

March of Dimes  
Commercial & Industrial Real Estate Award Event  
Date of Event | October 30, 2020 | 12 pm

Press Advisory | 9 3 20

***Signature Lehigh Valley real estate event adapts to a new world.***

For 27 years, a committee of local real estate volunteers has planned and organized the **Annual March of Dimes Commercial & Industrial Real Estate Award Event**. This year, with the world turned upside down, the committee is adapting to change, just like we've done in the past, and will hold the event in a virtual format on October 30, 2020 at 12 pm with plans for virtual networking.

Just as technology is a "major driver" in the real estate profession, the committee will utilize "best practices" in communications and convene a virtual meeting and award ceremony.

*"The commercial real estate community always seems to have the ability to adapt to the environment in which we operate. This year's event will be a glimpse into how Lehigh Valley commercial and industrial real estate businesses may network and communicate in the future",* said Steve Bowers, Committee Chairperson and banking executive for Penn Community Bank.

*"This annual event has been the premier gathering place of commercial and industrial real estate and allied professionals for nearly three decades. We traditionally bring about 500 people to the annual event and have raised \$100,000 per year to support the mission of the March of Dimes to help babies and their families."* said Joe Correia, Committee Vice Chair and development manager at J.G. Petrucci & Co.

**Person of the Year:**

The 27<sup>th</sup> Annual March of Dimes Commercial & Industrial Real Estate Awards Committee has selected Attorney Joseph Zator as the **Person of the Year**. Joe is one of the region's top real estate and business attorneys, helping businesses and real estate developers navigate the many aspects of land development, including property acquisition and getting projects reviewed, approved and ready for construction.

Joe takes great pride in working with both developers and municipalities. He understands the motivations and objectives of both, and efficiently and effectively advocates for his clients while finding solutions to resolve challenges.

As Founder and Member of Zator Law, Attorney Zator leads a practice that is renowned for both “good counsel” and for the integrity he and his colleagues demonstrate throughout the community. Joe has been an active community leader in such organizations as: Chamber of Commerce, United States Senate and Congressional U.S. Military Academy Nomination Boards, Boy Scouts Minsi Trails Council Executive Board, Executive Board for Korea/Vietnam Memorial, Inc., Miracle League of the Lehigh Valley, etc.

Joe Zator graduated in the top 10 percent of his class at the United States Military Academy, West Point and served 10 years active duty in the Army. He is an Army Ranger, Paratrooper and Jumpmaster. He graduated first in his class academically and Magna Cum Laude at Villanova University School of Law.

The Committee is proud to have Attorney Joseph Zator as the 27<sup>th</sup> Annual Real Estate Person of the Year.

### **2020 Project of the Year, Majestic Bethlehem Center**

“Not only is the March of Dimes a wonderful organization that does profound and meaningful work, but they have established the signature commercial real estate award in the Lehigh Valley,” said Ed Konjoyan, Senior Vice President of Majestic Realty Co., a Los Angeles based developer of commercial, industrial, logistics, hospitality and residential projects nationwide.

“The past awardees are a Who’s Who of instrumental stakeholders and community enhancing projects. It is a true honor for the Majestic Bethlehem Center to join their ranks.”

According to Majestic President and Chairman, Ed Roski, Jr.,

“when Majestic first began discussions with the leadership of Bethlehem Steel Co. for our acquisition of these 441 acres, we quickly understood their concern for the local community, the significance of this property and the trust that was being placed in us. This was more than just another real estate development, it was an opportunity to help reinvigorate the region by investing our time, energy

and resources, and in turn create economic activity, jobs and career advancement opportunities.”

Majestic has a long history of community involvement and stewardship as part of its development approach. As a build-and-hold developer, Majestic considers itself a member of the communities where it puts down roots. The Majestic Realty Foundation engages with local non-profits to help the community thrive, and Majestic encourages its employees to volunteer and give back.

“We felt that the location and features of what has become the Majestic Bethlehem Center were very attractive – a dynamic area with a rich history and numerous amenities for employees and their families, its location close to Interstate 78, with rail on site, next door to a Norfolk Southern intermodal facility, and not far from the large population centers of Philadelphia and New York City and their transportation infrastructure, including the Port of NYNJ which is the second largest in the US – all very much like the Inland Empire region in Southern California,” said Roski.

The availability of ample and redundant utilities for tenants’ mission critical operations and a large local labor pool from which to draw talent were also very important to Majestic.

But Majestic also recognizes that it has had help.

“The Majestic Bethlehem Center wouldn’t have received this honor from the March of Dimes without the support of many along the way,” continued Roski.

“Our governmental partners in Pennsylvania, from state to local, and the City of Bethlehem in particular, have been key in making our vision a reality.”

In addition, Roski feels that Majestic was embraced for investing in land that already had a legacy of industrial activity.

“There was plenty of available farmland around back then, which might have been easier to develop, but we felt that bringing back jobs to where people already lived and where the infrastructure already existed made the most sense for everyone.” Roski adds that, “most importantly has been Majestic’s team – our local employees who make it happen day in and day out, and our local engineers, advisors and professionals who help us navigate through the development process.”

For Roski it all boils down to people.

“My dad, who founded Majestic in 1948, taught me that it’s always about people: from the members of our team to the individuals in the community – each and every person has value. Which is why being honored by the March of Dimes is so meaningful – their mission of helping babies and families is close to my heart”.

Today the Majestic Bethlehem Center is well down the path of fulfilling its original promise. With millions of square feet of state-of-the art warehouse facilities built and thousands of jobs created, the Majestic Bethlehem Center has become the premiere business park in the region and a national example of successful redevelopment.

March of Dimes Committee Volunteer Contacts:

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