



A Message from the IREM Regional Vice President, Region 2:

Alfred O. Ojejinmi, CPM, FRICS, PCAM

Jim Collins and Jerry Porras in their best seller book, *Built to Last: Successful Habits of Visionary Companies* said that visionary companies take an architectural

approach to building the company. Their founders and leaders try to build a company that will exist long beyond the founder. They call them Clock Builders. Clock Builders at Visionary Companies build clocks with a purpose, with a human spirit. Their values fix a stake in the ground. (Collins, Jim & Porras, Jerry, 1994).

The central concept of the book is “preserve the core/ stimulate progress.” As I reflected on the concept, I related the concept of the book to IREM and what we stand for as an organization. We are Clock builders and belong to this great organization for a purpose. The purpose may not be the same, but there is a common thread that unites us together as members of IREM and that is our passion for Real Estate Management and the lives that we touch every day through our jobs. It demonstrates one of our core values that management matters...that good management translates into value...that well managed properties improve the quality of life for people who live, work and shop in them. Continued on page 2.



A Message from the President:

Steven Savoca, CPM

Half Year Report

It’s amazing how time flies. With July quickly ending, we are well past the half way mark of the year. We’ve accomplished a lot as a chapter and we have so many more things lined up for the second half.

Before I recap our first half of the year, I am pleased to announce that our chapter has been recognized as a Five-Star Chapter for the year 2010. The Star Chapter program is an initiative of the National IREM office, to guide and recognize those chapters that excel in bringing their chapter members quality membership service and benefits. Congratulations to all our chapter leaders and volunteers for their hard work and dedication to earn this prestigious award.

Our programs and luncheons have been quite successful both in topic and attendance. But then again, I guess the two DO go hand in hand. In March Officer Kristin Runyon of the Rochester Police Department spoke about Safety and Security, and in April, Hector Rodriguez of The Housing Council was our guest speaker for our Fair Housing Luncheon. In a new initiative to involve those members who are not in the immediate area of Rochester, we held a luncheon in Buffalo at the offices of Belmont Shelter Corp. Anthony Billoni and Jenna Brinkworth of the Erie Niagara Tobacco-Free Coalition spoke about implementing Smoke Continued on page 2.

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NEWSLETTER

The IREM® INSIDER is published quarterly by the Rochester - Western NY Chapter 58 of The Institute of Real Estate Management, PO Box 202, North Chili, NY 14514. Submissions and Comments should be sent to the same address, or via e-mail to: iremchapter58@irem58.org Publication of advertising or contributing articles are not an endorsement by IREM® or Chapter 58.

From Page 1 RVP Message

It is important that we preserve our core values and ensure that IREM exist after we leave the stage. One of the ways to accomplish this is through membership growth and retention. The future success of IREM is dependent upon growing our membership- and chapters are the cornerstone of that success. Chapters play a key role in recruiting, engaging, and retaining new members (RVP Challenge Memo, 2011). Chapter Leaders in our region have made a commitment to grow each chapter by a fixed percentage in 2011. Some of the goals are Big Hairy Audacious Goals (BHAG), while some are modest goals. As a region, we have set a goal to grow by 5%. I am confident that we will achieve these membership growth goals and even surpass them. However, this will require team work and everyone participating.

We need you to promote IREM through the lives that you touch each day. It may be that young adult you are mentoring in your community, or your associate or supervisor at work or your colleague who is active in another association. Invite them to become part of this worldwide organization by making a referral or invite them to a program or send them a brochure outlining our purpose and reason for existence. If you work for a company where the principals or owners are not active in IREM, assist us in facilitating an ODIE visit to explain what IREM is all about and let us engage them in IREM. All you have to do is provide the name of the prospect to IREM through your chapter and someone will make contact with the individual.

IREM has identified about 11 buckets that describes some of the reasons you belong to this organization. They are 1) opportunities to volunteer and serve in leadership positions, 2) networking with like-minded professionals, 3) education, ongoing learning, professional development, 4) information that is timely, technical accurate and relevant, 5) respected credential, 6) recognition within the industry as a professional, 7) job/work/business opportunities, 8) ethics and standards of practice, 9) advancing and representing the good of the profession, 10) ability to meet the needs and wants of employers and clients, 11) fun-meaningful, enjoyable, satisfying experiences.

I am confident that you identify with one or more of these buckets why not share them with someone today and let them derive the same benefits you have been enjoying. When you do this, you are building a legacy for yourself and for IREM. Building a legacy reminds me of Robert Cronheim who became a CPM on November 1, 1961. He

celebrated his 50th Anniversary this year and was decorated by Ron Goss at the 2011 Tristate Conference in Atlantic City. Roberts's father, David Cronheim was a CPM and a charter member of New Jersey Chapter 1. He was one of the 11 individuals that signed the chapter charter in 1935. On Robert 50th Anniversary as a CPM, his son Dan was inducted as a CPM and received his pin from Ron Goss, National President also at the Tristate conference in Atlantic City. What a legacy the Cronheim family has created and IREM thanks them for their commitment to growing membership. This is a true example of preserving the core and stimulating for progress. Let us leave a legacy and build IREM to last.

Please Save the Following Dates:

August 24, 2011

The Pillar Award
Nelson Leenhouts
One Restaurant and Lounge

September 13, 2011

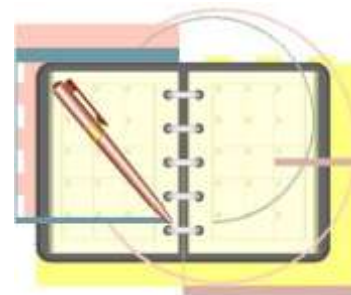
IREM/BOMA Vendor Fair
Trade Show Symposium
and Real Estate Review
Radisson Hotel

September 20, 2011

Annual Chapter Meeting
Tenant Issues/Evictions

September 21 & 22, 2011

MNT 402



Region 2 RVP Alfred Ojejinmi presenting 2011 Chapter 58 President Steven Savoca with the 2010 5 Star Chapter Award. This award was presented at the Regional Meeting in Washington DC in April.

From Page 1 President Message

Free Housing in multi-family properties. A special thanks Miller for helping to bring a chapter luncheon to the Buffalo area. Lastly, we met aboard the Charlotte Harbor Town Belle for a presentation on Bed Bugs. The boat toured the shore of Lake Ontario and Irondequoit Bay, as Caleb Fabry of Town and Country Pest Solutions shared his expertise on bed bugs and the company's methods of elimination. They also introduced attendee favorite, Tracker the bed bug sniffing dog.

The chapter presented several educational offerings to educate and assist our members in the pursuit of IREM credentials. In February, six students attended the Ethics for the Real Estate Manager (ETH800) and in March, seven students attended the CPM Capstone track. The chapter had 19 attendees for the RES201 Successful Site Management course held May.

In April, Nanette Stubbe, Peggy Hill and Robert Miller joined me in Washington, DC for the 2011 Legislative and Leadership Conference. Attendees not only participated in Institute business meetings, but also in workshops on how to better serve their chapters. On Wednesday, our chapter representatives participated in Capital Hill Day by visiting the offices of Senators Kirsten Gillibrand and Charles Schumer, and Congresswoman Louis Slaughter to lobby for the real estate related legislation that supports bank lending for small businesses and investment, and the use of incentives for increased energy efficiency in buildings (as opposed to mandating energy efficiency).

Our Eighth Annual Golf Tournament on July 19th completes this half year report on a successful note. We had great sponsorship and a total of 48 registered golfers. The weather was once again on our side and everyone enjoyed a great day of golf. A big thanks to everyone for their sponsorship and participation, as well as those volunteers headed by Committee Co-Chairs Michelle Addy and David Allen for once again organizing a great event.

So with a busy and productive first half, what's in store for the next five months?

We will be hosting a Chapter Retreat on August 30th for current officers and committee members and anyone interested in knowing more about volunteering for chapter leadership. The event will take place from 4:00 to 8:00 and will include dinner.

The MNT 402 course is scheduled for Sept 21 and 22nd and by the end of September we will announce our educational course schedule for 2012 for consideration at budget time. We are also working in the creation of a chapter

scholarship to take effect for our 2012 chapter course offerings. Funding of this scholarship comes from chapter contributions and member donations to the IREM Foundation. Members must write "Chapter Restricted Fund" on the donation card or national dues invoice for their donation to be available exclusively by the local chapter for the scholarship program.

We have several luncheons lined up including our August 24th luncheon with Special Guest, Nelson Leenhouts of Home Leasing. Other scheduled luncheons are our Annual Meeting (Tues, Sept 20), The Installation and Awards Luncheon (Wed, Oct 26), a Syracuse based lunch meeting (Nov), and the ever popular Toys For Tots Luncheon (Thurs, Dec 1).

As always, our goal is your membership satisfaction. We'd love to hear your feedback, ideas, and comments. Members are always welcome to Executive council meetings, and if you have any questions or concerns, please do not hesitate to contact me or Nanette.

Enjoy the remainder of the summer and I look forward to a great second half of the year.

-Steven Savoca

Photos from Toys for Tots Luncheon





Men's and Ladies Longest Drive Winners - Sylvia Russell and Clarence Reed



Men's and Ladies Closest To The Pin Winners - Cathy Barnum and Charlie Davis



1st Place Winners from left to right Michael Addy, Charlie Davis, Steve Savoca and Shane Hewitson

2011 IREM Chapter 58 Golf Tournament
Thank you to our sponsors for their continued support to IREM Chapter 58

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WINN RESIDENTIAL – PINES OF PERINTON

WINN RESIDENTIAL – STONEWOOD VILLAGE



CPM Anniversaries

30 Years

William A. Durdel, CPM
Baldwin Real Estate Corp

Harriette A. Howitt, Emeritus
Midland Management

25 Years

Lawrence S. Sall, CPM
Sall Associates Ltd.

William A. Beach, CPM
Broadstone Real Estate

15 Years

Robert D. Fogel, CPM
Reit Management & Research LLC

Louis G. Fournier, III, CPM
The Sutton Companies

Julie Philipppone-DiFabio, CPM
Philipppone Realty Inc.

10 Years

Scott A. Doyle, CPM
Home Properties

5 Years

Steven J. Savoca, CPM
Konar Properties

Kathleen Schuth, CPM
The Cabot Group

Andrea S. Lootens, CPM
Signature Housing Solutions



Congratulations to **Clayton Cloen**, ARM on his retirement from Rochester Management after 35 years. Clayton also received his 25 year ARM Anniversary Pin in the fall of 2010 from Chapter 58.

Congratulations to our newest CPM Emeritus

Nancy Butts, CPM
Dennis Mietz, CPM

Congratulations to **The Cabot Group** .
Celebrating 35 Years (1976 – 2011) as an AMO Firm

Congratulations to **S.B. Ashley Management Co.**
Celebrating 30 Years (1981 – 2011) as an AMO Firm

ARM Anniversaries

25 Years

Madelyn S. Glover, ARM
Spring Meadow Apartments

20 Years

Cathleen W. Maiorano, ARM
Conifer Realty LLC

15 Years

Sandra L. Chait-Batty, ARM
Fairport Baptist Homes

Sherry Schleede, ARM
Bethel Estates

10 Years

Ronald Haynes, ARM
Brighton Towers

Joan S. Ellis, ARM
Rochester General Hudson Housing

Eugene Milevich, ARM
Landsman Real Estate Services

Jeanette A. Reil, ARM
Peters Realty Co., Inc.

Lori A. Miller, ARM
DBI Properties

Michele A. Addy, ARM
Winn Residential

Nancy L. Modugno, ARM
Syracuse Senior Citizen Project Corp.

5 Years

Karen Zmich, ARM
United Church Manor



Congratulations to Margaret (Peggy) Hill, CPM

Peggy has been promoted to President & CEO of Rochester Management, Inc. She has been with them for 14 years. Before her promotion she was Chief Financial Officer. Peggy received her BS in Accounting from St. John Fisher College. Peggy worked first in public accounting with Price Waterhouse, then banking with Rochester Community Savings Bank.