

WELCOME TO OUR

Weekly Newsletter

As we close out International Women's Month, we want to take a moment to celebrate and thank the incredible women in our community. From stay-at-home moms and entrepreneurs to working professionals and leaders — your dedication, resilience, and impact inspire us every day.

I'm proud to be surrounded by so many amazing women who continue to build, grow, and support one another.

Next up, we're giving back to the community with our Spring Closet Clean-Out Clothing Drive. This is the perfect opportunity to declutter your closet while helping those in need.

See page 4, for donation rules and guidelines.

We're also excited to celebrate the Grand Opening of our Locust Street location!

To mark the occasion, we're offering a Free Trial Day this Wednesday for current clients who may be considering transferring to the new space. Come check out our newest location and experience the workspace for yourself!

In this newsletter:

Upcoming closures, events,
potential office upgrade
events & client spotlight.

Add to your calendar:

1. Clothing Drive - April 29th
Final pick-up day!



Farnia Fresnel

The Lenserf Group

Making 2 Logan Square Our Home and Helping Leaders Exceed Their Potential

When the world shut down six years ago, we faced what so many small businesses did, the sudden need to reimagine everything, including where we worked. By 2021, we made the move to 2 Logan Square, and we weren't sure what to expect. Most people were leaving offices, not moving into them. What we found surprised us.

From day one, building security, Robert, Catharine, Michael, and the amazing IWG reception teams made us feel like we belonged. In a moment when so much felt uncertain, that warmth mattered more than we can say. We've been proud to call 2 Logan home ever since.

So, what do we do?

The Lenserf Group is a management consulting and leadership development company. In plain terms: we help leaders and teams get out of their own way so they can refocus on getting their big things done.

Over 13 years, we've worked with thousands of leaders and teams across 50 countries, from Fortune 100 companies to government agencies to growing small businesses right here in Philadelphia. It was wonderful to be the only Philadelphia area company recognized as an Inc. Power Partner in the HR and People Operations category in 2025.

We think of our work in three parts:

- **Dream It** – Through facilitation and coaching, we help organizations get clear on where they're going and why it matters. We help teams make their vision real.
- **Get Everyone on Board** – A brilliant strategy means nothing if your people aren't aligned. We deliver speaking engagements, workshops, and training programs that build the skills, trust, and shared language teams need to move forward, especially around the topics that matter most: emotional intelligence, communication, and resilience.
- **Build the Roadmap** – From there, at times, we roll up our sleeves. Our project and change management consulting helps organizations move from vision to execution with structure and accountability.

3 Things That We're Proud Of

1. We're a PMI Authorized Training Partner and HRCI recertification provider. This means our courses count toward professional development credits for those holding PMP credentials or HRCI credits for HR professionals. If you're looking for high-quality, credential-worthy learning, we've got you covered.
2. We co-developed the Elevate Leadership Excellence Program for the City of Philadelphia. It was a cohort-based train the trainer and leader development experience that has since graduated more than 10 cohorts of civic leaders across all city agencies.
3. And speaking of learning, twice a month, we offer free professional development training (Leadership COGS) through the BetterSpaces platform and the BRT Wellness app (which we have access to because of our IWG membership).

How We Can Help You

Whether you're a solo entrepreneur trying to level up your leadership, a small team navigating growth pains, or a larger organization, like Siemens, guiding your people through transformation, there's something we can offer (from asynchronous and app based to virtual and live experiences).

Our emotional intelligence and soft skills programs are a favorite among teams who know that the how of leadership (how you communicate, how you handle pressure, how you show up for others) is just as important as the what.

We'd love to connect. We are at 2 Logan.

Farnia Fresnel, MBA, PMP, PCC (Founder and President) is a Fortune 50 leader turned entrepreneur and executive coach. Recently recognized as a Top 15 Coach in Philadelphia for 2026, Farnia has served in various capacities on non-profit and community boards over many years (including YMCA, SOSNA, Penn Engineering, community parks, and faith-based organizations).

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Exceed Your Potential.

1st Annual Community

Clothing Drive

April 29th - Final pick-up day
Email Kayla Marie for more info!

Spring Cleaning
Donation
Clothing Drive

THRIFTING



Spring Clothing Drive – Donation Rules & Guidelines

Community Closet Clean-Out

Help us give back to our community by donating gently used items to those in need. As you spring clean your closets, consider setting aside items that can make a difference for someone else.

What We Accept

- Gently used clothing for men, women, and children
- Coats, jackets, sweaters, and seasonal outerwear
- Shoes and boots (pairs only)
- New socks, undergarments, and hygiene items
- Accessories such as scarves, hats, gloves, and bags

Donation Condition

- Items must be clean and gently used
- Clothing should be free of stains, rips, or heavy wear
- Shoes must be paired and in wearable condition

How to Prepare Donations

- Please place all donations in a bag or box for easy collection
- If possible, separate items by men's, women's, and children's clothing

Items We Cannot Accept

- Torn, stained, or heavily worn clothing
- Used undergarments or socks
- Household goods or furniture
- Items with strong odors

Drop-Off Information

- Donations can be dropped off at the front desk during business hours
- All items will be distributed to local community organizations supporting individuals and families in need

Thank you for helping us support our community and make a meaningful impact together.

Spring Cleaning
Donation
Clothing Drive





GRAND
OPENING
MARCH 30TH:
16TH & LOCUST



***Our newest Regus location in
Rittenhouse Square***

***Featuring:
Private Offices
Co-working Solutions
Meeting Room Space
& More***

Contact Kayla Marie:

 (973) 873-1968
 kaylamarie.avanzado@iwgplc.com

◆ *This Month's Office Specials* ◆

Flexible spaces | Exclusive deals | Limited Availability

MARCH PROMOTIONS

Up to 20% off Market Rates when you upgrade OR 1-Free Month when you expand

SELECT A LOCATION TO SEE AVAILABLE OFFICES!

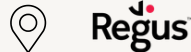


123 S Broad Street
123 S Broad Street,
Philadelphia, 19109

[Click here!](#)



Flexible Suites Open!



One Liberty Place
1650 Market Street,
Philadelphia 19103

[Click here!](#)



Offices Available today!



Two Logan
100 N. 18th Street,
Philadelphia 19103

[Click here!](#)

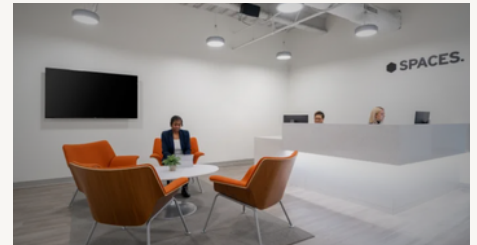


Private offices available now!



Commerce Square
2001 Market Street,
Philadelphia 19103

[Click here!](#)



Modern Workspaces Available!



Hale Building
100 South Juniper,
Philadelphia 19107

[Click here!](#)

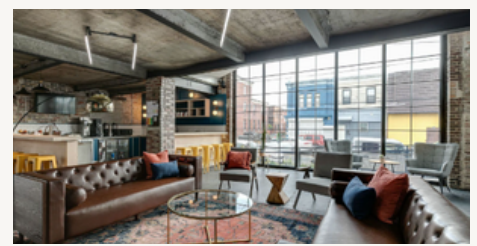


Move in ready offices!



Snyder Avenue
1727 Snyder Avenue,
Philadelphia, 19145

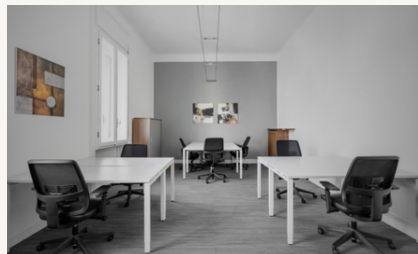
[Click here!](#)



Open Co-working Spaces!



1624 Locust St
1624-1628 Locust St,
Philadelphia 19103



OPENING MARCH 2026

SCHEDULE A TOUR



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