

# The WIRRE Connection

FALL 2005

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## Member Spotlight

Eleanor Roosevelt once said, "As individuals we live cooperatively, and to the best of our ability, serve the community in which we live. Our own success, to be real, must contribute to the success of others." Indeed Marilyn Coolidge, founder of WIRRE, has achieved this *real* success for she has contributed to the achievements and accomplishments of so many women in the retail real estate industry.

Born in Washington, DC, (a fourth generation Washingtonian), Marilyn was raised in Bethesda and attended Georgetown Visitation Preparatory School. An education major, Marilyn graduated from University of Maryland and for a short time she taught in Prince George's county schools. She laughingly recalls that her stint as a teacher was "a big mistake." It is a delightful irony that as WIRRE celebrates a 20<sup>th</sup> anniversary, that Marilyn has taught so many with her tenacity and pioneering spirit.

Discarding book bags, pencils and lunchboxes, Marilyn moved to New York where she enjoyed flying the friendly skies as a flight attendant or rather "stewardess" as the job was defined in the '70s. Her most fond memories are the four years she spent with O.N.A. Charter Airline that couriered soldiers from and to Vietnam, Germany, Greece, Malta and a host of other countries. She also visited the Caribbean and other European countries during charter business flights.

Marilyn returned home to her native Maryland, married her high school sweetheart Jack and entered residential real estate with Long & Foster. She and Jack – the quintessential "boy-next-door" have been happily married for 29 years. They have two children, daughter Claire (one of our favorite members and president-elect 2006-2007 of WIRRE) and son Daniel. Intrigued with the challenge of commercial real estate, Marilyn worked for Safeway Stores for seven years as the Senior Real Estate Representative honing her skills in acquisition, sale and leaseback transactions and negotiations.

For more than three years, Marilyn (as Director of Real Estate for Bradlees), positioned the company (a subsidiary of The Stop & Shop Companies) in the Mid-Atlantic region. As the retail real estate industry experienced significant growth, Marilyn accepted the position of Regional Vice President of Marshalls (a subsidiary of Melville Corporation). She was responsible for the development and growth of 28 stores in three regions. She furthered her career with Melville in the role of Vice President of the Melville Realty Company and successfully introduced Marshalls into new regional mall markets, including the Mall of America. Marilyn also enjoyed tremendous success with both Stop and Shop Supermarket Company and Toys "R" Us securing locations for new stores in the New York and New Jersey area and managing all aspects of development for both industry leaders as a Senior Real Estate Manager.

Marilyn is currently a Partner and Vice President of Leasing with Petrie Ross Ventures, LLC where she is responsible, along with Lisa Fetter (another active WIRRE member and Leasing Manager of Petrie Ross) for all tenant leasing for their operating and "in the pipeline" 1 billion dollar portfolio consisting of 10 million square feet. She believes a successfully developed property has the right balance of local entrepreneurs and national tenants. The enthusiasm Marilyn exudes about upcoming projects such including the Centres at Laurel, Forestville, Glen Burnie, Wayson's Corner, Largo Commons, Woodmore Towne Centre at Glenarden, and Annapolis Town Centre at Parole is infectious!



## SPECIAL POINTS OF INTEREST

WIRRE congratulates Heather France and Christine Gresham, as new partners of Hirschel Savitz Parker & Hollman!

Congratulations to Carla Merritt in her new venture LeDroit Park Development Company!

## President's Message

As we reach the halfway mark of WIRRE's 20<sup>th</sup> year, some of the growth and accomplishments we have seen come to life are worthy of noting:

- Our website has quickly developed into a viable resource; surpassing 5-digit hits in a month, appearing on the first page of a Google search, and receiving support from numerous member companies through generous sponsorships. We continue to add more member companies to the list of sponsors, and hope you will all consider this as a vehicle to market your company's products and services.
- We are over 100 active members strong, and still growing.
- Thanks to the efforts of Claire Coolidge and her Community Services Committee, we have generously donated funds and goods to numerous community charities throughout the year. It's really what we are all about, so this particular effort is most gratifying.

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## President's Message (Continued)

February also marks the time when we begin to look ahead at the upcoming WIRRE year. As designated in the WIRRE bylaws our President-elect, Stephanie Gallagher, has put together her Nominating Committee. This committee meets over the upcoming months to review the current list of Executive Committee members, and put together next year's team. So now is the time for anyone with interest in becoming more involved to let Stephanie and her Nominating Committee know.

As a member of WIRRE I hope you know that you are always welcome to sit in on any of the Executive Committee meetings, which take place monthly at each program venue, one hour before our programs begin. In addition, we have copies of the various committee duties available to you, which may help steer you in the right direction as you consider the role you'd like to take on.

The Executive Committee is always eager to hear from our members, whether it be program suggestions, overall thoughts and ideas for WIRRE, or industry-related news and topics that we should be identifying. WIRRE's success really is a collaborative effort, so keep contributing your ideas and news!

I hope we'll be seeing many of you at any of our upcoming programs!

Leslie Mazzocco, WIRRE President 2005/2006

## MEMBER SPOTLIGHT—Continued

It is indeed that same enthusiasm and enduring drive that nurtured Marilyn's dream to found WIRRE in the mid '80s. Thirty years ago, men dominated the industry and she sought out other women with whom to share information. It took nearly 11 years of dedication and perseverance to finally "get WIRRE off the ground" but she achieved her dream of creating an organization where "women in the industry could bond together, create business opportunities, work together to build a network sharing concerns and difficulties and facilitate deal-making.

Marilyn credits Ruthann Aron, a former real estate attorney from the D.C. area, for helping her put WIRRE into action and on July 22, 1986 the first formal meeting of Women In Retail Real Estate was held at the Hilton Hotel in Greenbelt, Maryland.

The original Executive Committee – these undaunted pioneers of the industry included Ruthann Aron, Carole Hamlin, Melissa Fulton, Marlene Montano, Nancy Devereaux, Susan Biando and of course Marilyn! Despite the strides and changes in the commercial and retail real estate, Marilyn knows that often women are frequently not believed to be capable and knowledgeable and often they are not taken seriously.

With a strong believe in mentors, family and faith, Marilyn attributes her success and courage to John Mitchell, senior vice president of the Panda Restaurant Group (formerly with Safeway) Jack McCarthy of Bradlees (Stop and Shop), now deceased, Walt Petrie, chairman of Petrie Ross Ventures LLC and of course the support of her family. Her determination to "never give up on the dream of what she knew would be a great organization" has certainly inspired colleagues and WIRRE members past and present.

Marilyn continues to be excited with the development of WIRRE and the growth of new enthusiastic membership. Her personal WIRRE goal? To develop WIRRE chapters in other regions such as Philadelphia and Atlanta. Growth is not without challenge and Marilyn remarks that the biggest continuing challenges for WIRRE include: strong leadership, enticing programs and membership growth. She is confident however that these goals can be achieved by the talented and dedicated women of WIRRE.

In addition to her continued professional success with Petrie Ross Ventures LLC and WIRRE, Marilyn is an active member of Kappa Kappa Gamma Sorority in the Annapolis area and a member of ICSC serving on the Government Affairs and Mid-Atlantic Idea Exchange Committees. Marilyn confesses to being a "true Marylander at heart" and plans retirement in the area. An avid gardener who enjoys cooking and traveling, Marilyn is a self-described "free spirit" with a penchant to experience the world!

A quiet moment prevailed as Marilyn decided with whom she would enjoy lunch. Ultimately she requested three lunches – one with Amelia Earhart for her indomitable and daring spirit and "can do" attitude; a lunch spent with Mary Magdalene to truly listen to her story, how she managed the rumors and forces against her and what she endured; and finally lunch with the Patron Saint Anthony for his unwavering faith and he is the "buoy in the channel that keeps you straight" when you feel lost and uncertain.

Marilyn Coolidge embodies the positive characteristics of all three of these famous figures for she is confident and daring all the while enduring the challenges of a successful career and she is like the buoy in the channel giving guidance and unprecedented leadership to so many women!

## November— Grocer's Galore!

Retailers With New Concepts or remodeling plans were introduced and discussed for :

- **Safeway \* Aldi Foods \* and \* Whole Foods \***

Maggiano's hosted a nice venue to explore our market and listen and learn where the grocery business was, is, and is growing to be! **The Dwelling Place was WIRRE's Charitable focus in November, with members holding a coat drive and grocery gift certificates donated. A special thank you to Safeway for their generosity!**

## December—to remember—Dinner at Oyamel's

WIRRE celebrated the holiday season in Crystal City sponsored in part by Charles E. Smith. A special thank you goes out to Charles E. Smith and to Karen Elsbury who disseminated information and discussed the revitalization of Crystal City. Our website designer made a guest appearance as well and shared the benefits of our website which were many given the infancy of the site! Members abounded and networked to their hearts content. WIRRE contributed to the Generous Juror Program which supports abused and neglected children in Montgomery County. Thank you for donations of gift cards to make a child's holiday special!

## January—Arundel Mills

The event was held at Dave & Busters where Gene Condon, general manager presented exciting news about the property!

Arundel Mills, located in Hanover, Maryland features 1.2 million square feet of retail and entertainment including 14 anchors and more than 225 specialty retailers, restaurants, and entertainment venues. The center is the highest-drawing mall in the metro area. With a population of more than 700,000 in a 10-mile radius and approximately 6,000 new homes under development within 5 miles, Arundel Mills is the ultimate shopping experience!

With the recent BWI expansion, newly operational hotels, and more than 15,000 new jobs related to both military base realignment and homeland security, Arundel Mills is positioned for growth.

Recent openings at the center include; Wachovia Bank, Arundel Mills Corporate Center (Phase I), Pot Belly Stove, Chipotle, The Goddard School, Ecko, White House/Black Market, Pro Image, Blue Star Grill, Calvin Klein and Finish Line. Several retailers are on board to open this spring – Last Call Neiman Marcus, Gym-boree Outlet and Best Buy. Additionally, Spring Hill Suites will open this year along with Arundel Mills Corporate Center (Phase II).

WIRRE accepted donations of cell phones for their charitable focus in January to give to women's shelters, specifically Doorways for Women and Families. Thank you for your support.

## Upcoming Events:

FEBRUARY PROGRAM—Thurs, Feb 16th,  
2006—Damon's in Hunt Valley

MARCH PROGRAM—Thurs, Mar 16th—at  
Maggiano's—General Growth Property Review

**SAVE THE DATE!  
WAIT FOR DETAILS!  
PLAN TO ATTEND!**

## Welcome New WIRRE Members! Here we Grow!

### **Krista Di Iaconi**

Vice President  
JBG Rosenfeld Retail  
4445 Willard Avenue, Suite 700  
Chevy Chase, MD 20815  
[kdiiaconi@jbgr.com](mailto:kdiiaconi@jbgr.com)  
(301) 657-7358

Krista has been with JBGR for eleven years, 3 of which as a VP. Her responsibilities include acquisition and development in the Metropolitan DC area. Krista was formerly a controller for JBGR and previously held a CPA. She has a BS from Mary Washington College and an MS in Real Estate Development from Johns Hopkins University. Krista is also a member of ICSC and hopes to attain networking aspects of WIRRE. She heard about WIRRE from other industry contacts.

### **DeeAnn Donato**

Leasing Associate  
JBG Rosenfeld Retail  
4445 Willard Avenue, Suite 700  
Chevy Chase, MD 20815  
[ddonato@jbgr.com](mailto:ddonato@jbgr.com)  
(301) 657-7321

DeeAnn has been a leasing associate with JBGR for four years. Her present territory covers both Maryland and Virginia. DeeAnn's previous retail real estate experience was with First Washington. She is also a member of ICSC and hopes to attain networking aspects of WIRRE. DeeAnn heard about WIRRE through one of our favorite WIRRE guests, John Mitchell, also at JBGR.

### **Lisa Bloomberg**

Property Administrator  
Lowe Enterprises  
2450 Crystal Drive, Mail Box 150  
Arlington, VA 22202  
[lbloomberg@loweenterprises.com](mailto:lbloomberg@loweenterprises.com)  
703.418.1377

Lisa has been a property/lease administrator with

Lowe Enterprises for three months. Her previous experience is in leasing and asset management. Lisa holds a BA in Political Science from Youngstown State University. She is interested in the networking, social and industry knowledge aspects WIRRE provides. Lisa was referred to us by our own Ginger Remian! She is also interested in assisting on the WIRRE community service committee. Thanks for volunteering Lisa!

### **Lina Yun**

The Rappaport Companies  
8405 Greensboro Drive, Suite 830  
McLean, VA 22102  
[Lyun@rappaportco.com](mailto:Lyun@rappaportco.com)  
571-382-1229

Lina has been with Rappaport for nearly a year as a leasing representative. She holds a BA in English from George Mason with a minor in Information Technology. Lina is also a member of ICSC and holds a VA real estate license. She hopes to attain networking aspects of WIRRE while broadening her industry knowledge. In addition, she is interested in more information regarding our committees to volunteer for! Lina was referred to us by our own Carla Merritt!

**A Warm Welcome to our newest members who signed up for membership at the January, 2006 program: Deborah Helms of Giant of Maryland, LLC, and Vicki Bromble of Federal Realty Investment Trust!**

## Hot off the Press

### Eastpoint Mall Sold

Thor Equities' Thor Urban Property Fund has acquired the ownership of the 844,500 sf Eastpoint Mall. The Shopco Group LP sold the 50-year old enclosed shopping center for an undisclosed figure. The transaction was brokered by Rockwood Realty Associates who represented Shopco and orchestrated the financing for Thor's acquisition in the form of a first mortgage. The mall sites on a 67-acre site just off the Baltimore Parkway about six miles from downtown Baltimore. The shopping center underwent a redevelopment project enclosing the center in 1972. The last expansion/renovation occurred in 2005. Anchored by Sears, Value City, JCPenney and Steve & Barry's University Sportswear, the mall also features 115 tenants including Golden Corral, Checkers, Bank of America and Staples. Thor plans to increase market share by enhancing offerings, expanding outparcels and capitalizing on the emergence of the area as a tourist destination. Mall patronage exceeds

six million annually. (Source – *Globe Street Media*, January 2006)

### Somera Capital Management Group Acquires Laurel Mall

Laurel Mall has been sold to California-based Somera Capital Management for \$31 million. The 26-year-old shopping center is located off Route 1 on a 35-acre parcel. The site was placed in receivership 10 months ago and a Prince George's County judge has signed off on the sale. (Source – *Globe Street Media*, January 2006)

### Burlington Coat Factory Agrees to Buyout

Burlington Coat Factory accepted a \$2.06 billion buyout offer from Burlington Coat Factory accepted a \$2.06 billion buyout offer from Bain Capital, a New York City-based private investment firm. The off-price clothing and general merchandise retailer, based in Burlington, N.J., operates 367 stores in 42 states, mostly under the Burlington Coat Factory banner, but also under the Super Baby Depot, Luxury Linens, MJM Designer Shoe and Totally 4 kids names. Business is good. For its second quarter,

ended Nov. 26, total sales were up 8.4 percent over the year-ago quarter, to \$945.4 million, while same-store sales were up 5.3 percent. Burlington's new owners will concentrate on sprucing up the stores, says one observer. (Source – *ICSC Shopping Centers Today*, January 2006)

### SHA Unveils BW Parkway Road Improvement Plans

The state Highway Administration has begun unveiling proposals for road improvement projects along the Baltimore-Washington Parkway, Route 285 in the BWI Business District. The Route 295 Mainline Widening Project now in the design stage, will widen the parkway to six lanes between the beltway and I-195. Construction is set to start in the summer of 2007 and should be completed within two years. Other projects currently undergoing study and planning include widening Route 295 from I-195 to Route 100 and building a new interchange for Hanover Road. (Source – *Business Monthly*, January 2006)

Prepare to Participate!!

ICSC Mid-Atlantic Idea Exchange

▶ March 9<sup>th</sup>-10<sup>th</sup>, 2006

This exciting conference featuring Newt Gingrich as this year's keynote speaker will be held at the Washington DC Convention Center. The program includes the Retailer Runway, several concurrent sessions and a virtual development tour of new mid-Atlantic projects in the Virginia, District of Columbia and Maryland regions. For more information or to register, visit [www.icsc.org](http://www.icsc.org)

# November's Program - Grocer's Galore Pictorial



## 12/05 Oyamel, Crystal City Event Photos to Share



## Arundel Mills - January Program - Photo Opportunities



# EXECUTIVE COMMITTEE

**Leslie Mazzocco** *President*

**Stephanie Gallagher** *President Elect*  
Banner Associates

**Tara Scanlon** *Corresponding Secretary*  
Holland & Knight

**Jeanne Parker** *Treasurer*  
Reznick Group  
**Melissa Hill**

**Vacant** *Recording Secretary*

**Dawn Zimmerman** *Public Relations*  
Urban Retail Properties  
**Sherrie Little**, Carl Freeman  
**Tracy Allen**, ECS Limited

**Lori Hill** *Membership*  
Chevy Chase Bank  
**Becky Ainsworth**, The Mills Corp  
**Lenita Floto**, Chevy Chase Bank  
**Paula McDermott**, Petrie Ventures

**Laurie Mazzotta** *Programs*  
Retail Strategies  
**Susan Anderson**, H&R Retail  
**Kathy Coakley**, MLS Properties, LLC  
**Shary Thur**, Shary Thur & Associates  
**Lesly Bell**, MIE Properties  
**Gina Stewart**, Mannekin Construction  
**Debbie Haney**, MacKenzie Retail

**Claire Coolidge** *Community Service*  
Victor Stanley  
**Kathy Hannon**, Macerich  
**Suzette Timme**, Simon Properties  
**Stephanie Gallagher**, Banner Associates  
**Laurie Kick**, Catron Real Estate

**Shary Thur** *Website*  
Shary Thur & Associates  
**Karen Colony**, Petrie Ventures

**Robin Matthews**, *ICSC Liasion*  
Stavins and Axelrod  
**Rochelle Carroll**, Madison Marquette  
**Leslie Pietropaulo**, Peterson Cos.

**Mary Anderson** *Employment Liasion*  
Schnabel Engineering

**Marilyn Coolidge** *Historian*  
Petrie Ventures

*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](http://www.wirre.org)

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## 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 :

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Or Leslie Mazzocco (301) 233-0981

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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 Ventures, Inc. for their assistance in the reproduction of this newsletter!