

CALENDAR

► **OCTOBER BREAKFAST MEETING & FALL SEMINAR**
Wed, Oct 15, 2014 7:00 AM
Four Seasons, Seattle



► **2014 NOVEMBER NIGHT OF THE STARS**
Fri, Nov 7, 2014 6:00 PM
Hyatt Regency -
900 Bellevue Way NE, Bellevue



► **2014 NOVEMBER BREAKFAST MEETING**
Sat Oct 4, 2014 7:30 AM
MOHAI, Seattle



NAIOP

COMMERCIAL REAL ESTATE
DEVELOPMENT ASSOCIATION
WASHINGTON STATE CHAPTER

The Deal

MONTHLY NEWSLETTER

September Breakfast Meeting - Night of the Stars Preview

Ed Scherer, Avidex Industries, LLC

After a summer for the ages and great golfing in August, the breakfast meeting came back with an informative and exciting preview of the Night of the Stars event in November. Night of the Stars recognizes local real estate projects and companies for their impact on the community, market adaptability, ingenuity and local contributions.

Moss Adams generously sponsored the event, and we thank them.

There are 13 awards at the Night of the Stars Gala and we previewed nominees in five of those categories. Those nominees were:

- Mixed Use Development – 325 Westlake
- Multi-Family Development – True North
- Commercial Interior – LMN Office Renovation
- Redevelopment – Skyline Tower
- Retail Development – Westlake Center Plaza and Interior



Casey Schuchart, Division Manager of Schuchart Construction, presented the 325 Westlake project. This is a classic Mixed Use Development located between downtown and South Lake Union. 325 Westlake recaptures a lost legacy

of the neighborhood by balancing the old with the new. Casey spoke about combining classic construction touches like open ceiling and beam, reclaimed wood with modern conveniences like walk-in showers, and the technological infrastructure that supports a “connected” population. A huge draw for this project is the MadArt space – a contemporary art studio that brings groundbreaking work from emerging artists to your doorstep. This project is a great nominee for the mixed use category.

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NAIOP PROFILE

Name: Won Moc

Title & Company: Marketing Manager, Sellen Construction

Brief description, size and scope of Company:

Founded in 1944 and headquartered in Seattle, Sellen is a locally owned and operated commercial construction firm. We are the largest commercial construction firm in the Pacific Northwest and work with the most high profile and unique clients in the region. Some of our clients are Microsoft, Amazon.com, AT&T, Russell Investments, The Bill and Melinda Gates Foundation, and Vulcan Inc.

How long have you been with your Company?

2 months

Previous companies and/or previous career fields: McKinstry, NBBJ, Lydig Construction

How did you get into your field?

McKinstry initially recruited me. I walked into this industry blind at first. Since then, I have loved the fact that I get to market something real, something you can touch. The built environment is unique because it is designed, built and lived in by people. You can only find that in this industry.

What would you be doing if you weren't at your firm? I would either be a live-set DJ or a photographer. Both are my passion and hobby.

What do you like best about your industry?

Most of the people are genuine and care for your betterment.

What is the most memorable experience of your career (good or bad)? Leading a complete rebrand of a company from overall

South Sound Property Tour

Brendan Mason, Olympic Property Group

NAIOP's South Sound Committee co-hosted a property tour September 18 along Tacoma's Thea Foss Waterway with partner organization Commercial Real Estate Women (CREW). Su Dowie, executive director of the Foss Waterway Development Authority, led the well-attended tour.



The tour began at the south end of the waterway with a presentation of The Henry by architect Doug Oberst of BCRA. Currently under construction, and with a delivery date in 2015, The Henry is a 7-story mixed-use building with first floor of office/retail space and 161 residential units above. It is the first newly constructed building along the west shore of the waterway since 2008. The tour group then moved north one lot to hear from Stuart Young, also with BCRA, about the Albers Mill Lofts – the project that, along with the Museum of Glass helped with the 2002 revitalization of the Thea Foss Waterway.

After visiting the Museum of Glass, attendees boarded the charter boat *My Girl* and cruised up to the Foss Waterway Seaport Museum at the mouth of the inlet. Here, the tour picked up again by foot. The Seaport Museum is housed in a century-old wheat warehouse and recently underwent a two million dollar renovation. The results are impressive with a new all-glass façade and facelift for the aged structure featuring old-growth Douglas fir trusses. The exhibits inside feature vessels from decades past, artifacts of the working waterfront, and a boat building shop.

The visit inside the Seaport was followed by a walk back down the boardwalk with more history and local knowledge dealt out by NAIOP's own champion of Tacoma, Layne Alfonso, of GeoEngineers. Following the tour, NAIOP and CREW attendees met at The Social Bar and Grill for some lively networking. This event – and our partnership with CREW – shows just how much the industry has going on in the South Sound, and was a fun way to showcase the vibrant development happening in one historic Tacoma neighborhood.

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SEPTEMBER BREAKFAST MEETING - CONTINUED FROM PAGE 1

Glen Scheiber, Senior Director of Development, and Kate Suski, Development Manager from Holland Partners, presented the True North project. Several breakfast meetings this year have touched on some of the changing demographics of our region. Downtown is no longer just a place to work; it is a place to play and because new generations of workers are less wedded to automobiles, the concept of live/work/play and walk or bike while doing it has become very attractive. True North exemplifies this. “If REI were an apartment building, it would be True North,” Glen noted. And the names of the shared spaces reflect this – The Map Room, First Ascent (complete with climbing wall!), Base Camp, and The Summit are all features of True North. Other amenities include the Rooftop Lounge and even a pizza oven. Taking its environmental commitment one step further, whenever a tenant signs a lease, True North plants a tree. Live, work, play... True North has it all.

Walt Neihoff, Partner, and Jen Thuma, Principal Interior Designer of LMN Architects, presented one of the Commercial Interior category nominees and they get to live it every day as the project is LMN’s office in Seattle. LMN is located in The Norton Building. This building was erected in the 1950s and presented significant challenges in lighting and occupancy comfort. LMN made their office renovation a living laboratory that allowed them to design, test, and implement solutions that their clients could utilize. LMN transformed their workspace into a real example of the type of work that they offer their clients. Chad Yoshinobu, Architect at Gensler, and John Gillespie, Senior Project Manager at Kilroy Realty, spoke of the redevelopment of the Skyline

Tower in Bellevue. This building has been a fixture of the Bellevue skyline since 1983. When Kilroy bought the building in 2012 they immediately set to work with three main priorities in mind:

- Provide a fresh and modern look
- Create an amenity-rich environment to attract and retain tenants, and
- Create a renewed sense of Community

Chad and John presented vivid examples of before and after that illustrated those priorities. The proof is always in the pudding and in this case occupancy has increased by 12% with 75% of that increase coming since completing the renovations.

Mark Ludtka, Principal at Callison, and Mike Williams, Senior Project Executive at Bayley Construction, made the final presentation of the day. Their presentation focused on the renovation of the Westlake Center Plaza and Interior. There were numerous challenges with this project, as Westlake Center and Plaza is one of the most public faces of downtown Seattle. In addition, work had to be done at a time and in a way so as not to disrupt the retail operations that are such a part of the space. Access to the Westlake tunnel and transit had to be preserved as well. Mark and Mike walked through the different phases of the project and shared before and after photos that illustrate a job well done!

The Night of the Stars Gala is a signature event for NAIOP. The projects that are nominated for the award and the winners take a great deal of pride in their involvement. The breakfast meeting whetted our appetite for seeing all of the nominees and honoring the winners of what promises to be an impressive field of contenders.



Pictured left to right: Walt Neihoff, Jennifer Thuma, Mark Ludtka, Mike Williams, Chad Yoshinobu, and John Gillespie

NAIOP PROFILE - CONTINUED FROM PAGE 2

brand messaging all the way down to the new colors. It is extremely rewarding work yet an all encompassing undertake. This experience helped me really stretch myself and grow as a marketing professional. The biggest lesson I learned was how essential it is to develop a brand that authentically reflects the value and attitude of the company. I am not sure if we fully achieved this but we got very close to it.

Which NAIOP committee do you serve on and why did you choose that committee? MarCom (Marketing and Communication). I chose it because the committee consists of some of the most genuine and bright people I know. It is also a great committee to see the inner workings and holistic view of how NAIOP works.

What do you see as the biggest benefit of becoming involved in a NAIOP committee? You will not find another association where you are able to connect with your peers and clients at the same time. Also, NAIOP is about people. We have so many bright and connected people at NAIOP it is truly up to you to make the best of it.

What do you do for relaxation/recreation (e.g., hobbies, sports, exercise, travel, etc....)? Photography, cooking for my family, avid basketball player, watch a lot of movies (there isn't a movie I haven't seen), and go to as many live concerts as possible.

What is the number one item on your bucket list?

Take my kids to back to Seoul, Korea to show them where I grew up.

What book did you read most recently (that you want to admit to): David and Goliath by Malcolm Gladwell

What advice would you give to someone just starting out in our industry?

- Be authentic
- Know the people
- Find a mentor

What's an interesting or unusual fact that most of your fellow NAIOP colleagues probably don't know about you?

- I grew up in Seoul, Korea till I was 13 and moved the States for education without my family. I have been in the States ever since. My first language is Korean and my parents still reside in Seoul, Korea.

- My first job was a professional live-set DJ. I was once voted to be top 5 DJ for a local newspaper. Now with 2 kids, my tables and vinyl collections are just collecting dust these days!

Summer Social Recap

On August 11, 2014, NAIOP hosted its annual Summer Social and Golf Tournament at Newcastle. The sold out event (288 golfers) was a smashing success! The weather was gorgeous, and a great time was had by both the scratch golfers and the hacks. Mark your calendars for next year's event—August 10, 2015. If you want to golf, you must be a sponsor in 2015. If you are interested in sponsoring, email [Scott Weaver](mailto:Scott.Weaver@naiop.org). See you next August!



Reta Waldrop, Jillanne Arthur, MCA; Heather Warner, Coffman Engineers



Troy Thrun, Alisa Parks and Sandy Chapin, Sparling; Jason Townsley

NEW MEMBERS

Walt Busch

Mollie Fadule

Christopher Hamilton

Debra Hauser

Matthew Laase

Brendan Mason

Ricardo Nogeura

David Otis

Chris Peterson

Kristopher Salerno

Victoria Stephanova

Ben Waiss

Ryan White

Coughlin Porter Lundeen

Cephas Partners

Ankrom Moisan Architects

United Labor Bank

CR Architecture & Design

Olympic Property Group

City of Tacoma

Jones Lang LaSalle

NAI Puget Sound Properties

Turner Construction Company

Cairncross & Hempelmann

Tarragon

Bean Gentry Wheeler & Peternell

NAIOP Annual Meeting

Jeff Curwen, NAIOP

The 2014 Annual Meeting of the NAIOP Washington State Chapter was held September 24 in conjunction with the chapter's monthly breakfast meeting. Over half of the chapter's voting members attended. The chapter's bylaws require an annual meeting for the membership to elect a new Board of Directors and to ratify the major actions of the previous year's Board. Both items before the members were unanimously approved.

The current Board adopted certain changes to the bylaws at its September meeting which allowed for the expansion of the Board by up to three members. With this change, the members were asked to elect a larger slate of Directors than the chapter has ever seen. The newly elected 2015 Board of Directors consists of:

- Sharon Coleman of Vulcan (President)
- John Teutsch of Teutsch Partners (Incoming President)
- Tony Toppenberg of Turner Construction (Treasurer)
- Charlie Hafenbrack of GLY Construction (Secretary)
- A-P Hurd of Touchstone (Immediate Past President)
- Layne Alfonso of GeoEngineers
- Kristy Alley of Sparling (new to the Board)
- CJ Bowles of Northwest Retail Partners
- Jeff Davis of Davis Property & Investments
- Marc Gearhart of Holland Partners (new to the Board)
- Kristin Jensen of Touchstone
- Mia Marshall of EHS Design
- Scott Matthews of Vulcan

- Tina Pappas of BGI
- Brian Toy of Cushman & Wakefield
- Diane Undi-Haga of Amazon, and
- Susan Wagner of Microsoft

NAIOP Corporate Board of Directors members Joseph Blattner of Avenue 55, Jack Rader of Pacific Realty Advisors, and Tony Stewart of Howard S. Wright also sit on the chapter's Board as non-voting, ex officio members.

The creation of new Board positions was a response to the organization's explosive growth – the membership rolls have increased over 12% in just the past three months! With a larger and continually growing organization – as well as having more operating committees than any other NAIOP chapter – the Board felt that it needed more members to provide the level of attention and oversight the chapter deserves.

After electing the 2015 Board, current president A-P Hurd listed a number of major actions the Board had taken in the past year. Among those actions were: the appointment of Tony Toppenberg to the Board, addressing the topic of diversity and inclusion within the chapter, establishing a number of internal financial management policies, the creation of several task forces, the selection of Jeff Curwen as the new executive director, and the amendment of the bylaws. Upon reviewing this list, the membership ratified the Board's actions.

With nearly 250 attendees anxious to see the day's program – a preview of the Night of the Stars – the meeting was adjourned. The Board of Directors is pleased to welcome its two new members who will assume their roles in January, and also thanks outgoing Immediate Past President Glenn Amster for his years of dedicated to service to the organization.



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Chapter Members in the News

Allison+Partners Expands Pacific Northwest Footprint with Acquisition of Frause



Allison+Partners announced that it has acquired the clients and employees of Frause – one of the largest independent public relations firms in the Pacific Northwest. Long-time agency leader Bob Frause, APR, Fellow PRSA, is transitioning to an of-counsel role for Allison+Partners. The addition of Frause makes Allison+Partners a formidable player in the Seattle market and adds Portland to the agency’s network, bringing with it expanded expertise in advertising, creative services, digital strategies, real estate, government, economic development, research and tourism.

Allison+Partners welcomes the entire Frause Seattle/Portland team, including Senior Vice President Natalie Price, Senior Vice President of Creative Services, Laura Figueroa Ware, Senior Vice President of Research, Sue Gillespie, Vice President of Media Relations, Nathan Hambley, and Vice President of Operations, Lisa Smith. The transaction became effective August 1.

“The addition of the Frause team reinforces our commitment to the region. In recent years, we have seen significant growth in the Pacific Northwest across all of the segments in which we operate,” said Phil Carpenter, senior partner, West Coast at Allison+Partners. “Frause’s seasoned and versatile strategists will fortify our core practice teams, extend our reach into new sectors and enable us to bring new services to our entire client base.”

Bob founded Frause in 1998 with a vision to build an agency culture allowing professionals to flourish in a collaborative environment to produce the best results for clients. In his new role, Bob will continue to advise his clients while also collaborating with Allison+Partners’ executive leadership on potential expansion opportunities overseas.

The Frause team joins Allison+Partners under the leadership of Seattle General Manager Richard Kendall, pictured above. Richard, a former shareholder and executive vice president at Frause until 2012, is a longtime associate of Bob’s having been the second employee hired after Frause’s 1998 founding. During his time at the agency, Richard’s launch of the real estate practice group was critical to new business development and staff management; he also assisted with the opening of Frause’s Portland office. His roots run deep in the Seattle community, having worked in the city’s public relations agency market for some 25 years. Richard is involved with numerous local organizations including NAIOP, Downtown Seattle Association, Urban Land Institute, and Bellwether Housing – a nonprofit affordable-housing provider – among others.

“I’m humbled by the opportunity to come back home - to Seattle, and to the NAIOP Washington Chapter - after spending two years in Southern California” said Kendall. “NAIOP will continue to be a place where we can share knowledge, build relationships and enhance our capabilities in the real estate PR space.”