



# The Mid-Atlantic Chapter of CoreNet Global **Spring Newsletter**



## ERIN MICAL

Capital One | CoreNet Mid-Atlantic Chapter President

### Dear Fellow Chapter Members,

As our attention turns to planning for the expected fall return of more employees to our offices, we find ourselves equipped with the knowledge to enter this next phase with a stronger state of mind about the future—both as an industry and as a country. Some sectors are reexamining their space needs, such as office and retail, while others are focused on expansion, like fulfillment centers and life-sciences properties. It's a testament to the resilience we find so familiar in the commercial real estate industry.

The power of our Chapter truly showed as we continued to learn, network and grow through our programming this past season. We explored the future of the hybrid workplace and what it means for occupancy planning, took a deep dive into Washington, D.C.'s transforming skyline and provided continuing education through dynamic Lunch & Learns and CoreNet Cafes. We also toured the world's largest net-zero facility and placed our bets during a March Madness happy hour. Through CoreNet, we hope you continue to find the professional and social connections so many of us have been missing over the past year.

I am so grateful to our sponsors who demonstrate unwavering support as we mature our virtual programming. Thank you for your partnership. I encourage you to seek us out with any questions or requests as we continue this journey.

As I close out this note, please join me in thanking our Committee Chairs and volunteers for their efforts in keeping our CoreNet chapter engaging, busy and on-trend within the industry. I'm privileged to be part of a team with such incredible collaboration, dedication and drive.

Thanks to each and every one of you for all that you do.

[CLICK HERE TO VIEW THE](#)  
**CHAPTER'S UPCOMING EVENTS CALENDAR!**



## Young Leaders Mentor / Mentee Match Program

---

**BE SURE TO [CLICK HERE](#) TO SIGN UP FOR THE MID-ATLANTIC CHAPTER MENTOR/MENTEE PROGRAM!**

Our Mentor/Mentee Program aligns you with a senior leader well-suited to guide your burgeoning career and help to develop your knowledge base and skill set. Once you finalize your participation, a representative from the Young Leader Committee will identify your match and make an introduction. As an additional benefit, you will be eligible to participate in various Mentor/Mentee career-oriented programs.



# SWING into SPRING with MID-ATLANTIC Chapter of CORENET GLOBAL

**Upcoming Fall Golf Outing  
Sponsorship Opportunities are now open**

**Thank you to those who attended the Spring outing!**  
Please save these dates for our Fall outing. We hope to see you there!

**Fall - September 20, 2021**

SAVE THE DATE FOR THE

2021

# *Awards of Excellence*

**NOMINATIONS NOW OPEN!**

Nominations are now opened for the 2021 Awards of Excellence Gala.

The deadline to submit a nomination is **July 16, 2021.**

CORPORATE REAL ESTATE YOUNG LEADER-  
SHIP AWARD NOMINATION FORM

SERVICE PROVIDER LEADERSHIP  
AWARD NOMINATION FORM

CORPORATE REAL ESTATE PARTNERSHIP  
AWARD NOMINATION FORM

BEST NEW WORKPLACE SOLUTIONS  
NOMINATION FORM | [3 CATEGORIES](#)

[VIEW THE NOMINATION CRITERIA](#)

# THE MID-ATLANTIC CHAPTER OF CORENET GLOBAL

received the

## 3RD PLACE AWARD

For the **HIGHEST ENGAGEMENT RATES**  
for Mega-Sized Chapters!

*Thank you everyone for your active participation.*

## EVENT RECAPS

---



February 10

### **The Power of Place: Cultivating Culture with a Hybrid Workforce**

Doctor Tracy Bower, principal with Steelcase, and Brian Dean, Vice President with T. Rowe Price, gave a compelling presentation on the powerful role that commercial real estate plays in elevating employee experience, even in hybrid work environments. Dr. Bower spoke about how this new hybrid culture will be the most significant reinvention of work experience. Dean astutely noted that work happens wherever people are, not when they are in the office or at home. The education event wrapped up with a discussion about the importance of onboarding and one-on-one conversations within a hybrid workforce.

[CLICK HERE TO LISTEN TO THE RECORDING](#)



February 12

### **CoreNet Cafe with Patrick Flynn of Salesforce**

Brian Kaplan, Co-Chair of the Young Leader Committee, and Brian Alvarez, Co-Chair of Special Events, grabbed coffee and exchanged stories with Salesforce Senior Director of Real Estate Patrick Flynn. Flynn discussed the evolution of his career path to Salesforce and shared lessons he learned working in the commercial real estate industry.

[CLICK HERE TO LISTEN TO THE RECORDING](#)



## EVENT RECAPS



February 24

### CRE Round Table Dinner on Occupancy Planning

CoreNet Mid-Atlantic hosted its monthly dinner on the topic of occupancy planning, which featured a panel of commercial real estate executives and occupier strategists during a recent exclusive CRE virtual roundtable discussion. As the fall approaches, and office towers become increasingly busy, companies are planning with their space and technology usage and redesigning their workplaces to foster safe in-person collaboration and reinvigorate corporate culture. While some positions may be suitable for hybrid models, other roles necessitate being in the office daily, according to the panelists. Over the next year, companies are conceptualizing and standardizing the frameworks that will best to ensure an engaging and equitable work model for employees across their organizations.



March 3

### Metro DC Real Estate Market Overview: A Look at What's Ahead

During this deep dive into Washington, D.C., commercial real estate, top market experts gave a thorough reporting on the district's dynamics and fundamentals. Nathan Edwards, Senior Director of research for the Mid-Atlantic region at Cushman & Wakefield, highlighted supply and demand trends. Perkins Eastman Principal Sabret Flocos discussed workplace design trends with Robb Johnson, Executive Vice President of the Mid-Atlantic region for JLL. Tishman Speyer Managing Director Daniel P. Dooley provided a view of the market from a landlord's perspective. MGAC Senior Vice President Kristina Leighty provided an overview of current construction market fundamentals. Nathan walked through statistics showing how the metro DC area has continued to outperform other major metro cities in the job market. The panelist are seeing WELL Certified as the new standard because it is an ongoing operation focusing on health and safety.

[CLICK HERE TO LISTEN TO THE RECORDING](#)



March 16

### New Member Orientation

Our new Mid-Atlantic members joined the Membership Committee and the Executive Committee for a virtual chat. New members learned about navigating membership benefits, how to get more involved with the chapter and about upcoming events. Each member introduced themselves and was able to speak directly with the chapter leadership to ask a question. Welcome, all new members!



March 25

### **March Madness Happy Hour**

CoreNet Mid-Atlantic's NCAA March Madness Bracket Challenge ran during the third week of March, with an interactive bracket for members to see how their team picks competed. We gathered to announce the winner, Brian Alvarez, during a virtual March Madness Happy Hour March 25. The prize? A free ticket to the chapter's Spring Golf Outing at Blue Mash golf course. Congratulations Brian and Baylor University!



April 7

### **CRE Round Table Dinner on Digital Equity: Where to Start?**

During its latest dinner roundtable, CoreNet Global Mid-Atlantic gathered a panel of leading real estate planning and occupancy experts to share how their firms are tackling the concept of digital equity. Panelists discussed their approach to ensuring that employees working from home and those in the office feel equally supported and that they have a level playing field to participate in networking and collaborative opportunities. Senior leaders in Corporate Real Estate within the Mid-Atlantic Chapter of CoreNet Global gathered to share how their firms are tackling the concept of digital equity. The panelists noted that providing for digital equity is an ongoing challenge in the months ahead. Employee function and the flexibility of physical space will not be set in stone, but will continued to be refined into the future.



April 15

### **Mentor Lunch & Learn Series: Presenting a Lease Business Case to Executives**

Peter Van Emburgh, head of Industry Strategy with Density and a past CoreNet MA President, gave an informative presentation about what goes into a real estate business case. Top executives have busy calendars, so making sure you communicate quickly and effectively is crucial. In keeping with this, Van Emburgh's presentation was short and to the point. He provided examples on how the parameters of a deal can affect the business's bottom line. Other Mentors chimed in with their own experiences and agreed that messages to executives need to be concise.



April 21

### **United Therapeutics' Unisphere: Turning a Net-Zero Vision into Reality**

Ahead of Earth Day, the Corenet MidAtlantic chapter virtually toured United Therapeutics' new 135,000-square foot headquarters in downtown Silver Spring, Md. This behind-the-scenes look gave chapter members a better understanding of the types technologies and design methodologies were used in creating the world's largest netzero facility – one that produces more energy than it consumes.

FEATURE STORY OF **UNITED TECHNOLOGIES UNISPHERE** NEXT PAGE ►





## UNITED TECHNOLOGIES UNISPHERE

---

### Showcases Innovative Power of Net-Zero Construction

Taking a tour of United Technologies' Unisphere facility proved a fascinating and immersive experience for our members, providing an eye-opening appreciation of UT's ability to merge state-of-the-art technology with ancient design principles. At 135,000 square feet, the Unisphere is the world's largest net-zero facility, meaning that over the course of a year the building generates enough renewable energy to offset 100% of its energy consumption. The one-of-a-kind building marks a true engineering feat, so it's no surprise that within its walls some of the most innovative biopharmaceutical research in the world is underway.





## Labyrinth and Geo-Exchange Systems

United Technologies has brought back this ancient design principle to eliminate its carbon footprint and keep the building comfortable year-round. Underneath the Unisphere, 52 geo-exchange wells, each one 500' deep, were built to exchange heat from the Unisphere with relatively stable below-ground temperatures. UT can release Unisphere's excess heat into the ground in the summer and extract it in the winter to efficiently heat the building, reducing energy use and associated carbon footprint by eliminating fossil fuel boilers on site. Above these wells can be found a concrete maze called the earth labyrinth, which runs more than one-quarter mile in length and contains over 45,000 cubic feet of volume. The labyrinth functions to stabilize temperatures above and below the ground, reducing the building's heating and cooling loads.

## Clinical Development Floor

The fourth and fifth floors house the Clinical Development labs, where dozens of doctors, clinical trial specialists, biostatisticians, life scientists and associates manage the testing of our medicines in patients at hospitals throughout the United States. On these floors, United Technologies is developing new medicines for heart disease, lung disease and organ transplantation. Along the floor, several sustainable building graphics explained how Unisphere works. Exterior windows automatically open up during nice weather, drawing in fresh outside air through the space. In the atrium, the natural buoyancy of hot air, pulls air up to the top of the atrium, where it is released to the outside through operable windows. When the building is in natural ventilation mode, its HVAC system only consumes as much energy as an average suburban home!

## Atrium and Energy Wheel

Large concrete walls act as massive thermal batteries. At night, while the building cools itself down by exhausting all of the warm air that has built up throughout the day, these walls radiate their stored heat from the day and cool down, setting them up to re-absorb heat the next day without using any energy. This is another ancient principle that Unisphere incorporated into its design, so that it could operate efficiently. Within the atrium is a circular array of mirrored light fixtures, known as the Unisphere's energy wheel. Using real time data from the building automation system, the energy wheel monitors if the building is using more or less energy than it is consuming at any given moment.

## Interactive Energy Consumption Screen

Another interesting feature of the Unisphere is its interactive energy consumption screen, which educates users about the relationship between energy production and consumption within the property. Members interacted with the screen, seeing real-time data from the building automation system and better understanding how different variables impact the energy performance of the building. The height of each bar represented the amount of energy consumed or produced. Swiping up on a bar showed how much energy each system, lighting, heating, cooling is consuming. Touching the system bars displayed a list of different sustainable components and how they work.

## 2021 EXECUTIVE COMMITTEE



**ERIN MICAL**

Capital One  
President



**JON MACHIRAN**

Geico  
Vice President



**MEGAN LANTZ**

HITT  
Secretary



**KATY REDMOND**

JLL  
Treasurer

## 2021 BOARD OF DIRECTORS

### EDUCATION CO-CHAIRS:

**SHERLY ETELSON** | fhi360

**KELLY KATZ** | JLL

### RICHMOND CHAIR:

**COLIN BLAIR** | Cushman & Wakefield

### MEMBERSHIP CO-CHAIRS:

**ERIN FIGUEROA** | MGAC

**ADAM SHELNUT** | Johnson Commercial Solutions

### YOUNG LEADER CO-CHAIRS:

**BRIAN KAPLAN** | Orr Partners

**CORRINE BRADY** | Cresa

### SPONSORSHIP CO-CHAIRS:

**PATRICK FLYNN** | Salesforce

**LAURA KENNINGTON** | OTJ Architects

**BRENDAN BERGIN** | The M Group Architects

### CRE ROUND TABLE CO-CHAIRS:

**CHRIS HAHN** | Volkswagen

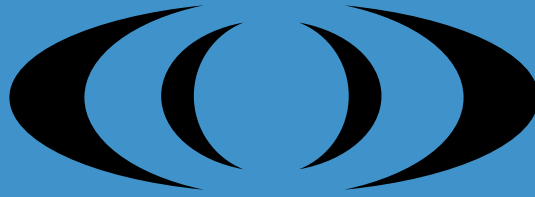
**MICHELE KOLBINSKY** | Freddie Mac

### SPECIAL EVENTS CO-CHAIRS:

**BRIAN ALVAREZ** | MOI

**JODI PACI** | DPR Construction





## DIVERSITY AND INCLUSION MESSAGE

---

Our Chapter Leadership is committed to fostering diversity and inclusion. We applaud Angela Cain, CEO of CoreNet Global's recent statement: ***"As we represent the global real estate community, we are deeply invested in the future of cities, which hold bright promise for technology and innovation to deliver vast improvements to the way we live and work. But we know that those changes can't take place until we have full and lasting respect for diversity, inclusion, and human rights for everyone. We hope that demonstrations advocating for these issues can be held peacefully. We thank the first responders who are working to keep people safe, and all those who are practicing and enforcing continued social distancing. We look forward to brighter days than these, when cities, and citizens, can reach their true unlimited potential, in peace. As consistent with our core values, we pledge to practice antiracism and acknowledge that there is a lot of work to be done, as individuals, as a company, and as a global community."***

On behalf of the Executive Committee and our Board, we welcome members interested in discussing ideas for greater diversity and inclusion within our chapter.

---

### JOB BOARD

---

Does your company have open positions? We have plenty of talent! Send us the job description and we'd be happy to post them on our chapter website!

## THANK YOU TO OUR 2021 SPONSORS

### PINNACLE SPONSOR



### PLATINUM SPONSORS



### GOLD SPONSORS



### SILVER SPONSORS



### BRONZE SPONSORS



### FRIEND OF CORENET

