## Northern Virginia Chapter

# KeyPoints

Winter, 2005

Volume 7. Issue 2

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## President's Message

I hope everyone had a wonderful holiday season. I can't believe it's already 2005. How time flies! This year, IREM's National Education Conference was in Nashville, Tennessee. The conference was held at the incredibly enormous Gaylord Opryland Resort and Convention Center, which covers nine acres of land and is completely enclosed. The conference was attended by more than six hundred IREM members. IREM's international chapters from Canada, Chile, Brazil, Jamaica, South Africa, Japan, Poland, and Korea were also in attendance (IREM is truly a worldwide organiza-Representatives of tion). Chapter 77 had the privilege of meeting our International Friendship Partner from Brazil, Guilherme B. M. Ribieiro (see picture, page 2).

The conference consisted of five days of educational seminars and workshops, updates on the State of IREM, committee meetings, legislative meetings, networking events, a minitrade show, motivational speakers, chapter administrator meetings, property tours, and a speech by the current IREM National President, Tony Smith, CPM®.

Throughout the conference, the message was very clear: IREM as an organization needs to continue to grow in order to survive. Our CPM® member population is aging along

with the rest of the population. The average CPM® member is 49 years old. Several meetings were centered on discussions on how to attract and retain younger members to the organization. We carried this discussion home to the chapter's executive council meeting, where we decided to form a task force on membership to study this issue on a local level. Although our chapter's membership is strong and we have been fortunate to see significant growth in the past two years, we don't want to "rest on our laurels" and assume this success will continue without any effort from us. The council agreed it was important to have a strategic plan in place (Continued on page 2)

### **Upcoming Events:**

Lunch Meeting
March 16, 2005
Maggiano's Little Italy
11:30 a.m.

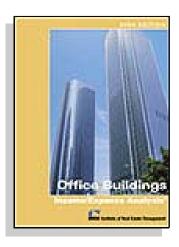
Dinner Meeting
April 13, 2005
Maggiano's Little Italy

### **Income/Expense Analysis Campaign Underway**

By Katherine Shiplett and Jen Rowe, Income/Expense Committee Co-Chairs

The 2005 Income/Expense Analysis® Survey season has begun! The Institute of Real Estate Management has analyzed and presented apartment building income and expense data for over forty years. Commencing in 1976, the original apartment building study was supplemented with suburban office building data, and in 1982 was expanded to include downtown office buildings. Gathering sufficient data is imperative to the organization. The chapter goals are the minimum submissions reguired to provide these extremely valuable statistics. Last year Chapter 77 did not meet its submission goals. We need everyone's cooperation with this year's effort to meet our 2005 goals. Please refer to the box on Page 3 for deadlines and chapter goals for 2005. Your contributions are greatly appreciated by real estate professionals across the country. In addition to receiving free or discounted copies of the Income/Expense Analysis® contributors will be recognized in the Summer Chapter 77 newsletter.

(Continued on page 3)



# 2005 Executive Council

#### **President**

Duwonie Cash, CPM® 301/467-9288 dcash3616@verizon.net

#### President-Elect

Debbie Santano, CPM® 702/573-7000 debbie.santano@cbre.com

#### Treasurer

Amy Groff, CPM® 703/578-9146 agroff@markwinkler.com

#### Secretary

Pat Engler, CPM® 703/714-6166 pengler@west-group.com

#### **Assistant Treasurer**

Ken Sargent, CPM® 703/920-2456 ksargent@udrt.com

#### **Assistant Secretary**

Amy Waldron, CPM® 202/785-3165

awaldron@paramount-group.com

#### ARM® Chair

Tom Freeley, ARM® 703/497-7104 tfreeley@lakeridgeva.com

Immediate Past President

Deidre Schexnayder, CPM® 703/769-1110

#### **Directors at Large:**

Robert B. Bell, Jr., CPM® Kenneth A. Hawkins, CPM® Don J. Paradiso, CPM® Ramon J. Venero, CPM®

#### **Chapter Administration:**

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

## President's Message, continued

(Continued from page 1)

with the goal of continuing our growth at all levels of membership in the coming years.

For those interested, our current level of membership is as follows. Our combined total membership now exceeds that of any other chapter in our region.

CPM members	111
Candidates	36
ARM members	78
Associate members	41
Total	266

In December, the Region 3 Holiday Party was hosted by the Greater Metropolitan Washington IREM Chapter 8. This joint event of Chapters 8, 16, 77 and 92 was held December 14, 2004 at the DAR Memorial Continental Hall. The event was attended by approximately 140 members. Attendees were permitted to tour two levels of the building which included Period Rooms of 17 states. For those of you who couldn't attend, this is a historical structure you don't want to

miss.

In January, it was our turn to host the annual Forecast Luncheon, which was held on January 12, 2005 at the Fairview Park Marriot. There were over 130 members from Virginia, Maryland, and DC in attendance at the meeting. A resounding applause goes to Debbie Santano for putting together such an outstanding panel of speakers. See Debbie's recap of the meeting on Page 7.

At the Forecast Lunch, Region 3 Regional Vice President Karen Krackov spoke of the cooperative effort of the local chapters to respond to the relief effort for victims of December's Tsunami disaster. Chapter 77 members should be proud that our local chapters quickly responded to the request for aid by donating \$3,000 toward relief efforts.



(I-r) Chapter 77's International Friendship Liaison, Ray Venero (I) with our International Friendship Partner from Brazil, Guilherme B.M. Ribieiro and Chapter President Duwonie Cash.

Chapter 77 and Chapter 16 participants at this year's Education Conference in Nashville. Standing, Bob Hopkins, IREM National President Tony Smith, Ch. 16 President Carol Spinoso, Chapter 77 President Duwonie Cash. Seated, Debra Cash, Bob Bell, Debbie Santano and Luis Santano.



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WINTER, 2005 Page 3

## Income/Expense, continued

(Continued from page 1)

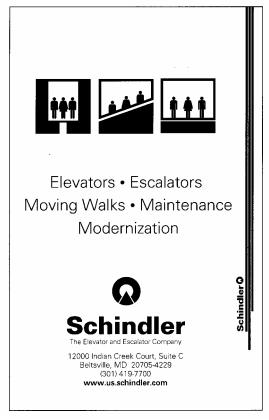
To receive a free copy of the Income/Expense Analysis® Survey, you must submit data no later then March 1st. Or, you may submit your data between March 2nd and March 31st to receive a 50% discount. Data WILL NOT be accepted after March 31st for office buildings, condominiums, and apartment buildings; and after April 30th for retail. When you submit information on the properties you own or manage, you will receive an individual computerized analysis of each project accepted.

We encourage you to submit your data online. You can submit your data quickly, easily and securely. Visit <a href="http://ie.irem.org/irem/cwb">http://ie.irem.org/irem/cwb</a> and follow login procedures. For those previous contributors who have not received their usernames, please email the I/E inbox (incomeexpense@irem.org) to request your username/password to be sent to you. New contributors may register by following directions on the page.

	<u>Data Submission Deadlines</u>			
	FREE Survey	50% Discount	'05 Chapter Goals	'04 Chapter Submittals
Office Buildings	March I	March 31	74	59
Condominiums	March I	March 31	5	4
Apartment Buildings	March I	March 31	45	37
Retail/Shopping Centers	April I	April 30	3	2

PLEASE REMEMBER TO REFERENCE CHAPTER 77 ON YOUR SURVEY FORM SO OUR CHAPTER RECEIVES THE CREDIT!





## **Regional Meeting Photos**

IREM Region 3 Holiday Party

DAR Memorial Continental Hall





## **December 14, 2004**











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Regional Forecast Lunch
Fairview Park Marriott





Page 5

January 12, 2005

















## **Region 3 Education Calendar**

LOCATION	DATES	CLASS
Rockville, MD	March 14-19	RES201, Successful Site Management
Alexandria, VA	March 9-10	MKL405, Marketing & Leasing for Multifamily
	March 9-10	MKL406, Marketing & Leasing for Commercial
	March 11-12	HRS402, Human Resource Strategies
Alexandria, VA	May 16-17	MNT402, Maintenance/Risk Management
	May 18-19	FIN402, Managing Investments for R.E./Finance
Baltimore, MD	September 20-21	ASM603, Financing & Valuation Strategies
	September 22-23	ASM604, Measuring Performance of R.E. Assets
	September 24	ASM605, Measuring Performance, Advanced
Richmond, VA	October 18-19	BDM602, Writing & Using Property Management Plans
	October 20-21	MPSA, Management Plan Skills Assessment
	October 22	CPM001, CPM Exam Preparation Seminar
	October 23	CPM® Certification Exam
Washington, DC	November 1	ETH800, Ethics for the Real Estate Manager
	November 2	LRM201, Do's & Don'ts of Fair Housing
	November 3	HRS603, Leadership for Today's R.E. Managers

To register or for more information, call Carol Walker at 1-888-424-IREM

## RES201: Successful Site Management in March

Essential for site managers just beginning their careers or those needing to update their skills, this course covers the management of entire properties—from the parking lot to the leasing office to the rooftops. Developed by experts in the industry, "Successful Site Management" focuses on the skills needed to professionally manage all types of residential properties, with the goal of increasing retention and NOI.

#### What is covered:

Marketing & Leasing: demographics, target markets, competitive

- analysis, marketing strategies & campaigns.
- Human resource management: employee motivation, employment laws, staff assessment, performance evaluations.
- Property accounting & budgeting: operating expenses, capital expenses, financial reports.
- Legal issues and risk management strategies: Fair Housing and ADA compliance, security and emergency procedures, landlord-tenant laws.
- On-site maintenance management:

maintenance systems, work orders, inspections, contractors' negotiations and oversight. Professional ethics: ARM Code of

Professional ethics: ARM Code of Professional Ethics, adherence to the code, enforcement.

Page 6 KEYPOINTS

## Forecast Lunch Features Speakers on Commercial, Residential & Government Markets

By Debbie Santano, CPM®

Chapter 77 was honored to host the 2005 annual regional forecast program on January 12th. The event was held at the Fairview Park Marriott and was well-attended by the four chapters in our region including the Washington, DC Chapter 8, West-Central Maryland, Chapter 92, and the Baltimore Chapter 16. Three dynamic and high-level speakers gave informative presentations on office, residential, and government markets.

Mr. John Germano, Senior Managing

Director of CB Richard Ellis, started off the program with a detailed discussion on the commercial office market. Mr. Germano is responsible for all aspects of CBRE's business in the Baltimore, Suburban Maryland, Northern

Virginia, and Washington, DC markets. Mr. Germano got his start in the business over twelve years ago with Jones Lang LaSalle. Mr. Germano has a BS in Accounting and an MBA from Pepperdine University. Mr. Germano discussed the office market in detail with statistics on 2004 total inventories, vacancy rates, net absorption, and rental rate growth. Mr. Germano also discussed the forecast for 2005, which includes modest growth with a slow rebound from the recession.

Mr. Thomas James, Deputy Assistant Regional Administrator of the Public Buildings Service, National Capital Region Division of GSA, spoke about the federal government's real estate activities. Mr. James is responsible for the strategic and capital investment planning for 86 million s.f. of leased and owned real estate in the national capital region's portfolio. Mr. James has been with GSA since 1991. Prior to his current position, he worked as Director in the portfolio management division in GSA's Public Buildings Division. Mr. James holds a BS in Finance and Information Management Systems and a Master's in Real Estate

Investment and Appraisal. Mr. James provided statistics on the current portfolio that is owned and leased by GSA in the Washington Metro Area. He also discussed several of their large projects in the area including the Southeast Federal Center, the

Department of Transportation Headquarters, the FDA White Oak project, and the Suitland Federal Center. Mr. James described GSA's leasing program, including the Advanced Acquisition Program, and their National Broker Contract Program.

Ms. Christy Freeland, President of Trammell Crow Residential Services, spoke about the residential market. Ms. Freeland oversees four divisions in the Mid-Atlantic, including the Northeast, New Jersey, Pennsylvania, and South Florida. Ms. Freeland has

been in the business for twenty-two years. Prior to joining Trammell Crow, she was with the National Housing Partnership. She holds a BS in Government and Politics and an MBA from the University of Tulsa. Freeland gave an overview of the 2004 market results, including rents, concessions, occupancy; demographics impacting the residential market such as job growth and high quality jobs; supply and demand; and the impact of condominiums on apartments. Ms. Freeland discussed the factors affecting the 2005 rental market, which include job growth, interest rates, supply, and investor appetite for apartments.

Details of each of these presentations have been posted on our Chapter website, which you may access at http://www.irem77.org/

#### Job Placement Committee on the Web

For detailed

descriptions of each of

the presentations, see

the chapter's website,

www.IREM77.org.

The Job Placement Committee has created a link to <a href="www.irem77.org">www.irem77.org</a> for posting job openings. We need your help for this site to be successful. Please post your open positions on-line by following these procedures:

<u>To Post a Position:</u> E-mail the job opening to Job Placement Chair. Postings should include job description, salary range, portfolio information, office location and contact person. There is no charge for this service.



IREM members and associates looking for a new position can access the web page and directly contact the person listed in the posting. Because IREM often receives notice of positions before they are advertised in other media, web-site job seekers will have an advantage. The site also contains information and links to other job search resources.

To submit a posting, or for any questions related to the job placement service, contact:

Don J. Paradiso, CPM® dparadiso@lernerenterprises.com 301/696-2220 (office)

## **Emergency Response Plans... How to Prepare for the Unexpected**

Friends of IREM

Tips of the Month

Submitted By Gene Samburg, Kastle Systems International

ant decision-making, more and more owners and property managers today are discovering the benefits of working with experienced security professionals in developing emergency plans, rather than inventing these procedures themselves from

scratch. Many owners and property managers go one step further and enlist security experts to run their systems from an off-site, centralized location to ensure a professional response to both emergency and non-emergency situations.

Security experts work with owners and

Developing the optimal security and emer- property managers on upfront planning the normal chain of command cannot gency response plan for your building is no during the cool of the day so that everyone always be available on short notice or simple task. Every office property is unique, knows what to do in the heat of an emer- during off hours. Critical initial deciso emergency response plans need to congency. Detailed response procedures for sions usually must be made immedisider multiple scenarios and variables. everything from fires, bomb threats and ately. System monitoring - one com-With security and emergency preparation natural disasters to blackouts, severe ponent of ongoing system managebecoming a more prominent factor in ten- weather and other utility outages can be ment - means trained professionals

provide individual . staff members with written instructions about their specific emergency duties.

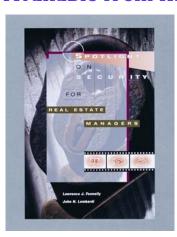
The purpose of emergency plans is to **Emergency plans should specify the** ers because they do it every day. staff members who are responsible for initiating the emergency plan. But

carefully planned. will respond to any emergency The plan should 24/7/365.

The most crucial element in dealing with an emergency situation is communication. When your security and fire systems are run by experts, all of the burden falls to the professionals. Key building personnel need not be present to make crucial decisions in the heat of the moment. Off-site, centrallyreduce human injury and damage to administered services are better positioned property, as well as mitigate liability. to work with authorities and utility provid-

(Continued on page 9)

#### "Spotlight on Security" Now **Available from IREM**



Learn the most effective approaches to crime prevention for different property types-apartments, office buildings, shopping centers, parking facilities, and industrial sites. The authors, a law enforcement professional and a criminologist, combine 25 years of experience to effectively address tenant security issues. Coverage includes:

- Negligence, liability & the law
- The issue of foreseeability
- The predatory prevention matrix
- The security audit
- Crime prevention through environmental design
- Neighborhood and community watch programs
- Access controls
- Closed-circuit television monitoring
- Security guards and their training

Hardcover Price Reg. \$62.95 Member: \$50.95 Visit the IREM Stor www.irem.org



Page 8 KEYPOINTS

#### Emergency Response Plans, continued

#### Off-site, centralized solutions provide best emergency preparation

(Continued from page 8)

Communication with tenants is of paramount importance in the event of an emergency. A building owner can ensure the best possible communication with tenants and mitigate risk by outsourcing ongoing system management to the experts located at an offsite, centralized location. If a bomb threat or other emergency requires a building evacuation or lock-down, tenants are directed through e-mail blasts to their building's emergency information section on the Kastle web site,

which provides specific details on what to do. Tenants can also remain active and notifies utility providers promptly. report emergencies directly to shortening response times.

Working with Kastle Systems insures that your building systems are monitored 24 hours a day, seven days a week. In case of a fire, flood or other emergency, response is immediate. During resources and issues to managing results. power outages, battery back-up enables monitoring systems to

the security provider for action, Relying on the expertise of security and emergency planning professionals for monitoring and other aspects of the ongoing management of your security and emergency response systems provides the experience, infrastructure, and technical capabilities to secure a building both during normal operations and in the event of an emergency. Off-site, centralized experts do a better job because security is their core business, thus permit-Kastle is the first to know and ting a building owner's focus to shift from managing

#### **Industry Resources on the Web**

The internet has an abundance of resources on Emergency Preparedness; however, we have listed a few websites below that are most applicable for real estate managers:

- Principal Emergency Response and Preparedness Requirements and Guidance from Occupational Safety and Health Administration under publications (#3122): www.osha.gov
- Standard on Disaster/Emergency Management and Business Continuity Pro grams (NFPA 1600) from National Fire Protection Association www.nfpa.org.
- Department of Homeland Security www.ready.go
- American Red Cross www.redcross.org
- White House News Releases www.whitehouse.gov/news/releases/
- Federal Emergency Management Agency www.fema.gov
- Virginia Department of Emergency Management www.vdem.state.va.us
- Centers for Disease Control Public Health Emergency Preparedness
- Real Estate Information sharing and Analysis Center www.reisac.org



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## **Membership News**

#### Welcome, New ARM® **Members**

**Richard Bowen Equity Residential** 

From KSI Management: Cedric Allen **Jennifer Craven** Cecille Santos Chris Spiller Staci Cichocki Traci Johnson Vicki Lynn Smothers Jeffrey all Oke Johnson



#### **New Associate Members:**

**Robert Whitaker Archstone-Smith** 

**Kellie Perry** Corporate Realty Management

T. Gail Campbell Stonewall Realty LLC

Karen Kim **Solution Design** 

**Terri Brown-Shepler** Long & Foster

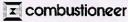
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Page 10 KEYPOINTS

## In The News

#### **Companies and Members Making News**

KSI Management pleased to announce that Clare, Cindy CPM® will assume the duties of Sr. Vice President of Property



Management Operations beginning on March 7, 2005.

Ms. Clare has worked for the past 10 years at The Mark Winkler Company, holding the position of Vice President, Residential Properties.

\*\*\*\*\*\*\*

Corporate Office Properties Trust (COPT) has announced the completion of Greens III, a four-story, 88,000 s.f. office building in Westfield Corporate Center. With the delivery of this building, COPT now owns and manages eight buildings in Westfields, totaling more than 1.3 million s.f. of space, and has one building with 216,000 s.f. under construction.

"We consider Westfileds Corporate Center as the 'sweet spot' of the Northern Virginia real estate market, and feel it offers every necessary ingredient to fulfill the requirements of an assortment of end-users," stated Derrick Boeger, Vice President of Asset Management for COPT, who oversees leasing and marketing in Northern Virginia.

\*\*\*\*\*\*\*\*

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#### Looking for Members or Companies "In The News"

Has your company or an employee in your company done something "newsworthy" that you would like to share with Chapter 77 members? If so, please forward press releases, birth announcements, award details, promotions, transitions, etc., to:

lwiegand@rockcrest.com

and we will include it in the "In the News" section of the next quarterly newsletter.



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## NORTHERN VIRGINIA CHAPTER 77

We're on the Web! www.irem77.org



