

Northern Virginia
Chapter 77

### KEYPOINTS

Summer, 2009

### President's Message

by Lori Wiegand, CPM®, 2009 Chapter President



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Isn't it funny how we always ask ourselves at this time of the year, "Where did the summer go"? I hope

that each of you had an opportunity to take that well-deserved vacation with family and friends or are planning to do so in the upcoming weeks.

As we begin to delve into our 2010 budgets, we reflect upon the economy in 2009. Dr. Steven Fuller predicted at our Forecast Luncheon in January, "The

Washington area economy will not experience the national recession; however it will slow down considerably over the October 2008 - March 2009 period and then it will re-accelerate sooner than its peer metro area markets." Stocks rallied to a 10-month high on July 31st after a stronger than expected job report as unemployment fell for the first time since April 2008. Dr. Fuller thinks our economy will begin to rebound in the second half of 2009 with a total net new job growth of 230,300 for the region over the next five years.



Chapter leaders at the 3rd annual leadership retreat in June. (l-r) Katherine Shiplett, Amy Groff, Bob Bell, Christina White, Brent Barnwell, Lori Wiegand, Lisa Morris, Debbie Santano. Amy Waldron and Carol Walker.

(Continued on page 2)

#### **Upcoming Events:**

General Membership Lunch September 9, 2009 (see enclosed flier)

General Membership Lunch

October 7, 2009
\*\*\*\*\*\*

General Membership

November 18, 2009 \*\*\*\*\*

To register, email iremchapter77@aol.com Or call Carol Walker 301-948-6234

#### IREM Gala a Resounding Success!

If you weren't at our 4<sup>th</sup> Annual IREM Gala on Friday evening, May 29<sup>th</sup> than you missed out on a very fun evening! The weather was perfect and we enjoyed cocktails and delicious appetizers on the verious section.

AJAD MARI ROOS EHT

IREM Gala Committee Chair Amy Groff, CPM® (l) and IREM President –Elect Randy Woodburg, CPM® present a mock check to Special Love representative and former camper, Jeff Quelet.

randa at Congressional Country Club. We then ate some more and enjoyed a scrumptious filet and shrimp stuffed with

> c r a b m e a t meal, accompanied with

yes, some more cocktails. We finished the fun evening by letting loose on the dance floor!

The best part of all was that this fun night resulted in raising \$35,000 for the local Charity, Special Love for Children with Cancer (www.specialove.org)! It is amazing how, through the support of our Re-



by Amy Groff CPM®, 2009 Gala Committee Chair

gion 3 chapter members, Friends of IREM and local Real Estate Community, we were able to raise this substantial amount of money to help children with cancer enjoy their summers with their families at a special camp. A huge THANK YOU to everyone who contributed to this successful event. Especially Chapter 77's own Stacy Purdy, Kellie Perry and Carol Walker, all of whom served on the 2009 Gala Committee.

REYPOINTS Page 2

#### President's Message, continued

(Continued from page 1)

Even though we did not hold any general membership meetings in May, June, July or August, your Executive Council was very busy. The fourth annual IREM Gala was held on May 29th at Congressional County Club in Bethesda and, despite the economic downturn, the Gala raised over \$35,000 for Special Love for Children with Cancer! A heartfelt thank you goes out to all those that coordinated and participated to make this event so successful, particularly our own Amy Groff, who chaired the regional Gala Committee and Stacy Purdy, who spearheaded the sponsorship efforts.

In June, Christina White coordinated this year's Candidate Luncheon, where IREM Faculty Member Len Frenkil eased the minds of our candidates and

provided them with the tools and information they need to move forward with completing their educational requirements for the CPM® designation.

The Executive Council met on June 17<sup>th</sup> to re-visit and revise the chapter's strategic plan at our annual leadership retreat. Immediately following the retreat, the council sponsored an appreciation happy hour for our Friends of IREM to thank them for their continued support.



(l-r) Carol Walker, Lori Wiegand, Staci Cichocki & Katherine Shiplett attended the Regional Leadership Conference in Chicago, July 29-31.

In an effort to promote the new ACoM designation we reviewed the chapter's candidate's status and we were amazed to find that approximately 40 candidates have completed all the necessary coursework for the ACoM and need only to take the ACoM exam to obtain this designation. Therefore, Region 3 Education will be scheduling this exam (with a half-day review course preceding it) in the early part of 2010. Candidates, watch your mail for more details

Your chapter officers and IAE have just returned from IREM's Regional Leadership Conference, held July 29<sup>th</sup> – 31<sup>st</sup> in Chicago, where ideas and strategies were exchanged for the outgoing and incoming chapter leaders. These leadership conferences are extremely inspiring and the knowledge gained from attending can be utilized in

one's everyday work as well as for the benefit and continued growth of the chapter. I'd like to encourage everyone to become a participating part of the chapter. If you are interested in serving on a committee next year, please contact our Leadership Development Chair, Amy Groff (see page 12 of the newsletter for more reasons to get involved.)

Enjoy the final days of the summer and we look for-

ward to seeing you at the September 9th general membership meeting!

# 2009 Executive Council

#### President

Lori Wiegand, CPM® 703-502-9797 lwiegand@rockcrest.com

#### President-Elect

Katherine Shiplett, CPM® 703-522-1142 katherine.shiplett@cbre.com

#### **Treasurer**

Staci Cichocki, CPM®, ARM® 703-226-6019 scichocki@kettler.com

#### Secretary

Christina White, CPM® 703-435-0873 cwhite@vno.com

#### Assistant Treasurer

Kimberly Harvey, CPM® 703-995-7053 kharvey@carrpartners.com

#### **Assistant Secretary**

Ellen Wyviorka, CPM® 703-925-5245 ewyviorka@cambridgeus.com

#### ARM® Chair

Brent Barnwell, CPM®, ARM® 703-680-1185 Countycenter.pm@kettler.com

#### **Immediate Past President**

Amy Waldron, CPM®
703-653-8585
amy.waldron@longandfoster.com

#### Directors at Large:

Robert B. Bell, Jr., CPM® Cindy Clare, CPM® Debbie Santano, CPM® Amy Groff, CPM®

#### **Chapter Administration:**

Carol Walker 301-948-6234 iremchapter77@aol.com

IREM Chapter 77
Nominated Slate of 2010 Officers and Executive Council

Election will take place at September 9, 2009 Lunch Meeting

President
President Elect
Treasurer
Secretary
Assistant Treasurer
Assistant Secretary
Immediate Past President
ARM Chair
Director at Large
Director at Large

Director at Large

Katherine Shiplett, CPM®
Staci Cichocki, CPM®, ARM®
Christina White, CPM®
Kim Harvey, CPM®
Stacy Purdy, CPM®
Brent Barnwell, CPM®, ARM®
Lori Wiegand, CPM®

Debbie Santano, CPM®

Robert Bell, Jr., CPM®

Cindy Clare, CPM®

Amy Groff, CPM®

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



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> Mike Paeske, CCIM, CPM CFI San Diego, CA



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KEYPOINTS Page 4

### IREM Regional Gala May 29, 2009, Congressional Country Club

























### Candidate Luncheon June 9, 2009, Clyde's of Tyson's

Over 30 Chapter 77 CPM® Candidates attended this year's Candidate Luncheon, where IREM faculty member Len Frenkil, President of Washington Place Management/The Time Group, facilitated a discussion about how to prepare for the MPSA and the benefits of earning the CPM® designation.





CPM® Candidates Ebony Landon and Tara Berger.



(l-r) Candidates Chris Swemba, Thomas Ezzo, Nasir Bajwa, Marty Flanigan and Lisa Delamater.

### Friends of IREM Appreciation Happy Hour June 17, 2009, River Creek Country Club

On June 17, 2009, your chapter leaders met at River Creek Country Club in Leesburg, Virginia for the 3<sup>rd</sup> annual leadership retreat. This retreat was started by 2007 President Amy Groff to develop and monitor a strategic plan for the chapter. At this year's meeting the leadership reviewed and updated the strategic plan to stay current with the market and economic conditions. The primary area of focus was on the 3-5 year goals and strategies, with an

emphasis on progress towards the goal and relevance of the existing strategies.







(far left) Debbie Santano, Mike Aschenbrenner of BRICKMAN and Katherine Shiplett; (left) Kenny Cohn of KEVCO; and (above) Christina White takes a practice swing before the putting contest.

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#### **Engineering Consulting**

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Rob Dike Cell (301) 252-7107 Vice President Y S T E M S

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### Friends of IREM Directory

ndscape Management

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#### Josh Hopfer

Business Develope

10109 Giles Run Road Lorton, VA 22079 tel: 703.339.0448 fax: 703.339.5558 cell: 571.722.8057 jhopfer@valleycrest.com www.valleycrest.com

#### Fred Perrotta Sales Manager

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#### **Executive Gifts**



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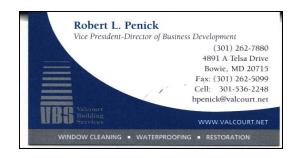
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KEYPOINTS Page 8

#### **Membership News**

By Christina White, CPM®, Membership Chair

#### **New CPM® Candidates**

Robert Lambert Wilderness Woods

Sandy Haas Vornado/Charles E. Smith

> Jennifer Whitley Carmel Partners

Sabrina Farmer Liberty Property

L. Michelle Everett CBRE

#### **New ARM® Members**



Lisa Corrales
Kettler Management

Ferrah Williamson

Lorin Atkins

Tomeka Hart Kettler Management

Henrietta Murphy Grady Management

Tiffany Pruitt
Valley View Management

#### **New Associate Members**

Ithamara Allison

Casey Fisher Fisher Development

Scott Leonard

#### **Job Placement Update**

#### By Don Paradiso, CPM®

The Executive Committee recently approved a revision to the way resumes can be handled by the Job Placement Committee. This revision was based on several inquiries by members. Member resumes can now be posted to our Chapter website (www.irem77.org). They can remain on the website for up to three (3) months before being deleted. Resumes can be removed at any time or the posting can be extended for another three month period.

Please contact our Job Placement Chair, Don Paradiso at (703)760-5573 or email him at dparadiso@emcor.net for further information.

Employers please continue to send us your open job positions. And as always, postings are *free of charge*.

#### In The News...

Congratulations to Friend of IREM CleanOffice, Inc., for winning the Green Seal<sup>TM</sup> Environmental Leadership Standard for commercial cleaning services....Kim

Harvey, CPM® was recently promoted to General Manager of Virginia for Carr Partners (overseeing 2.5 million square feet)....Best wishes to chapter member Maria Perry and new husband, Matthew, on their recent nuptials in Pittsburg, PA....and welcome to new baby Madeline Eileen Petersen, born June 11th to chapter member Kristina Petersen and husband, Thomas.



Congratulations to Chapter Maria Perry and new husband, Matthew.

Chapter 77's membership services team has formed a hospitality/outreach committee. Please make sure to send "In the News" announcements to <a href="iremchapter77@aol.com">iremchapter77@aol.com</a> so that this committee can recognize all of the important milestones for our chapter members!

Volume 8, Issue V

#### Region 3 Education Calendar 2009

	CLASS	DATE	LOCATION	FEES
Asset Analysis	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
	ASM605, Investment RE Financing & Valuation, Part 3	Sept. 25		\$310/\$360/\$390
	ETH800, Ethics for Real Estate Managers	Oct. 8	Washington, DC	\$170/\$195/\$215
			1350 I Street, NW	
	Lease Administration Seminar	Oct. 9		\$170/\$195/\$215
CPM® Capstone	MPSAEXM, Management Plan Skills Assessment	Nov. 2-5	Rockville, MD	\$1295/\$1295
			University of Phoenix	
	CPM001, CPM Certification Exam Preparation Course	Nov. 6(AM)		\$155/\$180/\$195
	CPM Certification Exam	Nov. 6 (PM)		\$100/\$100

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FOR MORE INFORMATION, PLEASE CONTACT DEBBIE SANTANO AT

DEBORAH.SANTANO@CUSHWAKE.COM

#### The Next Generation of IREMFIRST is now available!

Working smarter, not harder in today's economy is crucial for our business to remain resilient in these challenging times. Start using the new **IREMFIRST** and get better connections, better information and better decisions. Take advantage of the new features!

#### A Streamlined Look and Feel:

- Efficient navigation layout and content for a more proficient user experience.
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#### New Interactive and Dynamic Features:

- A homepage that has constantly changing content
- Interactive user activities

#### **Community-Building Features:**

- A profile where you can showcase your experience and others can post endorsements
- A mechanism for registered users to post, edit and contribute to IREMFIRST

With all these new features it's easy to see why **IREMFIRST** is quickly becoming a valuable member benefit.

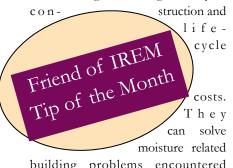
Ready to get started? Create your profile today and get instant access to the **IREMFIRST** community. Just visit www.**IREMFIRST**.org and log in using your member username and password from <a href="https://www.irem.org">www.irem.org</a>.

Find out what IREMFIRST can do for you at www. IREMFIRST.org!

KEYPOINTS Page 10

#### Water Damage Is Unforgiving!

Humidity and moisture cost business and homeowners millions of dollars each year. A professional, reliable engineering/consultation service, can save building owners significantly in



building problems encountered through plaza decks, garages, roofs, foundations, as well as veneer and curtain walls.

Waterproofing systems are so longlasting and durable that some building owners think of them as maintenance-free. Roofing, like any other building protection system, requires periodic inspection and maintenance if it is to provide satisfactory longterm service.

Maintenance of roofing protection system can be placed into three categories:

 Routine maintenance to ensure adequate protection against mois-



ture infiltration and to prolong the service life of the structure.

- 2. Specific maintenance to correct obvious problems.
- Preventive maintenance to keep minor problems from developing into major, costly repairs if not corrected.

The type and extent of maintenance needs is best determined by an ongoing building inspection program. Roofing and other waterproofing inspections help the building manager establish the need for maintenance, identify the cause(s) of problems, and prescribe appropriate maintenance and repair procedures.

There are several signs that property managers can look for that indicate the protective waterproofing system is having difficulty. Conduct a walkthrough to record the physical evidence of previous water infiltration. Fortunately for investigators, but unfortunately for tenants, water almost always leaves a trail of clues after migrating through building construction components. These clues include stained ceilings, interior finish distress, corrosion of metal components, salt deposits, and water marks.

A well-planned rehabilitation/ maintenance program will affect future expenses on the protective roof coverings. As the manufacturers warranty (roof) program expires (normally 10 to 20 years), some companies may offer an extended maintenance warranty on roofs that they investigate. If the owner is willing to have a firm monitor the condition of the roof, they may be able to extend the warranty for a period of up to ten (10) years following a sanctioned rehabilitation.

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#### IT'S A CONTEST!!!

WE ARE LOOKING FOR creative chapter members to help design our new car decal for IREM Chapter 77 (You know, like the OBX decals you see on every car in the Metro area?)

Get creative — we are looking not only to show that we belong to the best IREM Chapter in the history of IREM, but to also promote and generate interest in IREM itself.

The winning design will receive a \$100 Gift card!!

Please email your entries to Brent Barnwell, <u>CountyCenter.PM@kettler.com</u>

Entries must be received by 9/1/09.

Volume 8, Issue V

#### Education. Ethics. Excellence.

#### Become an AMO®

#### By Amy Waldron CPM®, AMO® Committee Chair

Interested in becoming an Accredited Management Organization® (AMO)? We are here to help.

The AMO accreditation is awarded to those select firms who meet the standards of excellence in professional education, experience, ethics, and business and financial stability set by the Institute of Real Estate Management (IREM®). The AMO accreditation is the only recognition given to real estate management firms.

Achievement of the accreditation is a key step toward global recognition of your firm as an outstanding and dependable real estate management organization. Your AMO accreditation is the mark of distinction that sets you apart from your competition and presents greater opportunities for both financial and professional success. As an AMO, you will become part of an elite group of management firms whose proven

foundation is based on dedication, experience, integrity, and professionalism.



If you are interested in knowing more, please feel free to contact Amy Waldron at 703-653-8585 or go to the IREM web site at http://www.irem.org

#### **Dominion Power Discusses Future Rate Changes**

#### By Debbie Santano CPM®, Region 3 Education Chair

Dominion Power participated in a meeting in AOBA's offices on Thursday, August 6th, in response to issues and problems from many of their customers relating to service, outages, not having one point of contact, etc. The two main topics discussed included future budget/rate increases and ways to improve communication, as described below:

#### Communication for Business Customers

Dominion Power has set up a new Business Service Center that is designed for business accounts only. They have hand-picked 12 individuals with 4-20 years of experience with Dominion Power, 6 of whom will be working out of their Richmond office and 6 of whom will be working out of their Norfolk office. These individuals will be manning the new Business Service Center M-F from 7 to 7; Saturdays from 9 – 1, and they are available to answer

any and all issues, questions, and needs for business customers. If a customer prefers to deal with one person, they may strike a relationship with one of the 12 representatives. Dominion will be providing direct dials for these 12 representatives; however, for now, the main number is 888-272-8085. Dominion advised that this is not a published number and will not be available in the phone book; therefore, they are asking their business customers to be selective about who the number is given to so that only high level business customers are calling; i.e. not to distributed to individual tenants or residents.... You may also email them at bsc@dom.com

#### **Budget Projections**

 Every July 1 – Any increases/ decreases in fuel are imposed. This past July, there was actually a decrease which resulted in an average of 7% decrease in total invoice. This is hard to predict since they don't know what the cost of fuel will be next July; however, they indicated that it typically follows commodities/futures markets.

- This September 1 Anticipate that the base rate case, which has been revised and refiled numerous times, will take effect. This will equate to an approximate 4% increase.
- Next January 1 Anticipate that two capital projects will be included in additional charges, equal to 2-3% increase.
- In summary, a representative from the AOBA Alliance Board attended the meeting and advised that they are recommending Virginia properties to anticipate a total of 5% net increase in 2010 compared to 2009.



IREM Chapter 77
P.O. Box 3035
Gaithersburg, MD 20885

Phone: 301-948-6234 Fax: 301-948-7962 Email: iremchapter77@aol.com

## Northern Virginia Chapter 77

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

# IREM CHAPTER 77 NEEDS YOU! THINK YOU ARE TOO BUSY? THINK AGAIN!

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- Community Action
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- Young Professionals
- Publications/Marketing
- Legislative
- Membership Services
- Programs
- Gala Committee

#### WIIFM?

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- Stronger, more valuable business contacts.
- Enhanced leadership skills.



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Or visit www.irem77.org

Please contact Amy Groff, CPM® for more information.

#### The Core Purpose of Chapter 77 is:

To help real estate managers in Northern Virginia prosper and add value to their companies and the properties they manage in order to advance the profession of real estate management.