

Our Mission:

"To provide quality consulting services to enhance the value of land assets for clients who demonstrate integrity and community responsibility."





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*Enhancing the value of land assets
through knowledge, creativity and urgency for fifty years.*

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Introduction

***T**here are many reasons why we wanted to produce this document on our 50th anniversary. First, it is a fitting way to honor our founder, Joseph C. Rodgers, whose actions in life served as the foundation for the principles we still follow today. Second, we would like to remember and thank the many loyal clients, agency staff and dedicated employees who made the firm's success possible and highlight some of the key communities we have been privileged to help create. Finally, we want to document some of the many changes that have occurred in the industry and the communities we have served over the past 50 years.*

Hopefully, this effort will make it easier for those who will follow us, as they work on our 75th and 100th anniversary celebrations. Since information from the early years of the company is somewhat scarce, we apologize in advance to all of those who should have been included but were left out for lack of data. Still, we wish to acknowledge and thank everyone who has contributed to the story of Rodgers Consulting. It is the story of a typical American small business, where opportunity is identified; followed by plenty of hard work, dedication and passion; resulting in many years of achievement, fun and success.

"On my first day in the homebuilding industry in April 1964, my first introduction was to our engineer and surveyor, Joe Rodgers. He became a true mentor to me, and to so many of my peers, in his unique ability to analyze our issues and craft responses. Nonetheless, his principles and foresight were his foremost attributes and, to this day, are still his legacy to his company and our industry."

Bob Mitchell,
 Chairman, Mitchell & Best,
 Past President of the National
 Association of Home Builders



Joseph C. Rodgers Building in
 Rockmanor Office Park, Rockville,
 built by Mitchell & Best

50 Years of Success Built on the Enduring Values of Our Founder, Joseph C. Rodgers

Rodgers Consulting, Inc. was founded in 1957 by Joseph C. Rodgers, a man of outstanding vision and character, and a man who was dedicated to both his family and community.

The keys to the firm's 50 years of success all come from the basic values and principles that Joe Rodgers exhibited in his lifetime: Integrity above all, respect for others in the industry and the community, commitment to the success of every client, and constantly striving to meet or exceed the highest standards of excellence in planning, surveying and design. Today, Rodgers Consulting continues to follow the example that Joe Rodgers set throughout his lifetime, through its active involvement in the community, constant innovation and investment in education and technology, and the unique culture within the organization that values knowledge, creativity and client service, based on the fundamental principle of integrity above all.

The fact that these values have been consistently applied, refined, memorialized and reinforced throughout the years is what has made Rodgers Consulting what it is today. Over the past five decades, the firm's consulting expertise has grown, from its initial focus on surveying to civil engineering, land use evaluation, planning and neighborhood design, development entitlements, environmental and natural resource management, and a full range of land-use consulting services. As the firm has grown and prospered through three generations of ownership, the same values that Joe Rodgers exemplified have been strengthened and passed along to each of the hundreds of employees who have contributed to our success over the last 50 years. The company's reputation for honesty, professionalism, civic involvement, creativity and value to the client is now firmly established and recognized within the community.

It is these enduring values, more than anything, that have allowed us to consistently attract the best clients, the best projects and the best employees in our industry. This has been the true secret of our success.

"Whenever Joe Rodgers and John Carman were in a project they insisted on high quality and absolute honesty with citizens and government."

Tony Bullard, Chestnut Lodge

Rodgers Consulting: Purpose, Mission, Principles and Guidelines

PURPOSE

Enhancing the value of land assets through knowledge, creativity and urgency.

MISSION

To provide quality consulting services to enhance the value of land assets for clients who demonstrate integrity and community responsibility.

PRINCIPLES

Integrity above all
Respect the individual
Focused on client success
Commitment to continuous improvement

GUIDELINES

for implementing our purpose, mission and principles

PRINCIPLES: The principles of the company are never to be compromised.

KNOWLEDGE: Each employee has an obligation to become as knowledgeable as possible in their field, to track and predict future changes and to clearly communicate this knowledge to other staff and clients.

ATTITUDE: Always remember that keeping a positive mental attitude makes finding solutions easier. An attitude of overcoming any obstacle and conveying a sense of urgency will establish client confidence and satisfaction.

CHANGE: No individual or company can ever stay exactly the same – changes are inevitable and necessary. Change should not be feared, but rather used as an ally for continuing improvement.

TEAMWORK: All employees are expected to treat others with respect. Each employee has an obligation to operate in a manner that results in an atmosphere of harmony and goodwill throughout the organization.

COMMUNICATION: Each employee must be responsible for assuring proper communication. Never assume that someone else has taken responsibility for communication.

CLIENTS: Once a client has been selected, it must be recognized that each client is different and all employees must continually strive to understand that client's objectives, while providing services consistent with our principles.

SELF ESTEEM: We must all work to create an atmosphere for the development of high self esteem within each employee.

CONFIDENTIALITY: Any information gathered while providing services to a client must be considered confidential. This data should not be shared with other clients, firms, agencies or any other party without prior client consent.

EFFICIENCY: Each employee has an obligation to work in an efficient manner to assure the competitiveness of the company, which results in profitability.

SOLUTIONS: Consulting is the industry of finding solutions. Problems may often be viewed as bothersome, but in reality, represent the opportunity for accomplishment.

OTHER BUSINESSES: Always treat other firms in a respectful, professional and cooperative manner and the gesture will be returned.

MARKETING: The best marketing tools are: providing knowledge, creativity, quality work and superior service. Each employee has the duty of marketing the services of the firm through their work efforts and products.

CIVIC PARTICIPATION: The company encourages active participation in community, professional and governmental organizations.

AGENCIES: Agencies are not to be viewed as adversaries. Individuals employed by governmental agencies must be treated as allies in finding the proper solution to our clients' needs.

EMPLOYEE ADVANCEMENT: Advancement is achieved through knowledge and trust, which are obtained by education, experience and a proven commitment to company principles.

About Our Founder, Joseph C. Rodgers (1927-1986)

If there were a single phrase that best captures the essence of Joe Rodgers, it would be “larger than life.”

A man of boundless energy, Joe Rodgers believed in making a difference and giving his all in everything he did. He set high standards for integrity and business acumen in founding and running a successful company that has lasted fifty years, as well as for his visionary leadership in the building industry. He truly was a pioneer in every sense of the word.

His life exemplified the timeless values of hard work, innovation, creativity, resourcefulness, dedication to clients and co-workers, leadership in his community, and devotion to his family. Joe was universally respected and admired by friends, family, clients, co-workers, activists, elected officials, agency staff and even his competitors. His was a life of outstanding accomplishment and service, a life that ended too soon.

Joe Rodgers was born in Pittsburgh and enlisted in the U.S. Army during World War II. He served in occupied Japan after the war and then returned home to the States, earning a Bachelor of Science in Civil Engineering from the Illinois Institute of Technology. After moving to the Washington area in 1952, he spent his first few years at the U.S. Patent Office and earned his Masters in Government Administration from The George Washington University. He was a Registered Land Surveyor in Maryland and Virginia, and a Registered Landscape Architect in Maryland. In 1956, Joe began working for the City of Rockville as city engineer. He founded his own land surveying company, Rodgers & Associates, in 1957.

Under his leadership, Rodgers & Associates developed a reputation for integrity, innovation, civic participation and in-depth knowledge of the Montgomery County land development

process that continues to this day. Joe Rodgers and his team designed many innovative stormwater management concepts that later formed the basis for county and state regulations. From the beginning, Joe Rodgers helped pioneer the use of computers and technology in civil engineering and surveying, at a time when most engineering tasks were still being performed by hand and slide rule. He helped create the first national and international organizations that fostered the development of computer-aided design applications. Joe was a man years ahead of his time.



He emerged early on as a visionary leader within the building industry, both locally and nationally. He served on the board of directors of the National Association of Home Builders, the Maryland Society of Surveyors and the Review Board of the Attorney Grievance Commission System of Maryland. Joe helped organize the 1965 merger of the Suburban Maryland Builders Association and the Home Builders of Metropolitan Washington into a single, unified organization then known as the Suburban Maryland Building Industry Association (SMBIA). That organization is now known as the Maryland National Capital Building Industry Association (MNCBIA). In 1983, SMBIA honored Joe with its Presidents Award in recognition of his leadership as founder and president of the

Builders Development Guarantee Group. He was named a life director of the Suburban Maryland Building Industry Association and a Fellow of the American Society of Civil Engineers.

He was equally involved in his church and community. An Eagle Scout himself, Joe Rodgers was devoted to scouting throughout his life. Joe was one of four brothers, all of whom achieved the Eagle Scout rank, one of the only families in the United States to have done so. Two of his sons and one grandson went on to become Eagle Scouts also. Joe served as a

Joe Rodgers

(Photo courtesy of Montgomery County Historical Society.)



troop leader in Laytonsville and was awarded the Silver Beaver award by the Boy Scouts of America, the highest national honor for adult scout leaders.

Always active in local politics, Joe Rodgers participated in local campaigns and served as chairman of the Montgomery County Young Democrats. When a failing water supply brought the need for a more effective government to the attention of Rockville residents, Joe and a group of local leaders formed a slate of candidates for mayor and city council known as Citizens for Good Government. Joe was elected and served on the Rockville City Council from 1958 to 1960. In 1963, Joe Rodgers and his wife Mary Jo led a group of Montgomery County Young Democrats down to Washington, DC to hear Rev. Martin Luther King, Jr.'s iconic "I Have a Dream" speech. He was named president of the Rockville Chamber of Commerce in 1964 and served on numerous local advisory boards. As a member of Montgomery County's first Growth Policy Study Committee from 1973 to 1974, he played a key role in the formation of the county's first Annual Growth Policy.

Aside from politics, another one of Joe's great passions was flying, and in his later years he became an experienced pilot and flight instructor. He also enjoyed golf and scuba diving and was an avid swimmer, having won several national awards in long distance swimming. Joe also enjoyed home construction. He built everything from office furniture, to the kneelers in St. Peter's Church in Olney, to a family vacation home on Maryland's Eastern Shore. He finished the house with help from his children, teaching them about plumbing and design along the way. He ordered the home from a kit, but in typical Joe Rodgers fashion, he didn't build it according to plan. Instead, he assembled the two kits—one a Cape, one an Octagon—and custom-built the family's beach house using his own improvised design.

Somehow, Joe found a way to balance his many accomplishments at work and in the community with his devotion to his family. Together, he and his wife, Mary Jo, raised ten children in Montgomery County, all the while building a successful business and leaving a

lasting mark on both the industry and the Washington region.

Today, his children, Mary Camilla, Jay, Rosemary, Paul, Ann, Frank, Bernadette, Margaret, Tom and John share many fond memories of their father and the company he founded. The family was always involved in the company, and Joe made it a priority to be home for dinner at six with the family. Many nights, he would leave after dinner for a hearing or community meeting.

He truly was a man larger than life, but on December 20, 1986, Joe Rodgers was killed in a tragic plane crash in a remote area near Flagstaff, Arizona. Yet his vision, leadership, hard work and devotion to family and community live on. To honor Joe's memory the MNCBIA established the Joseph C. Rodgers, Sr. award for outstanding contributions by non-builder members, and two scholarship funds established in Joe's name now provide assistance to aspiring engineers in Montgomery and Frederick Counties.

The enduring values of our founder, Joseph C. Rodgers, continue to serve as the guiding principles of Rodgers Consulting Inc., to this very day.



Members of the Rockville City Council and City Engineer Joe Rodgers (standing center). Joe later served on the City Council from 1958-1960 *(Photo courtesy of Montgomery County Historical Society.)*

1950s: A Foundation Built on Enduring Values



Joe Rodgers

At the end of World War II, the federal government was expanding rapidly, creating thousands of jobs for soldiers just back from the war. The Washington, DC suburbs became the destination of choice for many returning GIs. Montgomery County saw a dramatic influx of new residents as a result of the growing movement to the suburbs, more than doubling its population between 1950 and 1960. In response, an independent land-planning agency, the Montgomery County Planning Board, was created in 1957 and moved into its newly completed headquarters at 8787 Georgia Avenue in Silver Spring.

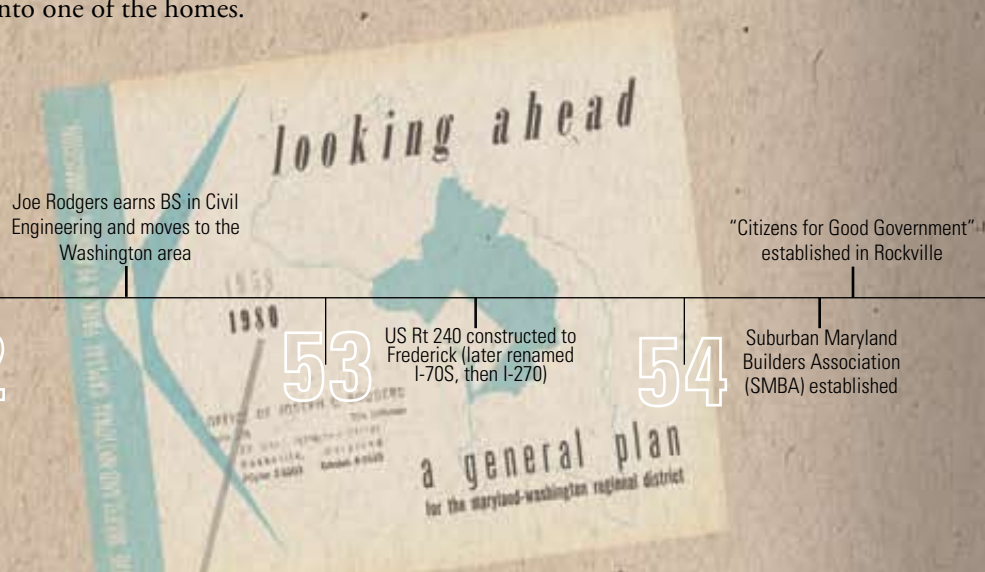
In 1953, the Washington National Pike (US Route 240) was completed to the City of Frederick. The Atomic Energy Commission, Bureau of Standards and the National Institutes of Health (NIH) relocated to Montgomery

County along the newly finished highway, known today as I-270, laying the groundwork for the outward expansion to Frederick County that would come in later years. In anticipation of this growth, Frederick County adopted its first Master Plan and Zoning Ordinance in 1959.

Working as the city engineer for the City of Rockville, Joe Rodgers witnessed firsthand the bustling growth in Montgomery County and knew the region had only experienced a small taste of the progress yet to come. During his tenure with the city, Rockville planned its first direct water line from the Potomac River, supplementing the three deep wells the city was using for its primary water source.

Rockville's population more than quadrupled during the burgeoning 1950s. As the local home building industry began to flourish, Joe Rodgers found himself in the right place at a most opportune time. Always one to seize a good opportunity, he founded his own company in 1957. Rodgers & Associates initially focused on house location surveys around the Rockville area. One of his first major projects was surveying for the Rolling Knolls neighborhood, off Muncaster Road, in 1959. When the project was completed, the growing Rodgers family purchased and moved into one of the homes.

Population			
	1950	1960	Increase
MONTGOMERY CO.	164,401	340,928	107%
ROCKVILLE	6,934	26,090	276%
GAITHERSBURG	1,755	3,847	119%
FREDERICK CO.	62,287	71,930	15%
FREDERICK	18,142	21,744	20%



50

Montgomery County Public Library system created

51

Post-war housing boom in DC suburbs, Rockville's rapid growth set the stage

52

Joe Rodgers earns BS in Civil Engineering and moves to the Washington area

53

US Rt 240 constructed to Frederick (later renamed I-70S, then I-270)

54

Suburban Maryland Builders Association (SMBA) established

An aerial view of the City of Rockville from the 1950s
(Photo courtesy of Montgomery County Historical Society.)



Rodgers & Associates started out as a small, family business initially located at 24 South Perry Street, in the heart of old downtown Rockville. Joe relied on family members in the beginning, including his brother Bernie, who ran survey crews. In the early days, Joe had an office phone extension at home, which his wife Mary Jo would answer when Joe was in the field. She would do her best to portray an office environment, a particularly difficult feat when she had any of their children laughing, crying or playing in the background.

State-of-the-art technology always fascinated Joe and was an important part of his business from day one. He installed a two-way radio in his car so he could be connected to the office or field crews should questions arise from his clients. His was also among the first surveying firms to move away from steel measuring tapes and into electronic distance measuring.

the far larger and more complex projects that were to come.

As the new company evolved, Joe continued to play an active role in the community. This tradition of active civic involvement has become a hallmark of Rodgers & Associates to this day.

"From a relatively small beginning, Rodgers has grown into a major influence and presence in the area. It all started with Joe. He had a vision that was passed on to others."

Hon. Larry Levitan,
former State Senator and attorney
for Rodgers



Downtown Rockville in the 1950s
(Photo courtesy of Montgomery County Historical Society.)



Rodgers & Associates
is founded –
1st office at 24 S. Perry Street,
Rockville

Joe Rodgers works as Rockville
City Engineer

Joe Rodgers
elected to Rockville
City Council

Snowdens Manor –
Typical of the surveys
Rodgers provided

Rolling Knolls –
1st major
residential project

Montgomery County
schools began to
desegregate

55

56

57

Montgomery & Prince George's
County Planning Boards
established

58

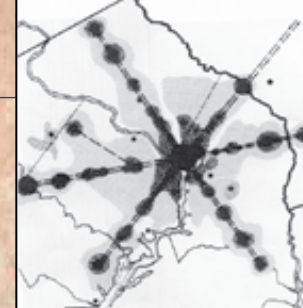
Montgomery
County Subdivision
Regulations adopted
county-wide

1st City of
Gaithersburg
Master Plan

59

1st Frederick County
Master Plan and
Zoning Ordinance
adopted

Frederick
County Builders
Association
(FCBA)
established



1960s: General Plans, Highways and Suburbanization

As the 1960s began, the Washington, DC region continued its rapid outward expansion. The Metropolitan Washington Council of Governments approved the first General Plan in 1964 to guide the rapid shifts in jobs and population growth towards the suburbs. The recently adopted "Wedges and Corridors" plan, with downtown Washington at its center, featured major transportation corridors such as I-270 radiating outward to the suburbs and the newly completed Capital Beltway connecting the corridors. This General Plan set the stage for future land-use planning in the surrounding suburbs.

Jack Alfandre was once asked why he used Rodgers even though they might be more expensive. He replied, *"I can't tell you exactly why, but when I use them, I make more money."*

As the decade progressed, Rodgers & Associates continued to expand its business geographically as well as the range of services it offered its clients. In 1960, the company worked on a project to provide water and sewer service to the Lincoln Park area in Rockville. Rodgers also worked on Rockville's first public housing project, Lincoln Terrace. These projects helped alleviate the substandard housing conditions that many low-income families in Rockville were experiencing at the time.

Rodgers & Associates completed these tasks with such skill, creativity and professionalism that Alfandre began recommending the growing company to other builders and developers in the region.

Initially focusing on surveying, the company began to move into more civil engineering. By the end of the decade, the firm had grown to nearly a dozen employees, including several of Rodgers & Associates key long-term employees who joined during this era, such as Jerry Wyant and Fritz Moreland. Joe Rodgers and Fritz Moreland created a spin-off company, Rodgers Construction & Development, Inc., that built approximately 15 homes in Montgomery County starting in 1960 and ending in 1967, when market conditions changed and they decided to re-focus on surveying and engineering work instead.

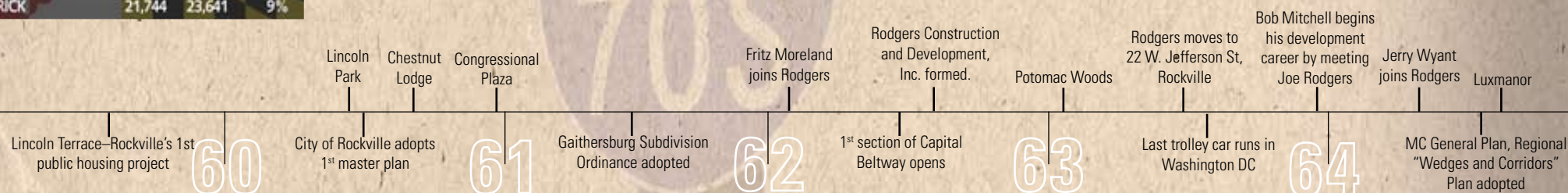
Joe Rodgers was one of the first engineering and design professionals in the country to harness the power of computers in civil engineering. In 1965, Joe helped to charter the National Society for Computer Applications in Engineering, Planning, Architecture, Inc. (CEPA), a national organization that fostered the development and sharing of new applications among design professionals. For many years, CEPA ran its national headquarters out of the Rodgers & Associates office in Rockville.

Some of the company's earliest computers were so rudimentary that employees had to change masonite boards covered with connecting wires to complete different calculations.

By the late 1960s, Rodgers was using a large minicomputer that took up an entire room, with another room filled with the punch card machines used to prepare the computations. To offset the expense of the machines, Joe rented time on the computer to other companies. A group of nuclear engineers from Bechtel used the Rodgers & Associates' computer to run

Population			
	1960	1970	Increase
MONTGOMERY CO.	340,928	522,809	53%
ROCKVILLE	26,090	42,739	64%
GAITHERSBURG	3,847	8,344	117%
FREDERICK CO.	71,930	84,927	18%
FREDERICK	21,744	23,641	9%

Joe Rodgers had a gift for developing lasting relationships with clients, many of which continue to this day. In 1963, Jack Alfandre enlisted the assistance of Rodgers & Associates following his purchase of what came to be known as Potomac Woods. He knew Joe from his time as Rockville's city engineer. Potomac Woods required everything from securing permits to land planning, civil engineering and land surveying.





A newspaper ad for the new Congressional Plaza

1957 **50** 2007

advanced calculations needed to design nuclear power plants around the country. Since Rodgers had one of the most powerful computers in use at the time, there was always a demand, and Joe saw it as an opportunity to be on the leading edge.



"Once Dad needed to buy a new truck for the business and money was tight. So, over dinner, he asked the children if they would dip into their savings to help him buy it. The rest of dinner was spent discussing which parts of the truck each child wanted to buy, and who would have the most power based on the parts they owned. Was it the engine because that supplied the power? Or was it the steering wheel because that gave you control over the direction, or was it the ignition key because without that the engine wouldn't even start? He got everyone in the family involved in the decision and in the end he was able to buy the truck, with each of the Rodgers children owning a small part."

Ann Rodgers



"Joe Rodgers was a very honest, good

hearted, generous man all of his life, which was much too short. Everyone who worked with him respected him"

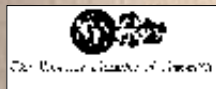
Fritz Moreland,
Chief Operating Officer of
Rodgers during the
1960s and 1970s

Some of the company's more ambitious early projects, such as Goshen Estates north of Gaithersburg and Congressional Plaza in Rockville on the old airport site, required the upstart engineering firm to constantly refine and expand its skills. The company began to tackle larger projects that presented more complex engineering, planning and environmental challenges. Their success did not go unnoticed.

Joe continued his involvement in politics and government, running for state delegate and serving as president of the Rockville Chamber of Commerce. His early and unwavering commitment to the local community, the building industry, his company and its people would lay the foundation of Rodgers' growth for decades to come.



An early environmental pond implemented in the 1960s



Joe Rodgers named chair of Rockville Chamber of Commerce *

Goshen Estates
Joe Rodgers helps organize the merger that creates SMHBA



Joe Rodgers appointed to Board as Secretary of SMHBA



Rodgers Consulting Celebrates 10 years

Kim Ripley joins the Rodgers team

College Gardens

East Gate of Potomac

Washington Capital Beltway is completed

65

Frederick County Subdivision Regulations adopted

Montgomery County develops 1st sediment control regulations in country

CEPA is chartered

66

WMATA organized

67

68

US Rt 40 (later I-70) constructed through Frederick County

Montgomery County adopts new Charter creating County Executive and 7-member County Council

69

Jerry Wyant
 reviewing
 engineering
 designs



1970s: Adequate Public Facilities, Metro and the Environment

The 1970s brought significant regulatory changes to Montgomery County, a new Metro system for the Washington region, and a new era of environmental awareness. In 1973, Montgomery County adopted one of the nation's first Adequate Public Facilities Ordinances (APFO), which required for the first time a detailed traffic study before major new developments could move forward. The long-awaited opening of the Metro system in 1976 and its planned expansion into the Maryland suburbs set the stage

for major redevelopment efforts in some of Montgomery County's older commercial and residential neighborhoods. A growing concern over the environment brought about major new safeguards for clean air and water, culminating in the passage of the federal Clean Air Act, the Clean Water Act and creation of the U.S. Environmental Protection Agency.

"Everyone had a high regard for Joe Rodgers."

Dr. Royce Hanson,
 Chairman, Montgomery County
 Planning Board

Rodgers & Associates adapted quickly to the changing economic and regulatory environment. The company brought in talented new personnel, expanded the "knowledge edge" for its clients through its ongoing involvement in the community and key agencies, and continued its pioneering role in applying the latest computer technology in the engineering profession.

Population			
	1970	1980	Increase
MONTGOMERY CO.	522,809	579,053	11%
ROCKVILLE	42,739	43,811	3%
GAITHERSBURG	8,344	26,424	217%
FREDERICK CO.	84,927	114,792	35%
FREDERICK	23,641	28,086	19%

In 1972, Joe Rodgers hired a young professional engineer from New Jersey named John H. Carman. John brought extensive technical knowledge in the civil engineering arena, along with a strong work ethic and a passion for the latest computer technology. Joe met John through their involvement with CEPA,

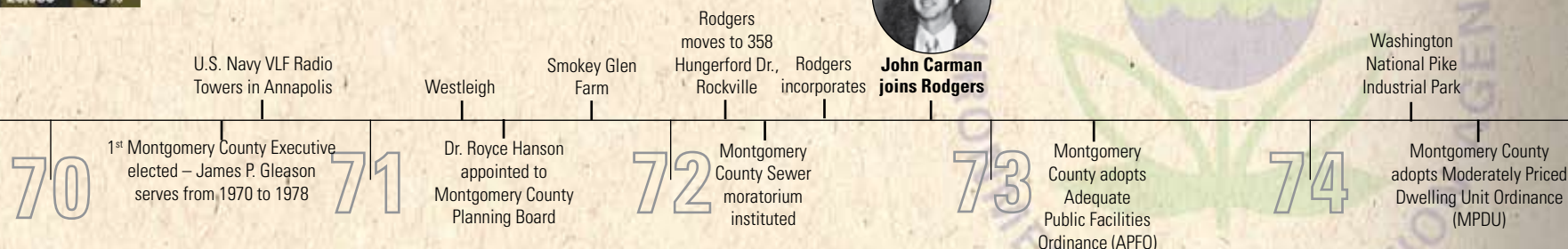
having both served on its national board of directors. The move was a natural fit from the beginning. With John's assistance, the firm was able to expand into all aspects of civil engineering and design as well as maintain its cutting-edge position at the dawn of the computer age. John's prior experience in traffic engineering also created a new opportunity for the firm. When the new APFO requiring traffic studies went into effect, John Carman ended up doing many of those early traffic studies. Rodgers & Associates incorporated that same year and moved to a new office on Hungerford Drive in Rockville.

By engrossing themselves in the nuances of each new regulatory and environmental initiative, the company continued to grow and solidify its long-term client base. As John Carman recalls, *"We went to about every meeting the agencies were having on every new regulation, serving on committees, going to hearings, and testifying on behalf of our clients or the industry. We were always there."* As the decade progressed, Rodgers & Associates gained a reputation for successfully bringing large-scale, increasingly complex development approvals to closure and meeting its clients' deadlines and expectations.

In 1973, Montgomery County imposed a sewer moratorium that prohibited building throughout much of the county. That didn't deter Joe Rodgers. In an ingenious bit of problem-solving, Joe forged ahead and worked with others in the industry to locate and implement a new privately-funded sewage treatment plant so projects could continue to move forward. Although the artificially-created moratorium was repealed shortly thereafter, this highly-creative and resourceful approach was characteristic of a firm that was fast gaining a reputation for knowledge, creativity and urgency on behalf of its clients.



John Carman
 joins Rodgers





Rodgers & Associates
and CEPA office located
on Hungerford Drive

1957 **50** 2007
Rodgers & Associates

Darlene Higgs using
an early punch card
machine



Joe and Mary
Jo Rodgers
in the late
1970s



*"Joe was the
kind of person
who wanted to
improve the environment for
himself and his children, and he was
very interested in land-use plans and
zoning to do that."*

Sid Kramer

Former Montgomery County Executive

John Carman credits the time he spent working with seasoned attorney Jack Neumann and his protégé Jim Tavel, during this period, for teaching him the legal and regulatory details of the development review process. As they worked on many cases together, Jack and Jim would carefully explain the rules of the process and the importance of understanding all the fine details, the intent, and the amendment process for the rules under which development was reviewed and approved. Jack taught John a valuable lesson when he poked him in the ribs as John was speaking at a Planning Board hearing and whispered, *"when you have the votes, shut up."* It is a lesson still valued today.

By the end of the decade, the staff of Rodgers & Associates had grown from over a dozen to nearly 40 people. At a company Christmas party, Joe heard some of his employees discussing how difficult it was to purchase a home. At the time, Joe and John were working with the Willet family, who owned acreage in Laytonsville that would become a new residential neighborhood known as Willet Estates. Several Rodgers employees were offered the chance to complete the design and drafting work on their own time in exchange for lots in the new subdivision.

The company continued to invest in the latest computer technology, in this case, an IBM model 1130, which filled an entire wall of John Carman's office. It required one set of punch cards for each program and another set for the data. The output was provided in a third set of punch cards, which then had to be fed into another device to produce a readable printout. The advent of disk drives made the process easier, but John still could be found in the office until all hours of the night, several nights a week, running calculations or processing the payroll for Rockville Fuel & Feed, Chestnut Lodge and the other local firms that used Rodgers' computing resources for a monthly fee. John and his wife Nancy were married in 1977 and from that point on, his all-nighters at the office grew less frequent.

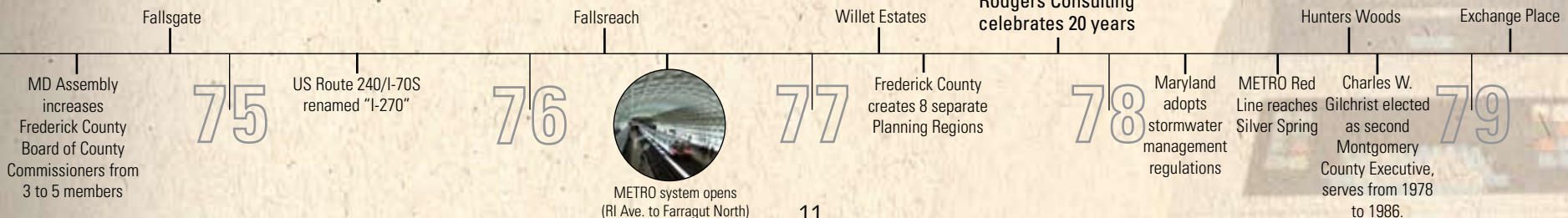
Joe and John continued their leadership roles in CEPA, which ran its national headquarters out of the Rodgers office on Hungerford Drive. John served as president from 1979 to 1981. Joe had all of his kids involved and each remembers running off copies of CEPA newsletters on the mimeograph machine in the basement. Every one of his ten children had a job. As Joe was fond of saying, *"if you can walk, you can collate."*

By the late 1970s, Rodgers & Associates had developed a solid reputation for tackling any challenge, the more complicated the better. This led to some highly-specialized, precision survey work Rodgers performed for Grunley Walsh, which was replacing the U. S. Navy's VLF radio towers in Annapolis; the Turkish Embassy; and the Smithsonian Institution in downtown Washington. The firm also began working with C-I/Mitchell & Best on several new communities along Falls Road at this time, establishing a long-term relationship that would result in a number of high-quality neighborhoods over many years.

As the firm approached the end of the decade, Joe Rodgers was transitioning out of the day-to-day management of the engineering practice. He began spending more of his time on development ventures and other life activities, and John Carman was already starting to take over as his able successor.



Rodgers Consulting
celebrates 20 years



John Carman in the mid-1980's



1980s: Building Industry Booms, Growth Management Policies Expand

As suburban development spread further outward in the Washington region, the work force in Montgomery County swelled by 43% during 1980s, led by continued expansion of the federal government and the emergence of the bio-science industry along what was now becoming known as the I-270 Technology Corridor. New housing units in Montgomery County were added at a pace that reached an all-time peak of 12,026 units in a single year in 1986. More of the region's population growth began to move into Frederick County, which also saw significant growth in jobs and housing.

Local leaders in Montgomery and Frederick Counties responded with a series of additional regulatory initiatives, including the creation of the Agricultural Reserve and Transferable Development Rights in Montgomery County and new Agricultural Preservation policies adopted in Frederick County. The opening of the Metro Red Line to Shady Grove marked a significant investment in the local transportation infrastructure. In addition, several new roads along the I-270 corridor were completed during the 1980s including I-370, Great Seneca Highway and portions of Midcounty Highway.

In the building industry, tightening credit and bonding requirements had many area builders in a bind. In response, Joe Rodgers spearheaded a successful effort by the Suburban Maryland Home Builders Association to set up a separate corporation, the Builders Development Guarantee Group, to provide alternatives to traditional bonds and allow builders and developers to move forward on their projects. It was the first program of its kind nationally. As Susan Matlick, Executive Vice President

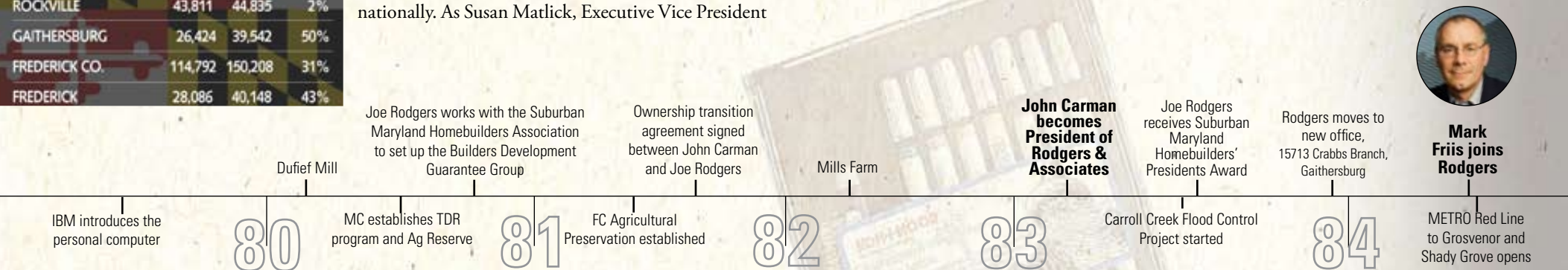
of MNCBIA recalls, "Joe always could find a way to address a problem."

In the early 1980s, the first major ownership transition at Rodgers & Associates took place, when John Carman purchased majority ownership in the business from Joe Rodgers and became the new president and CEO. John and Joe's early links with the Alfandres, Colonel Bob Brennan, C-I/Mitchell & Best, Rickman Construction and other early clients, who were among the most highly-respected developers and builders in the area, proved invaluable as these clients continued their strong working relationship with Rodgers & Associates.

In 1984, Mark Friis joined the ranks at Rodgers & Associates, a move that would add significant planning expertise to the Rodgers team and play a major role in the company's future. Mark was a former planner in Montgomery County, Frederick County and Rockville. Mark brought public sector experience and a real passion for land planning and design excellence to Rodgers. During the 1980s and 1990s, key management and engineering staff also included Bill Luscombe, Wayne Keeler and Joe Koontz. By the end of the 1980s, the Rodgers staff had doubled to more than 70 employees, as more and more large-scale projects began to find their way to the company's new location on Crabbs Branch Way in Rockville.

All during the 1980s, Jack Alfandre's son Jay continued to bring in ever expanding projects to Rodgers & Associates. He was one of the first local developers to recognize the value of paying for infrastructure in exchange for greater certainty of approval by local agencies.

Population			
	1980	1990	Increase
MONTGOMERY CO.	579,053	757,027	31%
ROCKVILLE	43,811	44,835	2%
GAITHERSBURG	26,424	39,542	50%
FREDERICK CO.	114,792	150,208	31%
FREDERICK	28,086	40,148	43%





"When we did Kentlands, Rodgers did the engineering work and volunteered to give Mike Watkins of DPZ a desk in their office. That was why Kentlands went so well. The planning and engineering were tied together from the beginning."

Joe Alfandre



The Rodgers computer room in the 1980s



Jay worked with Rodgers to craft innovative solutions to the ever-tightening growth policy regulations, including the large Milestone planned unit development (PUD) in Germantown.

In 1986, tragedy struck, and Rodgers & Associates was robbed of the presence of its founder, Joe Rodgers, who was killed in a plane crash in Arizona.

In 1988, the concept of the design charrette, a seven-day, planning blitz involving all the key stakeholders, was first utilized to develop the land plan for Kentlands. It dramatically transformed the planning world and served as a model for hundreds of other communities around the nation.



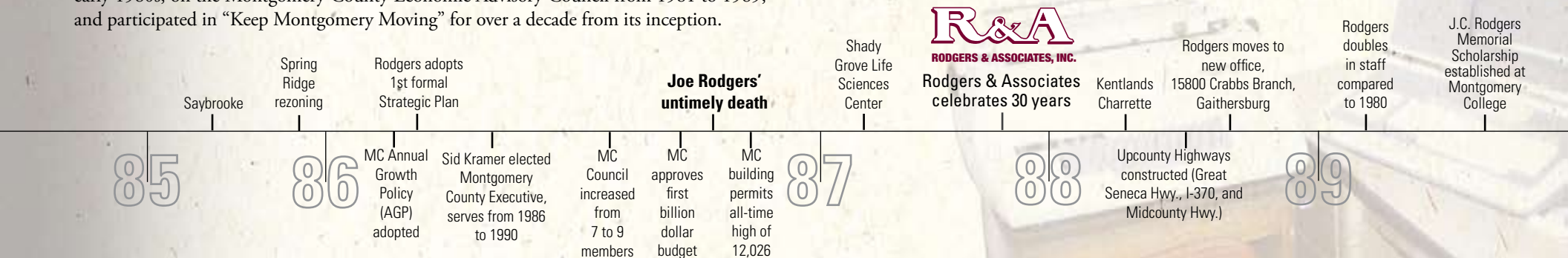
Kim Ripley in the late-1980s

Rodgers & Associates had become a key partner with Joe Alfandre in these early stages of planning and design for the nationally renowned "neo-traditional adventure" that became Kentlands. Working with heretofore unknown New Urbanist guru, architect Andres Duany, and the forward-thinking mayor of Gaithersburg, Ed Bohrer, roughly 342 acres of the Kent Farm were to be transformed into the nation's first year-round, neo-traditional community. Joe Alfandre envisioned creating a walkable, mixed-use main street reminiscent of his boyhood Bethesda. The resultant, pedestrian-oriented design called for a mix of commercial, residential and retail uses so residents could live, work, shop and play all within a five-minute walk.

At this time, new trends were beginning to emerge in urban planning and the Rodgers team was well positioned on the leading edge. Much of the firm's early work during the 1980s was on projects such as Bridlewood, a traditional suburban residential community in Gaithersburg. As the decade wore on, Joe Alfandre, another of Jack Alfarandre's sons, and the Rodgers team began to seek out more innovative, residential community designs, moving to incorporate more of what became known as "neo-traditional" elements in their designs for new communities like Saybrooke. This single-family residential neighborhood used smaller, more efficient lots, creative house and garage layouts and substantial green spaces and common areas to provide residents with a sense of community. This was part of a natural progression towards the groundbreaking and award-winning, New Urbanist community designs that were to come later. The success of these communities reflected John Carman's extensive years of experience working in the City of Gaithersburg during the early 1980s.

Community involvement by the firm's leadership continued to be a Rodgers hallmark and a valuable tool in honing the knowledge edge. John Carman served as president of the Rockville Rotary Club from 1980 to 1981, on the ICC Citizens Advisory committee in the early 1980s, on the Montgomery County Economic Advisory Council from 1981 to 1989, and participated in "Keep Montgomery Moving" for over a decade from its inception.

In 1989, New Urbanism crossed the county line to Frederick County with the rezoning of Dearbought, a community Rodgers would later become involved in with Natelli Communities, a highly-respected building and development partner whose future would become inexorably linked with the company in the 1990s.



1990s: “Meltdown” in the Building Industry, New Urbanism Comes of Age

The pace of growth in the Washington region slowed dramatically in the 1990s, with Montgomery County’s annual growth rate actually dropping to half the rate of population growth experienced during the 1980s. Frederick County emerged as the next logical location for future development expansion on the I-270 corridor. New levels of regulation were added as Montgomery County adopted its Forest Conservation Ordinance and the State of Maryland began to play a larger planning role with adoption of the Maryland Planning Act of 1992 and the Smart Growth Act of 1997. Frederick County adopted its own Adequate Public Facilities Ordinance, a new school impact fee, a Mixed-Use MXD Zone and local Forest Resource Ordinance.

Rodgers & Associates, already known for its expertise in land development in Montgomery and Frederick Counties, adapted to the changing climate of the 1990s and continued to expand its knowledge edge. Under the guidance of John Carman and Mark Friis, the company emerged as the local industry leader in land planning and design. Both men served on various state and local committees charged with directing smart growth efforts in the region, frequently testifying on growth-related issues for the building industry.

The 1990s saw New Urbanism take hold nationally with the establishment of the Congress for New Urbanism (CNU) in 1993. Locally, as the building industry went through a severe downturn in the early 1990s, Kentlands faltered and then gained momentum and moved to completion. The Rodgers team led the entitlement efforts through its submission of a seemingly endless series of sketch plans, schematic development plans, site and engineering plans.

Now under the control of Chevy Chase Bank, led by Jeff Campbell and Page Landsdale, the unique and innovative neo-traditional vision for the community was maintained and implemented, despite significant financial pressure to the contrary. Rodgers navigated the often tricky terrain of New Urbanism for its new client, forging ahead on Kentlands with unique engineering solutions to make this first-of-its-kind community a reality. Kentlands today is one of the most sought after communities in the region and the recipient of numerous national awards for design excellence.

Like others in the industry, Rodgers tightened its belt during the development downturn in the early 1990s, and reduced its staff by more than 60 percent. Of this tenuous time in the industry, Mark Friis recalls, “*one day the phone just stopped ringing and it didn’t ring again for three years.*” By the end of the decade, the company had emerged stronger than ever, thanks to the quality of the firm’s client relationships, the skills and values of its talented employees and the firm’s reputation for quality design.

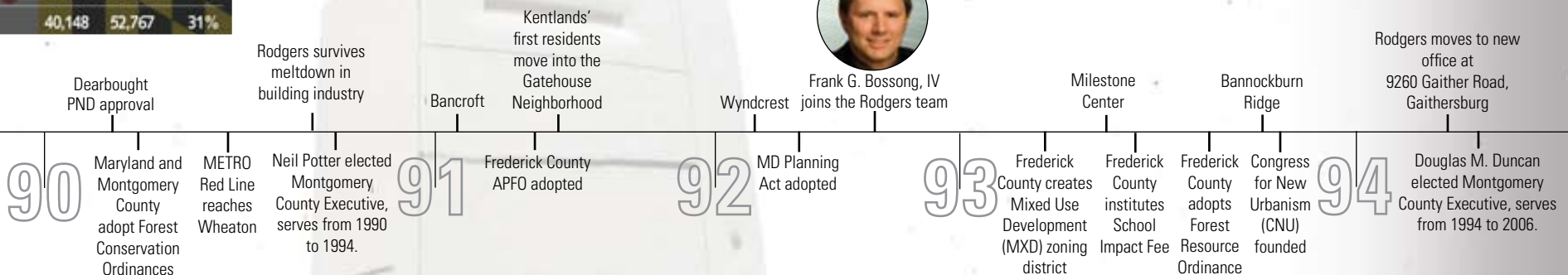
The company had long ago recognized the industry’s move towards mixed-use, smart growth development in the region. Anticipating this trend, Rodgers began to team with visionary developers, such as Bob Buchanan, Tony and Tom Natelli, and others, to design and implement creative, large-scale, environmentally-sensitive projects such as Spring Ridge, Dearbought and Milestone. On a smaller scale, Wyndcrest, a 32-unit subdivision in Montgomery County, was another success story, receiving the first Smart Growth Award ever given by the State of Maryland for its environmental sensitivity and innovative tree saving features.

Population			
	1990	2000	Increase
MONTGOMERY CO.	757,027	873,341	15%
ROCKVILLE	44,835	47,388	6%
GAITHERSBURG	39,542	52,613	33%
FREDERICK CO.	150,208	195,277	30%
FREDERICK	40,148	52,767	31%



Frank G. Bossong, IV
 joins the Rodgers team

Rodgers moves to new
 office at
 9260 Gaither Road,
 Gaithersburg





Villages of Urbana



Market Square at Kentlands



Similarly, from the original Lakelands' charrette in 1996 to its completion nearly a decade later, Rodgers successfully partnered with Natelli Communities to capitalize on the former headquarters site of the National Geographic Society. In Lakelands, the team created an ideal sister community for Kentlands, suitable for regional builders and designed to bring a positive economic return, ultimately producing a seamless neo-traditional environment between the two neighboring communities, and again winning national recognition for all involved.

Also in 1996, the Rodgers team began planning and design work for a major retail main street design concept working with The Peterson Companies. Washingtonian Center is a highly-successful retail center that included the first two-story Target store in the country. The City of Gaithersburg limited the maximum building footprint so the team modified the client's usual big box format to support a vibrant, pedestrian-friendly, transit-oriented main street design.

By the mid-1990s, the company moved into its headquarters on Gaither Road and began working on another challenging, large-scale, mixed-use project unfolding in Frederick County. Rodgers would successfully partner, first with the Kiplinger family, then with Natelli Communities to design the Villages of Urbana, a creative blend of conventional and New Urbanist retail, residential and civic uses. The 3,500-unit project would result in yet another award-winning success story for this creative partnership, not only for the attention to detail for which Natelli projects are known, but for the unique zoning challenges that had to be overcome. This endeavor would take the Natelli/Rodgers relationship well into the new century.

The management of the firm also began to expand by the end of the 1990s. John Carman guided the firm through a period of significant growth and successfully led the transition from a small, family-run business to a mid-sized, privately-held company with a more disciplined and defined corporate structure. During this decade, several key employees were added to the Rodgers team, adding significant new engineering and planning skills to the firm's leadership. Frank G. Bossong, IV joined the firm in 1992, bringing into the fold his established engineering and management expertise. The team was further bolstered by the addition of landscape architect Gary Unterberg in 1999, who has since taken on one of John Carman's roles as the firm's resident Gaithersburg expert.



Homes in the Lakelands community

On the technology front, Rodgers & Associates continued to incorporate the latest in desktop, mobile and network technology and software, allowing the company's skilled design teams to respond to the immediate and pressing needs of its clients. During this time the company also became known for the high quality of its presentation graphics. Networks of Windows® powered PCs replaced the earlier generation of mini-computers and led to even further advances in efficiency and quality design.

Following in Joe Rodgers footsteps, in 1999, John Carman received the Maryland National Capital Building Industry Association's coveted "Presidents Award," which Joe had won in 1983.



Gary Unterberg joins the Rodgers team

Target opens their 1st two-story location in the U.S. at Washingtonian Center

Westview/Westview South, first MXD approved in Frederick County

Villages of Urbana APFO approval

Lakelands charrette

Wyndcrest wins the first Smart Growth Award ever presented in Maryland

Lakelands groundbreaking

Washingtonian Center opens

Rodgers surveyors implement GPS technology

John Carman named chair of Montgomery County Chamber of Commerce

Villages of Urbana groundbreaking

I-270 / US 15 Multimodal Study begins

Corridor Cities Transitway study

Metro "Purple Line" proposed

MD Smart Growth Act adopted

Metro Red Line reaches Glenmont

95

96

97

98

99



2000s: Transit-Oriented Development and Sustainability

As Rodgers & Associates moved into the new century, the pace of development in Montgomery and Frederick Counties continued to slow, and the development review environment became more complex and challenging with each passing year. The company's consistent commitment to the knowledge edge continued to be instrumental in helping clients gain approvals in an increasingly tough and unpredictable regulatory world.

With a new emphasis on transit-oriented, town-center and urban-infill development, local and state agencies became more aware of the role that well-designed mixed-use communities can play in achieving the goals of smart growth and sustainability. At the same time, Montgomery County steadily tightened the reins on land use and zoning, adopting new Annual Growth Policy standards, higher impact taxes to pay for public infrastructure, new green building codes, impervious surface, forest conservation laws and more. These new layers of regulation were being added at a time when annual job and population growth rates in the County had declined dramatically from the boom years of the 1980s, to less than 1.5 percent annually.

Frederick County has followed Montgomery County's lead, adopting a Moderately Priced Dwelling Unit (MPDU) ordinance in 2002, reflecting just the beginning of more stringent land planning controls that would be adopted in the years to come. The first decade of the 21st

growth environment, New-Urbanist infill projects in Frederick continued to represent an increasing share of Rodgers' portfolio, including award-winning downtown revitalization projects like South Market Center and Maxwell Place. The emergence of the new town center at the Villages of Urbana remained a major focus for the company as well.

The new century also brought with it a new generation of leadership at Rodgers. In 2000, Bob Mochi joined the Rodgers team, bringing with him years of expertise in land development in the Frederick area. That same year Rodgers & Associates opened another office in downtown Frederick, located on the edge of Carroll Creek Park.

At this time, John Carman, who had successfully led the company through three decades of growth, began to transition the daily management of the firm to Mark Friis. In 2001, Mark Friis became the new president and CEO and the company changed its name to Rodgers Consulting, Inc. to reflect its evolving role as a full-service consulting firm. John had done much to strengthen the reputation of Rodgers by carrying on the values that Joe Rodgers had instilled from the beginning. From day one, Mark Friis solidified and refined the company's core principles: integrity above all, focus on client success, respect the individual, and commitment to continuous improvement. He also brought a more collaborative management structure to the company with even greater focus on its planning and neighborhood design services.

Population			
	2000	Current	Increase
MONTGOMERY CO.	873,341	962,000	10%
ROCKVILLE	47,388	53,710	13%
GAITHERSBURG	52,613	60,736	15%
FREDERICK CO.	195,277	231,118	18%
FREDERICK	52,767	61,508	16%

Century would also see the City of Frederick adopt a Land Management Code (LMC) and Adequate Public Facilities Ordinance (APFO). In this new smart-



Two more
Rodgers
projects win
MD Smart
Growth Awards:
Kentlands and
Washingtonian
Center

**Mark Friis
becomes
President
& CEO**

South
Market
Center,
Maxwell
Place



Rodgers & Associates
becomes
Rodgers Consulting

Bancroft wins
Environmental
Community of the
Year Award

Sunset Island
approval

Rodgers moves to
new office,
19847 Century Blvd,
Germantown

Corridor Cities Transitway
(CCT) in detailed planning
phase

00

01

Public
information
meetings
held on CCT

MD Governor
announces
plan to build
Purple Line
by 2012

02

Frederick
County
adopts
MPDU
ordinance

Public
hearings held
on CCT

Montgomery
County
"Transportation
Policy Report" Task
Force calls for new
investments in
transportation.

03

Montgomery County
adopts new Annual
Growth Policy,
raises impact taxes
for transportation
and schools

04



Maxwell Place and South Market Center, along Frederick City's Carroll Creek Park



Surveying in the 2000s



The company was among the first to embrace the movement toward sustainable, green community design and Rodgers staff participated of the committee that created the industry's new green neighborhood design standards (LEED-ND). Long before these standards were developed, Rodgers was already designing award-winning, sustainable, transit-oriented communities that went beyond government requirements. Rodgers served as lead consultants for Watkins Mill Town Center and Aventiene (Crown Properties), two prominent transit-oriented developments in the City of Gaithersburg along the route of the proposed Corridor Cities Transitway.

As the tools of neo-traditionalism became recognized for their adaptability to urban areas, the company brought its New-Urbanist expertise to several projects in older portions of Montgomery County such as Silver Spring, Bethesda and Wheaton, where infill redevelopment became the focus. As a result, several Rodgers Consulting, Inc. projects have received environmental awards from the State of Maryland, the Washington Smart Growth Alliance, and the City of Gaithersburg, including: Washingtonian Center, Market Square at Kentlands, Bancroft, and Aventiene.

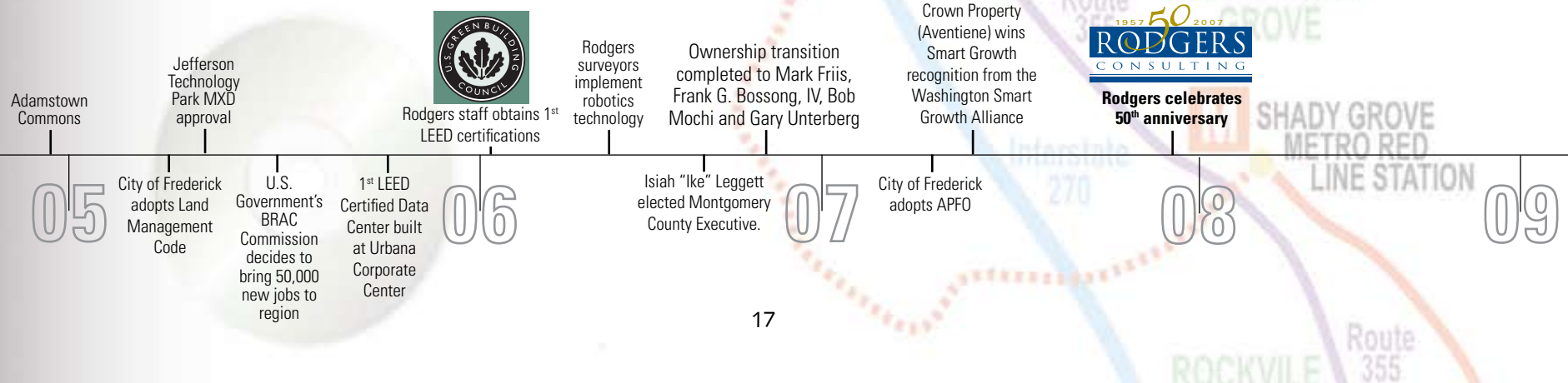
Since 2000, Rodgers' innovative techniques and highly-skilled land planners are increasingly in demand outside of the Washington region, lending their expertise on projects such as Sunset Island, in Ocean City, Maryland; Cannery Village and Hopkins Pettyjohn, in Delaware; and Magnolia in LaGrange, Georgia. Often working with existing clients from the Washington region, Rodgers' wide-ranging experts are now being called upon to supplement urban planning and design teams in other outlying geographic areas.

The company continued to invest in the latest information technology and in the education and training of the next generation of industry leaders. In 2007, Rodgers unveiled a new company website, at www.rodgers.com, and launched its 50th anniversary year by providing additional scholarship assistance to engineering students at Montgomery College and Frederick Community College through the Joseph C. Rodgers Memorial Scholarship Funds at each campus.



Sunset Island

Throughout its 50-year history, the company's active involvement in the community has remained a constant. Mark Friis helped set the tone through his service in local Rotary; as a Board member of area chambers of commerce, building industry associations, and leadership organizations in Montgomery County, Frederick County and the State of Maryland. Frank G. Bossong IV, Bob Mochi and Gary Unterberg also play leadership roles in local industry and community groups including the Land Use Council in Frederick, ROCOCO in Montgomery, the Urban Land Institute, and many others. In 2007, Rodgers' chairman, John Carman, was appointed by Montgomery County Executive Ike Leggett to lead the County's Base Realignment and Closure (BRAC) Implementation Committee. These are just a few examples of the value that Rodgers Consulting continues to place on maintaining the knowledge edge in Montgomery County, Frederick County and the Washington region, just as it has for the past fifty years.



Key Projects: Creating Sustainable Communities to Live, Work and Play

These are just some of the many residential, commercial and mixed-use communities that Rodgers Consulting, Inc. has been pleased to help create over the past 50 years:

1950s

Individual house & lot stakeouts
 Boundary Surveys
 Lincoln Park, *Rockville, MD*
 Rolling Knolls, *Laytonsville, MD*

1960s

Carderock Springs, *Potomac, MD*
 Chestnut Lodge, *Rockville, MD*
 College Gardens, *Rockville, MD*
 Croyden Park, *Rockville, MD*
 Derwood Station Industrial Park,
Derwood, MD



East Gate of Potomac, *Potomac, MD*
 Fox Chapel, *Germantown, MD*
 Glen Oaks, *Potomac, MD*
 Glen Park, *Potomac, MD*
 Goshen Estates, *Goshen, MD*
 Lake Linganore/Eaglehead, *New Market, MD*
 Lincoln Terrace, *Rockville, MD*
 Luxmanor, *North Bethesda, MD*

Plumgar, *Germantown, MD*
 Potomac Woods, *Rockville, MD*
 Rockville Crushed Stone, *Travilah, MD*
 Smokey Glen Farm, *Darnestown, MD*
 Twinbrook Forest, *Twinbrook, MD*

1970s

Dufief, *North Potomac, MD*
 Exchange Place, *Rockville, MD*
 Fallsgate, *Potomac, MD*
 Fallsreach, *Potomac, MD*
 Fallswood, *Potomac, MD*
 Hunters Wood, *Goshen, MD*
 Ridgeway Farms, *Monrovia, MD*
 Montgomery Industrial Park,
White Oak, MD
 North Sherwood Forest, *Colesville, MD*
 Potomac Station/Heritage Farms,
North Potomac, MD
 Redgate Industrial Park, *Rockville, MD*
 Research Blvd, *Rockville, MD*
 Saddlebrook, *Gaithersburg, MD*
 Sharon Woods, *Gaithersburg, MD*
 Smithsonian Institution Building,
Washington, DC
 U.S. Navy VLF Radio Towers,
Annapolis, MD
 Warther, *Gaithersburg, MD*
 Washington National Pike Indust. Prk,
Rockville, MD
 Westleigh, *Gaithersburg, MD*
 Willet Estates, *Laytonsville, MD*



Exchange Place groundbreaking

1980s

Bridlewood, *Gaithersburg, MD*
 Brookfield, *Laytonsville, MD*
 Brown Property, *Goshen, MD*
 Crabbs Branch Way, *Derwood, MD*
 Dearbought, *Frederick, MD*
 Dufief Mill, *North Potomac, MD*
 Falls Ridge, *Potomac, MD*



Fernshire Farms, *Gaithersburg, MD*
 Flintsgrove, *North Potomac, MD*
 Jackson Place, *Rockville, MD*
 Kentlands, *Gaithersburg, MD*
 Kingstead Manor, *Germantown, MD*
 Laytonsville Knolls, *Laytonsville, MD*
 Milestone Master Plan, *Germantown, MD*
 Mills Farm, *North Potomac, MD*
 Rockmanor Office Park, *Rockville, MD*



Wyndcrest

Saybrooke, *Gaithersburg, MD*
 Shady Grove Life Science Center,
Rockville, MD
 Spring Ridge, *Frederick, MD*
 Springview, *Sandy Spring, MD*
 Washingtonian Woods, *Gaithersburg, MD*

"Rodgers planned for success. They set long-term goals, and were always thinking ahead. They understood the value of planners and civil engineers working side-by-side."

Joe Alfandre



Market Square at Kentlands

1990s

Bannockburn Ridge, *Bethesda, MD*
 Belmont Forest, *Ashburn, VA*
 Gaithersburg City Hall,
Gaithersburg, MD
 Galyn Manor, *Brunswick, MD*
 Glenbrook, *Middletown, MD*
 Gude North, *Derwood, MD*
 Lee Property, *Frederick, MD*
 Hidden Creek, *Gaithersburg, MD*
 King Property, *Germantown, MD*
 Lakelands, *Gaithersburg, MD*
 Market Square at Kentlands,
Gaithersburg, MD
 Meadow Creek, *Darnestown, MD*
 Marriott Germantown, *Germantown, MD*
 Milestone, *Germantown, MD*
 Milestone Power Center,
Germantown, MD

Landsdale (Green Valley), *Monrovia, MD*
 Llewellyn Fields, *Laytonsville, MD*
 Qiagen Sciences, *Germantown, MD*
 Sandy Spring, *Sandy Spring, MD*
 Seneca Meadows, *Germantown, MD*
 Ten Mile Creek, *Clarksburg, MD*
 Thomas Cannery, *Gaithersburg, MD*
 Urbana Highlands, *Urbana, MD*
 Villages of Urbana, *Urbana, MD*
 Washingtonian Center, *Gaithersburg, MD*
 Westview South, *Frederick, MD*
 Wyndcrest, *Ashton, MD*

2000s

Adamstown Commons, *Adamstown, MD*
 Bancroft, *Sandy Spring, MD*
 Bethesda Lot 31, *Bethesda, MD*
 Bennett Creek Center, *Urbana, MD*
 Brightwell Crossing, *Poolesville, MD*
 Brinkley Manor, *New Market, MD*

Cabin Branch, *Clarksburg, MD*
 Cannery Village, *Milton, DE*
 Carroll Creek, *Frederick, MD*
 Maxwell Place
 South Market Center
 Commerce Plaza
 Casey-Blentlinger, *New Market, MD*
 Crown Property, *Gaithersburg, MD*
 Crum Farm, *Frederick, MD*
 Faison-Beaver Creek, *Hagerstown, MD*
 Hopkins-Pettyjohn, *Rehoboth, DE*
 Homewood, *Frederick, MD*
 Jefferson Park West, *Frederick, MD*
 Jefferson Technology Park, *Frederick, MD*
 LCOR (Comsat), *Clarksburg, MD*
 Linganore Town Center,
New Market, MD
 Linthicum Property, *Clarksburg, MD*
 Linton Farm, *Frederick, MD*
 Magnolia, *LaGrange, GA*
 Metro Executive Park, *Rockville, MD*



Carroll Creek

Montjoy, *Ellicott City, MD*
 Montrose Crossing, *Rockville, MD*
 Suburban Hospital, *Bethesda, MD*
 Summerfield, *Clarksburg, MD*
 Sunset Island, *Ocean City, MD*
 The Spectrum at Watkins Mill,
Gaithersburg, MD
 Trillium-Bethesda, *Bethesda, MD*
 Urbana Town Center, *Urbana, MD*
 Watkins Mill Town Center,
Gaithersburg, MD
 Waverley View, *Frederick, MD*
 Whispering Creek, *Frederick, MD*



Tony Natelli (center) with Austin and Knight Kiplinger, lead groundbreaking at Villages of Urbana, 1999

Acknowledgements

Our sincere thanks to all who helped make this book possible. We are especially grateful to *Mary Jo Rodgers and the entire Rodgers family* for their input, the many stories they shared with us, and their enthusiastic support for this project.

Special thanks to those who were kind enough to assist us in the writing of this book by sharing your experiences with the company over the years, including: *Jack Alfandre, Joe Alfandre, Bob Buchanan, Tony Bullard, Doug Burton, Jeff Campbell, Ron Deneau, Bob Hanson, Dr. Royce Hanson, Jeremy Holder, Pat Johnson, The Honorable Sid Kramer Page Lansdale, The Honorable Larry Levitan, Susan Matlick, Bob Mitchell, Fritz Moreland, Tom Natelli, Kim Ripley, and Jerry Wyant.*

We also wish to thank *Eileen McGuckian* at Peerless Rockville, the Montgomery County Historical Society, and the staff at Waters House in Germantown for their assistance with historical research, newspaper articles and photographs.

Research, Writing, Editing, Graphic Design and Layout were provided by *John H. Carman, Mark E. Friis, Robert Graham, Richard Parsons, Tim Quinn, Jennifer Russel, and Cheryl Strafella*, at Rodgers Consulting, Inc.; and *Aduro*.

We also wish to express our deepest appreciation to our many clients, staff members, and collaborative partners, past and present. *You are the real key to our success over the past 50 years, and the key to our company's future!*

"I am extremely proud to have had the opportunity to be associated with so many great clients, great communities and great co-workers over the past 35 years."

John Carman

2007 Senior Leadership Team:



John H. Carman
Chairman



Mark E. Friis
President & CEO



Frank G. Bossong, IV
Senior Vice President



Robert M. Mochi
Senior Vice President



Gary F. Unterberg
Senior Vice President

"John Carman was always fully invested in doing everything possible to support successful outcomes for his clients. His dedication to his profession, and thorough understanding of all the nuances of the approval and development processes, made him uniquely capable of expertly navigating through difficult APF and zoning issues. Mark Friis is cut from the same cloth. Mark is as effective as John was on the entitlement and approval side, and brings the added benefit of a strong background in land planning and design. They have been a great team together and have built what I consider to be one of the top consulting companies in the region."

Tom Natelli, *Natelli Communities*

Rodgers Offices:

1957

24 S. Perry Street
Rockville, MD



1963

22 W. Jefferson Street
Rockville, MD



1972

358 Hungerford Drive
Rockville, MD



1983

15713 Crabbs Branch
Gaithersburg, MD



1988

15800 Crabbs Branch
Gaithersburg, MD



1994

9260 Gaither Road
Gaithersburg, MD



2004

19847 Century Blvd.
Germantown, MD



"Rodgers did a magnificent job of taking that flat piece of paper and converting it to a full, 3-D vision, including all the topography on the site. The individuals at Rodgers take a very personal approach, very responsive. It comes down to the people, and they've done a very good job of hiring the right people and keeping them here a long time."

Jeff Campbell
Chevy Chase Bank

One of Rodgers' company guidelines:

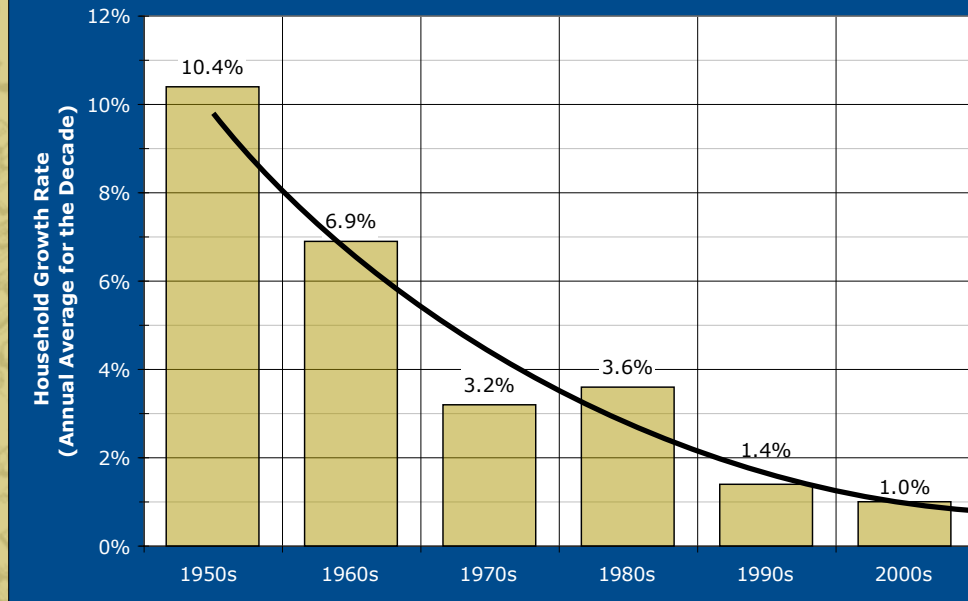
"The agencies with which we work should not be treated as adversaries, but as allies in finding the proper solution to our clients' needs."

We would like to express our thanks to all of those agency personnel who have worked with us in this cooperative spirit over the years.

"They're all very professional, very bright, with a comprehensive knowledge of their tasks. They take a holistic view of everything, understand where the end goal is, and then find the best way to get there."

Jeremy Holder
Aushman Development Corp.

**Montgomery County
 Rate of Growth Between 1950 & 2007**



"Rodgers was an early pioneer in the building industry, and even then they were a one-stop shop. If they couldn't do the service, they figured out how to do it. They saw the long-term goals, were always thinking ahead, and understood the value of planners and engineers working side-by-side. They're still that way."

Jack Alfandre

