

# IREM CHAPTER 16

## March Newsletter



### President's Message **Sonya Zoppo Campbell, CPM®** [scampbell@covcpm.com](mailto:scampbell@covcpm.com)

We had an incredibly knowledgeable and truly enlightening panel at our [State of the Market](#) in February. I learned that we have extended the economic cycle, which typically runs 6 years, yet we are going on 6.5 years in the current cycle, and probably have a few more years left - WHEW! In our industry, we are very lucky to be in the location of the Baltimore/Washington DC corridor, where we are surrounded by feds, meds, eds, and cyber jobs, which have all had a tremendous positive impact on our local economy.

Speaking of lucky... The month of March is upon us! The vision of sprouts beginning to break the surface of the mulched beds is a sure sign that spring is just around the corner, thank goodness! I started my property inspections yesterday, how about you? Did you know that as a member of IREM, there are a lot of free resources that can assist with your inspections? And, they are customizable! [Find those resources here!](#)

On the 16th of this month, we are having a phenomenal, professional corporate comedian and motivational speaker, Charles Marshall, at the Doubletree Hilton in Columbia. Please join us for lunch, lots of fun, laughs and inspiration! Click [here](#) to register.

As this month kicked off with Super Tuesday, it appears that Trump and Clinton are well on their way to their respective party nominations. I thought it would be enlightening to share this [video](#) from the Washington Post, which contains some views of children from the Washington DC market and their perspective of a few of our Presidential Candidates.

Enjoy your month, St. Patrick's Day and the first day of Spring! Don't forget about Daylight Savings Time on Sunday, March 13, and bring on the O's baby!

### Member Spotlight: ***Richard Henneberry***

President-Elect Richard Henneberry, CPM®, RPA, has been serving IREM Maryland Chapter 16 since he joined in 2008. He has

served in various capacities including the Legislative and BUCK\$ committees and more recently on the Membership and Region 3 Education committees. Richard started his career in commercial property management with the Trammell Crow Companies in Washington, DC working on projects such as The McPherson Building at 901 15th Street NW, Liberty Place at 325 7th Street, NW, and the Carnegie Endowment for International Peace at 1799 Massachusetts, Avenue, NW. In October 2009 he joined American Real Estate Partners Management, LLC and is now focused on managing the daily operations of One South Street in Baltimore, MD (former Alex Brown headquarters). One South Street contains over 482,000 RSF and boasts such tenants at Stifel Nicolaus, Deutsche Bank, and most recently the Municipal Employees Credit Union (MECU). MECU helped to grow occupancy to over 95% leased for the first time in over 10 years.



Richard obtained his CPM® designation in October 2012 and credits the friends he has made at Chapter 16 for their continued support and endless encouragement, not only through the CPM® designation process, but whenever necessary and sometimes even daily. "I've met incredible talent here at IREM, especially within Chapter 16, with individuals who are constantly raising the bar in our profession, helping me continue to maintain a superior product for our customers and setting us apart from our competition". His most cherished experiences with the chapter are the annual conferences and spending time in such inspiring company.

In his spare time, Richard enjoys traveling, camping, creating art and spending time with his family that includes 3 rescued elder pugs and his cat Samuel.



## **State of the Market** **Luncheon &** **Discussion Panel**

On February 17th, IREM Chapter 16 hosted a panel discussion and luncheon at Ruth's Chris in Pikesville. Led by Stephen Margerum, Principal of Cove Property Management, our panel answered your burning questions about the state of the residential, commercial, and retail property management industry. Our amazing panelists included the following

leading industry professionals:

CBRE Office/Industrial: Jonathan Beard, Senior Vice President  
 CBRE Retail: Jeffery T. Bach, First Vice President  
 CBRE Multifamily: Michael Muldowney, Executive Vice President  
 CoStar Portfolio Strategy: Ethan Vaisman, Real Estate Economist  
 CoStar Portfolio Strategy: Michael Cohen, Director of Advisory Services

Thank you to our panelists for their sharing their knowledge, our members for attending, and our sponsors Central Wholesalers & Walter Electric for making this event possible. To see more photos click [here](#).

## Lunch & Learn *featuring* Motivational Speaker, Charles Marshall!

### Who needs to learn more about improving their customer service skills?

Everyone! With the practiced eye of a professional humorous speaker, Charles Marshall examines common business blunders and questionable customer-service practices that prevent companies from growing. In an often hilarious but always insightful examination of businesses of all sizes, Charles takes a look at what makes good customer service work, and what makes bad customer service disastrous.

Good customer service never happens accidentally. It is imperative to create a corporate culture that is serious about putting the customer first. Delivering the goods and creating brand loyalty is a priority. Dare to dazzle your customers by engaging the "The Wow Factor!"

**March 16th, 2016  
11:30 AM until 2:30 PM  
Doubletree by Hilton Hotel Columbia  
5485 Twin Knolls Road  
Columbia, MD 21045**

**\$69 Members &  
Friends of IREM**

# **SIGN UP NOW!**

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# walk a mile experience



## UNITED WAY'S WALK A MILE EXPERIENCE

What would you do if you didn't have enough money to feed your children? Sell your household goods? Not pay rent and face eviction? Go for a predatory loan? These are hard questions, but ones that thousands of central Maryland families face every day.

United Way of Central Maryland's Walk a Mile Experience, originally developed by United Way of Massachusetts Bay and Merrimack Valley, is a hands-on activity that illustrates these struggles in a personal and unforgettable way. Participants assume the role of a family member living at or near the poverty line and are challenged to make life decisions while overcoming a lack of resources and confusing support system.

**Wednesday, April 13, 2016**  
**Ten Oaks Ballroom**  
**5000 Signal Bell Lane**  
**Clarksville, MD 21029**

**2 PM - 4 PM**  
**Walk a Mile Experience**

**4 PM - 7 PM**  
**IREM Meeting & Reception with Open Bar and Dinner**

**Members & Friends of IREM: \$69**

# **SIGN UP NOW!**

Thank you to our event sponsor!



**Don't miss the next  
TOASTMASTERS!**

The mission of a Toastmasters Club is to provide a mutually supportive and positive learning environment in which every individual member has the opportunity to develop oral communication and leadership skills, which in turn foster self-confidence and personal growth



March 15th, 2016  
6:00 p.m. to 7:30 p.m.  
WPM Management Offices  
11433 Cronridge Drive  
Owings Mills, MD 21117

Please contact [Sasha Flores](#) to RSVP.

For additional information, visit our website.

IREM Chapter 16, 1421 Clarkview Road, Suite 100B, Baltimore, MD 21209

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