



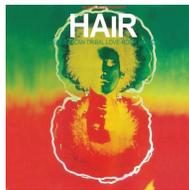
# “Woodstock: A Concert ... A Movement ... An Era (1966 -1972) ... And A Mindset That Fueled New Ways Of Being, Thinking ... And Even Working”



# Setting The Record Straight: Collaborative Consumption And The Serviced Workspace Industry's Roots In The Counter-Culture



## LINER NOTES FEATURING



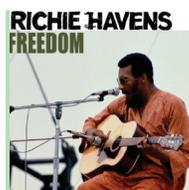
**THE DAWNING** of a new way to work, from a few of the leading ladies that got us here

	Wendy Spreenber <i>Site Resolutions</i> Chicago		Lori Spiess <i>Officers</i> Minneapolis
	Carolina Rendeiro <i>eMerge Americas</i> Coral Gables		Kathlene Buchanan <i>Metro Offices</i> Washington DC



**WHO WE ARE** as an association, industry and what to expect from today's journey

	Ed Bungert <i>World-Wide BC</i> New York		John Jordan <i>BusinessSuites</i> Austin
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**THE FREEDOM** to be and think differently, and how it lead to the 'Sharing Economy'

	Ray Lindenberg <i>Winning Workspaces</i> Hospitality Group		Arnette Reizburg <i>Cendyn Spaces</i> Boca Raton
	Rick Triola <i>NotaryCam</i> Laguna Beach		Keith Warner <i>CloudVO</i> San Francisco



**TOGETHERNESS** and success achieved through applied client 'Engagement'

	Kevin Sheridan <i>Best Selling Author</i> Chicago
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**GENERATIONAL** differences...or are they? So Woodstock sowed the seeds of COworking, too?

	Steve King <i>Emergent Research</i> San Francisco
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## MID-MORNING BREAK

WANY THANKS OUR DIAMOND SPONSORS WHO MADE TODAY'S CONFERENCE POSSIBLE

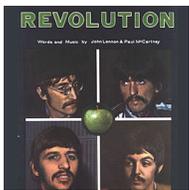
		
		

## LINER NOTES FEATURING



**CHANGING TIMES** and a look at the 'Stellar' ideas that are shaping our evolving industry

	Mark Gilbreath <i>LiquidSpace</i> San Francisco/Ketchum
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**A REVOLUTIONARY** way of working starts with a spirit and desire to be special & dynamic

	Mark Furness <i>essensys</i> London, UK
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**TAKING YOU TO HIGHER** profits through greater closing ratios and sales effectiveness

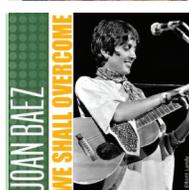
	Larry Sharpe <i>Neo-Sage Group</i> New York
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## LUNCH BREAK



With a little help from my friends  
**FRIENDSHIP HELPS** in building a successful business and our special industry

	Martin Senn <i>Davinci Virtual</i> Salt Lake City
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**OVERCOMING** the challenges of the design demands in our rapidly evolving world of work

	Amanda Ramos <i>Gensler</i> New York		Marissa Feinberg <i>Impact Hub</i> New York
	Joan Baez <i>Facsimile</i> Woodstock		



**APPLYING SOUL:** the key ingredient for successful serviced workspace IT planning

	Dale Hersowitz <i>WUN Systems</i> Los Angeles
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## MID-AFTERNOON BREAK

... AND LAST BUT NOT LEAST ... WE THANK ALL OUR GENEROUS WANY-10 GOLD SPONSORS

**Instant Offices**

**Medusa**

**CARR**  
WORKPLACES

CDR-DATA

**MorningStar**  
Software centered around the management of business centers



**IMPACT HUB**

**NotaryCam**  
SIGN IT FOR SURE

**LUXBEVERAGE**

**LIQUIDSPACE**

**JAY SUITES**



**CORPORATE SUITES**  
INSPIRING GREAT WORK

**IOS OFFICES**  
OFICINAS EQUIPADAS EN RENTA

**LINER NOTES**

**FEATURING**



**EXPRESSING** the differences and challenges of Served Workspaces beyond the U.S.



**Koen Batsleer**  
*Officenter*  
Antwerp Belgium



**Sajid Islam**  
*Hubdhaka*  
Dhaka, Bangladesh



**Javier Garcia**  
*IOS Offices*  
Monterrey, Mexico



**WHAT'S HAPPENING** in the COWorking universe that many are not aware of, including at WeWork



**Justin Harley**  
*Hubcreate*  
London, UK



**Mila Baker**  
*PaperEgg Consulting*  
New York



**ALL WE NEED** to do is keep on sharing our best ideas and intentions so that we all win & lift all boats



**Angela Olivo**  
*Select Office Suites*  
New York



**Wayne Newton**  
*Danke Shoen*  
Las Vegas

**FESTIVITIES BEGIN AT 6:30 PM HOSTED BY CARR WORKPLACES**  
200 PARK AVENUE (AT 45TH STREET) SUITE 1700

**See you at the WANY / Northern Lights Underground Party at the GWA Conference in Denver, Colorado**



**hubcreate** Sponsor of the **Northern Lights Festival**



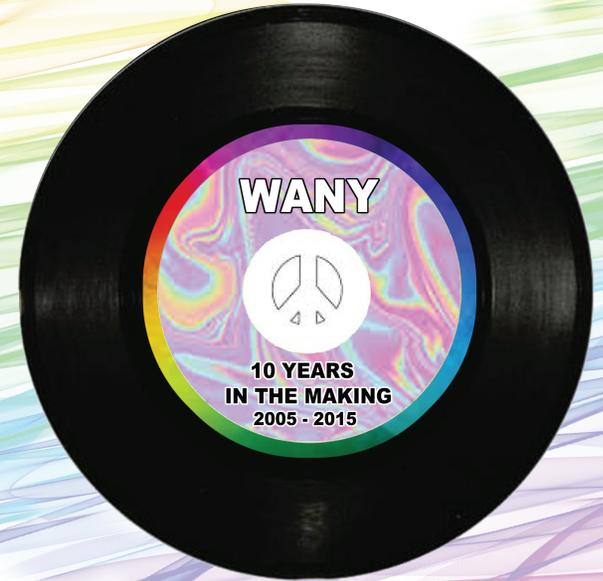
**THE UNDERGROUND PARTY** at this year's GWA Conference in Denver, Colorado  
Friday, October 23, 2015  
10:30 PM until ...



**"WOODSTOCK: A CONCERT ... A MOVEMENT**  
**... AN ERA (1966 -1972) ... AND A MINDSET**  
**THAT FUELED NEW WAYS OF BEING,**  
**THINKING ... AND EVEN WORKING"**



**EDUCATION  
CERTIFICATION  
ADVOCACY**



**Setting The Record Straight: Collaborative Consumption**  
**And The Served Workspace Industry's Roots**  
**In The Counter-Culture**

