



IREM Institute of Real Estate Management

*Northern Virginia
Chapter 77*

KEYPOINTS

Summer, 2010



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Upcoming Events:

General Membership Meetings:

September 15, 2010
McCormick & Schmick's
Lunch, 11:30 a.m.

Economic Forecast
See Enclosed Flier!

October 13, 2010
2941 Restaurant
Lunch, 11:30 a.m.
Job Forecast Program

November 17, 2010
Maggiano's Little Italy
Dinner, 6:00 p.m.
Installation & Awards

President's Message

by Katherine V. Shiple, CPM®, 2010 Chapter President



It's hard to believe it's the end of summer already! I hope that you've enjoyed the hotter than average days. Before embarking on your summer adventures, did you attend our June General Membership Meeting? I hope that you did and had a chance to meet IREM's Chief Executive Officer, Russ Salzman, and hear his presentation on how your membership in IREM can sustain you in this tough economy and the

changing trends of property management.

Your chapter leadership started and ended the summer in very similar ways. After the June General Membership Meeting, we were lucky enough to have Mr. Salzman stay on and facilitate our annual leadership retreat. With his guidance, we analyzed our existing strategic plan, discussed how our chapter is changing and what we want to focus on for the future. This included discussions of on-going initiatives and

whether or not they were still viable in today's professional environment. The chapter officers are working to update the strategic plan over the next month based on the results of those discussions. The plan will be available for you to view at our website, www.irem77.org, no later than November.

The chapter officers and IAE then attended the annual Leadership Conference held in Chicago each year by IREM Head-

(Continued on page 2)

IREM 77 Conducts Wage & Compensation Survey

by Steve Lehew, Job Placement Chair

IREM 77 conducted a comprehensive Wage and Compensation Survey of its membership in June. The survey was designed to focus solely on wage and compensation issues that impact our chapter membership, and to provide chapter members with a range of

information that will be helpful in evaluating how individual members can benefit.

The Survey was sent to 343 members (*Friends* were not included in the survey). 87 members or 25.36% responded to the

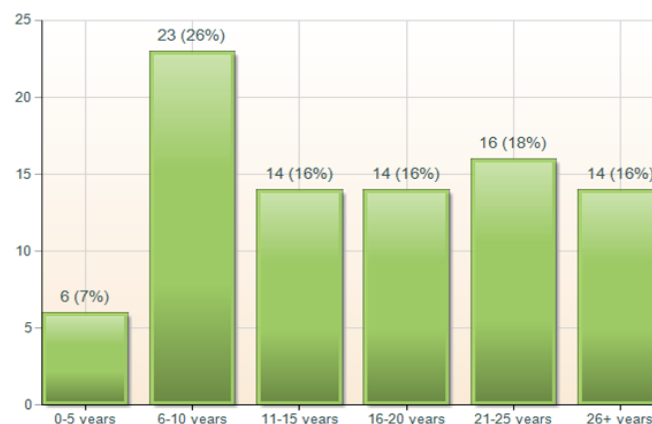
survey. The survey asked a number of questions ranging from number of years in the property management industry, job titles, types of organizations, number of employees supervised, types of properties managed, total square feet or number of units, salary ranges, bonus ranges and areas of additional compensation, and more.

Some results of the survey were:

- 26% of those responding have been in the industry 6-10 years;
- Approximately 33% of the members have been in the industry 21 years or more.
- 42 of the members, or 48%, work for privately held companies, with a nearly even

(Continued on page 3)

How long have you been in the Property Management Industry?



President's Message, continued

(Continued from page 1)

quarters. During this two-day event, we attended sessions that were geared towards expanding our leadership abilities, developing our chapters and effectively managing our association. Some of the highlights from the conference are listed below:

- IREM introduced a re-branding of the education program, called IREM ED, which will be rolled out in 2011. This



Above (l-r) Kim Harvey, CPM®, Carol Walker, IAE, Staci Cichocki, CPM®, Katherine Shiplett, CPM® and Christina White, CPM®. Below, Staci Cichocki, CPM® in one of the leadership sessions.



rebranding incorporates contemporary media for self-paced learning, new platforms with social media tools, downloadable courses for e-readers and mobile devices and many more exciting things.

- Teri Goudie, of Goudie Communications, spoke to the attendees about using communication as a leadership tool. Her presentation centered on the message that good communication is the fuel of good leadership. Ms. Goudie focused on showing how brand awareness equals a mental picture, and that you need to have a theme that you keep coming back to, particularly in times of crisis.

- Cam Marston was the keynote speaker, and he presented his insights on generational issues in the workplace, and ways to effectively connect and communicate with people from each generation represented.

We also attended separate breakout sessions that focused on specific topics affecting our chapters, such as diversity, public relations and using IREM resources to grow the chapter. I know that we will be bringing all that we learned back to the executive council to share and use in the coming months.

Again, I hope that you have enjoyed your summer break, and I look forward to seeing you at the September meeting.

IREM Chapter 77

Nominated Slate of 2011 Officers and Executive Council

Election will take place at September 15, 2010 Lunch Meeting

President	Staci Cichocki, CPM®, ARM®
President Elect	Christina White, CPM®
Treasurer/Secretary	Kim Harvey, CPM®
Assistant Treasurer	Benjamin Underwood
Assistant Secretary	Leigh Carter, CPM®
Immediate Past President	Katherine V. Shiplett, CPM®
ARM® Chair	Miranda Jernigan, CPM®, ARM®
Director at Large	Robert B. Bell, Jr., CPM®
Director at Large	Amy Groff, CPM®
Director at Large	Debbie Santano, CPM®
Director at Large	Amy Waldron, CPM®
Director at Large	Lori Wiegand, CPM®

2010 Executive Council

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katherine.shiplett@cbre.com

President-Elect

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Treasurer

Christina White, CPM®
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Secretary

Kimberly Harvey, CPM®
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Assistant Treasurer

Stacy Purdy, CPM®
703-257-9716
stacy.purdy@am.jll.com

Assistant Secretary

Brent Barnwell, CPM®, ARM®
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ARM® Chair

Lisa Morris, ARM®
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morrisl@janelia.hhmi.org

Immediate Past President

Lori Wiegand, CPM®
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lwiegand@rockcrest.com

Directors at Large:

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

Chapter Administration:

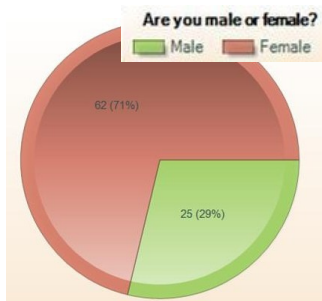
Carol Walker, IAE
301-948-6234
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Wage & Compensation Survey (continued)

(Continued from page 1)

split between local/metro area companies and nationally based firms.

- The overwhelming number of respondents work for companies with over 200 employees, with a fairly even distribution of personnel across the rest of the survey.
- Almost 65% of those responding were female. This is consistent with membership demographics.



The survey questioned members on the type of properties they manage.

Each respondent was able to indicate more than one type of property they manage resulting in over 149 property selections. The largest response came from Commercial, at 64%; followed by Multi-family, 44%; Retail/Shopping Center, 26%; Industrial, 9%; Flex 7%; Other 6%; Condominium, 5%; and Medical, 5%.

On the question of compensation and bonuses, the survey indicated that over 60% of the respondents are in the annual salary range of \$50,000 to \$100,000. Over 80% receive bonuses of some type, with the majority receiving a bonus of between 6 and 10% annually. In reviewing the data and comparing compensation to certifications, the results show that of those responding, 45, or 52%, hold a CPM®. In comparing RPA to CPM®, for example, the data shows that of those holding an RPA, 80% make \$125,000 or less with 20% making more than \$125,000. 76% of CPM® designees make \$125,000 or less,

and 24% make more than \$125,000. This might suggest that having a CPM® will return a higher base wage over time than an RPA designation alone. More detail would be necessary to draw specific conclusions.

The table below shows the cross tabulation results comparing Base Salary to Certifications:

Since the survey did not actually measure those holding a CPM® compared to other certifications it is difficult to draw any specific conclusions.

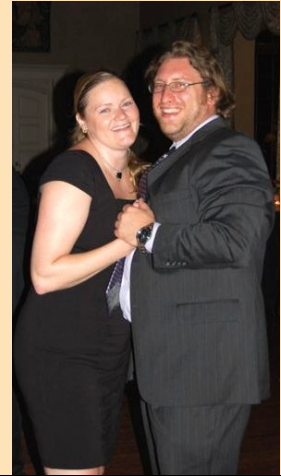
The Survey also measured a number of different variables such as benefits, other forms of compensation, commuting distance, education, certifications and professional affiliation. These answers, along with the results from the entire survey, will be posted in August on the website at www.irem77.org. An email notification will be sent to the chapter announcing when the complete survey is available.

[illegible]

IREM Regional Gala May 14, 2010, Congressional Country Club



IREM CEO Russ Salzman and 2010 Gala Chair Sandra Kowalski, CPM®.



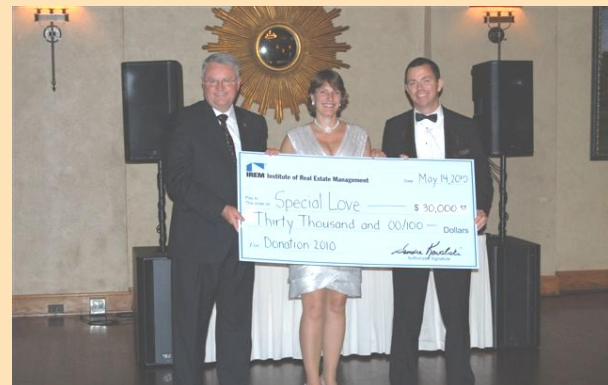
IREM Chapter 77 President Katherine Shiplett, CPM® and Guest, Gerard Pastore.



2010 IREM President Randy Woodbury, CPM®.



Roy Walters of C&C Complete Services (Platinum Sponsor) and Jennifer Burns, CPM® Candidate.



Randy Woodbury and Sandra Kowalski present Dave Smith of Special Love with a check representing IREM's donation to the charity of \$30,000.

General Membership Lunch June 16, 2010, Wildfire Restaurant



President-elect Staci Cichocki CPM®, ARM® with Guest Speaker Russ Salzman, IREM Executive Vice President & CEO.



2010 IREM Region 3 Vice President Todd Willett, CPM® and his successor for 2011, Vera McPherson, CPM®.



Anne Beard, Teri Pike, CPM®, ARM® and Glen Skutnik, CPM® of Kettler Management.



(l-r) Richard Reed, CPM® Candidate, Matt Waiter, CPM®, Kellie Perry, CPM®, Sara Hobbs, CPM®, Nicole Myers, CPM®, Ginger Rose, CPM®, and Christina White, CPM®.



(l-r) Susie Sanin (Minkoff), Katherine Shiplett, CPM®, and Jennifer Parsons, CPM®



Chapter leaders with Russ Salzman at the leadership retreat following the general membership lunch.



(l-r) New CPM® member Glen Skutnik with RVP Todd Willett, CPM®.

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Community Action News

By Katie Sherman, Community Action Committee



On Friday, June 25, Chapter 77 members partnered with Friends of IREM including Brickman Group, C&C Complete Services, Ruppert Landscape, and Kevco Building Services for the Carpenter's Shelter Clean-up Day. This volunteer effort, led by our chapter's Community Action Committee, supported the Carpenter's Shelter, a homeless shelter in Alexandria, VA dedicated to ending homelessness in the metropolitan D.C. region. Carpenter's provides the resources and support needed in order to assist adults to both care for and provide for themselves. Its primary focus is self-reliance through

services, advocacy, and educational programs with topics including managing personal finances, building a resume, how to interview for a job, and healthy eating and living.

For this event, IREM Chapter 77 members and Friends set aside their day to volunteer by cleaning up the Shelter and providing some much needed services. Kevco went straight to work with window washing, while C&C Complete Services lead the fence repairs and painting. Landscaping, with Brickman and Ruppert Landscape's expertise, was the largest and most labor-intensive project



and consisted of major tree pruning, hedge trimming, weeding, edging, planting new flowers and

laying down fresh mulch. Members also had the opportunity to work alongside Friends of IREM and together collaborated to get the job done. Finally, everyone teamed up to complete a thorough exterior clean up of the property. (Special thanks to



Stacy Purdy for taking the reigns of the backpack blower!)

Despite the summer heat, it was a rewarding day of hard work and lots of fun. The volunteers joined together and did an outstanding job, providing a much needed positive impact on the shelter and in our community. We extend our sincere thanks to everyone who participated!

Job Corner

By Steve LeHew, Job Placement Chair

The job placement committee continues to receive requests to post job openings. Currently there are 10 positions open. They include:

Residential - Director of Community Management	Northern VA
Commercial Property Manager	Northern VA
Sales Associate	Metro Area
Commercial - Senior Commercial Property Managers	Metro Area
Commercial - Property Managers	Metro Area
Commercial - Assistant Property Managers	Metro Area
Commercial Real Estate Accounting Controller	Metro Area
Senior Property Manager	Northern VA
Senior Property Manager	DC
Director of Lease Administration	Northern VA

Members interested in any of these positions should visit the Website at www.irem77.org and go to the Career Center tab.

Coming in October...

IREM 77's Job Market Forecast Luncheon

IREM Chapter 77 will be hosting its first annual Job Market Forecast at the general membership lunch on October 13th. Joining us will be a panel of professionals representing professional recruiting, commercial and residential Human Resources. The panelists will discuss their thoughts on the current job market, where they see the opportunities in the future, how managers can better prepare themselves for the changing job market and how each see 'Social Media' impacting the property management industry and job opportunities.

More information will follow in the mail and on our website, www.irem77.org.

Region 3 Education Calendar 2010

	CLASS	DATE	LOCATION	FEES <small>*Premier/Classic/ Nonmember</small>
Asset Analysis	ASM603 , Investment RE Financing & Valuation, Part 1	Sept. 20-21	Rockville, MD University of Phoenix 9601 Blackwell Rd., 20850	\$570/\$660/\$715
	ASM604 , Investment RE Financing & Valuation, Part 2	Sept. 22-23		\$570/\$660/\$715
	ASM605 , Investment RE Financing & Valuation, Part 3	Sept. 24		\$310/\$360/\$390
Ethics	ETH800 , Ethics for Real Estate Managers	Oct. 14	Baltimore, MD 100 Light Street, 21202	\$170/\$195/\$215
CPM® Capstone	MPSAEXM , Management Plan Skills Assessment	Nov. 8-11	Washington, DC 1350 Eye Street, NW 20005	\$1295/\$1295
	CPM001 , CPM Certification Exam Preparation Course	Nov. 12 (AM)		\$155/\$180/\$195
	CPM Certification Exam	Nov. 12 (PM)		\$100/\$100

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



Educational Seminars for Real Estate Professionals

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Sept. 10, 2010	The Business of BRAC <i>Base Realignment And Closure</i> <i>Learn About Opportunities in Your Area</i>	2:00 p.m.—4:00 p.m. Two Hour Seminar	Jordan Kitt's Music Center 1313 York Road Baltimore, MD 21093	\$50
Sept. 15, 2010	Power Hour <i>Step by Step Guide to Understanding</i> <i>Your Utility Bills in MD, DC & VA</i>	9:00 a.m.—12:00 p.m. Half-Day Seminar	750 9th St., #900 Washington, DC 20001	\$75
Oct. 6, 2010	Nuts & Bolts <i>An Overview of Building HVAC</i> <i>Systems For the Property Manager</i>	9:00 a.m.—12:00 p.m. Half-Day Seminar	750 9th St., #900 Washington, DC 20001	\$75
Oct. 15, 2010	Lease Administration <i>For Administrative, Accounting and</i> <i>Property Management Professionals</i>	9:00 a.m.—5:00 p.m. Full-Day Seminar	100 Light Street Baltimore, MD 21202	\$170/\$215 Member/Non-member
Oct. 27, 2010	Commercial Real Estate Law <i>Learn About Major Lease Issues</i> <i>Impacting Property Managers</i>	11:30 a.m.—1:30 p.m. Two Hour Seminar Boxed Lunch Included	1300 N. 17th Street, #600 Arlington, VA 22209	\$75

Curb Appeal: Make a Lasting Impression

By Evalyn Cohn, KEVCO Building Services, Inc.

Friend of IREM
Tip of the Month

It comes as no surprise that in every business, you need to have a competitive edge to set yourself apart from everyone else. With over 25 years of experience working with the metropolitan area real estate



community, it's been our experience that improving your property's curb ap-

peal and making a great first impression will give you that competitive edge. Here are a few tips of the trade that will set you apart from your competitors, which are designed to give you the most "bang for your buck."

Pressure cleaning is an important service that customers use to enhance their curb appeal. The following types of surfaces once pressure cleaned can help create that **WOW** effect for office buildings, industrial parks, apartment buildings and condominiums:

- Building facades
- Sidewalks, fences
- Loading docks
- Retaining walls—brick or concrete
- Dumpster enclosures—wood, brick, concrete
- Monument signs
- Graffiti removal from *any* surface
- Awnings

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Parking Garage Cleaning is maintenance dollars well spent as tenants see them daily when coming in and leaving the building. Whether the parking structure is under or above ground, single- or multi-level parking lot, these surfaces can be cleaned, swept or scrubbed for you with great results:



- Garage floors
- Painted curbs
- Walls
- Concrete columns

Window Cleaning is the service that will guarantee the sun will shine brightly in your building and enhance your curb appeal. It is essential for:

- High / low rise office buildings
- Low rise office parks
- Entranceways, atriums
- Lobbies, skylights
- Shopping centers

Pressure cleaning, parking garage cleaning and window cleaning are three cost effective ways to give your

property that competitive edge in today's market. By creating a **first impression**



that is a **lasting impression**, your exterior surfaces will have the curb appeal that you and your future tenants desire!

Membership News

By Stacy Purdy, CPM®, Membership Chair

New CPM® Candidates

Cory Scott
Tysons Corner Center

Caroline Ramsay
First Potomac Realty Trust

Dorothea Mack
Weichert Realty

Thien-Kim Le
First Potomac Realty Trust

Congratulations New CPM® Members

Glen Skutnik
Kettler Management

Isabella Iyasere
Kettler Management



New Associate Members

Margarate Sacks
Freddie Mac

Nicole Melvin
Carr Services

Yolanda Richardson
Carr Services

Lisa White
Long Property Company

Donald Mahen
U.S. Property Development

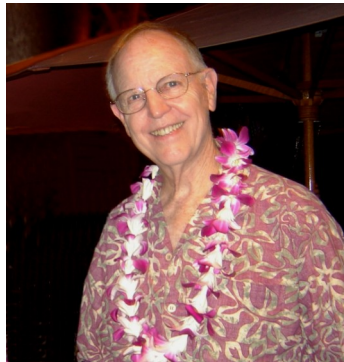
Shelley James
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Meet Robert B. Bell, Jr., CPM® Emeritus

By Charlotte Wilson CPM®, Publications Chair

Members of our Chapter know Robert B. Bell, Jr., CPM® Emeritus more informally as Bob. Bob's foundation in property management may have been laid during his 28 years of service with the US Navy Civil Engineer Corps where he was responsible for facilities management, including all facets of design, construction, maintenance, and repair. During his tenure in the Navy, Bob was the recipient of various awards and decorations, including the Bronze Star Medal, four Meritorious Service Medals, and the Combat Action Ribbon. Bob retired from military service in 1989 as a Captain.

Following his retirement, Bob began his formal career in property management. He was hired in 1989 as an Assistant Property Manager by West*Group Management, one of the founding developers of Tysons Corner. Bob's tenure at West*Group lasted 16 years, and upon his retirement in 2005, he had diligently worked up the ranks and was Vice President of Property Management, responsible for approximately two million square feet of commercial office space and a workforce of 30 individuals.



Bob began his official affiliation with IREM in 1990, when he joined as a CPM® Candidate, earning his CPM® designation in 1993. In 1994, Bob became more involved with Chapter 77, assisting Candidates like our own Lori Wiegand, CPM® with the completion of their Management Plans. Bob's contributions to Chapter 77 are numerous, and include having served on the Executive Council since 1994 in positions from Assistant Treasurer in 1996, to President in 2002, to his current positions as Director-at-Large and Friends of IREM Chair; he has held the latter position for the past four years. In addition, Bob served as Chair of the Region 3 Education Committee for three years, a tenure longer than any other Chair, and he

subsequently served as Chair of IREM's National Education Committee. One of Bob's most notable accomplishments is founding Region 3's annual IREM Gala in 2006. This activity has since raised approximately \$125,000 for Special Love (www.speciallove.com), a local organization for children with cancer. Bob was recognized with the CPM® of the Year award in 1997, and is being recognized as a CPM® Emeritus in 2010.

Currently, Bob mainly keeps occupied by spending time with his large family. He has five very successful children and nine grandchildren, with another on the way, all in whom he takes great pride. Bob owns and operates Accotink Advisors, a real estate consulting firm. While it is certainly hard to believe he has any, in his spare time, Bob sings in the Northern Virginia Chorale, and he enjoys traveling.

Bob is an invaluable asset to our chapter. If you have not yet had the opportunity to meet Bob, please do so at the next meeting. Congratulations to Bob from all of us on earning the designation of CPM® Emeritus!

iyp news

By Benjamin Underwood, CPM® Candidate, iyp Chair

On June 4 the young professionals of Chapter 77 and several Friends of IREM completed a community service project through *Rebuilding Together Alexandria*. The group worked to restore a three-bedroom condo in the Eos neighborhood of Alexandria that was purchased and restored for a low income family. We thank all of the vol-

unteers who contributed to this very successful event.

Additionally, IYP will host an end of summer wine tasting event on August 28. The event will feature group transportation and tastings at two wineries in the Leesburg, VA area. Please watch your email and the IYP Facebook page for further details!





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BUILDING PROBLEMS? REACH OUT TO IREM'S FRIENDS FOR SOLUTIONS!

Our Friends of IREM and Website Advertisers put forth time, effort and money to get their name in front of YOU! The only thing that they ask for in return is the *opportunity* to price work at your property. So, the next time you have a problem and you are seeking a solution, please reach out to our Friends. We have listed our Website Advertisers below and our Friends of IREM are shown on pages 5-6 of this newsletter. (Remember that you can always refer to the Chapter website (www.irem77.org) for a complete listing of all Friends.)

Company	Contact	Phone	Business Type
A-1 Flood Tech	Tom Ihm	(703) 361-2156	Water Damage Remediation
American Disposal	Amanda Busey	(703) 368-0500	Waste & Recycling
Cavalier Facility Services	Sean Rohan	(703) 849-1100	Interior Renovations
CleanOffice, Inc.	Mark O'Brien	(703) 631-9203	Janitorial
Complete Landscaping	Lisa Kupke	(301) 218-1800	Landscaping
EMI	Kevin Conley	(410) 579-1250	Janitorial Services
Executive Gift Planners	Lori Reid	(540) 668-6644	Executive Gifts & Gift Baskets
FloorSavers, LLC	Mark Swinea	(888) 679-4632	Floor & Carpet Installation & Cleaning
Four Seasons Painting Contractors	Clayton Newman	(703) 660-5440	Painting
Golden Gate Service, Inc.	Tery Hong	(703) 425-6200	Janitorial Services
Manders Decorating Company	Mike Manders	(301) 589-7600	Painting Contractors
Paul Davis Restoration, Inc.	Lauren Nowalk	(703) 880-3090	Property Restoration
Pritchard Industries	Jim Davin	(703) 807-5100	Janitorial
Ruppert Landscape Co. Inc.	John Alden	(571) 248-4460	Landscaping
Securitas Security Services	Joel Gininger	(703) 642-7590	Security
Servicemaster of Alexandria	Frank Flaherty	(703) 212-7000	Disaster Restoration, Radon, Mold
Structural Preservations Systems	Ian Weinholt	(410) 796-5000	Structural Repair, Waterproofing
U.S. Aquatics	Lynne Quade	(703) 996-1300	Holiday Lighting & Decor; Pools & Water Features