



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



## ERIN MICAL

Capital One | CoreNet Mid-Atlantic Chapter President

### Dear Fellow Chapter Members,

Throughout the continuation of this pandemic, we have endured so much as a country and particularly as a chapter. Slowly but surely, our country is recovering, and the commercial real estate industry is proving its resilience time and time again.

Companies are looking ahead to the winter months, and while some are back to the office, others have pushed their return to office dates back to 2022. As we continue to navigate these trying times, with activities resuming in-person and virtual meetings and webinars, businesses are making decisions while keeping the safety of their employees in mind. We are also seeing a desire to reconnect in person through networking; however, that can be challenging in a virtual environment.

Through all these changes, we've endeavored to be a strong network support system for our members and to keep all of you learning and growing. Our programming this past season has been thought-provoking and interesting, and we have enjoyed smaller meetings in-person in addition to virtual programs. We explored many different events this past summer, testing the waters for what a new normal may be. Some highlighted events, such as the CRE tech symposium and Evolution of the Workspace, continued to push the boundaries of our social norms and explored what the future of our industry and the workspace will look like for this ongoing and unusual new standard.

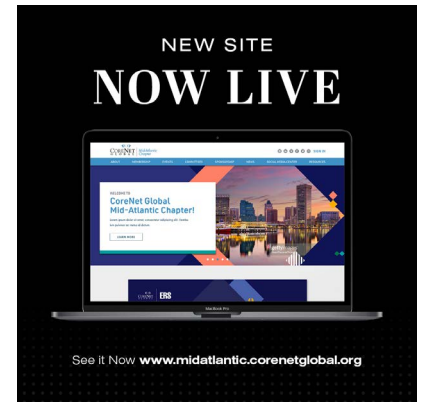
Fall events return with a sense of community and embracing new faces of our chapter, with Young Leaders and New Members Beer Garden Happy Hour and Pickup Pickleball.

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

Last but surely not least, please join me in thanking our Committee Chairs for their dedication, drive, and diligence in keeping our CoreNet Mid-Atlantic chapter so exciting, busy and on-trend within the industry.

## **CORENET MID-ATLANTIC CHAPTER WEBSITE IS NEW & IMPROVED!**

Please take a moment to check out the newly updated CoreNet Mid-Atlantic website! We are excited to have a redesigned website to make member communications and information on the Chapter easier to access for our members and sponsors-check it out today at [Home - Mid-Atlantic Chapter \(corenetglobal.org\)](https://www.midatlantic.corenetglobal.org)



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## **Young Leaders Mentor / Mentee Match Program**

### **DON'T FORGET TO [CLICK HERE](#) TO SIGN UP FOR THE MID-ATLANTIC CHAPTER MENTOR/MENTEE PROGRAM!**

Our Mentor/Mentee Program aligns you with a senior leader to help 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.

In the ever-changing health climate, the return-to-office and more “normalcy” in our workweek is getting pushed further and further down the road. Were you able to separate yourself from work with vacation or prioritize downtime to recharge? Given the current Delta Variant uncertainty and the reality of more remote work, how do you anticipate maintaining a healthy work/life balance moving forward? Discuss these strategies for managing your time and practice confidence approaching your boss on this important health and wellbeing topic. Find your mentor to help you navigate these challenging times to assist your path to success.



# 2021 *Awards of Excellence* UPCOMING ANNOUNCEMENT

Throughout the COVID-19 pandemic, our Chapter has adapted and pivoted to virtual events to ensure the health and well-being of our Chapter, its sponsors, and members, and today this remains our number one priority.

We recently sent out a survey via email to all Chapter members to determine in-person events and corporate mandates restricting travel or attendance at in-person events and individual preferences for in-person events. One strong survey metric stood out: A mask requirement will greatly diminish an attendee's ability to effectively network.

Throughout the summer, due to strong vaccine rates in the Mid-Atlantic region and declining case counts, we were pushing forward to see each other again at indoor in-person events this fall and winter, and to host the Awards of Excellence to celebrate our 2021 Award Winners. Despite our desire to push forward, we have agreed to postpone the in-person Awards of Excellence event scheduled for October 21st. This decision is driven by the large in-person indoor attendance, a Capital One Hall vaccine/mask mandate, and the increased risks of the Delta variant.

We have secured the date of Monday, May 18, 2022, at Capital One Hall and will share details soon. Thank you to all our sponsors for your partnership, commitment, and faith in our leadership. We are disappointed to make this decision to postpone the Awards of Excellence, but we feel strongly that it is the right thing to do for our Chapter

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currently, especially since many of the organizations we represent are pushing back our own return-to-office plans. As we continue to navigate and hopefully put the pandemic behind us, we will continue to update you on our Chapter policies.

Given the success of our Virtual Awards event in 2020, we will once again recognize our winners and our chapter's achievements throughout the year at a Virtual Event on Wednesday, November 16, 2021, with a wonderful video highlighting excellence in corporate real estate. At this exciting event, we will recognize achievements in corporate real estate for the past year in the following categories: Workplace of the Year, Technology; Workplace of the Year, User Experience; Workplace of the Year, Design Excellence; CRE of the Year; and Service Provider of the Year. This year's judges and committees are as follows:

## Judges

### **Keith Metzger**

*Director of Corporate Real Estate & Administration  
Subaru of America's Inc.*

### **Jaime Fuertes**

*Managing Director Global Head of Real Estate  
Apollo Global Management*

### **Laura Walsh**

*Senior Director Corporate Real Estate & Workplace  
Avid*

### **Karen Ehrenworth**

*Change Management Global Real Estate  
Verizon*

### **Jenna Geigerman**

*Director, Real Estate and Strategy  
Citrix*

## Committees

### **Katy Redmond, EC Champion**

*Senior Director, Integrated Portfolio Services (IPS)  
JLL*

### **Daniel Wright, Co-Chair**

*Senior Director, Global Real Estate & Facilities  
ICF*

### **Trevor Hirst, Co-Chair**

*Executive Vice President  
Bognet*

### **Nooranne Mufti**

*Tarkett*

### **Pierce DeGross**

*Global Real Estate & Workplace Services*

### **Brandon McElroy**

*Senior Director, Global Real Estate & Facilities  
CBRE*

### **Lisa Scala**

*Strategic Accounts,  
Environmental Solutions  
DIRTT*

## Become a Sponsor of the Mid-Atlantic Chapter Today!

The Mid-Atlantic Chapter of CoreNet Global invites you to partner with us as we create compelling, high-value events for our membership while helping to meet the professional goals of your company. Our sponsor partners are the Chapter's backbone for financial stewardship, growth, and stability. Without you, the Chapter cannot continuously develop and offer new and exciting ways for member engagement and building strong relationships with our clients and industry peers.

Our sponsorship program is structured to provide our Chapter Sponsors enhanced value and tangible benefits throughout the year. We recognize the need to articulate a strong value proposition while also providing brand recognition throughout the year. Partnering levels provide our sponsors with consistent exposure to our chapter membership and enable strategic engagement in educational and other programs that align with the sponsor's expertise.

Please [click here](#) to view the 2021 Sponsorship Benefits Package.

# Now is the Time to Renew Your Membership in CoreNet

**CoreNet members receive access to professional resources, discounts at events, great networking opportunities, invitations to exclusive members-only events, and more. Don't let your membership lapse -- click the renew link and renew online today!**

## CONNECT.

Let's face it - our business is about connections, and we pride ourselves in giving you the ability to connect with the CRE community in a way you don't get to every day. Our members represent some of the highest-earning and most profitable companies in the world, and we couldn't be prouder of those affiliations.

## LEARN.

The more you know, the more you grow. Our programs are created by and for CREs, focused exclusively on those topics which matter. Our teams are always looking for industry trends and relevant topics to provide you with information that will help you do your jobs better, and smarter.

## GROW.

We want you to be successful in your careers, professional development, and lives. It is our utmost goal to help you further your business and your ability to achieve your goals.

## BELONG.

Being a CoreNet member is being a part of something - and our members matter. Whether you want to serve in a leadership role or enjoy the camaraderie and benefit of our programs and activities, there is a place for you to belong.

<https://midatlantic.corenetglobal.org/membership/renew-membership>

## Be Part of Our Global Network

CoreNet Global is a non-profit association, headquartered in Atlanta, Georgia (US), representing nearly 10,000 members in 50 countries with strategic responsibility for the real estate assets of large corporations. The organization's mission is to advance the practice of corporate real estate through professional development opportunities, publications, research, conferences, designations, and networking in 46 local chapters and networking groups globally.

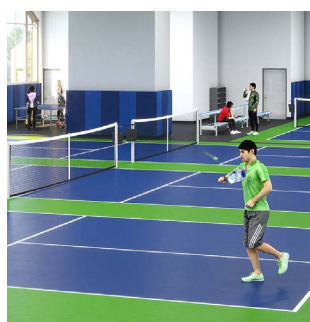
View the CoreNet Global [Strategic Plan](#).

## Call for Volunteers

Are you looking to participate in planning and organizing the Mid-Atlantic chapter calendar of events? We are always searching for more volunteers within the CoreNet Mid-Atlantic community. Come be a part of our season of networking, outreach and large-scale events! Our committees include membership, education, young leaders, special events, sponsorship and CRE Roundtable dinners. Contact Jonathan Machiran via email at [jmachiran@geico.com](mailto:jmachiran@geico.com) for more information!

## UPCOMING EVENTS

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### Pick-Up Pickleball | Friday, November 5, 2021

Grab your paddles, sneakers, and visors - It's time for a game of pickleball! Join CoreNet Mid-Atlantic for some afternoon of fun. All skill levels are invited, your chance for a little competition and reconnect with your CoreNet colleagues in a new way and in person!

Pickleball: A fun sport that combines many elements of tennis, badminton, and ping-pong. More information on the rules and how it's played: <https://usapickleball.org/what-is-pickleball/>



### Awards of Excellence Gala, A Virtual Event | Tuesday, November 16, 2021

Join CoreNet Mid-Atlantic for our Virtual Awards Celebration. We will recognize achievements in corporate real estate for the past year in the following categories:

- CRE of the Year
- Service Provider of the Year
- Young Leader of the Year
- Workplace of the Year, Technology
- Workplace of the Year, User Experience
- Workplace of the Year, Design Excellence

## RECENT CHAPTER PROGRAMMING

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### CRE Roundtable- Impact of the Emerging Hybrid Workplace

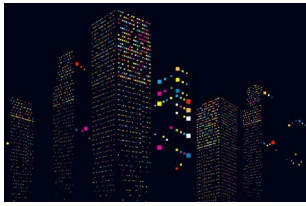
Wednesday, June 2, 2021

The Mid-Atlantic Chapter's End User thought leadership roundtable discussion focused on the hybrid workplace impacts to long-term real estate portfolio strategy. The focus of this event was the return-to-office and associated large-scale success of working virtually has changed how employers are defining the role of the workplace. As employers increasingly focus on the activities most employees will do while in the office vs. those at home; CRE Leaders are asking themselves what this pivot means for their long- vs. short-term leasing strategy.



## RECENT CHAPTER PROGRAMMING

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### CRE Tech Symposium: Virtual Event | Thursday, June 17, 2021

Smart Cities, an interactive virtual event focused on the impact of COVID-19 on cities and cities of the future. How will cities rebound from the pandemic and the shock of empty streets and restaurants, vacant office towers, and suburban flights by work-from-home employees? During our Keynote address, the attendees learned about the role and attraction of cities in a post-pandemic era and what the legacy impact will be post-pandemic. In Smart City Technology: What Makes a City Smart, our industry-leading panel defined what makes a city “smart” and explored how technology will shape the future of cities. Our esteemed group of experts debated smart city impacts on connectivity, sustainability, and all aspects of urban life. The panel also explored the impact on privacy, productivity, and an evolving corporate real estate strategy.

Featured Keynote Speaker:

**Carlos A. Cubillos** | *Principal, Design Director* | Global Cities + Urban Design Leader at Gensler



### Swing into Spring Tennis Clinic and Round Robin | Friday, June 18, 2021

Daniel Kreyman, Senior Property Development Manager from Freddie Mac and CoreNet member, hosted an hour-long clinic, followed by a round-robin tournament. Daniel played Varsity tennis at Wake Forest University and coached the men’s tennis team at Wagner College. This event was held at Georgetown Prep Tennis Club, just outside the beltway on Rockville Pike.



### Evolution of the Workspace: Virtual Event | Tuesday, June 22, 2021

The Mid-Atlantic Chapter of CoreNet Global held a dynamic discussion with future young leaders and they share their thoughts on where they see the workplace shifting and what they hope companies include in their office environments in the future.

#### MODERATOR:

**Stefanie Spurlin** | *VP, Workplace Solutions* | Capital One | Past CoreNet President

#### PANELISTS:

**Anna Robaidek** | *PMO Project Manager* | Microsoft (CBRE)

**Ramzah Khan** | *Studio Manager* | Ware Malcomb

**Kelley McKutchin** | *Assistant Real Estate Portfolio Manager* | Open Society Foundations

**James Chryssos** | *Manager, Real Estate Projects* | GDIT

## RECENT CHAPTER PROGRAMMING

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### CoreNet Cafe with Vari: Virtual Event | Friday, July 16, 2021

A conversation with Megan Lantz (HITT), Elliot Balis (Vari), and Jeb Boland (Penzance) about market trends, competition, and flexibility in a post-COVID world. They discussed how asset owners and service providers are working together to provide tenants with solutions to the unique problems being faced in the return to the office and moving forward.



### CoreNet Mid-Atlantic September Golf Outing | Monday, September 20, 2021

The Annual Fall golf outing was a great success. The Mid-Atlantic Chapter of the CoreNet Global 2021 Fall Golf Outing took place at the International Country Club on Monday, September 27, 2021. International is ranked as one of the best golf courses in Virginia. The day started with a buffet-style breakfast and a few warm-up shots at the driving range. Sponsors lined up with their tables at their holes and beverage carts were ready to go! The shotgun started at 10:00 AM and our golfers were off to the races for an incredible day of golf. Lunch was provided to golfers and sponsors, an awards reception with dinner followed.

#### Special Thanks to our Fall Golf Sponsors including:

Reception Sponsor - **BUCH Construction**

Lunch Johnson - **United**

Beverage Cart (Front 9) - **Teknion / OfficeWorks**

Beverage Cart (Back 9) - **HITT**

Driving Range Sponsor - **Clune**

Golf Cart Sponsor- **EE Reed**

Longest Drive - (Men) - **Capital One**

Straightest Drive - **OTJ Architects**

Closest to Pin Sponsor (Front 9) - **WB Engineering**

Closest to Pin Sponsor (Back 9) - **The M Group Architects**

Hole in One Sponsor - **MOI**

Foursome Sponsor - **Melan Property Management**

Hole Sponsor - **People Signs**

Additionally, our Tee Sponsors included **AECOM, IA Architects, Art Matters, Price Modern, and Vari.**



### CRE Roundtable Dinner: The Delta Variant Effect Rescheduled

Tuesday, September 14, 2021

CRE Colleagues discussed an important conversation on the return to office. They shared how to prepare for a full reopening in September and the activities, ideas, and game plans so we can benefit from one another to make it a successful experience for the employees. Some of the topics discussed included:

## RECENT CHAPTER PROGRAMMING

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- What is your protocol when it comes to unvaccinated colleagues at the workspace?
- How will you handle amenities?
- Implementing any new technology?
- Vendor management in the post-COVID world.
- Planned capital investments in your space to create more excitement.
- Share how you are adapting to the Delta variant as you now prepare for the reopening.



### Transforming CRE to Meet the ESG Challenges: What Corporate Users and Occupiers Need to Know, A Virtual Event | Wednesday, October 13, 2021

The past year has seen a notable shift in the corporate Environmental, Social, and Governance (ESG) experience, primarily as it relates to regulation, customer and employee expectations of corporate accountability, and accelerated investor pressures. While conversations about sustainable Initiatives have historically revolved around design materials, building systems, and technology, new requirements are being thrust upon the CRE to reach sustainability goals and meet key metrics.

The panelists explored the increasing role corporate real estate plays to drive climate outcomes and how Industry professionals must understand its new and changing landscape. This event provided a holistic perspective and showed how CRE is impacted from site selection to other interesting dynamics that challenge predictability. Break-out sessions with the panelists were provided to attendees to engage in relevant topics discussed by the panel.

#### PANELISTS:

**Matt Ellis** | CEO | Measurable - Moderator

**Jennifer Leitsch** | VP Corporate Sustainability | CBRE

**Andrew Green** | Head of Sustainability | Capital One

**Derek Young** | Managing Director | ESG Consulting Services

**Shengyin Xu** | Global Sustainability Manager | WRI

## Feature Story: A Special CRE Roundtable Event

### Exploring the Delta Variant and Its Impacts on the Return to the Office Post-COVID

In recent months, it has become clear that life in the workplace will not be the same as it once was. Across the commercial sector, businesses are reassessing their priorities in terms of where employees are most productive, the role technology plays in the landscape, the importance of office layout, federal and local mandates concerning vaccinations and mask-wearing, and which leasing strategies make the most sense amidst modern turbulence. CoreNet's recent CRE Roundtable provided today's industry leaders a virtual venue to discuss these topics and explore solutions to some of the unique challenges they face in the post-pandemic world. The most notable of these topics, however, was how companies are handling COVID-19's Delta variant.

In many ways, the Delta variant serves as a benchmark to apply the lessons learned from the initial COVID-19 outbreak. While few—if any—industries were prepared for the drastic changes that had to be made in March 2020, the global hindsight and opportunities for vaccination afford far more options than before. Best practices for implementing these measures, however, were the subject of much discussion.

"In terms of the feedback we're getting from our employees, it seems that they're generally happy at home even though our offices are technically open if you want to come in," said one senior leader. "However, we're nowhere near the thresholds we've set in terms of capacity limits. There are roughly 200 people who come in and another 100 who rotate through depending on the day, but generally, I think our people are happier at home."

"We also don't want to encourage people to come in," added another leader. "It puts remote workers at a disadvantage—which turns a conversation about equity and not wanting people to feel left out—and puts unnecessary pressure on people who may not feel comfortable. Our Human Resources department is encouraging leadership not to come in for that reason, which is bizarre to see. But those who do come in are required to show proof of vaccination to be allowed in the building."

### **Ensuring an Inclusionary and Diverse Workforce with Hybrid Work**

The topic of an inclusionary and diverse workforce was highlighted by other attendees.

"We're struggling a bit to find the 'correct' scenario for creating a hybrid population that will remain hybrid indefinitely," said one leader. "We've already started building a dedicated remote population and are going through a significant amount of training on hybrid workstyles and communication styles. We're also exploring technology solutions that explore that kind of engagement model."

"I think it's also important to note that our teams are aware that we're trying to thread the needle here," said another panelist. "It's public knowledge that there will be a certain lack of predictability in terms of what's actually going to happen when we get back, and I think that providing the flexibility to work from home sometimes presents an interesting balancing act. We ultimately want to create an environment where everybody has equity whether they're at home or in the office."

Despite the apparent inevitability of embracing hybrid work, however, other attendees expressed doubt at the strategy's lack of definition. This was largely due to the exhaustive list of ways in which hybrid work can be employed and the differing effects they may have on communication, productivity, and executing of workplace strategies.

"I personally find some hybrid models to be confusing, which is why it's important to clearly state what it entails," expressed one senior leader. "For example, having a direct line of managers situated in many different places can place them in a very difficult situation. From an HR standpoint, especially, mitigating, and remediating rifts and complaints from employees can become an absolute nightmare. That's why I aim for clarity and prefer models that have built-in clarity."



The importance of face-to-face interactions was also frequently mentioned as a detriment to hybrid models.

“One of the downsides to holding meetings exclusively through Zoom is that you never get to personally meet anyone,” said one attendee. “You never have those opportunities to walk back from a meeting and learn that someone has three kids, pets, where they live, or anything like that. Interactions like those can be crucial to building trust between team members.”

“That’s made even worse when you consider how many people don’t turn on their cameras,” added another. “That can have long-lasting consequences; for example, when the time does come to return to the office and you see a co-worker next to you, you have no way of even recognizing them. That impacts the comfort level between employees, and that comfort level is critical to feeling comfortable in throwing ideas around and feeling accepted.”

### **Vaccinations and their Role in Ensuring Workplace Safety**

The conversation eventually came full circle to the issue of enforcing vaccinations, if possible.

“The vaccination backup doesn’t work anymore because the case used to be that doing so put people at less risk of getting COVID,” said one panelist. “But right now, even if you’re vaccinated you can still transmit and contract COVID. In that sense, is it even ethical to penalize people for not being vaccinated if the vaccinated people are also still at risk? From an unvaccinated person’s perspective, it wouldn’t make a difference.”

“On the other hand, the percentage of people having breakthrough infections is incredibly minimal,” added another. “The position of our leadership is that the vaccine has been proven to work and that the bulk of the cases are from people who aren’t vaccinated. I don’t know where the Delta variant is going to go, but if you’re going to require vaccinations you need to know how to track that as an organization.”

“Requiring a vaccine in itself can become an HR nightmare,” said one leader. “If a person doesn’t want to get the vaccine due to their religion, and then they get fired, that’s a lawsuit waiting to happen. I can easily see a lot of that going on if we make a vaccine mandatory.”

While no concrete solution to these challenges was established, the consensus among attendees was that there are a variety of options to weigh and that each poses its benefits and considerations. As companies continue to weigh these options, meetings like CoreNet’s CRE Roundtable will continue to be valuable opportunities for knowledge sharing for industry leaders in corporate real estate.

## 2021 EXECUTIVE COMMITTEE



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President



**JON MACHIRAN**

Geico  
Vice President



**MEGAN LANTZ**

HITT  
Secretary



**KATY REDMOND**

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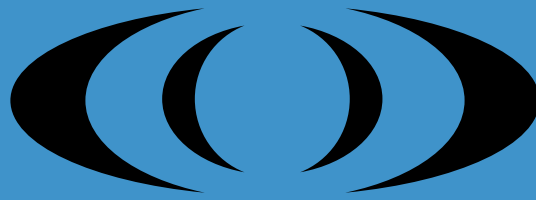
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### SPECIAL EVENTS CO-CHAIRS:

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**JODI PACI** | DPR Construction



## DIVERSITY AND INCLUSION MESSAGE

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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.

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### JOB BOARD

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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!

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