

The WIRRE Connection

FALL 2006

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MEMBER SPOTLIGHT

Each year WIRRE presents The Founder's Award to an active member who exhibits selfless dedication to the ongoing success, accomplishments, and growth of the organization. The recipient of the 2006 Founder's Award was Shary Thur, presented in June at the WIRRE Member Dinner.



Shary's work ethic has been evident since her college years when she worked 2 jobs to put herself through school. Shary's career as an entrepreneur began right out of college, when she opened her own beauty salon. By the time she reached her 10 year college reunion, Shary had started a second company and landed in real estate, where she could put what she calls one of her best assets—her photographic memory—to use.

She became the first woman in the retail division at Cary Winston in 1996 before switching to CNM Associates in Atlanta. Over the next few years, Shary worked through a real estate market dominated by REITs, and carved a thriving niche in tenant representation. In 2001, she purchased CNM's Mid Atlantic division and Shary Thur Associates was born. Today she employs 5 leasing agents and is looking to add 4 more. Shary has said that she would "love to add some female leasing agents to the group" reflecting on her success throughout her career.

When asked to name an achievement of which she was most proud Shary said "I am proud that I was able to open 6 companies by the time I was 40." More unbelievable is that she accomplished all of this while overcoming several bouts with cancer. Shary attributes her amazing successes to hard work—she says "it isn't easy, there are no short cuts." Truly, Shary is deserving of the Founder's Award given her support of WIRRE; her outstanding business achievements; and her core beliefs and inner strength. Shary's reputation for excellence and quality relationships throughout the industry are a result of her work ethic and always asking "Did I do enough?" She treats every client as she would want to be treated and continuously strives to set the bar higher—a true role model for WIRRE members.

MOVERS & SHAKERS

Petrie Ross News:

Lisa Fetter was recently named VP of Leasing

Marilyn Coolidge was named Sr. VP of Leasing

Cheryl Howard joined Petrie Ross in Sept. 2006 as Leasing Representative

Edens & Avant News:

Emily Messick joined Edens and Avant in Oct. 2006 as a Leasing Agent

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President's Message

Get ready for another exciting WIRRE year!

We are now in our 21st year as an organization of dynamic and powerful women within the retail real estate community and it is with great momentum that we move forward. Our membership is at an all time high and our website, launched only a year ago, has experienced record clicks and hits moving us to the first page when performing Google searches. We thank our member companies for their website sponsorship and anticipate an even greater level of sponsorship this year.

Continued on page 2

President's Message (Continued)

Our talented Programs Committee consistently secures top developers and retailers each month keeping us educated and updated on developments affecting the region and our communities.

I'm delighted to announce that this year we will launch a Government Relations Committee to keep us abreast of legislation affecting our businesses. An active committee will enable WIRRE members to take appropriate actions and ensuring a voice.

WIRRE is comprised of women who rank amongst the *who's who* in retail real estate in the vibrant Baltimore-Washington Corridor. We are CEO's, CPA's, and bankers. We are leasing brokers, attorneys, engineers, marketing managers, recruiters and administrative staff. Indeed we are successful in business; however WIRRE members have demonstrated an eager commitment to contribute to community outreach efforts through giving. I'm proud and certainly honored to be a part of an organization of women who utilize our successes to help benefit women who are less fortunate.

Our new meeting venue this year is The Embassy Suites Hotel in the Chevy Chase Pavilion. Our meetings are typically held on the third Thursday of each month beginning with a fabulous networking hour at 6 p.m. and our programs begin at 7 p.m.

Our Executive Committee is actively working to make this a fantastic year and we welcome your comments and suggestions. You make WIRRE a success! You each have diverse talents and resources and I encourage your participation.

Stephanie Gallagher, WIRRE President 2006/2007
Executive Vice President, Banner Associates

Spotlight Article (Continued)

This year will mark the 5th Founder's Award. The first award was given to Lori Hill on June 19, 2003. The award's inception began with the president at the time, Suzette Timme. The award did not begin with a vote as today—but was begun to honor Marilyn Coolidge one of the original co-founders of WIRRE and to recognize that member who makes contributions to the organization that embodies Marilyn's dedication to WIRRE.

Lori's award reads: "*For her selfless dedication and continued service to our organization, Thank you Lori for your commitment to WIRRE*" and it's easy for her to recite the verbiage because the award has hung beside her desk with pride since June of 2003. This award is exceptionally special to Lori because it was the first and only award of that type that she has received and she humbly expresses, "It was such an honor that anyone might even believe that I was remotely similar to Marilyn in any way."

Currently the award is given based on a vote and nomination by general membership. Certainly the Founder's Award is as important as ever with membership at an all time high and all members of WIRRE benefit from the contributions of successful, committed professionals like Shary and Lori. In February, members will nominate the woman who displays the most selfless dedication. Nominations must be submitted to the President no later than March 14 and the Executive Committee will prepare the ballot of Finalists for the March 16th meeting. After a vote by general members, the President will award the Founder's Award in June.

Program Recap

September - Expanding Retailers

WIRRE kicked off a new season in September featuring new exciting retailers to the region! Program participants included, Sandy Tyler, co-owner of Fractured Prune, Ian Swain, of Wireless Toyz, Chesapeake Bay Wireless, LLC and Jim Larkin, area developer of Wine Styles.

The Fractured Prune with more than 20 area franchises in the region is an Ocean City, Maryland tradition serving hot cake donuts. They are hand dipped to order with a variety of glazes and topping and rolled in an assortment of sugars. Be sure to check out their website at www.fracturedprune.com.

Known as "Your Cellular Superstore," Wireless Toyz offers the largest selection of wireless carriers of cellular phones, plans, accessories and satellite TV. In June of 1998, the first Wireless Toyz store opened in Ypsilanti, Michigan with immediate success. The store was dedicated to offering customers almost every cellular and satellite provider in one location. In September 2001, Wireless Toyz began franchising to entrepreneurs who wanted to capitalize on the growth of the wireless industry. In July of 2003, Wireless Toyz began offering Master Franchise programs to qualified individuals to develop certain markets across the country. For more information visit www.wirelesstoyz.com.

Ernest Hemingway said, "Wine is the most civilized thing in the world." Customers are sure to agree at Wine Styles where excellent wine choices defined by style are available for corporate needs, special occasions or customized gifts. The retailer is known for its paring expertise and offers the perfect venue for tasting events. Weekly wine tastings are scheduled and they will set up a personal wine registry for hoppers. The retailer is seeking sites in the Washington, DC area. Be sure to visit them at www.winestyles.net.

October—Gourmet Markets

WIRRE members and guests were treated to a delightful evening of networking and a delectable update on the latest grocer trends along with a new development project. Presenters included Leigh and Peter Henry who presented Watkins Mill Town Center, a new development in Gaithersburg. Charlie Phelps from Paraclete Realty presented The Fresh Market and James O'Neill from KLN B presented Ellwood Thompson's Gourmet Market and The Fresh Grocer.

Watkins Mill Town Center is a transit oriented development to be built near the Washington Grove MARC and Corridor Cities Transit way station. It will include 1 million square feet of office, 376,000 square feet of retail, 1,368 residential units and a hotel on 165 acres.

The Fresh Market, a specialty neighborhood grocer opened its first store in 1982 and currently operates more than 60 stores in the Southeast and Midwest, with plans for continued expansion. Their goal is to offer customers high-quality perishable products in a warm and friendly atmosphere with a high level of customer service. Products are attractively displayed loose and unpackaged, allowing customers to pick and choose which products and how much of each they needed for that shopping trip.

Fresh Grocer, a growing regional independent grocer is located in urban areas. The typical size of Fresh Grocer's urban stores, 55,000 square feet and they specialize in wholesome natural and organic foods. Fresh Grocer has been operating in inner-city areas since 2001 and each store's inventory is somewhat unique to the area and the footprint of the store. *Elwood Thompson's Markets* are one of the largest independent natural foods store in the region. They feature organic grocery items, a full service deli, bulk foods and more. They attribute their success to customer satisfaction, local community support, and a satisfied staff.

Upcoming Events & Programs

November 16

New Developments

6 pm networking; 7 pm program
The Embassy Suites Hotel in the Chevy Chase Pavilion
4300 Military Road NW
Washington, DC 20015
RSVP by November 9th to WIRRErsvp@aol.com

December 4-6

ICSC New York National Conference & Deal Making

Hilton New York & Towers
New York, NY

Get the latest information on trends impacting tomorrow such as industry consolidation, migration of mall retailers and new development vs. redevelopment. Learn more about mixed use development that combines the elements of retail, residential hotel, entertainment and office thereby reinvigorating the urban downtowns and suburban markets.

December 7

Members Only Dinner

6 pm
Les Halles
1201 Pennsylvania Avenue NW
Washington, DC 20004
More details coming soon!

Membership Contest

Help us grow! The WIRRE member that refers the most new members before our June Dinner will receive a spa gift certificate.

Not only will you receive the pampering you deserve, but you will help more women learn about the benefits of WIRRE and the dynamic group of industry professionals that make it all happen!

Membership applications are available on our website at www.wirre.org.

Welcome New WIRRE Members! Here we Grow!

Susan M. Michelich

Associate,
Pillsbury Winthrop Shaw Pittman LLP
2300 N Street NW
Washington, DC 20037 202-663-9140
susan.michelich@pillsburylaw.com

Susan is responsible for the purchase and sale of retail properties, retail leasing and loans on properties. She holds an AB in Political Science from Duke and a JD from Harvard. Susan is admitted to the Maryland and DC bar. Susan hopes to attain networking and social benefits from WIRRE. Susan heard about WIRRE through the Bisnow Newsletter. She would like to volunteer to assist on the Programs, Membership, PR/Newsletter or Community Services committees.

Misook Kim

Relationship Manager/Loan Office
First Horizon Home Loans
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Fairfax, VA 22033 703-631-7632
mkim@firsthorizon.com

Misook is a loan officer on the retail side for locations in the USA9 dealing with purchasing, refinancing and lines of credit. She previously worked as a System Analyst with the IT department at Sallie Mae for more than 19 years. Misook has a BA in sociology and an AAS in computer science. She hopes to attain networking and social benefits from WIRRE. Misook was referred by our own Stephanie Gallagher. She is interested in helping out in the membership committee.

Emily E Herson

Senior Property Manager
Carl M. Freeman Retail
18330 Village Center Drive
Olney, MD 20832 240-779-8016
eherson@cmfa.com

Emily is the Senior Property Manager for Carl M Freeman Retail for its Maryland and Delaware properties. Her responsibilities will include managing the daily operations of nine shopping centers totaling 863,427 square feet with a mix of both office and retail tenants. Her duties encompass the physical operations of each center along with investment recovery and tenant relations. Emily has more than nine years of experience managing residential, retail and office properties throughout the Mid-Atlantic region. She became an accredited residential manager in 2004 through the

Institute of Real Estate Management. Emily was also awarded Rookie Manager of the Year in 2000. She is currently volunteering on the PR Committee and was referred to WIRRE by our very own Sherrie Little!

Stephanie Pelmoter

Urban Retail Properties, Company
3222 M Street, NW Suite 140
Washington, DC 20007 202-342-2688
pelmotes@urbanretail.com

Stephanie is a Vice President in Leasing at Urban Retail. Her prior experience includes Hines Interests and The Mills Corporation. Stephanie attended Tulane University and the University of Texas. She is also a member of ICSC. Stephanie hopes to benefit from the networking and social aspects of WIRRE.

Suzanne Katz

H&R Realty Inc.
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Timonium, MD 21093 410-308-6356
skatz@hrretail.com

Suzanne attended Boston University and is a member of ICSC. She hopes to attain networking and social benefits from WIRRE and was referred to us by our own Susan Anderson! Suzanne is currently volunteering for WIRRE's program committee and is interested in helping out on any of the WIRRE committees.

Christine S Norris

Senior Regional Property Manager
Federal Realty Investment Trust
301-998-8109
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Sandra C. King

Assistant Property Manager
Divaris Property Management
11300 Rockville Pike, Suite 7021
Rockville, MD 20852 301-231-4877
sking@divaris.com

Sandra is currently responsible for assisting property management at Divaris. She hopes to attain networking opportunities through WIRRE. Sandra was referred to WIRRE by her co-workers at Divaris.

Welcome New WIRRE Members! Here we Grow! (Continued)

Peggy Hernandez

Office Manager
Divaris Real Estate
11300 Rockville Pike, Suite 704
Rockville, MD 20852 301-231-4877 ext 26
phernandez@divaris.com

Peggy currently assists all leasing agents at Divaris with daily office activities and hopes to attain growth, education as well as the networking and social aspects of WIRRE. Peggy was referred by our own Susan McGee.

Diane H Sappenfield

Commercial Real Estate Advisor
McEneaney Commercial
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dsappenfield@mceneaney.com

Diane is currently responsible for commercial sales, leasing and market studies for McEneaney Commercial Real Estate. She holds an AB in Sociology/Economics from Mills College, an MS in Real Estate and Urban Development from American University and a BS in Progress-Marketing from George Mason University. Diane's prior experience includes Real Estate Broker at Shannon and Luchs Commercial Real Estate and Public Relations/Advertising at The Watergate. She hopes to attain a better understanding of the marketplace through WIRRE. Diane discovered WIRRE through Bisnow!

Ann C. McLean

Leasing Associate
Transwestern
18330 1667 K Street NW, #300
Washington, DC 20006 202-775-7007
ann-mclean@transwestern.net

Ann is currently responsible for the tenant and landlord representation in Washington DC. She holds a BA in communications from Ohio University and Real Estate Licenses for DC and Virginia. Ann is a member of ICSC and hopes to network and meet other business representatives through WIRRE. She was referred to WIRRE by Les Sax and Bill Miller.

Stephanie Cramer

The Peterson Companies
12500 Fair Lakes Circle, Suite 400
Fairfax, VA 22033
scramer@petersoncos.com

Stephanie is a leasing representative for space in Virginia and Maryland for the Peterson Companies. She holds an MBA from UNC Chapel Hill and a BSBA from the University of Richmond. Stephanie is also a member of ICSC and is interested in the networking and social aspects of WIRRE.

Kim Damion

Marketing Manger
Carl M. Freeman Retail
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Olney, MD 20832 240-779-8094
kdamion@cmfa.com

Kim is currently responsible for marketing the retail shopping center portfolio for Carl M Freeman in Maryland, Virginia, DC, Delaware and West Virginia. Kim studied Business Economics while attending the University of Connecticut She is a member of the PR Committee of WIRRE and was referred to us by our own Sherrie Little.

Rhina M. Roberts

Associate
Pillsbury Winthrop Shaw Pittman LLP
2300 N Street, NW
Washington, DC 20037 202-663-9116
rhina.roberts@pillsburylaw.com

Rhina is currently responsible for retail leasing; purchase and sale of retail properties for Pillsbury Winthrop Shaw Pittman LLP. She holds a BA from Davidson College and a JD from Howard University School of Law. Rhina holds licenses to practice law in DC and Virginia. She is also a member of the DC Bar Association, Virginia State Bar Association and the American Bar Association. Rhina hopes to attain networking and social aspects of WIRRE! Rhina heard about WIRRE through Bisnow! She would also like to volunteer to assist on the Programs or PR/ Newsletter committees.

Pamela J. Gillen

Esorac Studio
200 Little Falls Street, Suite 405
Falls Church, VA 22046 703-637-2380
Pamela has spent the last twenty years working as an expert in retail and restaurant design and is presently focused on growing her new interior architectural firm specializing in office, retail and restaurant designs.

PLEASE EXTEND A WARM WELCOME TO OUR NEWEST MEMBERS!

Hot off the Press

Filene's Basement to Open Inner Harbor Location

Discount retailer Filene's Basement has signed a lease for a new store at downtown's Lockwood Place, the company's fourth Maryland location.

Construction for the 31,000-square-foot shop will begin in the next several weeks, said Adam Miller, a retail broker at KLN Retail in Towson. Miller did not know when the store will open.

Known for selling designer brands at bargain prices, the Burlington, Mass. retailer joins Best Buy, which is located on the third floor of the three-story retail tower located at the corner of Pratt and Market Place.

P.F. Chang's China Bistro Inc. is also slated to come to the downtown retail center, the Baltimore Business Journal first reported last month.

Miller said the project's developer, Arthur S. Brown Enterprises Ltd. of Owings Mills and retail brokers are talking to other retailers and restaurants to fill the remaining space on the building's first floor.

"This sends a signal to other retail stores that downtown is viable and exciting," said Mike Evitts, a spokesman for Downtown Partnership.

Filene's Basement appeals to a wide demographic, and not just residents living in high-end condominiums, said Nan Rohrer, director of retail

development at Downtown Partnership.

Filene's Basement has stores in nine states.

(Source: Baltimore Business Journal Bizjournals.com, October 2006)

Loudoun County Approves Project Near Dulles Route 50 to Include Retail

The Loudoun County Board of Supervisors approved a plan to remake a commercial area near Dulles International Airport into a pedestrian friendly corridor with apartments, shops, offices and nightspots. Known as the Route 50 plan, the blueprint, approved by a vote of 5 to 4, calls for high-end retail and office development in a 1,500 acre area along Route 50 from the Fairfax County line west past the Village of Arcola.

(WashingtonPost.com, October 2006)

Firehouse Subs of Jacksonville expected to open their first Baltimore restaurant in late 2007

With 250 restaurants nationwide, Firehouse Subs has been growing at a clip of 60 new restaurants per year over the last three years. The company is expected to open 100 new restaurants in 2007. Firehouse Subs is eager to move into the Northeast market and will be opening locations in Cincinnati, Phoenix and Washington D.C./ Baltimore.

Firehouse Subs executives are currently scouting for an "area representative" for the Baltimore market. The area representative purchases the

rights to serve a region and operates the first restaurant in that market. The company anticipates that it will have an area representative by early 2007, and that eventually the company expects to have at least seven franchises in the Baltimore market, with each franchisee responsible for about five locations.

(Source: Baltimore Business Journal, October 2006).

Ross Stores buys 46 former Albertsons stores Discount apparel Chain.

Ross Stores will buy 46 of supermarket chain Albertsons' stores in California, Florida, Texas, Arizona, Colorado and Oklahoma and convert those stores into either Ross Dress For Less or DD's Discounts stores, the company said. The price tag on the deal wasn't disclosed, but Ross says it will spend about \$2M per unit to convert the stores. Ross will take possession of some of these sites as soon as November 2006, with estimated openings beginning as early as March 2007.

Ross says the acquisition of these former Albertsons properties will put the Company's projected total unit growth in the range of 11 percent to 12 percent for the year ending February 2, 2008. Pleasanton, Calif.-based Ross currently operates 766 Ross stores in 27 states and Guam and 26 DD's Discounts locations in California.

(www.ICSC.org, October 2006)

Giving back during the Season of Giving

WIRRE's annual holiday community service event focuses on women and children during the season of giving. We encourage you to contribute to the following charities in our community. **"Doorways for Women & Families"**, a shelter for abused women and their children located in Arlington, VA. <http://www.doorwaysva.org/> and **"Alternative House: Abused & Homeless Children's Refuge,"** an organization that provides an emergency shelter for teens as well as educational and enrichment programs. <http://www.thealternativehouse.org/how.htm>

WIRRE members will donate goods to both charities from their list of most needed items. The items will include holiday gifts for people staying at these shelters as well as day-to-day items the shelters need to operate. More detailed information about what & how to contribute will be provided at the November meeting. For more information contact, Julie Cyphers at Madison Retail. She can be reached at 703-852-3166 or jcyphers@madisonretail.com.

Photos from our September Program



EXECUTIVE COMMITTEE

OFFICERS

President:

Stephanie Gallagher, Banner Associates

President Elect:

Claire Coolidge, Victor Stanley, Inc.

Corresponding Secretary:

Tara Scanlon, Holland & Knight

Treasurer:

Chair: Jeanne Parker, Reznick Group

Co-Chair: Victoria Tebo, Scheer Partners

Recording Secretary:

Ashley York, Macerich, Tysons Corner

COMMITTEES

Public Relations/Newsletter

Chair: Sherrie Little, Carl M. Freeman Retail

Emily Messick, Edens & Avant

Becky Kuster, Carl M. Freeman Retail

Kim Damion, Carl M. Freeman Retail

Emily Herson, Carl M. Freeman Retail

Membership Committee

Chair: Lori Hill, Chevy Chase Bank

Co-Chair: Becky Ainsworth, The Mills Corp.

Co-Chair: Lenita Floto, Chevy Chase Bank

Vicki Bromble, Federal Realty

Sydne Garchik, Meridian Capital

Program Event Coordination

Co-Chair: Shary Thur, Shary Thur & Associates

Co-Chair: Danielle Nyberg, Macerich, Tysons

Corner

Suzanne Katz, H&R Retail

Programs:

Chair: Laurie Mazzotta, Retail Strategies, Inc.

Loretta Cataldi, Madison Retail

Gina Stewart, Manekin Construction

Debbie Heney, MacKenzie Retail, LLC

Community Service:

Chair: Julie Cyphers, Madison Retail

Claire Coolidge, Victor Stanley

Suzette Timme, Simon Properties

Website:

Co-Chair: Shary Thur, Shary Thur & Associates

Co-Chair: Leslie Mazzocco, Mall Traffic Systems

Karen Colony, Petrie Ross Ventures, LLC

ICSC Mid Atlantic

Chair: Robin Mathews, Stavins and Axelrod

Kate McManus, Holland & Knight

Employment Liason:

Chair: Mary Anderson, Schnabel Engineering

Historian:

Marilyn Coolidge, Petrie Ross Ventures, LLC

WIRRE'S goals are to provide a forum for a professional group of individuals involved in the retail real estate industry. Since its founding in 1986, WIRRE has promoted business and provided networking opportunities for many professionals. WIRRE has over 100 active members which encompasses a number of professions to include: retailers, developers, brokers, property managers, attorneys, leasing specialists, architects, designers, construction and engineering firms, lenders and contractors. WIRRE primarily serves the Baltimore– Washington DC market.

Visit Us Online! www.wirre.org

Falls Hill Web Studios offers creative full-service multimedia solutions. Services include; web design and development, print & logo design, CD-ROM, digital video and commercial HDTV marketing displays.

"Creating Innovative Solutions for our clients needs" 703-517-7993

Sebastien Aubouin

From the Editor

Advertise/Sponsor our website! Link up!

Let us know what's happening in your world! Update our email list, our mailing list, or your member profile with us!

Would you like to become a member or serve on a WIRRE committee? Even if you aren't ready for a big commitment there are project based assignments that might work perfectly within your schedule! Their our positions available immediately!

We want to make WIRRE the best it can be, please provide your comments and feedback.

For the above items and any other questions or concerns that you may have, please direct your inquires to :

Sherrie Little (240) 779-8082

Slittle@cmfa.com

Please help me thank and recognize Holland & Knight for mailing all WIRRE newsletters and fliers to date with help from Marnette, Belle, Tara Scanlon, and Sarah Tippet. We appreciate your generous contributions. Please also allow us to thank and acknowledge Petrie Ross, Inc. for their assistance in the reproduction of this newsletter!