

The INSIDER

The e-newsletter of the Institute of Real Estate Management
Rochester - Western NY Chapter 58

President's Message Helen Bianchi, CPM®



How often are you faced with a question or situation that is unique, out of the ordinary or just something you have not had to deal with before? In our ever-changing industry, I find this happening more and more.

Throughout my 20 years in

property management, I have been very blessed with the opportunity to make many friends within our profession whom I am able to call upon for opinions, advice or just to bounce ideas off of. The outcomes of these calls are enlightening and informative, improving my decision-making process and end results.

I would have never established many of these relationships without participating in our Chapter events and meetings. They have afforded me career growth

opportunities, personal growth opportunities and most importantly, friendships.

So the next time you receive an event or meeting flyer, don't discard it because you are too busy, or because you don't think you will know anyone. If you do, you will be missing out on opportunities to meet seasoned professionals, to foster career opportunities and to make wonderful new friends.

I hope to see you at our next event!

Annual Installation and Awards Dinner

The Annual Installation and Awards Dinner was held October 4, 2006 at Monroe Golf Club. President Helen Bianchi CPM®, and Vice Presidents Nicholas Harris CPM® and R. Bruce Smith, CPM®, were all re-elected to their positions for a second term. Kathleen Reese CPM® and Steven Savoca CPM® also continued a second term as ARM® coordinator and Member-at-Large respectively.

Several individuals were recognized for their contributions to the chapter. Nicholas Harris CPM® of Regional Facilities Management Services, LLC was awarded Chapter 58's CPM® of the Year; Michelle Addy ARM® of Harbortown Homes was recognized as the chap-

ter's ARM® of the Year; Dick Aikens of the Kenrick Corporation was named CPM® Candidate of the Year; and the Mayzon Corporation was recognized as this year's AMO® Firm of the Year.

In addition, Certificates of Appreciation were given to Patrick Clark ARM® of The Cabot Group, and Robert Bagley of Design Weave for their support and contributions to the chapter.

Anniversary pins were presented to William A. Durdal CPM® of Baldwin Real Estate Corp. (25 Year CPM®) and Julie DiFabio CPM® of Phillippone Realty Corp. (10 Year CPM®).

The evening rounded out with the installation of new CPM® Andrea Lootens, Resi-

dential Property Manager for The Mayzon Corp.

Carlton Dyer, Community Manager with Baldwin Real Estate Corp., Lisa Gottshall, Residential Manager with Riedman Development, and Wanda Zink, Senior Property Manager, with Housing Management Resources, received their ARM® certifications.

New CPM® Candidate

Chapter 58 welcomes Stephen Mingus, Property Manager for Morgan Management, as the chapter's newest CPM Candidate. Steve oversees the management of Country Hills Estates in Henrietta and Ridgewood Apartments & Townhomes in Webster.

Vendor Fair 2007

March 21, 2007
11:30a.m. - 3:00 p.m.

Double Tree Hotel
1111 Jefferson Road
Rochester, NY

Jointly Sponsored by
BOMA
of Greater Rochester
&
IREM Chapter 58

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Toys for Tots Luncheon

Rochester - Western NY Chapter 58 Leadership

PRESIDENT

Helen Bianchi, CPM®
Providence Housing Corp.
(885)328-3228 x 1307
(885)529-9525 fax
hbianchi@dor.org

VICE PRESIDENT MEMBERSHIP

R. Bruce Smith, CPM®

VICE PRESIDENT EDUCATION

Nicholas Harris, CPM®
Regional Facilities
Management Services, LLC.
(885)413-0993
(885)544-3211 fax
nharris1@frontiernet.net

SECRETARY / TREASURER CHAPTER ADMINISTRATOR

Nanette Stubbe, ARM®
(885)889-8040
(885)889-7688 fax
iremchapter58@espernet.net

ARM® COORDINATOR

Kathleen Reese, CPM®
The Cabot Group
(885)594-4343
(885)594-1801 fax
kr@thecabotgroup.com

MEMBER AT LARGE

Steven Savoca, CPM®
Konar Properties
(885)334-4110
(885)334-2176 fax
ssavoca@konarproperties.com



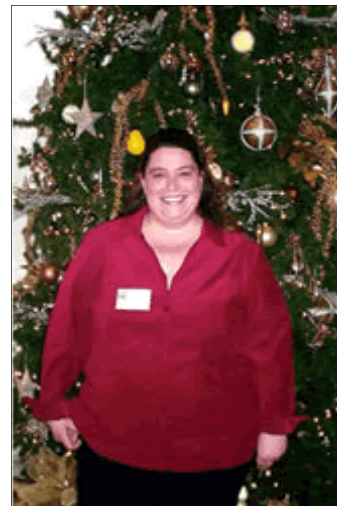
Santa greets Gunnery Sergeants Action and Alpizar.

On December 7th, Chapter 58 held its annual "Toys For Tots" Luncheon at Monroe Gulf Club in Pittsford. There were 45 attendees, each ringing a new unwrapped toy to donate to the U.S. Marine's "Toys for Tots" campaign.

Since 1947, the U.S. Marine Corp has collected and distributed over 350 million toys to needy children. Over the past ten years, Marines have distributed an average of 14.1 million toys annually, and brought the joy of Christmas

to an average of 5.9 million children each year. Gunnery Sgt. Mark Action and Gunnery Sgt. Alpizar of the Marine Corp. attended the luncheon as guests of the chapter, and as representatives to collect the toy donations. In addition to the toys, Uniland Development made a cash donation in support of the campaign.

The luncheon guests were visited by none other than Santa Claus himself, who distributed holiday wishes and a small gift to each attendee.



Laurie Halwig

Through the year, attendees of IREM events were given a chance to pick one playing card at each event. The winner was the attendee who collected the best hand of playing cards. The Toys for Tots event was the last chapter meeting of the year, and the winner of the Texas Hold 'Em contest was Laurie Halwig of The Cabot Group, who won \$500 with a pair of Jacks and tens.

IREM® Launches New Single Ethics Code Applicable to All Members

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@espernet.com

Publication of advertising or contributing articles are not an endorsement by IREM® or Chapter 58.

IREM® has consolidated and strengthened the Code of Professional Ethics to which its Certified Property Manager® (CPM®) Members and Candidates, Accredited Residential Manager® (ARM®) Members, Accredited Commercial Manager Members, and now Associate Members, must adhere. The new Code combines and clarifies the ethical concepts of two prior IREM Codes, one to which CPM® designees and Candidates had been bound and another that was applicable to those with the ARM® certifi-

cation. It also includes a new requirement obligating members to report ethics violations of other IREM Members.

"IREM reviews its ethics Codes frequently to assure that they are consistent and responsive to current technologies and current business practices," said IREM President Robert Toothaker, CPM®. "Based on our most recent review," he added, "we determined that adopting a single, comprehensive Professional Code of Ethics will assure a uniformly high

standard of performance for the owners, tenants and other constituencies that our members serve. A single Code also will be easier for our members to understand and for our Ethics and Discipline Committee to enforce consistently and fairly. Further," said Toothaker, "as an organization that always has taken ethics very seriously, we are confident that the stronger ethical commitment our members must now make will translate into a level of professionalism and integrity unparalleled in the industry."

A Message from The Regional Vice President



As we begin 2007 first I want to say how proud I am to have the opportunity to serve IREM as the Regional

Vice President for Region 2 during the next two years.

I am looking forward to sharing my experience with the members of the Region and want to bring everyone up to date on some of the latest and greatest benefits and initiatives from IREM.

First and what may be the most valuable of these is the IREM Tech Helpline. This free service has technical

support available to IREM members during 9 am and 8 pm. The staff answering the Helpline is available to assist with any technical problem an IREM member is having. These can include issues with computers as well as technical gadgets such as palm pilots, digital cameras etc. Once again, this service

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Capitol Hill Visit Day Brings Real Estate Management Issues to Legislators' Attention

This year's Leadership and Legislative Summit will be held from April 21 to 25 at the Hyatt Regency Crystal City in Arlington, VA, just outside of Washington, DC. The event will feature interactive forums and committee meetings that focus on IREM member interests ranging from chapter operations to legislative issues emerging at the state and local levels.

This year's chapter attendees will be President Helen Bianchi CPM®, Vice President of Education Nicholas Harris CPM®, and Chapter Administrator Nanette Stubbe ARM®.

The Summit brings together leaders in the real estate management industry

to discuss critical industry issues such as technology, workforce development, business competition, and risk management. An annual awards presentation recognizing outstanding IREM chapters and members also is on the agenda. The Summit's keynote speaker is Fred Barnes, Executive Editor of The Weekly Standard and a commentator for Fox News. With over 20 years experience reporting on Washington politics, Barnes will offer an insider's perspective on the presidency and Congress.

A highlight of the Summit is Capitol Hill Visit Day, when IREM members join with members of the CCIM Institute to meet with mem-

bers of Congress and their key aides. The purpose of the meetings is to promote awareness and understanding of key legislative issues of concern to the commercial real estate industry and to communicate the industry's position on these issues.

REGISTRATION INFORMATION

The registration fee for the Summit is \$325 until March 16 and \$375 thereafter. Single-day passes also are available; they are priced at \$210 until March 16 and \$260 thereafter. Additional conference information and online registration are available at www.irem.org.

Website Gets New Look

If you haven't been to the website recently, you're in for a surprise! The website has recently been redesigned with a sleeker look and easier functionality.

The website can be found at www.irem58.org.

Book mark it on your favorite websites list!

Golf Tournament Slated for July 24

The 4th Annual IREM Chapter 58 Golf Tournament has been scheduled for July 24th at Shadow Lake Golf Club.

Each year this event has gotten better and better, and this year will be no exception.

Stay tuned for more details in the next issue of The Insider.

New Website for Residential Managers

The slogan reads "Helping Thousands of Fellow Landlords be More Productive and Profitable".

Complete Landlord offers free weekly e-mail tips on various aspects of landlording, as well as premium services with a paid membership.

www.completelandlord.com

Congratulations to these corporations and individuals for their commitment to excellence and professionalism

30 YEAR ANNIVERSARY

M.J. Peterson Corp., AMO®

Richard A. Albright, CPM®
Realty Performance Group

Cecilia Philippone, CPM®
Philippone Realty Inc.

Robert F. Stuart Jr., CPM®
RF Stuart Commercial Real Estate

25 YEAR ANNIVERSARY

Maria Stuben, CPM®
Ibero-American Development

Noreen B. Salerno, ARM®

20 YEAR ANNIVERSARY

Barton G. Butts, CPM®
EDC Management Inc.

H. Paul Haid, ARM®
Branford Realty Corp.

Dorinda K. Marchioli, ARM®
Pembroke Meadows

Dennis Mietz, CPM®
Jay Birnbaum Company

Paul O'Leary, CPM®
Home Properties

Mark D. Stevens, CPM®
S.B. Ashley Management Corp.

William A. Yeoman, ARM®
City Renewal Management

15 YEAR ANNIVERSARY

Mary L. Browning, ARM®
Simon DeWitt Apartments

Cheryl A. Labarr, ARM®
Home Properties

Theodore J. Welter, CPM®
The Cabot Group

10 YEAR ANNIVERSARY

Fred C. Schmitt, ARM®
Related Management

IREM® Recognizes First Recipient of New Accredited Commercial Manager Certification

The Institute of Real Estate Management (IREM®) has awarded its first Accredited Commercial Manager certification to Emma S. Hoyer, a real estate manager for Liberty Property Trust Company, based in Columbia, MD. The Accredited Commercial Manager certification is IREM's first new credential in over 30 years and was launched in December 2006. Designed for managers of small- to mid-size commercial properties, it requires applicants to manage a commercial portfolio of at least 20,000 square feet and have a minimum of 12 months of commercial real estate management experience.

"We are pleased with the quick response of Ms. Hoyer

and others to the opportunity for professional recognition and career advancement offered by our new Accredited Commercial Manager certification," said IREM President Robert Toothaker, CPM®.

"Moreover, many employers of managers with whom we've talked welcome the Accredited Commercial Manager concept. It enables commercial managers whose portfolio does not yet meet the minimum size for IREM's CPM® designation to gain training, skills and industry knowledge using the new credential as a stepping stone to the CPM®," Toothaker added.

Those who earn the new credential must complete IREM courses, pass a certifi-

cation exam and adhere to the IREM Code of Professional Ethics. This ensures current and prospective employers and clients that they have the professional, financial and analytical expertise to meet the highest industry performance standards. Moreover, those who earn Accredited Commercial Manager certification become members of IREM, guaranteeing them access to the industry's leading tools, information, networking experiences and other member benefits.

For additional information on the Accredited Commercial Manager certification and to download an application, visit the IREM Web site at www.irem.org and click on "Join IREM."

New Downloadable Forms for Homeowners Associations and Other Residential Properties Now Available from IREM®

New downloadable form templates for use by managers of homeowners associations and residential properties are now available for purchase from the IREM® website.

Inventoried in the IREM-FIRST Forms Database section of the IREM Web site and accessed directly at www.irem.org/iremfirst/forms-residential.cfm, 23 new forms are relevant to homeowners associations and 10 to other types of residential properties. All forms are downloadable in Word

or Excel formats, easily customizable for specific business needs, and designed to help real estate managers work better and faster.

Among the new forms for homeowners associations are templates for a "Board of Directors Orientation Agenda," "Delinquency Policy," "Owner/Tenant Registration Form," and a "Property Transition Requirements Checklist." New forms for residential properties include a "Turnover of Apartment Community Checklist," a "Cost-Plus

Management Pricing Form" to help determine the cost for third-party management, and a "Resident Survey."

PRICE AND ORDERING INFORMATION

Individual forms range in price from \$2.95 to \$9.95. Free to IREM members, they can be ordered by non-members through the "IREM Store" section of the IREM Web site at www.irem.org. VISA, MasterCard, American Express and Discover credit cards are accepted.

Quotes

"It's tangible, it's solid, it's beautiful. It's artistic, from my standpoint, and I just love real estate."

- Donald Trump

"I've never lived in a building without my name on it."

- Ivanka Trump

"Landlords grow rich in their sleep."

- John Stuart Mill
(1806-1873)

"If we do not succeed, then we run the risk of failure."

- Dan Quayle

"Real estate cannot be lost or stolen, nor can it be carried away. Purchased with common sense, paid for in full, and managed with reasonable care, it is about the safest investment in the world."

-Franklin D. Roosevelt
(1882-1945)

Always remember, 49.9% of your friends are below average.

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Professional Expertise

Member Profiles Articles

The Insider is looking for information that will benefit our members and associates by providing information that advances the professionalism and knowledge of our industry. We welcome contributions from members and vendors alike.

CALENDAR OF UPCOMING EVENTS

ROCHESTER – WESTERN NY • IREM CHAPTER 58

MARCH	21	IREM / BOMA Vendor Fair Double Tree Hotel, 111 Jefferson Road, Henrietta, NY 11:30 AM - 3:00 PM Admission \$10.00
	21	Leasing and Marketing Seminar (w/ Susan Lenzo of Home Properties) Double Tree Hotel, 111 Jefferson Road, Henrietta, NY 8:00 AM - 5:00 PM (Lunch break from Noon to 1:30 PM) \$135.00 IREM® Member • \$175.00 Non-Member
APRIL	21-25	IREM Leadership and Legislative Summit Crystal City Marriott, Washington, DC
	25-27	RES 201: Successful Site Management (Session 1 of 2) Democrat & Chronicle Training Center at Canal Ponds Park, 301 Long Leaf Blvd, Rochester, NY 8:30 AM - 9:00 AM Registration • 9:00 AM - 5:00PM Course \$560.00 IREM® Member • \$725.00 Non-Member (includes May 3-5 Session)
MAY	3-5	RES 201: Successful Site Management (Session 2 of 2) Democrat & Chronicle Training Center at Canal Ponds Park, 301 Long Leaf Blvd, Rochester, NY 8:30 AM - 9:00 AM Registration • 9:00 AM - 5:00PM Course
	18	Facility Tour TBD
JUNE	21	Boat Cruise Luncheon TBD
JULY	24	4th Annual IREM® Chapter 58 Golf Tournament Shadow Lake Golf Course

***For more information on educational offerings and IREM® events,
contact Nanette Stubbe at (585)889-8040, or visit the website at www.irem58.org.***

Regional Vice President

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is free to IREM members and you can call as often as you need.

Second are two membership related initiatives. First of these is the Accredited Commercial Manager certification. This is the first new professional certification from IREM in 25 years. Second is the new memberships available to those at Colleges and universities – the Student and Academic memberships.

On the educational front IREM has entered into a new partnership with the National Association of Home Builders (NAHB) to provide instruction on Low

Income Housing Tax Credits. Upon successful completion of the course attendees will obtain the NAHB Housing Credit Compliance Professional designation. This class is currently in development and should be available as a pilot later this year. In addition to this offering the RES 201 course is being enhanced to cover information specific to Home Owner Associations.

Upcoming events for 2007 include the Leadership and Legislative Summit in April in Washington DC, the Regional Leadership conference in August and the Success Series 2007-a joint event with CCIM to be held in San Antonio,

TX.

Of course there are always local chapter events that are available to members and I encourage everyone to take advantage of the many opportunities to get involved at the local Chapter level.

Remember your IREM membership is a valuable asset to those in the property management profession and there is much to be gained by being an active involved member!

Eileen D. Yesko, CPM® is the Regional Vice President of Region 2 (DE, NJ, NY, PA). She is employed with Presby Homes and Services of Lafayetteville, PA.

RES 201: SUCCESSFUL SITE MANAGEMENT

April 25,26,27 and May 3, 4, 5 • 9:00AM - 5:00PM

Democrat and Chronicle Training Center at Canal Ponds Park
301 Long Leaf Boulevard, Rochester, New York

What you'll learn:

Human Resource Management: Management styles, employee motivation, recruiting and hiring, employment laws, communication, performance evaluations, fostering productive relationships with conventional owners, affordable housing ownership entities and regulatory bodies, and student housing owners, students, parents and university staff.

Legal Issues and Risk Management Strategies: Insurance, security and emergency procedures, landlord-tenant laws, unique leases and addendums for affordable housing programs, strategies for addressing student housing leases.

Professional Ethics: IREM Code of Professional Ethics, adherence to the code, enforcement.

On-Site Maintenance Management: Maintenance systems, working with contractors, inspections (including additional regulatory inspections required for affordable housing), work orders, energy and water conservation strategies, environmental hazard procedures, managing "The Turn" for student housing.

Property Accounting and Budgeting: Accounting, budgeting, operating expenses, capital expenses, financial reports.

Marketing and Leasing: Demographics, target markets, student housing campus analyses, comparison grid analysis, marketing strategies and campaigns, leasing tactics, affordable housing wait list procedures, Fair Housing and Americans with Disabilities Act (ADA) compliance, resident retention strategies.

How you'll benefit:

Improve your property's bottom line and receive recognition from your clients.

Increase productivity and collaboration among your site management staff.

Secure a reputation as a manager who knows what it takes to achieve the owners' objectives.

Instructed by

WILLIAM A. DURDEL, CPM®
BALDWIN REAL ESTATE CORPORATION

In 1974 Mr. Durdel joined the Beacon Companies of Boston, MA as an Assistant Project Manager for the construction of One Lincoln Center in Syracuse New York. In July of 1975 he relocated to Rochester with the Beacon Companies to start up Pinnacle Place a 18 story senior citizen high rise. In 1990 he organized Baldwin Real Estate Corporation with his long-time associate John L. Di-Marco. Mr. Durdel is a past president of Rochester Western New York Chapter 58. In 1995 he was included in IREM's Academy of Excellence due to three consecutive years of superior ratings from student critiques. He is a Board of Directors Volunteers of America Adult Home Inc. and Advisory Board of Director for Fairport/Perinton Senior Living Council.

\$560⁰⁰ IREM Member

\$725⁰⁰ Non-Member



Successful completion of "Successful Site Management" (RES201) and passing the ARM Certification Exam fulfills the education and exam requirement for the ARM certification (Option 1).

***For more information contact Nanette Stubbe at (585)889-8040,
or visit the website at www.irem58.org.***