

Connect with the CoreNet Global Newsletter



A Message From the President Celebrate Our Chapter and Give Thanks

I am delighted to share our second *CoreNet Global NEWSletter* about our Chapter's latest activities and news.

Our Awards of Excellence Gala on November 6th was a sell-out success, with more than 500 in attendance, the largest in the Chapter's history!

Again, congratulations to all of the award winners for their outstanding achievements! Check out the [Gala Video](#) and [Gala Photos](#).

We were delighted that Angela Cain, CoreNet Global CEO, joined us at the Gala, and in her remarks announced that the 2018 CoreNet Global North American Summit will be held in Boston at the Hynes Auditorium. Great news!

You will note a new 'Real Advantage C.R.E.', written to acquaint you with our Chapter's innovative C.R.E. leaders, highlight top real estate challenges and issues, and surprise you with their unusual career milestones and 'off the grid' interests and activities. Our Winter 2014 'Real Advantage C.R.E.' is Suzanne Cooper, MCR, Senior Real Estate Manager – Americas, for Cisco.

Recognizing and representing Chapter members is important to us. Our membership is now 460, approximately 60 more than I mentioned in last Summer's newsletter – that is up 15%! More than 1/3 of our members attended the CNG Summit in National Harbor, MD in late October. One thing you can do is reach out to any new or existing member who you know has not been to an event in a while and ask them to attend. We want to engage the entire membership and YOU can help. This can be a client, colleague, or friend who needs some help navigating CoreNet NE—so please lead the way.

Membership Committee kick starts the New Year with the annual membership renewal drive that runs January 2 through March 31. Having achieved Platinum status this year as the only chapter in the world to renew the largest percentage of members, we look forward to achieving Platinum again. Please be sure to renew – the Chapter receives \$100 for each renewed member. And if you are not a member, please join now since CNG is offering a 14 month membership – 2 months, November and December at no charge. And if you renew prior to November 30th, you will be placed in a drawing for a complimentary registration for the next CoreNet Global North American Summit "Disruptive Innovation: The Business of Change" in Los Angeles, CA October 18-20, 2015.

Our committees are gearing up for 2015. Education, Young Leaders, Programs and Talent in Transition Committees are planning exciting programs that will no doubt exceed expectations. Also, the June, 2015 Eastern Regional Symposium will be held at the Georgetown University Law School in Washington, DC – once we have the details, be sure to mark your calendars and plan to attend. All of these are excellent opportunities for folks to connect with what is happening in the Chapter and industry locally, and globally.

As we approach the season of giving, I'd like to say thank you to our members, sponsors, committee volunteers, and Board of Directors who work so hard and give so much to make our Chapter so successful. I wish you and your families a very Happy Thanksgiving and Holiday Season.

Sincerely,

Christopher D. Horblit
President, CoreNet Global New England Board of Directors

15th Annual Awards of Excellence Gala



A sell-out audience of 500+, the largest gala in the Chapter's history, celebrated award winners, and enjoyed remarks by Angela Cain, CEO, CoreNet Global, and John Barros, Chief of Economic Development, City of Boston. Dinner emcee was Liz Brunner, Brunner Communications.

[Gala Video](#)

[Gala Photos](#)



Connect.



Learn.



Grow.



Belong.

Real Advantage C.R.E.

Written to educate and delight, this first *Real Advantage C.R.E.* is a celebration of New England Chapter's innovative C.R.E. leaders, highlighting top real estate challenges and issues, unusual career milestones, 'off the grid' interests/activities, and surprising little-known facts.

Focus-In

Education:

B.A.
Psychology,
Regis College



Leadership Style:

A blend: Direct when needed. Decisive in decision making. Empower teams. Know when to delegate and get out of the way.

Ancestry: Manning (maiden name) family tree leads to Confederate Gen. Robert E. Lee; distant cousins are Peyton Manning, Denver Broncos and Eli Manning, NY Giants.

Lifelong Philosophy:

Be humble, patient and kind.

3 Little-Known Facts About Suzanne:

Cannot whistle, hum, or hold a tune. An artist—loves photography, painting and drawing. A virtual C.R.E. who works, lives, learns and plays from anywhere.

Off-the-Grid:

With family in Newfound Lake, NH: water skier, boat and beach enthusiast; Loon and Ragged Mountain downhill skier. Enjoys travel, gardening, reading, and fine wines.

Suzanne Cooper, MCR, Sr. Real Estate Manager – Americas, Cisco, 2017 New England Chapter President-Elect speaks on her entrepreneurial and diverse career, one-time consideration to be an air traffic controller but opted for RE, lessons learned (so far), and future C.R.E. challenges.

What are some 'lessons learned' from your diverse and interesting career path: human resources, residential RE franchise owner, wireless site development consultant, entrepreneur and working for Sprint and Cisco?

Humility and patience. I was fortunate to have gained valuable life perspective in my first job after college graduation in working as an art therapist with displaced and abused children, and then as a recreation therapist with developmentally disabled adults in NH. I learned patience, humility, perspective and to count my blessings every day. And whether it is art, song, dance, gardening...find something to tap your creative side; it is therapeutic.

Take risks in your career until you find what you want to do. My career journey has been indeed varied and diverse. Upon leaving human services, and after a brief turn at managing a hotel, I was at a career crossroads and strongly considered air traffic control, having passed the air traffic control exam. I also took the real estate license exam and was hired by a local Century 21 where I became a top producer and ultimately purchased the franchise. I learned a lot about buying and selling real estate and development in these early years, and I also had generous mentors. It's ironic today that on any given day, I very much feel like I am an air traffic controller, prioritizing and balancing a number of competing priorities and deliverables and ensuring all of my "planes" stay in the air.

I subsequently sold my interest in Century 21 and joined a CA-based wireless consulting company. My husband also worked for the same company at the time, and we traveled with our (then) 2 year old son and developed wireless networks for Nextel, Sprint, and AT&T in New England, Dallas, Austin, and San Diego.

I was later directly hired by Sprint and oversaw their build-out in MA, directing groups of site acquisition consulting and legal professionals. I've negotiated agreements with MA Highway, MassPort, MWRA, MA Turnpike Authority as well as numerous private and corporate entities, and I've presented before just about every zoning board or planning commission in MA. So, when you use your mobile device or see a cell tower/site, you can think of me (sorry)!

Despite the best of plans, life happens. While at Sprint, my son Ryan made the first commercial phone call at the launch event to his grandmother/my mother while she was in the hospital. Posters were in all of the Sprint stores of Ryan with phone-in-hand commemorating the launch. A month later, my mother passed away. And the following week, my husband and I were impacted on the same day by Sprint's restructure. As a consummate planner, I quickly realized and appreciated that change is constant, and even with the best of plans, life happens. It's not the falling down that matters, that happens; it is about getting back up.

Turn adversity into advantage. Eventually, I was laid off by Sprint as part of an overall corporate geographic realignment and while I secured new positions for my team as well as myself, I decided instead to start a site development company and secured Sprint, AT&T, and Bell Atlantic as clients. I grew the company in additional markets and subsequently sold it and later still, it was acquired by National Grid. After my own entrepreneurial small company experience, I was ready to apply my business, real estate, and technology experience on a larger scale and that brought me to Cisco. I thrive in an environment of being a small fish in a very large pond, and I get to work with amazingly bright and talented people every day.

Real Advantage C.R.E.

Suzanne Cooper, MCR, Sr. Real Estate Manager – Americas, Cisco,
2017 New England Chapter President-Elect (Continued)

Pioneering companies like Cisco are continuously evolving to stay competitive. How do you manage the never-ending change in C.R.E.?

Cisco is an innovative and forward thinking company that continues to reinvent itself in light of market transitions. We have evolved from a company that sold “boxes” i.e., switches and routers, to a company of today that delivers intelligent networks and technology architecture built on integrated products, services, and software platforms – data center, virtualization, cloud, video, collaboration, mobility, and security technologies.

Today it is more about solving end-to-end solutions for our customers. Fortunately for us, Cisco’s technology is the backbone of our and many mobile work environments. We’ve deployed various forms of alternative workspaces for the past 10+ years; we call it connected workspace. So, Cisco’s own VOIP, wireless, and our collaboration technologies such as WebEx and TelePresence are at the heart of our mobile environments.

As with many corporations, we are reducing our physical footprint size but we are also designing spaces to support different utilization. Energy and sustainability are figuring in more prominently (EV charging stations, fitness facilities, bike racks, etc.), and employee amenities and services are becoming more and more important for the attraction and retention of talent.

What is your advice for anyone considering a C.R.E. career?

Know your stuff. Don’t try to be an expert in everything – have core competencies. Make sure that those around you know what you are effective at doing. Have passion for what you do – it will show and can be infectious. Build your network, invest in quality relationships, find a mentor or sponsor in your organization. Take on difficult projects and challenge yourself. Don’t underestimate your value. Develop key soft skills in the areas of financial and business acumen, leadership/influencing, and relationship/consensus building. Be kind.

Peer into your crystal ball and forecast C.R.E. issues and challenges.

C.R.E.s need better real time data and analytics to drive informed decisions. Generational impacts in the workplace are significant – how best to build out offices and provide services/flexibility for 4 generations? Talent competition – the attraction and retention of top talent. Corporations and C.R.E.s in particular will be challenged to stay out in front of the business. It’s not just about reducing costs but also creating and demonstrating value.

What is your advice on maximizing the CNG membership experience?

CNG is a powerful organization that provides professional development and network opportunities. From Real Advantage, education programs, Summits, ERS, and SLCR classes, I am able to bring back fresh ideas and perspectives which either help Cisco/me improve, or reinforce areas where we are doing things particularly well. Networking with such talented and dedicated professionals is energizing, creates a sense of community, and solid relationships and friendships are formed. Our New England Chapter is entrepreneurial, progressive and a model for many of the Chapters worldwide. I am so proud to be a member of the New England Chapter and encourage members to get involved.

Membership Promotions

For new membership, join/pay for one year (2015) and the remainder of 2014 is FREE!

» Click Here and enter promo code 4XX1W.

For 2015 Membership Renewals, register before Nov. 30th and be eligible for a drawing for a free registration to the next CoreNet Global North American Summit in L.A. Oct. 18th-20th. Drawing will be held the week of Dec. 15th.

NOTE – CoreNet Global will be changing systems and will require each member to change their password – look for an upcoming email from Global.



CoreNet Connections Pay Off

Brad Wilson, a senior at the University of New Hampshire and a student member of the CoreNet New England Chapter, will be starting an internship with Blue Cross Blue Shield of Massachusetts beginning in December. By networking with Don DiPanfilo, Vice President of Corporate Real Estate & Administrative Services, Brad was able to interview and secure this great opportunity for an internship with BCBSMA.

2015+ Upcoming Events—Be There

June 8-9, 2015

CoreNet Global ERS/Eastern Regional Symposium. A Members Only Event. Washington, DC

ERS is comprised of the Philadelphia, New Jersey, Connecticut/Westchester, Long Island, Mid-Atlantic, New England, and New York City Chapters

July 15, 2015

New England Chapter Golf Tournament Pine Hills Golf Tournament, Plymouth, MA

A benefit for South Shore Habitat for Humanity

October 18-20, 2015

CoreNet Global North American Summit Los Angeles, CA

“Disruptive Innovation: The Business of Change”

October 2018

CoreNet Global North American Summit Hynes Auditorium, Boston, MA

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