



**A Message from the IREM Regional Vice President, Region 2:**  
 Alfred O. Ojejinmi,  
 CPM, FRICS, PCAM

**The Heart of a Leader Influence is an art- and it begins with the heart of a leader (Ken Blanchard, 1999)**

The ultimate goal of true leadership is not to maintain followers, but to produce leaders. This is the true heart of leadership, where the success of the leader is measured by the diminishing dependency factor of its followers. A true leader sets others free to be leaders and provides opportunities for others to find and fulfill their purpose and unlock their potential.

IREM demonstrated this leadership concept by providing a forum for others to become involved with IREM through the Chapter Planning Retreat program. Several chapters across the nation and abroad identified potential leaders within their various chapters and invited them to participate in a leadership orientation program and chapter planning retreat. Each retreat focused on chapter planning, succession planning, chapter growth and program development. In region 2, several chapters held a chapter retreat, leadership orientation or membership recognition program. These programs assisted in identifying new talents, motivated existing volunteers and released the potentials in the individuals that participated.

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**A Message from the President:**  
 Steven Savoca, CPM

**President's Letter**

At the time of this reporting we are preparing for our annual Toys for Tots luncheon. Last year's luncheon was my first event as Chapter President. Looking back at the past year, I am pleased with the progress and successes we made as a chapter. I also recognize the areas we overlooked and am pleased to serve another term to get a second chance to address those issues.

On August 24<sup>th</sup> we held our inaugural Pillar Award luncheon to honor Nelson Leenhouts for his contributions to our community and the real estate industry. The event was held at ONE Restaurant and attended by 65 people. It was a great way to 'kick-start' a wonderful recognition program that we hope will continue to honor real estate professionals for years to come.

We held our first Chapter Retreat for current officers and committee members on August 30<sup>th</sup>. The retreat was well received by all attendees and will become a foundation upon which we will educate and orientate future leaders of the chapter.

Our educational offerings continue to provide great learning opportunities for our members. The MNT 402 course "Property Maintenance and Risk Management" was held on Sept 21 and 22<sup>nd</sup>, and had 21 students, exceeding our expectations for attendance. On October 21<sup>st</sup> we hosted a Marketing and Leasing Seminar presented by Susan Lenzo of Home Properties.

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**NEWSLETTER**

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**In Memory of  
Frank C. Philippone, Jr.  
1934 - 2011**

**The Boy** - Interested and enjoyed playing baseball and basketball and developed a love for music as early on as age 12. He was featured on radio as a duet team with his sister Theresa. The brother and sister team became as "The Terrans." At 15, they performed at a teen nightclub, "The Barn," and had a 15 minute show. His interest in music grew and he played string bass and played with a dance band.

His interest in theater accompanied his love for music and he played the leading roles in *The Mikado* and *Pirates of Penzance*, *Brigadoon*, *Bells are Ringing* and *Anastasia*. He served in the US Army and taught English to the servicemen and performed at USO shows from 1957-59.

**The Man** - Frank had great intellectual curiosity, attended Rochester Institute of Technology and he entered the field of Real Estate as 2nd generation to his Dad, Frank Sr. He opened Philippone Realty Inc in Rochester, NY July 22, 1971. Frank earned the highest designations in Real Estate and Property Management, served as Regional Vice President of the Institute of Real Estate Management (IREM) and President of Chapter 58 in Rochester, NY and he assisted Father Dunn to make Dunn Tower I and Dunn Tower II Senior Citizen Housing go from a dream to a reality. He continued his love for music and recorded songs Sinatra style. In Florida, he did voiceovers in commercials and used his voice talent in Real Estate to draw people to him. In 1997, he and his wife Cecilia opened Priority Properties Orlando Inc where he remained active. His clients were his greatest joy in serving them and helping them to make right decisions. Frank was active in the South Semoran Business Partnership, various committees, in Ventura Country Club community and was a member of the Orlando Regional Realtor Association.

**Husband and Father** - Frank was married in Schenectady, NY in 1965 to Cecilia Zdunczyk Philippone. A loving Father to his children, Julie Philippone-DiFabio and Andrew and Lisa Philippone and to his grandchildren, Dominick, Marisa and Gabriella. Frank loved to challenge his grandchildren to a spirited game of cards and board games and was always ready for a challenge. He was very proud of his children following him in his Real Estate field and made for very special spirited conversations.

Frank and Cecilia resided in Rochester and made numerous trips to Florida until their children married in 1990. That's when they made a decision to move to Orlando, FL full time.

He leaves behind a legacy of love and caring to all he interacted with. His warmth, his humor, his talents will live on in the hearts of all who knew him.

**From Page 1 RVP's Message**

Chapters 1, 3 and 101 held a leadership orientation program and were able to motive, inspire and encourage approximately 43 new leaders to become part of the leadership in their respective chapters by joining committees and volunteering to become part of the executive committee. Chapter 58 in Rochester, New York held a wonderful membership recognition program tagged "The Pillar Award." It is an award to recognize those leaders within the chapters region that have exhibited integrity, a moral soundness in business dealing, steadfastness to truth, purpose, responsibility and trust in the real estate industry. The first recipient of the award was the founder of HOME Properties, a multifamily real estate investment trust, Nelson Leenhout. His daughter is a member of the chapter and was part of the organizing committee for the program. The Chapter attracted a large attendance from Rochester and increased the membership and the number of new volunteers for the chapter's committees. They capitalized on the success of this program and held a chapter planning retreat and were able to identify new people that will lead the chapter into the future

These two examples show that the essence of leadership is the exercise of influence. When anyone participates in a program such as a chapter retreat, chapter luncheon or member recognition, they have been influenced and the person who influenced them is YOU. You influence others by participating or by serving or by inviting someone to become part of IREM. Leadership is not something you do to people. It is something you do with people (Blanchard, Zigarmi & Zigarmi, 2000). What are you doing to influence someone positively?

Influence and inspiration are the true heart of leadership and central to leadership. If someone was able to assist you in discovering yourself, your purpose, and your abilities and to maximize your potential, you have the duty to discover someone today. The quality of tomorrow's leader's lies in the character of today's leaders-in-training (Munroe, 2009). Inspire someone at work, at home, in your community, at your place of work, at a chapter meeting, because it is the true heart of the leader!



From  
IREM Chapter 58

**From Page 1 President's Message**

Susan is the best, and her seminars are a big hit with our members and their staffs. This year's seminar had 60 registered students.

In mid-October, our IREM Administrative Executive Nanette Stubbe and I were joined by Nicholas Harris, Robert Miller and Helen Bianchi for the IREM Fall Leadership Conference in San Diego. Besides the all important Governing Council meeting and the installation of our new National officers, the event provided educational seminars to enhance one's leadership skills in both their career and in chapter involvement. Materials for a majority of these seminars can be downloaded from the IREM website at [www.irem.org](http://www.irem.org). And of course there was the opportunity to meet and network with IREM members from around the globe.

One of my favorite chapter events, the Annual Installation and Awards luncheon was held at Pomodoro Grill and Wine Bar on Nov 2nd. In addition to recognizing various individuals for their contributions to the chapter, we installed two new CPMs. Our guest for the event was our Regional Vice President, Alfred Ojejinmi, who installed our slate of 2012 officers but also addressed the membership on being an "Ambassadors" of IREM. You can read more about our awardees and new CPM's in this newsletter.

Lastly, on November 21<sup>st</sup> we held a luncheon at the Dinosaur Bar-B-Q in Syracuse in an effort to branch out to those members who live on the eastern edge of our chapter's region. Approximately 35 attendees dined on the Dinosaur's excellent (and well proportioned) barbeque, and listened to several speakers discuss current economic issues and green initiatives in the Central New York region. Thanks to Doug Shepard and Jeff Foster for organizing that event.

As always, please let us know your thoughts, ideas, and comments, so we may better serve you and make our chapter a valuable part of your career development. I wish you all an enjoyable holiday season and best wishes for a successful and prosperous new year.

Regards,  
Steven Savoca

**Please Save the Following Dates:**

**July 17, 2012**

Golf Tournament  
Shadow Lake Golf and Racquet Club

**IREM CHAPTER 58  
2012 EDUCATION CALENDAR**

**MARCH 19 – 23, 2012**

ASM 603, 604, 605  
Financial Operations & Asset Management

**APRIL 24, 2012**

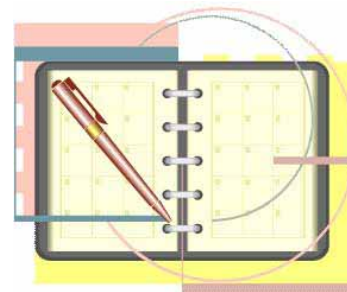
SRM 001 – Sustainable Real Estate Management

**SEPTEMBER 27, 2012**

FHS 201 – Fair Housing & Beyond

**OCTOBER 25 – 26, 2012**

HRS 402 - Human Resource Essentials for  
Real Estate Managers



New CPM, **Robin T. Rubado, District Manager.** Ms. Rubado joined Landsman in 2005. She is responsible for managing seven residential properties. She has over 18 years' experience in property management. Prior to joining Landsman, Ms. Rubado held various positions at Conifer Realty including Property Manager, Compliance Manager and Compliance Director. Her responsibilities included overseeing the compliance for 108 properties and managing the Property Management database system. Ms. Rubado was also responsible for creating and teaching compliance and software training classes. She has experience in compliance programs such as HUD, DHCR, Tax Credit, RD and HOME. She also holds the following designations: HCCP, COS, C6P, Star, Shining Star and LRM. Robin is a Certified Property Manager (CPM) through the Institute of Real Estate Management (IREM) and a licensed real estate salesperson in the State of New York.



Chapter President, Steven Savoca, CPM presented the AMO Designation to Housing Vision at the Syracuse Luncheon on November 21, 2011. Accepting the AMO Certificate is Rebecca Newman, CPM



On December 1, 2011 at Shadow Lake Golf and Racquet Club IREM Chapter 58 President, Steven Savoca, CPM installed nine new ARM Members: Erin Axtell, Gail Burgo, Jennifer Hayes, Danielle Huertes, Melissa Keefer, Jennifer Lorenc, Judy Mazerbo, Lisa Simmons, Sarah Werzinger, Courtney Wilson and GiovanniLuigi Zarcone.



New CPM, **Rebecca Newman** is the Vice President of Housing Visions, a non-profit developer, general contractor and management firm based in Syracuse, NY. Rebecca oversees the organization's management, maintenance and administrative functions. Housing Visions specializes in scattered site, affordable family housing with over 900 units throughout 8 central NY cities. Rebecca is a licensed real estate broker and has a wide understanding of affordable and subsidized housing programs. She also has the designations of Assisted Housing Manager and Certified Credit Compliance Professional, in addition to proficiency certifications in Low Income Housing Tax Credit Compliance, Public Housing Management and the Housing Choice Voucher Program. Rebecca holds BA degrees in Economics and Public Policy Law from Hobart & William Smith Colleges.



**2012 Chapter Officers**

- President - Steven Savoca, CPM
- Vice President/Education - Catherine Sperrick, CPM
- Vice President/Membership - Chris Burgess, CPM
- Secretary/Treasurer - Robert Miller, CPM
- Member at Large - Robin Rubado, CPM





AMO Firm of The Year  
 Regional Facilities Management Services  
 Nicholas J. Harris Jr., CPM



CPM of The Year  
 Catherine Sperrick, CPM  
 Home Leasing LLC



Vendor of The Year—The Flanders Group  
 Chris McVicker



ARM of The Year  
 Pam Berger  
 Belmont Housing Resources for WNY



Chapter President Steven Savoca with Pillar Award  
 Recipient Nelson Leenhouts of Home Leasing LLC

