



President's Message

by Amy Waldron CPM®, 2008 Chapter President

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In looking back over the past year, I have been very fortunate to have a wonderfully talented and capable group of individuals working with me. The time goes by quickly when you take on as many projects as this group has. We exceeded our Income/Expense goals established by IREM National; doubled the number of community action programs from last year; transitioned our paper directory to our online web site; had six

successful and informative membership meetings; continued to support Special Love with our joint chapter Gala; and welcomed 10 new CPM® members, 11 new ARM® members, 33 new CPM® Candidates, 2 new ACoM members, and 12 new

Associate members. Also in the spring, we once again sent a group of members to voice our real estate issues to our U.S. Senators, Representatives and staff during IREM's Capitol Hill Visit day. Obviously, we kept very busy.



Chapter 77 members (l-r) Bob Bell, Amy Waldron, Ray Venero and Cindy Clare at the 75th Inaugural Gala in Chicago.

This year's IREM's Fall Meeting and 75th Annual Inaugural Gala was held in IREM headquarters' hometown of Chicago in mid-

(Continued on page 2)

Upcoming Events:

**Annual Awards &
Installation Dinner
November 19, 2008
6:00—8:30 p.m.**

Maggiano's Little Italy

**Register at
www.irem77.org**

**Or call Carol Walker at
301-948-6234**

IREM Holiday Party December 4th



Mark your calendars to join your IREM colleagues from Chapters 8, 77 & 92 at this year's regional holiday party.

This year's host chapter is West-Central Maryland Chapter 92. The event will be held at the prestigious Bethesda Country Club, located at 7601 Bradley Boulevard, Bethesda, Maryland. The cost is \$75 for IREM members and \$250 for Friends of IREM.

The festivities begin at 6:00 p.m. Don't forget to bring an unwrapped, new toy to benefit our holiday charity, Toys for Tots.

Watch for your registration flyer in the mail. For more information, contact Jean Collins at irem92md@verizon.net



Bethesda Country Club



President's Message, continued

(Continued from page 1)

October. The Governing Council saw a first when the members chose not to approve the 2009 budget that reflected dues increases for all members. In a true demonstration of democracy in action, a motion from the floor to maintain the current dues passed 84 to 81 votes. As always, the CCIM/IREM Success Series had timely and beneficial programs

for all types of real estate professionals.

At our October meeting, we celebrated Carol Walker's 15th anniversary as our chapter's IREM Association Executive (IAE). Carol has been a vital part of our chapter's continued success. Through patient persistence, she finds a way to keep the executive council on track and focused year after year. Thanks to Carol for her continued dedication to our chapter and to me as an individual.

It will be a joyful occasion on November 19th when we swear in our new officers and executive council. I hope all of you will join us as we celebrate the achievements of 2008 and congratulate Lori Wiegand and her new executive council as they take over the reins.

In closing, it has been a pleasure to serve as your president. Thank you for putting your faith in me and the dedicated group working with me.

Our Chapter Supports the IREM Foundation

The IREM Foundation is a non-profit organization established in 1977 that is dedicated to attracting, developing and retaining individuals for careers in real estate management. The Foundation provides professional development grants, collegiate scholarships and industry research publications to support their mission. IREM Northern Virginia Chapter 77 would like to recognize the following contributors from our chapter for their support of the IREM Foundation in 2007:

Annual Contributor (\$99 and below)

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Ramon J. Venero, CPM®
Lawana J. Zink, ARM®

Mezzanine Club Contributor (\$1,000 to \$1,999)

Regina Taylor Mullins, CPM®

To learn more about the IREM Foundation or to make a contribution, please visit www.iremfoundation.org.

2008 Executive Council

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Cindy Clare, CPM®
Debbie Santano, CPM®
Deidre Schexnayder, CPM®

Chapter Administration:

Carol Walker
301-948-6234
walkerinmd@aol.com

IREM Dollars Pay Dividends for Members

By Robert B. Bell, Jr., CPM®

What is this you say? Well, it is an opportunity for Chapter 77 members to earn cash rewards for recruiting *Friends of IREM* or for obtaining advertisements for the Chapter website. These IREM Dollars can be used to purchase any IREM product or service, including such things as chapter and national dues, chapter meetings, education courses, publications, and even registration and travel to national conferences.

The Chapter 77 Friends program permits a limited number of vendors to become sponsors of our general membership meetings. These selected vendors pay a \$2,200 annual fee, which permits them to co-sponsor one of our six meetings, as well as to attend our other functions and to advertise in our newsletter and on our website. Chapter members who recruit a Friend receive an IREM Dollar award equal to 10% of the annual fee, i.e., \$220. This award can also be earned in successive years if the Friend renews his affiliation with the Chapter.



Earn Cash Rewards for Referrals

Similarly, Chapter members who obtain paid advertisements for the Chapter website receive an IREM Dollar award equal to 10% of the cost of the ad. The website ads cost \$500, with \$50 going to the member. Ads typically are solicited from service contractors that do business with the members and run the full gamut of property management needs.

The good financial health of the Chapter is due in large part to the income from our Friends program and from the website advertising. Please take some time this year to contact vendors with whom you work to see if they would be interested in becoming a

Friend or at least taking out an ad on our website. If you have any questions, contact Bob Bell at 703-300-2205 (e-mail: robertbelljr@aol.com). If you only need application forms, contact Carol Walker at 301-948-6234 (e-mail: walkerinmd@aol.com). Make those calls, and watch your IREM Dollars build up quickly.

Young Professionals Group Stays Busy

By Staci Cichocki, CPM®, ARM®

IREM Chapter 77's Young Professionals Committee has found success with their happy hour events. On August 21, 2008, the group hosted a festive happy hour gathering at Uncle Julio's in Fairfax Corner with a turnout of almost 20 people. The Young Professionals Committee has seen an increase in participants, and is excited about the growth of the program. The happy hour events have been a great, low-key way for young professionals to interact with executive council members and peers. The environment is always fun and friendly, and creates a perfect opportunity for many to connect with other colleagues. A special thanks to two Friends of IREM who sponsored this event, TruGreen Landcare and The 5th Wall.

Chapter 77's Young Professionals, along with the Community Action Committee, also organized a clothing drive, accepting donations for Goodwill at this past general membership meeting on October 22, 2008. Many thanks to those who made generous contributions of business attire and casual clothing for men, women and children. Members who made donations may retrieve their donation receipts at the Installation Dinner on November 19th.

IREM 75th Veterans Initiative

In honor of IREM's 75th Anniversary, the IREM Foundation is providing grants to 20 veterans to get started in the profession of Real Estate Management. These grants will provide a fully-funded week of training at the Successful Site Management course being held in February 2009 in Chicago. All travel, transportation, lodging and meal expenses will be covered.



IREM Northern Virginia Chapter 77 is encouraging all members to share this grant information with veterans that may benefit from this opportunity. **The deadline for applications has been extended until November 30, 2008.** For additional information and the application form, please visit the IREM Foundation website at http://www.irem.org/sec1ins.cfm?sec=iremfoundation&con=veterans_initiative.cfm&par=

Visit www.irem77.org for meeting calendars, education offerings, chapter information, address updates, meeting registrations and MORE!

General Membership Lunch September 17, 2008, Maggiano's



Ouzana Morgan, CPM®, Charles Anoff, Dayna Sowd, CPM® Candidate, and Mickey Collins.



Cara Neary, CPM® Candidate and Leigh Carter, CPM® of Vornado/Charles E. Smith.



(l-r) Lee Siegel, CPM®, ARM®, Veronica Cerrud, ARM® and Brent Barnwell, CPM®, ARM® of Kettler Management.

The September lunch featured a panel discussion with several leading industry suppliers, discussing simple and inexpensive things property managers can do right now to join the Green movement. The meeting was attended by over 90 members and guests. The panel discussion presentations can be found on the chapter's website irem77.org.

Simple Green Initiatives
for Today's Property Manager



Friends of IREM Kate Smith and Darren Borman of Simpson Unlimited.



Lynn Neal, Moscha Koronias, CPM®, and Tom Mathis of CB Richard Ellis.



Jackie Bradbury and Sarah Alt of Guardian Realty.

General Membership Dinner October 22, 2008, Sheraton Premiere

Are You Plugged In To the Latest News in Electric Consumption?



The October meeting featured a program from Dominion Virginia Power, focusing on fuel factor adjustments, pass-thru charges, expected increases in 2009 and tips for lowering property electric bills. **To view a copy of the presentation, visit the homepage of the chapter's website, www.irem77.org.**

The evening also featured a surprise tribute to the chapter's IREM Association Executive, Carol Walker, marking her 15 year anniversary with the chapter. Several past chapter presidents were on hand to mark the occasion.



Ellen Wyviorka, CPM®, Friend of IREM Tom Curley (CSG) and Chapter President Amy Waldron, CPM®



Bob Bell, CPM®, Friend of IREM Susie Summers (Minkoff) and Christina White, CPM®



(l-r) Ellen Wyviorka, CPM®, Deidre Schexnayder, CPM®, Debbie Santano, CPM®, Carol Walker, IAE, Bob Bell, CPM®, Reggie Mullins, CPM®, Amy Groff, CPM®, Cindy Clare, CPM®, Ken Hawkins, CPM®, Amy Waldron, CPM®, and Lori Wiegand, CPM®.



(l-r) Shannon Williams, Sandra Randall, Kristina Petersen, CPM®, Kim Harvey, CPM®, Fred Perrotta, Friend of IREM (TruGreen), and Maria Perry, ACoM.



Newly-installed CPM® Beth Dixon wins gift basket in 50/50 drawing.

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Membership News

By Kim Harvey, CPM®, Membership Chair

Welcome, New CPM® Candidates

Thomas Montgomery
Natural Rural Electric Co-op

Donald Mahen
U.S. Property Development

Sarah Walter
Sunnygate Apartments

Ebony Landon
Vornado/Charles E. Smith

Heather Hapeman
Vornado/Charles E. Smith

Miranda Oneto
Kettler Management

Dora Croft
Kettler Management

Jaime Smith
Grubb & Ellis

Tara Berger
Fairview Property Investments

Kimberly Lara
Kettler Management

Lisa Delamater
New Boston Management

Christie Morgan
Cassidy Pinkard Colliers

Congratulations New CPM® Members

Trina Farrar
CB Richard Ellis

Leslie Catlin
Pinnacle Military Housing

Welcome, New ACoM Members

Sonia deCelis
Carr Realty Partners

Maria Perry
Carr Realty Partners

New Associate Members

Deborah Garcia
Deval LLC

Patrick Connell
New Boston Fund

Linda Cogburn
Monday Properties

New Designation Acronym

Accredited Commercial Manager Members may now use the initials "ACoM" after their names to identify themselves as credentialed IREM commercial site managers. Help IREM support and recognize our newest member category and use the ACoM acronym when referring to the Accredited Commercial Manager Members and the ACoM program. Please note that ACoM uses a lower case "o" and is not a registered trademark.

In The News...

Congratulations to expecting parents Courtney & Brian Alford, Associate Member and CPM® Member respectively, who are due in March. Double congratulations to Teri & Heidi Pike, (Teri is a CPM®/ARM® member), who are expecting twins in February.

Kudos to chapter members Cindy Clare, CPM® and Kim Harvey, CPM®, who were among the 75 highest referral members for IREM's *Member Get a Member Campaign*.



Elizabeth Dixon, CPM®



Trina Farrar, CPM®



Paula Ponciano, CPM®



Sonia de Celis, ACoM



Karen Bunch, ARM®



Carlos Baez, ARM®



Maria Perry, ACoM



Veronica Cerrod, ARM®



Katherine Cordero, ARM®



Christy Day, ARM®

NEW!

Region 3 Education Calendar 2009

	CLASS	DATE	LOCATION	FEES
Asset Analysis	ASM603, Investment RE Financing & Valuation, Part 1	March 2-3	Baltimore, MD Bank of America	\$570/\$660/\$715
	ASM604, Investment RE Financing & Valuation, Part 2	March 4-5		\$570/\$660/\$715
	ASM605, Investment RE Financing & Valuation, Part 3	March 6		\$310/\$360/\$390
CPM® Capstone	RES201, Successful Site Management	March 23-28	Rockville, MD University of Phoenix	\$750/\$875/\$965
	MPSAEXM, Management Plan Skills Assessment	March 30-April 2	Richmond, VA VAR Headquarters	\$1295/\$1295
	CPM001, CPM Certification Exam Preparation Course	April 3 (AM)		\$155/\$180/\$195
Property Operations I	CPM Certification Exam	April 3 (PM)		\$100/\$100
	MKL405, Marketing & Leasing Multi-Family	April 14-15	Alexandria, VA Mark Center Club	\$570/\$660/\$715
	MKL406, Marketing & Leasing Office Buildings	April 14-15		\$570/\$660/\$715
Property Operations II	HRS402, Human Resources for Real Estate Managers	April 16-17		\$570/\$660/\$715
	MNT402, Property Maintenance/Risk Management	May 11-12	Washington, DC Bank of America	\$570/\$660/\$715
	FIN402, Investment Real Estate: Financial Tools	May 13-14		\$570/\$660/\$715
Asset Analysis	ETH800, Ethics for Real Estate Managers	May 15		\$170/\$195/\$215
	ASM603, Investment RE Financing & Valuation, Part 1	Sept. 21-22	Alexandria, VA Mark Center Club	\$570/\$660/\$715
	ASM604, Investment RE Financing & Valuation, Part 2	Sept. 23-24		\$570/\$660/\$715
CPM® Capstone	ASM605, Investment RE Financing & Valuation, Part 3	Sept. 25		\$310/\$360/\$390
	ETH800, Ethics for Real Estate Managers	Oct. 15	Washington, DC TBD	\$170/\$195/\$215
	Lease Administration Seminar	Oct. 16		\$170/\$195/\$215
CPM® Capstone	MPSAEXM, Management Plan Skills Assessment	Nov. 2-5	Rockville, MD University of Phoenix	\$1295/\$1295
	CPM001, CPM Certification Exam Preparation Course	Nov. 6(AM)		\$155/\$180/\$195
	CPM Certification Exam	Nov. 6 (PM)		\$100/\$100

*Premier Member Rate— CPM®, CPM® Candidate, ARM®, Accredited Commercial Manager Member, AMO® Firm Employee

Classic Member Rate—Associate Member, Academic Member, Student Member

Winterizing Your Landscape

Submitted by Jeff Topley, Regional Manager, BRICKMAN
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The cooler and usually wetter fall weather is an excellent time to get your property back in shape after the hot, humid summer weather has taken its toll on your plants. Fall is the time to clean up perennials, get your turf back in shape and install plants and bulbs for the following year. Let's look at some of the tasks that are best done at this great time of year that will benefit your landscape next season.



Lawns: Most of us have cool-season turf grasses, such as fescue or bluegrass. These grasses prefer cooler weather than we experience during July and August, preferring 60-70 degree weather and ample moisture that is common in the fall. If your lawns are looking a little weak and bare in areas, fall is the perfect time to get it back in shape. If your existing lawn is patchy, use a rake to remove dead grass and to scratch up the soil. Spread grass seed on the bare areas and lightly rake over to get good seed/soil contact. You can use a mulch of straw or some other mulching product such as PennMulch® to help cover seeds

and keep them from drying out. Once the seed is down, it is important to keep it wet and not allow it to dry out, so water every day to keep the surface wet until germination occurs. After germination, water every 2-3 days.

Fall is also a great time to fertilize your turf grass. Use a fall-type fertilizer that has slow-release nutrients in it. This can be done in September or October to allow the grass to put on as much healthy growth as possible before winter sets in.

Perennials: While most perennials are done blooming by the fall and are looking a little haggard, they are still growing underground. Fall is a good time to dig them up and divide them if necessary. Dig up plants and separate into sections, add some type of organic matter (Leaf-Gro, composted cow manure etc.), a slow-release fertilizer and replant. Apply a layer of mulch and keep watered well until it is rooted.



Friend of IREM Tip
of the Month

Tree and Shrub Planting: Fall is the best time of year to plant most trees and shrubs. The cooler temperatures are conducive to root growth until the ground freezes, then they will grow further in the spring, allowing them a root system that can cope with the hot and dry summer weather. Install plants and water well, then apply a layer of mulch along with some slow-release fertilizer.



Along with woody plants, now is a good time to install **perennials** and spring flowering **bulbs**. Fall is the optimum planting time for perennials, tulips, daffodils and lily bulbs. Once the garden centers get them in, it is best to buy them and either plant them or store them in a cool, dry place until planting time.

For additional information, call Jeff Topley at 703-437-7270

Spotlight on Ray Venero, CPM®

By Stacy Purdy, CPM®, Newsletter Chair

Ray Venero holds a CPM® and has been a member of IREM Chapter 77 since 1984, or, as he states, he has *“been a member of 77 so long, that I remember when having 30 people was a big meeting”*.

Ray has held many positions during his longevity as a chapter member including Friends of IREM Chair, Secretary, President-Elect, President, Past President, or, as he puts it “the best job,” and Director-at-Large numerous times over. He has also held many leadership positions nationally within IREM, including Chair and Vice Chair of the International Affairs Committee, Member of the Ethics Committee, Member of the Hearings and Discipline Board, Member of the Faculty and Grader Management Board and many others.

Ray speaks fondly about the benefits gained by being an IREM member. Specifically, Ray said *“doors really opened during my early years in the business because of the designation. Along the line you meet some really interesting people that you keep in contact with and over the years, you build a network of 3 or 4 thousand people. IREM’s reach is pretty deep and far.”*

Prior to his recently obtained position at Instructus, (which is a training, development and performance improvement consultant that uses assessments to help people and teams with lessons, learning, and leadership), Ray was the Director of Administrative Services for The Society of Human Resource Management (SHRM) for 12 years. Prior to SHRM, he held senior positions at a number of real estate companies such as The Mark Winkler Company, American Property Services, First Columbia Management

and his first job at National Corporation for Housing Partnerships (NCHP).

Ray was born in his grandfather’s farm house in the village of Escalante, province of Cantabria, in the Kingdom of Spain. Early on in his life, his family immigrated to the United States and settled in Newark, NJ with all of the other poor immigrants. He said *“It was a great place to grow up!”* Ray’s earliest recollection of what he wanted to be when

he grew up was a plumber and he wanted to be Bigger he remembers. *He stated, “Had I pursued that dream, I would be living in a bigger house right about now.”*

Ray is an alumnus of Rutgers, Fairleigh Dickerson and Marymount universities and expects to receive his Doctorate in Business Administration in 2011.

Ray met his wife of 17 years, Cheryl Lynn Jorge, while working at First Columbia Management. They have one daughter, Samantha Paige, who is “Daddy’s Delight” and whom Ray considers to be his greatest accomplishment, but let’s face it, he only gets 50% of the credit. Although most of Ray’s free time is consumed by school, Ray is an active volunteer of the American Red Cross of the National Capital Area, and Ray says, *“P.S. we’re broke so send us some money, thanks.”* Ray is also active in his parish community and on weekends he can be found in the library, being a “couch potato,” volunteering at the Red Cross, playing chauffeur to his daughter or completing “Honey-Do List” items



Ray with daughter, Samantha (12), and wife, Cheryl.

thrust on him by his wife who they so reverently refer to as the WWMBO “The Woman Who Must Be Obeyed”. Ray’s favorite thing about being a member of Chapter 77 is *“The people! I love our members. Some of whom I consider my most trusted and dear friends are members of our chapters.”*

Most of Ray’s hopes for Chapter 77 have already been realized: *“Increase the size (we are the biggest Chapter in Metro DC); grow in quality – we have among the best programs and activities of any chapter in the IREM network; increase the number of women and non-majority people in our chapter leadership; BE THE FUN CHAPTER.”* *We are the fun Chapter. We have a good time at our meetings, our Friends are incredibly supportive, some for many years, and we appreciate them as much as they appreciate us. I think the way we operate our chapter is rather unique and the proof of the business plan is the support we get not only from the Friends but from the general membership as well. We are a model Chapter and I foresee us continuing to be so because of the strength of our succession plan and tradition.”*



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Northern Virginia Chapter 77

We're on the web:
www.irem77.org

Holiday Events in Northern Virginia

Manassas Christmas Parade

December 6, 2008. Old Town Manassas, Virginia celebrates the Christmas season each year with a weekend of old-fashioned family fun at the "Merry Old Town" celebration. Festivities include a parade, Christmas tree lighting ceremony, visits with Santa, free carriage rides and more.

The Ritz-Carlton Hotel, Pentagon City

Brunch with Santa in the Ballroom.
2008 Date to be Announced. 10 a.m.-3 p.m. Santa, Mrs. Claus, and carolers entertain. Reservations are required. Call (703) 412-2760. Cost: Adults \$85; Children (ages 3-12) \$40.

Dulles Town Center:

Santa Dulles Town Hall

Through December 24, 2008

Mon. - Fri. 11 a.m. - 9 p.m.

Sat. 10 a.m. - 9 p.m.

Sun. noon - 6 p.m.

December 24 10 a.m. - 5 p.m.

Breakfast with Santa

November 14, 9:30 a.m. & December 13, 2008, 9 a.m. Continental-style breakfast in the Eatery with live entertainment and children's activities. Advance ticket purchase is required. Seating is limited. Tickets are \$10 per person, ages 2 and under are free.

Reston Town Center Events:

Friday, November 28th

Annual Holiday Parade

11 a.m. Market Street & Freedom Drive. Join the community and "Ring in the Season!" at Reston Town Center. Santa and Mrs. Claus will be joined by Macy's style balloons, musical groups, dancers, antique cars and more, making their merry way down Market Street.

Visit with Santa - November 28th

12:30 - 4:30 p.m. Photos are \$10 each with proceeds benefiting a local non-profit.