

**From:** Sanchez, Christine <CSanchez@marchofdimes.org>  
**Sent:** Thursday, December 06, 2018 12:44 PM EST  
**To:** Vikki Kayne <vkayne@jbgsmith.com>; Natalie Monkou <nmonkou@arlingtonva.us>; Zelman, Jayna <JZelman@marchofdimes.org>; Cara O'Donnell <codonnell@arlingtonva.us>; Kelly Rindfusz <krindfusz@arlingtonva.us>; Lexy Myers <lmyers@jbgsmith.com>  
**CC:** Christina Winn <cwinn@arlingtonva.us>; Patkin, Jodi <JPatkin@marchofdimes.org>  
**Subject:** RE: Call re March of Dimes Arlington move

Hi Vikki

Thanks for reaching out. Late yesterday our team decided to hold off issuing an announcement until December 17. Our announcement will now follow the County hearing on 12/15.

We're putting the finishing touches on the release. I will circulate it to this group when its ready and pass along social handles as well.

Thanks in advance for all you're doing.

Best  
Christine

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**From:** Vikki Kayne [mailto:vkayne@jbgsmith.com]  
**Sent:** Thursday, December 06, 2018 12:38 PM  
**To:** Sanchez, Christine <CSanchez@marchofdimes.org>; Natalie Monkou <nmonkou@arlingtonva.us>; Zelman, Jayna <JZelman@marchofdimes.org>; Cara O'Donnell <Codonnell@arlingtonva.us>; Kelly Rindfusz <Krindfusz@arlingtonva.us>; Lexy Myers <lmyers@jbgsmith.com>  
**Cc:** Christina Winn <Cwinn@arlingtonva.us>; Patkin, Jodi <JPatkin@marchofdimes.org>  
**Subject:** RE: Call re March of Dimes Arlington move

Hi Christine,

Checking to see if you are still on schedule for issuing the press release tomorrow. I would like to include a post on our social media channels after the release is distributed and tag relevant parties. Can you let me know what social handles to use?

Thanks and please let me know if you need anything from JBG SMITH.

Vikki

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**From:** Sanchez, Christine <CSanchez@marchofdimes.org>  
**Sent:** Friday, November 30, 2018 9:54 AM  
**To:** Natalie Monkou <nmonkou@arlingtonva.us>; Zelman, Jayna <JZelman@marchofdimes.org>; Cara O'Donnell <Codonnell@arlingtonva.us>; Kelly Rindfusz <Krindfusz@arlingtonva.us>; Vikki Kayne <vkayne@jbgsmith.com>; Lexy Myers <lmyers@jbgsmith.com>  
**Cc:** Christina Winn <Cwinn@arlingtonva.us>; Patkin, Jodi <JPatkin@marchofdimes.org>  
**Subject:** RE: Call re March of Dimes Arlington move

Thanks, Natalie. Based on the County Board website, it looks like the meeting will be held from 2:30-4:30pm. We will plan to issue the news on the 7<sup>th</sup> and ask that any feedback/quotes for the release to be provided by early next week.

Thanks very much,  
Christine

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**From:** Natalie Monkou [mailto:nmonkou@arlingtonva.us]  
**Sent:** Thursday, November 29, 2018 4:51 PM  
**To:** Sanchez, Christine <CSanchez@marchofdimes.org>; Zelman, Jayna <JZelman@marchofdimes.org>; Cara O'Donnell <Codonnell@arlingtonva.us>; Kelly Rindfusz <Krindfusz@arlingtonva.us>  
**Cc:** Christina Winn <Cwinn@arlingtonva.us>; Patkin, Jodi <JPatkin@marchofdimes.org>  
**Subject:** RE: Call re March of Dimes Arlington move

Hello Christine,

Just for clarity – the Arlington County Board Agenda will be made public on December 7. March of Dimes will be on that agenda citing the incentive/performance agreement. Based on conversations here at AED, we think the announcement could be pushed out on December 7<sup>th</sup> as well.

Let us know if you have any questions.

Natalie

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**From:** Sanchez, Christine [mailto:CSanchez@marchofdimes.org]  
**Sent:** Thursday, November 29, 2018 2:26 PM  
**To:** Michele Dobiecki <mdobiecki@jbgsmith.com>; Zelman, Jayna <JZelman@marchofdimes.org>; Vikki Kayne <vkayne@jbgsmith.com>; Natalie Monkou <nmonkou@arlingtonva.us>; Cara O'Donnell <Codonnell@arlingtonva.us>; Lexy Myers

<[Imyers@jbgsmith.com](mailto:Imyers@jbgsmith.com)>

**Cc:** Christina Winn <[Cwinn@arlingtonva.us](mailto:Cwinn@arlingtonva.us)>; Patkin, Jodi <[JPatkin@marchofdimes.org](mailto:JPatkin@marchofdimes.org)>

**Subject:** RE: Call re March of Dimes Arlington move

All,

I just heard from Paul and Jodi that the County hearing regarding our move, as well as Amazon's, is happening on 12/7. Given that, it would make sense for us to push up our announcement so that we're part of the news coverage.

When would be the best time to issue our news? The 7<sup>th</sup> or sooner?

Thanks very much.

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**From:** Michele Dobiecki [<mailto:mdobiecki@jbgsmith.com>]

**Sent:** Thursday, November 29, 2018 1:30 PM

**To:** Zelman, Jayna <[JZelman@marchofdimes.org](mailto:JZelman@marchofdimes.org)>; Vikki Kayne <[vkayne@jbgsmith.com](mailto:vkayne@jbgsmith.com)>; Natalie Monkou <[nmonkou@arlingtonva.us](mailto:nmonkou@arlingtonva.us)>; Cara O'Donnell <[codonnell@arlingtonva.us](mailto:codonnell@arlingtonva.us)>; Lexy Myers <[Imyers@jbgsmith.com](mailto:Imyers@jbgsmith.com)>

**Cc:** Sanchez, Christine <[CSanchez@marchofdimes.org](mailto:CSanchez@marchofdimes.org)>; Christina Winn <[cwinn@arlingtonva.us](mailto:cwinn@arlingtonva.us)>

**Subject:** RE: Call re March of Dimes Arlington move

Good afternoon, everyone –

As a follow-up to our call, please find two exterior hero shots of 1550 Crystal Drive.

We look forward to receiving the draft of the press release and including a quote from our leadership team.

Thank you very much.

Best,  
Michele

**Michele Dobiecki | Marketing Manager, Commercial**

JBG Smith

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Please consider the environment before printing this email.

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**From:** Zelman, Jayna <[JZelman@marchofdimes.org](mailto:JZelman@marchofdimes.org)>

**Sent:** Wednesday, November 14, 2018 5:57 PM

**To:** Vikki Kayne <[vkayne@jbgsmith.com](mailto:vkayne@jbgsmith.com)>; Natalie Monkou <[nmonkou@arlingtonva.us](mailto:nmonkou@arlingtonva.us)>; Cara O'Donnell <[codonnell@arlingtonva.us](mailto:codonnell@arlingtonva.us)>; Michele Dobiecki <[mdobiecki@jbgsmith.com](mailto:mdobiecki@jbgsmith.com)>; Lexy Myers <[Imyers@jbgsmith.com](mailto:Imyers@jbgsmith.com)>

**Cc:** Sanchez, Christine <[CSanchez@marchofdimes.org](mailto:CSanchez@marchofdimes.org)>; Christina Winn <[cwinn@arlingtonva.us](mailto:cwinn@arlingtonva.us)>

**Subject:** Re: Call re March of Dimes Arlington move

Great - thanks all. Will send out a meeting notice.

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**From:** Vikki Kayne <[vkayne@jbgsmith.com](mailto:vkayne@jbgsmith.com)>

**Sent:** Wednesday, November 14, 2018 5:09 PM

**To:** Natalie Monkou; Zelman, Jayna; Cara O'Donnell; Michele Dobiecki; Lexy Myers

**Cc:** Sanchez, Christine; Christina Winn

**Subject:** RE: Call re March of Dimes Arlington move

Hi Jayna,

Thursday the 29<sup>th</sup> at 1pm works for JBG SMITH marketing.

Thanks,  
Vikki

**Vikki Kayne | SVP, Marketing and Communications**

JBG Smith

4445 Willard Ave, 4th Floor | Chevy Chase, Maryland 20815

240.333.3864 direct | 240.687.7716 mobile

[vkayne@jbgsmith.com](mailto:vkayne@jbgsmith.com)

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**From:** Natalie Monkou <[nmonkou@arlingtonva.us](mailto:nmonkou@arlingtonva.us)>  
**Sent:** Wednesday, November 14, 2018 4:04 PM  
**To:** Zelman, Jayna <[JZelman@marchofdimes.org](mailto:JZelman@marchofdimes.org)>; Vikki Kayne <[vkayne@jbgsmith.com](mailto:vkayne@jbgsmith.com)>; Cara O'Donnell <[Codonnell@arlingtonva.us](mailto:Codonnell@arlingtonva.us)>; Michele Dobiecki <[mdobiecki@jbgsmith.com](mailto:mdobiecki@jbgsmith.com)>  
**Cc:** Sanchez, Christine <[CSanchez@marchofdimes.org](mailto:CSanchez@marchofdimes.org)>; Christina Winn <[Cwinn@arlingtonva.us](mailto:Cwinn@arlingtonva.us)>  
**Subject:** RE: Call re March of Dimes Arlington move

Hello Jayna,

Thank you so much! And it's nice to virtually meet you Christine. Welcome to Arlington!

We are excited to discuss March of Dimes' plans for an official announcement. Thursday, November 29 at 1 pm and Friday, November 30 at 1:30 pm work well for our team.

Natalie



**Natalie T. Monkou**  
Business Development Manager  
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**From:** Zelman, Jayna [<mailto:JZelman@marchofdimes.org>]  
**Sent:** Wednesday, November 14, 2018 1:08 PM  
**To:** Vikki Kayne <[vkayne@jbgsmith.com](mailto:vkayne@jbgsmith.com)>; Cara O'Donnell <[Codonnell@arlingtonva.us](mailto:Codonnell@arlingtonva.us)>; Michele Dobiecki <[mdobiecki@jbgsmith.com](mailto:mdobiecki@jbgsmith.com)>; Natalie Monkou <[nmonkou@arlingtonva.us](mailto:nmonkou@arlingtonva.us)>  
**Cc:** Sanchez, Christine <[CSanchez@marchofdimes.org](mailto:CSanchez@marchofdimes.org)>  
**Subject:** Call re March of Dimes Arlington move

Hi all -

Hope you are well. Huge congratulations to you all on the major Arlington news just announced! How exciting.

I wanted to introduce you to Christine Sanchez, our new director of communications based in Arlington. We would like to arrange a call to get us all together on the phone and discuss March of Dimes' plans for an official press release announcing our office move (end of January). Please let me know if any of the below times might work and we will schedule and please also feel free to loop in any additional colleagues that I may be missing on this email.

Thank you!

Thursday 11/29

11-11:30AM  
1-1:30PM

Friday 11/30

1:30-2PM

Monday 12/3

11-11:30AM  
3-3:30PM

Wednesday 12/5

2-2:30PM

**JAYNA ZELMAN**

*Head of Public Relations & Celebrity Engagement*



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