet, here in Philadelphia we are left attempting to both pronounce and understand Conshohocken – a name stemming from the even more difficult to pronounce Unami word Chottsichschu'hak'ing – “large-bowl-ground-place” in reference to the big bend in the Schuylkill River.

While both Boston and Philadelphia have towns named after kings, only the Bostonians decided to make the name clear by using the King's actual name. That

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Member Spotlight

John P. Morrissey

Founding Partner,
Jackson Cross Partners



I chose to join CoreNet because... I needed access to the corporate real estate community in Philadelphia, a heightened sense of professional development through CoreNet training, to build my network of real estate related subject matter experts, and networking.

The 2020 CoreNet event I am most looking forward to is... The Summer Social.

When I'm not at work or at CoreNet events, you'll find me... Hanging with my family, or working on a charity event, or in

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Welcome New Members

Kevin Blake	• Sunline Office
Nathaniel Brown	• Siemens AG
Matt Dansbury	• Interface
Ujjaini Dasgupta	• Merck & Company, Inc.
Jared Goldstein	• BAYADA Home Health Care
David Goulding	• Vanguard Asset Management
Thomas Hales	• Mohawk Group
Sharon Jones	• Radian
Jason Klein	• L&K Partners, Inc.
Brent Kozlowski	• BE Furniture
Robert Peppelman	• RJP Consulting Group
Matthew Prestipino	• BAYADA Home Health Care
Manuel Raffo	• Unisys Corp.
Jigna Shah	• Shaw Group, Inc
Sean Swalin	• Axalta Coating Systems
Kim Takacs	• Chubb
Nicholas Taylor	• Suez Water Technologies & Solutions
Craig Thornton	• Day & Zimmermann
Austin Weitz	• JLL
Doug Wick	• Iron Mountain



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! Join or renew your membership today!



Executive Committee

Greater Philadelphia Chapter

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David Kontra • GE

Vice President/President-Elect:

Lea Ann Molinux • Verizon

Treasurer:

Jay Joyce • Savills

Secretary:

Erin Costello • Cofco Office Furnishings

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CoreNet Global

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Atlanta, GA 30303

Letter from the President

Dear Fellow Chapter Members,

It is an honor to assume the role of President of the Philadelphia Chapter and I'm excited about the opportunity to serve for the next two years. Through the hard work of many individuals who served in leadership roles before me, this chapter has evolved to become one of the most dynamic within CoreNet Global. It is a chapter growing both in size and diversity and we are fortunate to live in a region with so much happening to impact the corporate real estate industry. I want to recognize Mark Golboro and all past Presidents for their contributions in building a strong foundation while always looking for ways to position the chapter for future success. I'd also like to welcome Lea Ann Molinux, Erin Costello, and Jay Joyce to their new roles on the Executive Committee and express my gratitude to the Board of Directors and those who serve on committees. We have a group of incredibly talented individuals working to deliver learning, networking, and partnering opportunities for all our members.

I'd like to accomplish a number of goals during my tenure as I outlined to the board at our annual planning session in October: Continue to grow membership across our End User and Service Provider base, actively recruit members to serve on committees to further increase engagement, draft a full program calendar, but also the "right" calendar that affords relevant learning opportunities and divergent content, balance event locations so they take place both within and outside the city, demonstrably expand our social media impact and member outreach, and maintain the financial stability that has become a critical component of our chapter.

The board has been focused on the program calendar for 2020 which began with the Winter Social at Aramark's new Headquarters, a Young Leaders networking event at WeWork, and an End User Dinner featuring economist Ken McCarthy. The concern surrounding COVID-19 will impact our spring calendar as we proceed with caution. Additional events we are still planning to hold this year include a tour of the University of Delaware's STAR campus in Newark, a members-only event at Vanguard in Malvern, as well as the popular Summer Social and Annual Golf Outing at the Philadelphia Cricket Club. In the interim, the Board of Directors is working on opportunities to host virtual learning sessions for our membership. Additionally, committees are working on plans to expand partnerships with local universities, schedule additional community volunteer events, and offering mentoring and networking opportunities for Young Leaders.

It is a great time to be a member of the CoreNet Global Philadelphia Chapter. Our membership renewal rate is at an all-time high, we have strong support among our sponsorship partners, and the commercial real estate activity within the Philadelphia region is a story to tell and we're excited about sharing it. Peeking farther into the future, the 2021 Eastern Regional Symposium (ERS) will be held in Philadelphia and members of the Philadelphia Chapter will once again form the host committee for this special event.

I wish everyone a successful and safe 2020 and appreciate your continued support!

Sincerely,



David Kontra, GE
President, CoreNet Global Philadelphia Chapter

Find Us on Social Media



Coming Soon

University of Delaware STAR Campus showcase – **Attracting STEM Industries to the First State**



Learn how Delaware is working to develop sites for STEM industries by joining CoreNet Philadelphia and Delaware Prosperity Partnership as they showcase an outstanding example of that work - The University of Delaware's Science, Technology and Advanced Research (STAR) Campus.

Located on the former grounds of Chrysler's Newark Assembly, the STAR Campus combines top academics and research with industry and community partnerships to create an innovative community for discovery, education, and business. Delaware is a premier hub for biotech, chem, fintech, life sciences, pharma and other STEM industries and is eager to work with companies looking to grow.

**More information will be available soon,
check the [website](#) for updates!**

SAVE THE DATE

CoreNet/NAIOP Annual Golf Outing

Monday, July 27, 2020
Philly Cricket Club


CORENET
GLOBAL

Philadelphia
Chapter

NAIOP
COMMERCIAL REAL ESTATE
DEVELOPMENT ASSOCIATION
GREATER PHILADELPHIA CHAPTER

The Philadelphia Chapter has been busy this winter...

Philabundance • December 12



Conshohocken, King of Prussia? Are Those Really the Names of Your Towns? *continued from page 1*

is, Charlestown, clearly named after King Charles I of England, leaves a lot less to the imagination than “King of Prussia.” In case you didn’t know, THE King of Prussia is King Frederick II of Prussia –the enlightened monarch who opposed Britain’s ambitious imperialism. Thus, it probably would have made more sense to name the town Fredericktown. Even North Carolina understood the importance of utilizing the person’s name when naming Raleigh after Sir Walter Raleigh, a court favorite of Queen Elizabeth.

At the very least, we can praise Philadelphia suburbs for their creativity. Our names are unique, while many of Boston’s areas were given copycat, English town names like Framingham, Cambridge, and Dorchester.

Even more, we must give credit where credit is due. Blue Bell is most definitely a much better name than its former “Pigeontown.” Naming a place after a watering hole - the famous Blue Bell Inn – Washington’s inn of choice after retreating from the Battle of Germantown is much cooler than naming a town after a bird with a mixed reputation.

As I got more comfortable with the names of Philadelphia area towns, I thought to myself, thank goodness our client was not considering a location 75 miles west of Philadelphia. I did not want to have to defend the names of some of those towns near Lancaster.

Winter Social • January 16



Young Leader Happy Hour • February 20



Member Spotlight *continued from page 1*

the stands at a Saint Joe's Hawks basketball game.

I am originally from... South West Philadelphia, 54th and Chester, Most Blessed Sacrament Parish.

The best piece of advice I ever received is... You have to make time to decompress.

My favorite thing about Philly is... The unique blend of history and culture as seen in architecture, nightlife, and the gastro-eccentricities of the food scene.

If I had to take a tourist to one Philly area destination, it would be... The Whispering Wall in Fairmount Park.

Growing up, I wanted to be... A bartender.

My favorite vacation destination is... Sea Isle City, New Jersey.

The best book I've read is... It feels like whatever I am reading at the time is the best book I have ever read. I am currently reading "Authentic Leadership" by Bill George.

MENTOR MATCH

NEW! Self-guided tutorials for success

Did You Know About the CoreNet Global Mentor Match Program?

Mentor Match is a benefit available to all CoreNet Global members. The purpose of the program is to promote dialog between global corporate real estate (CRE) professionals by offering support and guidance, developing new skills and sharing experience to name a few. By participating and filling out your self-selected preferences, Mentors and Mentees can connect with other like-minded professionals.

Please [click here](#) for the Mentor Match Program and for more information.

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!

April 7: **Philadelphia Outward Bound School "Spring Cleanup"**
Philadelphia, PA

TBD: **University of Delaware STAR Campus Showcase**
University of Delaware STAR Campus, Newark, DE

June 17: **Summer Social**
Philadelphia Outward Bound School Discovery Center, Philadelphia, PA

July 27: **Annual CoreNet/NAIOP Golf Outing**
Philadelphia Cricket Club, Flourtown, PA

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

Thanks to Our Sponsors

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