



RESTON

THE SPECTACULAR \$50,000 GRAND TOUR

Faces are smiling again throughout Reston model home areas and sales offices.

The reason for all the smiles amounts to \$50,000!

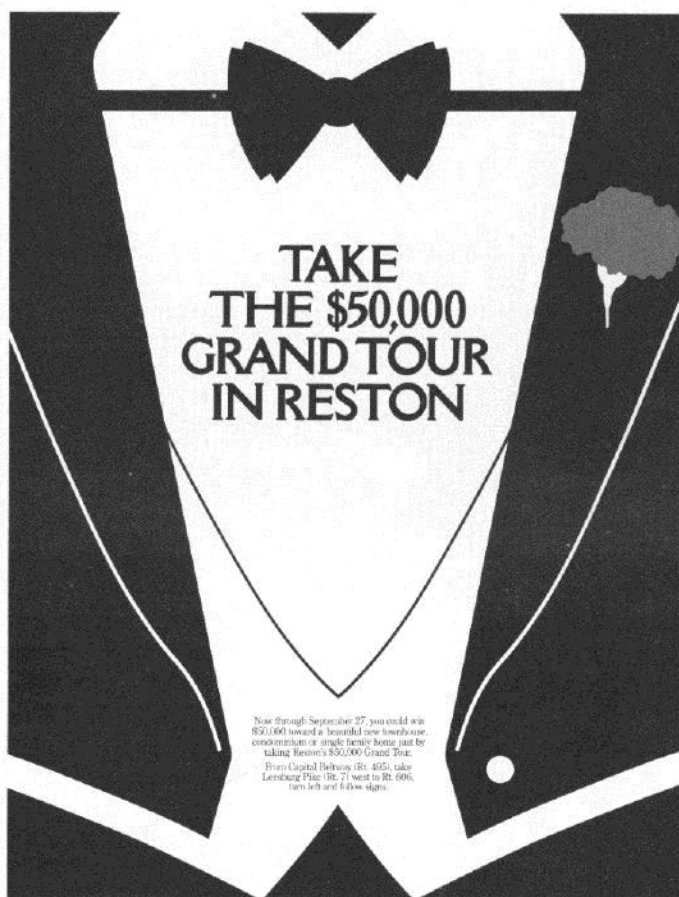
Assertively moving against high interest rates and a year of home sales doldrums, the Reston Land Corporation and fourteen of Reston's leading home builders took action by mounting a spectacular, imaginative, and successful promotion.

On August 13, working closely with members of the Reston Builders Council, the Reston Land Corp. (RLC) initiated a six-week promotion that culminated September 28 with a grand prize drawing for \$50,000 to be applied toward the purchase of a Reston home.

Stimulated by an aggressive promotion and advertising campaign (including the largest radio buy in Reston history), thousands of Washington area residents descended on the temporary Visitors Center during the latter days of August and throughout September.

Potential buyers picked up a \$50,000 Grand Tour map and brochure at the blue and yellow-striped Visitors Center tent nestled on the edge of a striking wooded peninsula overlooking the sailboats and sparkling waters of Lake Thoreau.

Color-coded maps and coordinating road signs directed visitors to 17 model home areas. At each of these project



sites, visitors found entry blanks and a ballot box for the \$50,000 grand prize. The prize had to be applied to the purchase of one of the 14 participating builders' homes.

"Reston has never mounted a promotion of this scale before," said Michael Was, RLC Marketing Vice President. "We've conceived

some exciting housing promotions in the past, such as the 1977 Bloomingdale's House and the 1978 Design House, but the \$50,000 Grand Tour tops them all in bringing buyers to builders' model homes and stimulating sales.

"The key to success of the Grand Tour was the cooperative efforts of the builders,"

Was continued. "The economy has been tough on the housing industry everywhere. But we are not willing to wait on the sidelines for the market to improve. The Reston builders joined together to pool their ideas and expertise. RLC provided support and coordination.

"Reston gives the home builders so much more than just a good location. We continue to offer a special community setting with an ever-expanding job market," Was noted. "Our goal is to provide our builders with marketing support that is unmatched in any other Washington area community. And in difficult times, a promotion like this helps the builder extend his marketing program."

Participating Reston builders were: Ryan Homes (Harpers Square and Colonial Oaks); Ryland Homes (Polo Club Village); Energy Conscious Design (Clubhouse Court); Donatelli & Klein (Lake Anne Village); Brar Associates (Sunderbriar and The Shores); Stephen A. Mittleman Co. (Waterford Square); Glade Drive Development Co. (Hamlet); Christopher Development Co. (Hunters Square); Dave Ralston (Harbor Point); Castro Holdsworth (Lakeport and Mallards Landing); Airston (Lakewood); Felix Construction (Westcove); Berger Berman (Cabots Point on the Lake); and Herndon Lumber (Landings at Cedar Cove).

NANCY HELD HERWIG: RESTON'S NATURALIST IN RESIDENCE

Nancy Held Herwig holds a natural interest in Reston.

Nancy, now 23, moved here with her family 14 years ago. Having obtained a degree in parks and recreation from West Virginia University, she has returned to serve as resident naturalist for the Reston Homeowner's Association (RHOA).



Nancy credits the giant oaks and lush landscape of Reston with having sparked her interest in nature. "Growing up in Reston's parks and open spaces instilled in me a love for the outdoors. Even as I was going through high school, I knew I wanted to center my future studies around nature education." College courses followed in biology, botany, forestry, wildlife and nature interpretation.

Today, as one of her responsibilities, Nancy directs a popular nature appreciation course for 5 to 12 year olds. Another much-loved class for 4 and 5 year olds (a Herwig invention) is called "Hug-a-Tree." These programs are part of RHOA's large summer day camp — a giant program called RHOA OUTDOOR ADVENTURES — which this summer alone involved over 600 children.

One of her greatest satis-



factions in life is helping kids. "They bring me all kinds of things for identification. I receive leaves and flowers, dead birds and bats. One girl, last year, even brought me a bag of dust from Mt. St. Helens. I love their appreciation in opening up a new world. It makes me feel good."

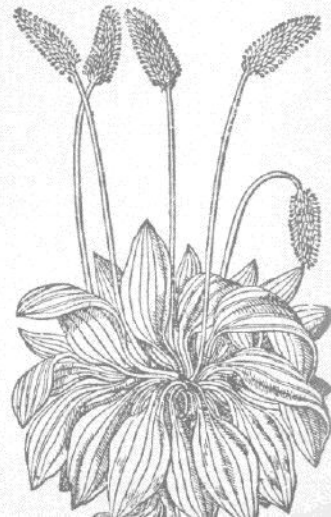
Recalling her early days, Nancy teaches her students to use Reston's abundant acres of open space as a giant,

natural classroom. Her nature awareness/interpretation classes are held throughout Reston: beside a lake, in the woodlands, along the 50-mile paved pathway network, and in the Nature Center.

"The Nature Center is where I do most of my work," she says, "because it offers such an ideal environment for our ecological studies. It is also a perfect example of how urban man can live in harmony

with his natural surroundings and with wildlife."

But trees are still her first love — especially the abundance of century-old oak trees that abound in Reston. "Think of that heritage. They are such a part of us. They provide everything we need: beauty, food, shelter, recreation, a place to escape, and to be alone. Trees give us a sense of life, strength, warmth, education, relaxation and joy."



PETE SCAMARDO: AN IMPORTANT ROLE IN RESTON'S GROWTH

Pete Scamardo, President of Centennial Development Corporation (CDC) is staking a lot in Reston's continuing growth as a total community.

With 1.35 million sq. ft. of office/R & D space either under construction, or in the planning process, CDC is a dominant presence in the bustling Reston development scene today. A prime example was CDC's being selected by California-based Tandem Computers to build their 470,000 sq. ft. Eastern Regional Headquarters now under construction in Reston.

Recently Scamardo's company also broke ground for the first phase of a new office complex which will total 450,000 sq. ft. over the next four years.

The Commerce Park II campus will consist of eight rental buildings located on 26 acres at the intersection of Wiehle Avenue and Sunrise Valley Drive. The first building is scheduled to open this fall.

Since Scamardo founded Centennial in 1975, he has been

looking ahead for development and growth opportunities. In the last five years, Scamardo's firm has become the biggest developer of townhouse office condominium projects in Northern Virginia. Projects completed to date now total 1,160,000 sq. ft.

Like others who have played an important role in Reston's growth, Scamardo believed in Reston's potential as a residential and business community. "When we build, we're looking for a lot of factors," Scamardo says. "I think the Reston atmosphere will continue to be its biggest selling point—the basic lifestyle is what brings companies and employees to the area."

In addition to Commerce Park II, Scamardo's first Reston development—56,000 sq. ft. Commerce Park I—was completed in August 1980. He has the 49,000 sq. ft. Sunset Hills Professional Center (single story office condominiums) under construction aiming for a fall 1981 opening. And, finally, Commerce Tech-

nology Park—a 372,000 sq. ft. combination office/R & D industrial complex—will have its official ground breaking this fall.

Pete Scamardo began his development career working with a relative in Texas. He came to the Washington area in 1970 as an assistant to the home building general manager of Boise Cascade. He then managed projects in Prince George's County and later Fairfax County. "When I started Centennial, we began as subcontractors in roofing and siding for the major home builders in the area," Scamardo recalls.

Scamardo sees Reston as an "attractive alternative" to the high density office concentration of nearby Tysons Corner. "Buyers of my offices here tell me they prefer Reston because they like the sense of community, trees, less traffic and no commuting.

"Our basic philosophy is that we want to grow," Scamardo comments. "But we want to grow in an orderly

manner." Scamardo says he has seen the Tysons Corner area mature so that it now "feeds on itself" for new commercial customers. He says Reston has begun to do the same. The research and development firms which have made their way to Reston are growing and similar firms are attracted to the area. "With the absorption rate growing every year," Scamardo says, "we are very fortunate to have the position we have.

"There's a different set of economic circumstances now than there were during the last five years. If we were starting to develop today, it would be virtually impossible to start this firm," Scamardo believes. "The typical buyer today is much more sophisticated. We feel we have an edge because our existing products show the quality available from Centennial.

"And," he concluded, "we are happy that our greatest showcase for this quality is right here—Reston."



UNPRECEDENTED BUSINESS GROWTH: 40% IN 1981

Sixteen years of development in Reston have produced three million square feet of office and high-tech industrial space. Now Reston Land Corp. (RLC) officials say this commercial/industrial base will increase 40% with current projects underway in 1981. The 1.2 million square feet of new space under construction is second in Fairfax County only to development in the Tysons Corner area.

"Most of the new construction has already begun," says Charles Carter, RLC industrial and commercial land sales manager. "Our projections also indicate that the total amount of space will double by 1985 to six million square feet."

Carter attributes Reston's rapid growth to several factors. "The success of a company expansion or relocation today depends almost entirely on that

company's ability to attract and retain high-quality labor. People don't want to commute, they want to work where they live. They also want to enjoy good neighborhoods, recreational amenities, and nearby education and cultural opportunities," he explained. "Reston offers all of the above and many companies believe this is the key to the community's success."

Firms which once sought space based on the amount of equipment each had to house, or the availability of common carriers and natural resources, today select sites based on the lifestyles of their employees and the quality of life in an area.

The recent decision by California-based Tandem Computers to open their entire East Coast operation in Reston is a case in point. Reston triumphed over all other locations, in the words of Chief Operat-

ing Officer Robert Marshall, because of Reston's total community concept, quality of life, wooded site and beautiful environment.

Carter went on to explain that businesses are also attracted to Reston because of its convenient access to both Tysons Corner and Washington, the coming construction of the Dulles Highway parallel lanes and the renewed commitment to the use of Dulles International Airport.

While many of the new projects coming on line are being built expressly for current market demand, others are being constructed in anticipation of future need. Of the 1.2 million square feet of office and industrial space being added in Reston by the end of this year, 700,000 sq. ft. is committed to individual companies constructing their own

space. The remaining 500,000 sq. ft. will be available for general leasing.

Here is a brief look at some of the projects which make up that dramatic 40% growth:

SPERRY SYSTEMS MANAGEMENT

Ground clearing on Sperry's new 150,000 sq. ft. expansion across the street from the new Cascades Center, is completed and the foundation has been poured. The new building, adjacent to Sperry's existing 110,000 sq. ft. facility, is scheduled to open in June, 1982.

CASCADES CENTER

The first of four planned buildings for the 300,000 sq. ft. luxury office park is now 50% complete and the exterior construction is finished. Advanced Technologies, Inc. will be the

RESTON TRANSPORTATION AND ACCESS: BRIGHT FUTURE

In recent months, major steps have been taken to vastly improve access to Reston, alleviate traffic congestion along Route 7 and nearby roadways, and to increase flight availability and airline use of Dulles International Airport.

The first step in this process is the extension of the Dulles Airport Access Road from Route 123 to Interstate 66. If construction, planned to begin this fall, remains on schedule, the extension will open in 1983 and provide non-stop access to Dulles Airport from the Roosevelt Bridge on the Potomac. This will cut travel time from Washington to the airport by at least ten minutes. Present construction plans for the Dulles road extension call for rush hour access limited to buses and four-person carpools, as well as airport traffic.

The Dulles Road parallel lanes is the next phase to improving access for Restonians. Construction on the roadway

is programmed to begin in 1983. Although the right of way along the Dulles corridor belongs to the Federal Avia-

tion Administration (FAA), the lanes will be built by the Virginia Department of Highways and Transportation (VDH&T). Revenue bonds totalling \$57 million have been authorized by the 1980 Virginia General Assembly to pay for the work, with repayment to be made through tolls along exit ramps. Tolls are projected to range from 35 cents to 50 cents. Reston will be served by three interchanges—the greatest concentration along the Dulles road. An interchange at the proposed Fairfax Parkway would add a fourth Reston access point.

A third highway program, the proposed Fairfax Parkway, has moved closer toward implementation. In late August, VDH&T approved an alignment for the 35-mile highway which will traverse the county north and south. Construction could begin in 1984, with funding coming from federal





McCOOL ADDS NEW DIMENSION TO RESTON MARKETING

major tenant, moving from its McLean, Va. location to 101,000 sq. ft. in this first building. Occupancy is expected early in 1982.

ARTHUR YOUNG BUILDING

The steel frame is up and the roof topped off on the worldwide accounting firm's expansion of its International Training Center in Reston. Construction of the 81,000 sq. ft., six-story glass and brick building is expected to be completed in the first quarter of next year.

TANDEM COMPUTERS

Phase one construction of Tandem's new eastern regional headquarters started this summer with occupancy set for April of 1982. The nation's fastest growing computer manufacturing company is con-

structing two buildings on its 25-acre site across from the 1,000,000 sq. ft. U.S. Geological Survey headquarters.

COMMERCE PARK II

The first of eight planned rental office buildings on this 27-acre campus is now 50% complete and is scheduled to open sometime before the end of this year. When finished, the entire office complex will encompass 450,000 sq. ft.

LINPRO PARK

Ground was broken in July on this new office park, the first phase of which is scheduled for completion in May, 1982. The development will contain two three-story 75,000 sq. ft. executive office buildings.

and state funds and a newly authorized county revenue bond option.

The Parkway, also called the Springfield Bypass, would follow an outer circumferential route through Fairfax County much like the Capital Beltway. It has been designed to run from Route 7 on the Western edge of Reston to Route 1 near Ft. Belvoir with major interchanges at the Dulles Highway, Route 50, I-66 and I-95. This will provide citizens with better cross-country transportation and improved access between Fairfax's major growth centers, including Fair Oaks, Springfield and Reston.

Not only will it be easier to travel around the County — it will be easier to travel by air as well. County residents will be able to use Dulles International Airport on a more regular and convenient basis, if the new policy on Washington's two federal airports

proposed by the Department of Transportation (DOT) is adopted.

The DOT plan places a lid on National's annual passenger load and delineates numerous steps aimed at increasing passenger and airline use of America's second largest airport. The FAA policy incentives for Dulles include: speeding up construction of the Dulles extension to I-66; exploring the feasibility of free or low-cost bus service to the airport; improving parking, waiting areas and baggage handling capacity; reducing landing and mobile lounge fees.

All this will dramatically accelerate service to and the use of Dulles. It will provide a more sensible balance to overall use of both airports — passengers and business cargo. And, it will add considerably to Reston's business boom.

It's no secret. The objective of building homes is to sell homes. That's why the Reston Land Corp. (RLC) hired Anne McCool in August to head an expanded market research program.

"With Reston's total number of dwelling units at the halfway mark (over 12,000), with the sophistication of today's consumer, with the rapid shift in this decade toward a greater variety of lifestyles and household formations, and with the difficulty of finding affordable financing in a tough lenders' marketplace, we knew we could not afford mistakes and had to take aggressive steps to sharpen our forecasting and marketing skills," was the word from RLC Marketing Vice President Michael Was.

"Mrs. McCool has impressed us over the past few years," Was explained, "and we all think she has the right combination of talents to perform this critical job of coordinating our residential marketing effort."

Until the beginning of August, McCool was the marketing director and general manager of the Reston Racquet Club. Five years ago, starting from ground zero, she built the club into a sizeable venture with membership approaching 1,000. Prior to her five years there, McCool was a Realtor with Long & Foster in Reston.

Now, McCool is bringing her real estate and marketing skills together to assist residential marketing managers, builders and developers in identifying the types of homes that will be the most saleable in Reston's future.



"The times call for precise marketing segmentation and analysis," Was said. "The expansion of this program was essential for the purpose of studying the Reston residential market, forecasting needs and identifying unoccupied segments of a total housing spectrum. Specific builders are now sought to fill these voids."

The new North Point Village, which will soon be open for home construction, is one of the key targets for McCool's program. A well-balanced plan, targeting sites for specific market segments, has already been created. "If we can provide the kinds of homes potential buyers are looking for, and reduce the competition that comes from many builders developing similar products, then sales will increase and our builders will flourish. That is, of course, our main goal," McCool commented.

McCool, her husband Richard, and two children have lived in Reston for the last three years.



ELECTRONICS MANUFACTURING GROWTH FASTEST IN NORTHERN VIRGINIA

INCREASING ROLE PLAYED BY WOMEN

Reston has long been regarded as a haven for white collar professional firms and organizations. Companies specializing in computer technology and professional consulting services have made Reston their home, as have over 50 trade associations. Names such as Sperry Systems Management, Software A.G., Arthur Young & Co., and now Advanced Technology and Tandem Computers, Inc. are identified with Reston.

However, there is another and growing side to Reston's economy: electronics assembly and manufacturing. Hunter Richardson, Director of Marketing for the Reston Land Corp. says, "In the electronics field, Reston now has the greatest concentration of manufacturing and assembly firms in Fairfax County."

As of 1980, the County had 24 firms engaged in manufacturing or assembly of electronics products, detailed a survey by the Fairfax County Economic Development Authority. Reston was home to eight of these, the largest percentage in the County. Firms located in Reston include Auto-

mata, Datatronix, Eurotherm, Hunter Associates Laboratory, Optical and Electronic Research, Inc., STI, Schonstedt Instrument Co. and Scope Electronics, Inc.

These firms play a vital role in Reston's economy by providing increased employment opportunities for residents. This is especially important for women in the Reston area. Many of them are coming into the job market for the first time, and they are beginning to play an increasingly important role in Reston's manufacturing community.

Three Reston firms that have contributed heavily to

the community's electronic assembly and manufacturing base are Hunter Associates Laboratory, Automata, and Datatronix.

HUNTER ASSOCIATES LABORATORY

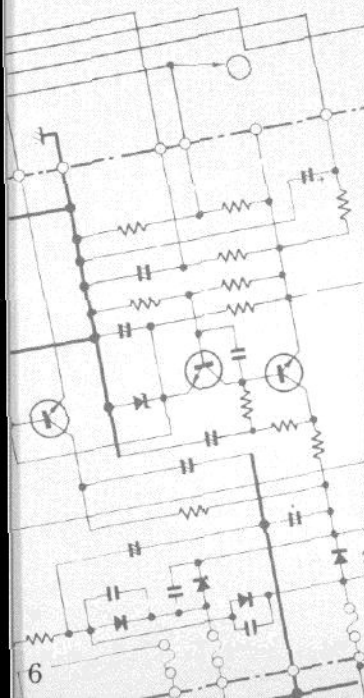
Since 1952, HunterLab has been a pioneer in the business of analyzing and measuring color and appearance in product testing. Much of the equipment manufactured by HunterLab is a duplication of the functions performed by the eyes' color sensitive cells or photo light receptors.

The equipment is used in shade sorting within closely

matched color groups, inspection of foods such as tomatoes and orange juice and testing of pharmaceuticals.

"Currently we have 100 employees," says Richard S. Hunter, founder of the company and Chairman of the Board. "Almost 12 percent are Reston-area women. We employ the women for line assembly because they have better manual dexterity for the small circuit board assembly."

Of HunterLab's 1980 sales of \$7 million, approximately one-third of the revenues came from international distribution. "There are still many unmet opportunities in



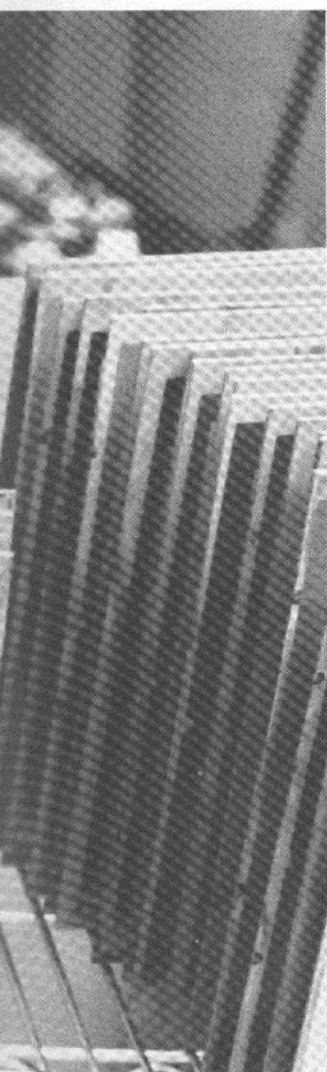
the appearance management field," Hunter says. "Luster, haze, translucency, appearance are all very complicated qualities to examine."

In July, Hunter's son Philip S. Hunter assumed the office of President and Chief Executive Officer of Hunter-Lab. He had been Executive Vice President for two years.

HunterLab's handsome new 42,000 sq. ft. headquarters building is located on a wooded site in Reston's Center for Business, Government and Industry.

AUTOMATA

Automata, a printed circuit



board manufacturer serving the data processing and telecommunications industries, is a small business that has grown tenfold in the last five years, creating 150 new jobs for the area.

"We're a people-oriented company," said Automata President and founder Mohammed El-Ezaby. "Most of our workforce lives in the Reston-Herndon area and 60 percent are women involved in board and circuitry inspection and some machining."

Automata provides extensive in-house training for personnel, and since many employees are recently relocated east Asians, Automata hired local teachers to teach them English. Automata also offers its employees a generous life insurance policy and profit-sharing program, benefits not normally found in smaller assembly firms.

Automata has distinguished itself within the industry as a manufacturer of very high quality products. According to Vice President Jim Guertin, "Automata's rejection rate on finished circuit boards is half that of the industry as a whole."

Automata recently purchased a large Reston warehouse which will be refurbished for the company. Located near the present plant, the building will be expanded to house new automated production equipment which Guertin says will increase productivity at least five times.

Automata's 1980 sales were \$7.5 million, and the firm anticipates an increase to \$8.5 million in sales this year.

DATATRONIX

The electronics subsidiary of Fairfax County's Atlantic Research Corp. (ARC), Datatronix was started as a joint venture with Automata President Mohammed El-Ezaby. El-Ezaby started Datatronix in 1977 and later sold his interest to ARC, a major supplier of military ordnance and hardware.

Currently located on Reston Avenue, Datatronix employs a low-turnover, technical and non-technical assembly force to produce a variety of electronic products.

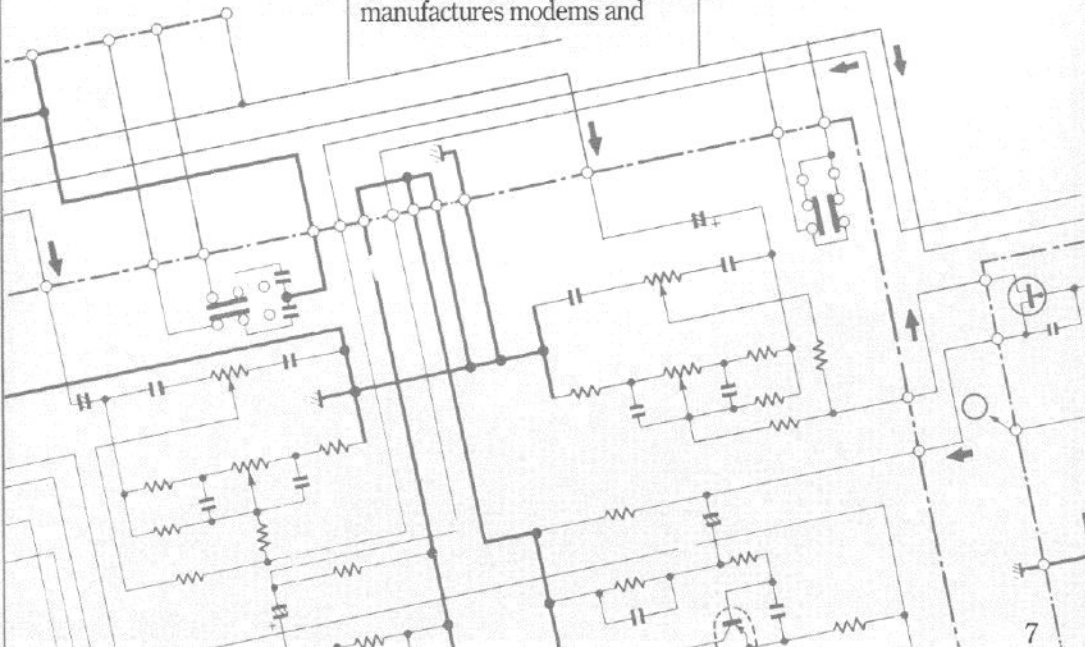
Datatronix operates in four market areas, according to company President James L. Harper. It builds electronic modules for parent-company Atlantic Research and also manufactures modems and

other equipment for teleprinters. Datatronix also produces a line of modules used in recording studio consoles. In addition, the company offers value engineering consulting with custom manufacturing for electronic equipment.

"We sell all our products through distributors in the U.S., Europe and Japan," Harper says. Judging from the company's past growth pattern, projected revenues should reach \$8 million by 1985, he says.

RESTON IDEAL FOR ELECTRONICS GROWTH

These three companies are typical of the electronics manufacturing firms locating in Reston. Without exception, each one told RLC marketing executives that a Reston location was decided upon because it was a better environment for doing business. In particular, they wanted a campus-like atmosphere; they liked the trees, lakes, golf courses and parks; they all needed a nearby labor pool of educated and motivated men and women whom they could train; and they all liked the dynamic community and proximity of a wide housing spectrum.



CALIFORNIA DEVELOPER SELECTS RESTON FOR FIRST EAST COAST PROJECT

"I have travelled all over the United States trying to discover a proper planned community, and Reston is the closest thing to Irvine I've seen."

Lee Sammis, president of a five year old Irvine, California land planning, real estate development and management firm, has developed retail, commercial, industrial and residential properties whose gross assessed value now exceeds \$350 million. In this short time frame, the Lee Sammis Company has also developed a widely recognized West Coast reputation for design and planning excellence.

Just to cite one recent example, his Corporate Centre, a five-story, 200,000 sq. ft. office complex that will fill an entire city block in downtown Sacramento, won the coveted AIA blue ribbon award for the State of California's most outstanding project in preliminary design in 1980.

Sammis believes in high quality design and builds prestige office environments for corporations that want a sophisticated atmosphere and first class image.

So, when he wanted to locate his first East Coast development, just as Tandem Computers (Cupertino, CA) a few months before, he ultimately decided on Reston.

"Reston is the best emerging office market on the East Coast," Sammis said in a recent interview. "It not only has an outstanding total community concept and great environmental design, it also has a very strong pulse—and that is critical to the success of our project."

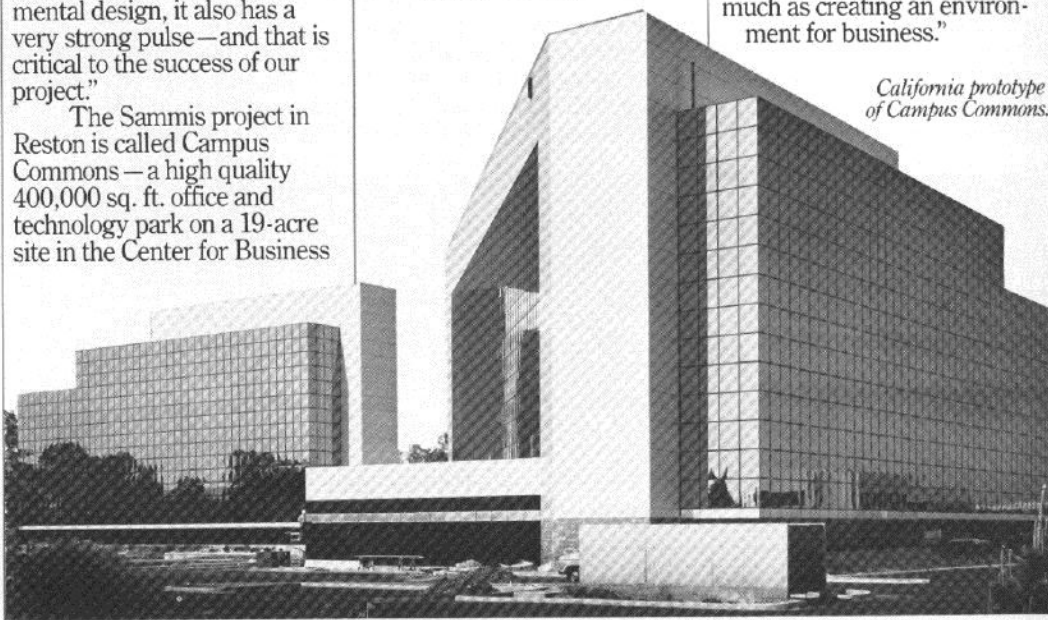
The Sammis project in Reston is called Campus Commons—a high quality 400,000 sq. ft. office and technology park on a 19-acre site in the Center for Business

and Industry. Designed by the Orange County architect who has won many awards for Sammis—Leason Pomeroy & Assoc., Campus Commons will provide an extensively landscaped, park-like setting for a sophisticated cluster of office buildings with space for financial institutions and a high caliber restaurant.

Due to break ground

next spring, Campus Commons won't really have any competitors in this marketplace, Sammis believes. "Like Reston, we put a lot of money into careful and meticulous site planning and, what I call, 'meaningful architecture.' We have a great concern for the environment and the creation of a campus-like setting. We are not building buildings so much as creating an environment for business."

California prototype of Campus Commons.



If you'd like to see how your company can profit from the success that's taking place in Reston, Call (703) 620-4730. Marketing Department, Reston Land Corporation, A Mobil Company.

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