

From: Vikki Kayne <vkayne@jbgsmith.com>
Sent: Sunday, December 02, 2018 4:27 PM EST
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>; Michele Dobiecki <mdobiecki@jbgsmith.com>
Subject: RE: Call re March of Dimes Arlington move
Attachment(s): "MODHQ_revised press release JBG SMITH Edits.docx"

Hi All,

The press release with JBG SMITH edits and quote is attached. Please let me know what else you may need at this time.

Thank you,
Vikki

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 7th and ask that any feedback/quotes for the release to be provided by early next week.

Thanks very much,
Christine

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 7th as well.

Let us know if you have any questions.

Natalie

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 <lmyers@jbgsmith.com>
Cc: Christina Winn <Cwinn@arlingtonva.us>; Patkin, Jodi <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 7th or sooner?

Thanks very much.

From: Michele Dobiecki [<mailto:mdobiecki@jbgsmith.com>]
Sent: Thursday, November 29, 2018 1:30 PM
To: Zelman, Jayna <JZelman@marchofdimes.org>; Vikki Kayne <vkayne@jbgsmith.com>; Natalie Monkou <nmonkou@arlingtonva.us>; Cara O'Donnell <codonnell@arlingtonva.us>; Lexy Myers <lmyers@jbgsmith.com>
Cc: Sanchez, Christine <CSanchez@marchofdimes.org>; Christina Winn <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.

From: Zelman, Jayna <JZelman@marchofdimes.org>

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

To: Vikki Kayne <vkayne@jbgsmith.com>; Natalie Monkou <nmonkou@arlingtonva.us>; Cara O'Donnell <codonnell@arlingtonva.us>; Michele Dobiecki <mdobiecki@jbgsmith.com>; Lexy Myers <lmyers@jbgsmith.com>

Cc: Sanchez, Christine <CSanchez@marchofdimes.org>; Christina Winn <cwinn@arlingtonva.us>

Subject: Re: Call re March of Dimes Arlington move

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

From: Vikki Kayne <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 29th at 1pm works for JBG SMITH marketing.

Thanks,

Vikki

Vikki Kayne | SVP, Marketing and Communications

JBG Smith

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Please consider the environment before printing this email.

From: Natalie Monkou <nmonkou@arlingtonva.us>

Sent: Wednesday, November 14, 2018 4:04 PM

To: Zelman, Jayna <JZelman@marchofdimes.org>; Vikki Kayne <vkayne@jbgsmith.com>; Cara O'Donnell <Codonnell@arlingtonva.us>; Michele Dobiecki <mdobiecki@jbgsmith.com>

Cc: Sanchez, Christine <CSanchez@marchofdimes.org>; Christina Winn <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
BID Staff Liaison
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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>; Cara O'Donnell <Codonnell@arlingtonva.us>; Michele Dobiecki <mdobiecki@jbgsmith.com>; Natalie Monkou <nmonkou@arlingtonva.us>
Cc: Sanchez, Christine <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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