



# The THRESHOLD

Third Edition 2024



Feature: Where People Matter - Page 5

...a look inside one of the region's  
premier property management firms

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## Message from the CEO

In this final 2024 edition of The Threshold, we're proud to showcase the excellence of WPM's more than 500 Associates, who consistently raise the bar for property management with innovative solutions and a commitment to improving the lives of residents, clients, and colleagues. As we continue to grow, we remain focused on attracting top industry talent who share our values and want to be part of an organization where people matter.



This edition highlights how we're fostering a supportive environment to help our Associates deliver excellence (see page 5). We also celebrate our leadership in multifamily and association management, as Associates are recognized as industry experts through speaking engagements, educational contributions, and authorship (see pages 6-9). A special congratulations goes to our Pennsylvania teams for leading WPM to the recognition of Property Management Company of the Year by the Pennsylvania Apartment Association (see page 6)!

We also spotlight Mike Mangum, newly promoted to Vice President of Maintenance & Construction Services (see page 4), who has restructured service operations to better meet client needs, while continuing WPM's excellence in emergency response (see page 10). We're also expanding our association management services, incorporating AI technology and offering new services to help developers establish strong communities and transition from construction to homeowner governance (see pages 8-9).

Our focus on service excellence and delivering results remains unwavering as we close out the year. With the season of gratitude upon us, we encourage you to join us in giving back to those in need (see page 3) as we work together to build thriving communities.

A handwritten signature in blue ink, appearing to read "James Dahlgren, Jr.".

**James Dahlgren, Jr.**  
Chief Executive Officer

# Community Impact

## Serving Those Who Served

On September 24, WPM volunteers came together for a day of service to prepare and serve lunch to residents of The Baltimore Station. Founded in 1989, the organization provides a residential treatment program and outpatient services for veterans who are suffering from homelessness and substance abuse disorders. An innovative program designed to help turn lives around, Baltimore Station offers programming built on an evidence-based and client-centered approach that combines a strong recovery model with an environment that promotes socially responsible behavior. Beyond the lunch service, WPM Associates had the opportunity to engage with residents, learn about their stories, and thank them for their service. An impactful day for all! Special thanks to Brittany Milan for coordinating this event on behalf of the Community Impact Committee.



## Walk to End Alzheimer's

Once again WPM and Lighthouse Senior Living supported the Alzheimer's Association by participating in the Walk to End Alzheimer's on Saturday, September 21, at the Ellicott City Walk in Centennial Park. As a sponsor of the event, our Lighthouse Senior Living team had a table near the start of the festivities and gave out gift bags to participants. Thanks to all who turned out to walk and made this a special day in support of raising awareness and funds for Alzheimer's care, support, and research.



## Fighting Hunger Together: WPM Supports Feeding America's Mission

According to the USDA, more than 47 million people in the United States face hunger, including 1 in 5 children. We know there are many people in our communities who struggle with either not enough food or no access to affordable, healthy options. Starting in November, WPM is once again standing up to help end hunger through its annual fundraising campaign to benefit Feeding America, a nationwide network of food banks, food pantries, and local meal programs aimed at helping people get the food and resources they need to thrive. They are good stewards of funds, with 98% of all donations raised going directly into programs serving those in need. Join us in supporting this worthy cause.



## Pajamas with Purpose: WPM's Annual Holiday Campaign for Critically Ill Children

This holiday season, WPM is proud to once again support the Casey Cares Foundation with our annual Pajama Drive and Fundraising Campaign. Between December 1 and December 19, we'll be collecting donations of pajamas to bring comfort and cheer to critically ill children during their time in the hospital or while recovering at home. Help us brighten their days by dropping off new pajamas at one of our WPM-managed properties, or by donating to Casey Cares: <https://www.caseycares.org/your-gift-matters>.

# Associate Spotlight

## Michael “Mike” Mangum Promoted to Vice President of Maintenance and Construction Services

We're pleased to share that Mike Mangum has been promoted to Vice President of WPM's Maintenance and Construction Services Division. As Vice President, he will continue to play a vital role leading the division and adapting its service offerings to meet the needs of WPM clients across multifamily, association, and commercial real estate.

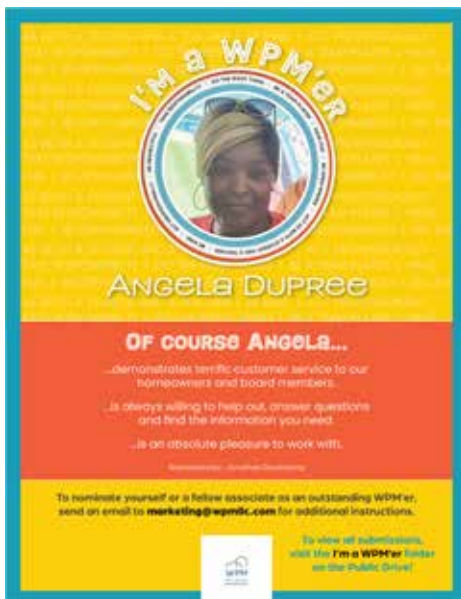
Mike has led the transformation of the division to bring Services under one roof at WPM. His leadership has strengthened the division's operations, modified its vehicle fleet, and implemented new services and resources to support WPM's growing portfolio of properties under management. Since joining WPM in 2009, Mike has taken on growing leadership responsibility within the company. In 2022, he was promoted to Director of Operations for the Maintenance and Construction Services division, and in 2023 took over leadership of that division.

A seasoned professional, Mangum has over 20 years of industry-related experience and is a member of the company's Executive Management Team. He is a founding member and chair of WPM's Service Committee, which guides the development of service policies and service training programs for WPM Associates. He helped create WPM's Service Mentoring and Response Training (SMART) program, where he continues to serve as a Senior Mentor and is actively involved with the Maryland Multi-Housing Authority (MMHA) serving on the MMHA Service Training Academy Board. Well-respected in the industry, he has received multiple honors, including WPM's Outstanding Achievement Award in 2022.



## I'm a WPM'er!

Each year we take time to celebrate our Associates and what makes them special. This year's theme was built on the viral TikTok "Of Course" trend. We asked Associates to share what makes them or their fellow Associates a WPM'er by simply filling in the blank to the prompt, "I'm a WPM'er, of course I \_\_\_\_." With over 100 submissions we can't share them all, but here are a few that represent our teams!



**I'M a WPM'ER**

**ANGELA DUPREE**

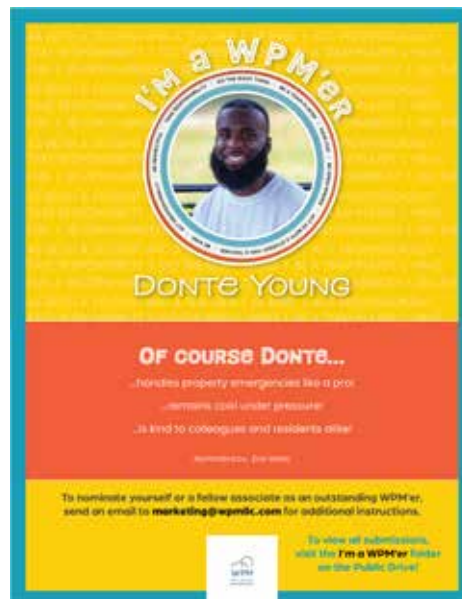
**OF COURSE ANGELA...**

- ...demonstrates terrific customer service to our homeowners and board members.
- ...is always willing to help out, answer questions and find the information you need.
- ...is an absolute pleasure to work with!

MEMBER OF: Public Drive

To nominate yourself or a fellow associate as an outstanding WPM'er, send an email to [marketing@wpmc.com](mailto:marketing@wpmc.com) for additional instructions.

To view all submissions, visit the **I'm a WPM'er** board on the Public Drive!



**I'M a WPM'ER**

**DONTE YOUNG**

**OF COURSE DONTE...**

- ...handles property emergencies like a pro.
- ...stays cool under pressure.
- ...is kind to colleagues and residents alike!

MEMBER OF: Public Drive

To nominate yourself or a fellow associate as an outstanding WPM'er, send an email to [marketing@wpmc.com](mailto:marketing@wpmc.com) for additional instructions.

To view all submissions, visit the **I'm a WPM'er** board on the Public Drive!



**I'M a WPM'ER**

**GINA LANCASTER**

**OF COURSE GINA...**

- ...cares so much about the work we do.
- ...does everything in her power to make sure the financials are accurate and timely.
- ...is always willing to go the extra mile for our team!

MEMBER OF: Public Drive

To nominate yourself or a fellow associate as an outstanding WPM'er, send an email to [marketing@wpmc.com](mailto:marketing@wpmc.com) for additional instructions.

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# WPM: Where People Matter

## Creating Excellence from the Inside Out

“It takes time to create excellence. If it could be done quickly, more people would do it.”

*John Wooden, Six-time winner of the NCAA College Basketball Coach of the Year*

WPM has spent over 50 years focused on creating excellence. From our earliest days, we built an approach to management based on the belief that how we do what we do and the environment we cultivate - for ourselves and our clients - is key to delivering excellence.

That guiding principle continues to be at the forefront of our growth. And this year has been no exception. As we've expanded our geographic reach beyond the Baltimore region into other parts of Maryland, Delaware, Pennsylvania and Virginia, we continue to make significant investments to support the needs of our teams and foster an environment of excellence.

We've invested in new Human Resources leadership, welcoming Victor Beccio as Head of Human Resources earlier this year. We've completed our 13th Annual Associate Engagement Survey and are using that feedback to inform new initiatives and enhance our work environment. We've recruited over 100 new Associates this year, shoring up teams with new skill sets and new positions. We continue to strengthen and expand our internal professional development programs around leadership and service. This summer, we completed a series of *Power of Team* programs where Associates old and new came together to re-engage and discuss what we believe, where we're going, and why it matters. And we're in the process of rolling out new Associate-focused systems to support recruitment and onboarding, Associate questions and requests, and additional management training for rising leaders. All with the goal of making WPM the leader in property management and the place where people matter.

**Recently, we asked our Associates to share how their fellow Associates create excellence and stand out as a WPM'er, and here is some of what we heard:**

“She ensures that her team gives the best customer service every day.”

“He is always up for the challenge if it will benefit the team, even if he is unfamiliar with how to do something.”

“She is helpful and always looking to better not only herself but the ARE team.”

“She has the ability to listen without judgement, creating a safe space for open and regular communication.”

“She is trusted and encouraged to make decisions and give her thoughts.”

“She takes the time to share the knowledge she has with her team, while promoting their growth and development.”

“He handles it all with professionalism, responsibility, and a true team spirit - no matter how tough the workload gets.”

“He embraces a dual role as both student and teacher, constantly learning, and sharing what works best.”

“She not only is a hard worker, but also someone who truly cares about making a difference for the residents, the team, and the property management industry.”

“She has the outlook that challenges are not intimidating, we can accomplish anything we put our focus on!”

“She pushes forward to resolve issues and takes a very proactive approach to leadership.”



# Multifamily Real Estate

## WPM Named 2024 Property Management Company of the Year

On September 12, WPM Real Estate was named the 2024 Property Management Company of the Year by the Pennsylvania Apartment Association (PAA) Central Region Keystone Annual Awards. This prestigious recognition highlights the outstanding efforts of our team in delivering top-tier leasing, maintenance, and overall property management services. WPM Multifamily President Melissa Gambuto expressed her pride, noting, "This award affirms the dedication of our teams to exceed both resident and client expectations."

In addition to this honor, WPM earned six other awards, including 1st Place in Maintenance and Overall Excellence. Two WPM-managed communities also won 1st Place in the Central Region Trilogy Award, recognizing individual properties for their excellence across the three categories of leasing, maintenance, and overall performance. Congratulations to all of our Associates for their commitment to excellence!



## Stabilization Milestone: Lofts at Yard 56 Hits Target in Just 11 Months

We are excited to announce that Lofts at Yard 56, the newly constructed 227-unit upscale apartment community in Baltimore, has reached stabilization in a record 11 months! Located across from Johns Hopkins Bayview Medical Center in the Greektown neighborhood, this thoughtfully designed community offers Jr. 1B, 1-, 2-, and 3-bedroom apartments with spacious layouts and premium finishes. Residents enjoy convenient living with a mix of onsite amenities including restaurants, fitness facilities, grocery options, and more. The community also boasts a sky deck, pet spa, game room, and secure garage parking. Congratulations to the onsite team for their outstanding marketing and leasing efforts in achieving this milestone!



## Groundbreaking for West End Place Apartments in Lancaster, PA

On Thursday, July 11, Lancaster Mayor Danene Sorace and leaders from Washington Place Equities and WPM Real Estate Management kicked off the construction of a new adaptive reuse apartment community at the former St. Joseph's Hospital site. The project is being developed by Washington Place Equities and will be managed by WPM Real Estate Management. It will bring 185 apartment units and retail space to the city, contributing to Lancaster's continued growth and redevelopment.



## Strong WPM Presence at the NAA's Apartmentalize Conference in Philadelphia

Over 30 members of our multifamily management team, including Division President Melissa Gambuto and WPM VP of Maintenance & Construction Services Mike Mangum, along with property managers, regional property managers, and leasing and marketing managers, attended the National Apartment Association's (NAA) Apartmentalize conference in Philadelphia in June. In addition, WPM's Marketing & Business Development Director, Rebecca Smith, CALP, presented a session titled, "Marketing & Operations: The Dynamic Duo You Didn't Know You Had," showcasing how these two vital functions can work together seamlessly to enhance the multifamily living experience.

The three-day event brought together industry leaders to share knowledge, ideas, and strategies that will shape the future of multifamily housing. WPM Associates had the opportunity to attend numerous sessions, engage in meaningful discussions, and gain valuable insights into the latest trends in property management, marketing, maintenance, and resident services.

WPM's strong company presence at this key industry event demonstrates our commitment to staying at the forefront of innovation and best practices in multifamily housing, helping us continue to elevate the living experience for our residents.



## WPM Hosts Annual Leasing Olympics for Leasing Specialists

Now in its seventh year, Leasing Olympics provides Associates with some friendly but challenging competition, team bonding, and a celebration of the team's exceptional talents. Leasing Specialists had the chance to display their abilities during a day packed with leasing-related challenges. The Olympic-themed event put participants through a series of timed competitions focused on marketing, leasing, fair housing, and customer service. In addition to the competitive challenges, participants had the chance to win travel vouchers worth up to \$2,500. Congratulations to this year's winners: Lilli Buell, Meridian West Shore (1st Place), Brendan Stern, Jefferson House (2nd Place), and Bertina Cole, TowsonTown Place (3rd Place). Thanks to all the competitors, vendors, industry professionals and especially the Marketing & Training Committee who helped make this event a success!



## WPM's Training & Development Director Joins NAAEI Faculty!

We're thrilled to announce that our very own Training & Development Director, Mark Dickson-Patrick, has earned a new position as a National Apartment Association Education Institute (NAAEI) Faculty Member with the National Apartment Association (NAA). Mark completed the rigorous NAAEI Advanced Facilitator Training in Charlotte, NC, earlier this summer, gaining valuable skills and making new industry connections. This achievement reflects his dedication to professional growth, and we're excited to see him share his expertise. Congratulations, Mark!

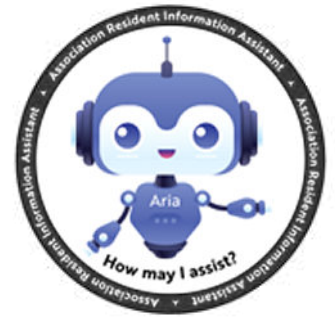


## WPM Begins Corporate Transparency Act Filing on Behalf of Associations

In October, WPM Real Estate Management began managing the Corporate Transparency Act (CTA) filing for all incorporated associations under our management using a secure, SOC2 certified, third-party system. The CTA was passed to detect suspicious activity and protect U.S. national security. It requires all “beneficial owners,” including board members and those with significant decision-making control, to provide personal information and identity proof, reporting any changes to beneficial owners that occur throughout the year. This also applies to anyone owning 25% or more of a condominium’s common interests. All filings must be submitted before the year-end deadline to avoid any penalties by the Department of the Treasury. For any questions regarding the CTA, please contact your Community Manager.

## ARIA Debuts Giving Homeowners Access to Answers 24/7

In July, the Association division rolled out ARIA (Association Resident Information Assistant), a new AI tool designed to make it easier for homeowners to readily access the information they need, at their convenience. Fully integrated with a community’s resident portal, ARIA provides custom responses to homeowner questions – everything from the amount and due date of association dues to information about maintenance requests or questions about the community’s Covenants, Conditions, and Restrictions (CC&Rs). The system is easy to use by either texting or scanning a QR code and gives homeowners the ability to ask questions and receive answers about the community 24/7.



In its first month, ARIA received 1,152 inquiries with 88% answered immediately through the self-serve AI system.

“We’re receiving positive feedback from our homeowners, and the statistics are pretty outstanding,” notes Association President Staci M. Gelfound, CMCA®, AMS®, PCAM®. “ARIA isn’t a replacement for WPM’s hands-on, personal service. Rather, it allows us to serve our clients more efficiently with timely answers at the convenience of their schedules, while escalating non-routine issues to our Community Managers.”

## WPM Takes Over Management of Weston Condominium

On September 1, WPM proudly took over management of Weston Condominium in Owings Mills. Built in 1992, the community consists of 61 townhomes and is a sub-association of the Owings Mills New Town Community Association, which is also managed by WPM. A representative from the Weston board, who also serves on the New Town board, recently participated in WPM’s quarterly board training, where participants gained valuable insights into legal structures, financial management, and administrative procedures. The positive experience sparked discussions about WPM managing their community association, making the transition a natural and seamless decision. Welcome, Weston Condominium!



## WPM Engaged to Position Two New Developments for HOA Success

WPM’s Association Management team has been tapped to help establish community governance structures, prepare initial association budgets, address operational and management needs, and manage the associations for two new construction developments.

**Maple Highlands** is a 55+ luxury community of 58 duplex homes being built in Howard County, Maryland. The community is opening in October and offers homeowners low maintenance living with first-floor owner’s suites, zero-step entry, lawn care, and snow removal.



**Jacobsville Town Center Condominium** in Pasadena, Maryland, will include 168 age-restricted condominium units across seven mid-rise buildings, each containing 24 units. The condominium association will be part of a larger master association development set to include a Lidl® grocery store and a Chick-Fil-A® restaurant. Construction is set to get underway in the next four to six months.



## Expanding Our Association Management Team



Kiera Mitchell



Angela Dupree

Our team is growing! We're pleased to welcome a number of fresh faces to the Association division to better serve the needs of our clients. At our home office, we welcomed a new Association Business Administrator, Kiera Mitchell in August. We also had three new Community Coordinators join the team: Angela Dupree, Tyler Swinson (not pictured), and Yolanda Bowles. This newly restructured team works together to support clients across our Association portfolio, handling everything from pool passes and architectural requests to other administrative needs. They thrive on excellent customer service and are key players in assisting our Community Manager team.

In September, we also welcomed William "Christian" Klarner as a new Community Association Manager. Christian has nearly ten years of experience in the property management industry and is a Certified Manager of Community Associations (CMCA). He holds a B.A. from Loyola University Maryland and a Master of Arts degree from the University of Nottingham.



Yolanda Bowles



Christian Klarner

## Industry Insights: WPM's Expertise Highlighted at Regional CAI Conferences & Industry Publications

WPM Association Real Estate President Staci M. Gelfound, CMCA®, AMS®, PCAM® continues to be a sought-after industry expert. This fall, she was asked to present at two prominent regional events hosted by the Community Association Institute (CAI). On October 7, Staci taught a session on "How to Read Financials" at the Chesapeake CAI Chapter's 2024 Annual Symposium & Expo in Hanover, MD, and on October 25, she is presenting on "Enhancing Community Management through Artificial Intelligence" at the Washington Metro CAI Chapter's 2024 Education Palooza in Tysons Corner, VA.

Staci has also been a recent contributor to multiple industry publications, including an article on the critical importance of Community Association Ethics, published in the latest edition of CAI Chesapeake's *Beacon*. She also authored an article on effective townhall meetings in the August edition of *Quorum*, for the Washington Metro Chapter of CAI.



## A Home Run Day: Highlights from WPM's Vendor Appreciation Event

On September 19, WPM welcomed over 130 vendors and partners to Camden Yards for our 2nd Annual Vendor Appreciation Event. It was a fantastic day of networking, enjoying great food, and cheering on the Baltimore Orioles, who capped the day with a walk-off home run! WPM staff, proudly wearing their personalized Maryland jerseys, celebrated the strong relationships that fuel the success of our Association Real Estate Division. Thank you to our vendor partners for your continued support. We look forward to continuing our partnerships and working together to serve our clients. Here's to many more victories on and off the field!



# Maintenance & Construction Services

## Early Intervention at Greenspring East Condominium

Key to protecting and preserving the value of a community is ongoing attention to issues that could lead to bigger problems if not addressed in the short term. That preventative maintenance mindset is what led to WPM's Maintenance and Construction Services team's recent work at Greenspring East Condominium to rebuild and waterproof a wall on the exterior of one of the buildings.

After being alerted to a water intrusion issue, WPM's team took a closer look to understand the full scope of the problem. While it would be easy to simply address the surface issue and leave it at that, our team dug a little deeper to discover the root cause that ultimately needed to be addressed to prevent further damage.

This is just another example of the value WPM brings to its clients through its professional, in-house maintenance and construction services team.



## WPM's Emergency Response at HOHM Apartments

At midnight on August 3, HOHM Apartments in Baltimore experienced a building power outage after a brutal storm with high winds damaged its primary power source along with the backup generator's electrical circuits. WPM's Maintenance Operations Advisor and members of our Services team were on the scene within the hour to triage the situation. Residents continued to have power in their units; however, power to hallways, elevators, and exterior access points was cut off.

Immediately, WPM sprung into action. WPM's Maintenance Operations Advisor Herman Martin took control, providing technical guidance and coordinating with vendors and electricians to assess the situation and establish a temporary solution to secure the building and make it safe for residents. WPM's roving team provided additional labor setting up temporary lighting, physically staffing access doors, and escorting residents within the building. Within two days the building was partly back online, with a longer-term plan for necessary repairs to restore full functionality.

Kudos to our teams for their quick response to this crisis. Having the resources to deploy in situations like this is one of the benefits of being a WPM-managed community. When the unexpected happens, there's no need to panic - your emergency is our expertise.



## Exterior Upgrades to TowsonTown Place

WPM's Maintenance and Construction Services team has been working on multiple exterior projects at TowsonTown Place to improve the community and ensure it is prepared for the coming winter months. The teams have been repairing siding and trims to the exterior of the property. The work has involved sealing gaps in the caulking, aligning and weatherstripping doors, and checking for any exterior issues to prevent damage and ensure greater energy efficiency for the property.

## Lighthouse Shines Bright: Communities Achieve 100% Occupancy This Summer

Lighthouse Senior Living is the talk of the town! Known for consistently exceeding the national occupancy average of 82.4% for assisted living facilities, we're excited to announce that both of our communities reached full occupancy in July and early August. A huge congratulations to our dedicated Lighthouse Associates for their unwavering commitment to excellence in reaching this incredible milestone!

### ELLICOTT CITY

Lighthouse resident and WWII veteran Lee Sassi (102) and his friend, Al Bucci (101), both served in the Battle of the Bulge. Recently they had the chance to visit Lee's home post, VFW 7472 in Ellicott City, as part of Honor Flight Nevada, which brings veterans to Washington, D.C., to visit memorials. The day was filled with remembrance, camaraderie, and gratitude.

In late June, residents and families enjoyed the annual "Ageless Arts" event, showcasing resident artwork with painting workshops, live entertainment, and festive food. Special thanks to Carolyn Sheerer and her team for organizing this fantastic event!

In August and September, the community received structural upgrades, including a new roof, two rooftop HVAC units, and a hot water heater. A big thank you to Maintenance Director Clarence Riddic for overseeing the installations and keeping everything running smoothly.



### HOPKINS CREEK



Summer at Hopkins Creek was filled with outdoor fun, new programs, and family gatherings. In June, we hosted the 31-member Middle River Concert Band, delivering an enchanting evening of music for our residents. July's highlight was the annual Crab Feast, where residents and families enjoyed a lively afternoon of crab-picking.



August brought a festive Luau at the Tiki Bar with live music, themed drinks, and leis, followed by a Family Night Sip n' Paint, where residents and their families enjoyed painting together.

The community also welcomed new animals this summer. The Animal Olympics, an educational event by Echoes of Nature, showcased live animals demonstrating abilities similar to Olympic sports. A new pet therapy program, "That's Rabbitainment!", was a hit in both Memory Care and Assisted Living. In September, residents and families attended a Nature Memory Café at TALMAR Horticultural Therapy Center, exploring birds and their habitats at Cromwell Valley Park.



# The THRESHOLD

11433 Cronridge Drive, Owings Mills, MD 21117

## About WPM Real Estate Management

WPM Real Estate Management is an Accredited Management Organization (AMO®) and an Accredited Association Management Company (AAMC®), providing a full suite of property management services for over 26,000 units and 50,000 people in the Mid-Atlantic and MidSouth regions. While maintaining a large portfolio of commercial, industrial, and retail properties, WPM is one of Baltimore's largest residential property managers, boasting an extensive portfolio of multifamily, condominium, senior housing, student housing and homeowner association communities.

Our leadership team has decades of experience both as owners and as managers of residential communities and commercial properties. It is that experienced owner's perspective and our management style to proactively identify issues and opportunities that ensures our actions and decisions add value for those living, working or investing in the properties we manage.



## Connect with us

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