

Sample Chapter Newsletter Article – 75th Anniversary Celebration *April 2008*

IREM Celebrates 75 Years: 1933-2008

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My how times flies! We're already taking a look at the 1960's decade! Calculators and Cash . . . Mini Skirts and Paisley Shirts . . . Speeches and Space . . . Smiley Faces and Skateboards . . . Two Terrible Tragedies . . . War and Woodstock . . . Beatlemania and the Internet Arrived . . .

As we currently watch prices of just about everything go up, let's look at how our prices were rising in the 1960's. In 1960, a new house cost \$12,700 and by 1969, it was \$15,500. In 1960 a gallon of gas was 25 cents, and by 1969 it was all the way up to 35 cents. In 1960 the average cost of a new car was \$2,600, and by 1969, it was \$3,270. Ah, the good old days!

And in many respects, the 1960's were very good. The first portable **calculator** was invented in 1967. The first **cash** dispensing machine was installed by First Philadelphia Bank in 1968. Now where would we be without **those** two items???

In the early 60's, women wore **mini skirts** and leather boots. Not to be outdone, of course, men were quite fashionable in **Paisley shirts** and velvet trousers. In the late 1960's, skirts began to lengthen to a **maxi**, and again, not to be outdone, men were growing their hair very, very long!

Words from two very famous **speeches** still echo today . . . "Ask not what your country can do for you, ask what you can do for your country" (Kennedy, 1961) and "I have a dream that my four little children will one day live in a nation where they will not be judged by the color of their skin but by the content of their character." (King, 1963)

And in **space**, in 1969, Apollo 11 landed on the moon. We saw and heard from Neil Armstrong . . . "That's one small step for man; one giant leap for mankind."

Smiley faces could be found on just about anything and everything around the world – its popularity peaked in the mid to late 1960's.

The start of the **skateboarding** era began when some surfing enthusiasts in California, frustrated by the weather, put roller skates on the front and back ends of wooden planks. And who knew what that stroke of ingenuity would lead to!

The **tragedies** of two assassinations in our country cannot be forgotten, for each rocked our country and the world . . . President John F. Kennedy in 1963 and Martin Luther King, Jr., in 1968. Those of us who were here will no doubt never forget where we were when we first heard the news of these two deaths.

This decade also saw the beginning of the Vietnam **war**, protests and discontent. On the opposite end of that spectrum, we watched half a million people at a 600-acre farm in New York for the **Woodstock** Festival (or were YOU actually there??? Admit it!)

Although the **twist** was the most popular dance in the 60's, Beatlemania hit our shores in 1964 with screaming fans fainting at the sight of John, Paul, George and Ringo.

And on this day, November 21, 1969, the **Internet**, called Arpanet during its initial development, was invented by the Advanced Research Projects Agency at the U.S. Department of Defense.

In our real estate arena, condominiums were booming here in the U.S.A. and legislation was passed to permit the establishment of REITs. The Seattle Space Needle in Seattle and the John Hancock building in Chicago were completed as buildings were growing to new heights in the 1960's. And the world's first roofed stadium was built in 1965, the Houston Astrodome.

And most importantly, IREM continued to grow. We added to our basic property management courses, again to keep pace with the needs of a growing number of property managers. Local IREM chapters received greater attention in this decade with the development of a new Chapter Activities Committee! This committee's task was to provide chapter presidents information about our organization and what chapters could do to enhance value for our membership. AND the number of CPM Members rose to new highs, exceeding 2,000!

And speaking of 'highs' . . . yes, I would be derelict in this brief summary of the 1960's if I didn't mention that indeed, there were those literal 'highs' brought on by . . . well, you fill in the rest if you were there! And for those who weren't there, go to your local costume shop and ask for the "hippie stuff" . . . put on the long hair, the vests (worn with no shirt, guys), add psychedelic clothes and rose colored glasses . . . you'll be feeling groovy in no time! PEACE and love to all of you . . .

This isn't lip flappin! IREM is a gas, a blast and fab. Being a member of IREM is boss, so all you cats and chicks . . . don't be square. Get stoked about IREM 'cause it's the most. Don't crash or cut out and stop tooling around. Put on some rags; leave your pad and get involved with a totally outta sight and primo group of solid folks. It's far out and totally wicked! Dig? (and if not, 1960s slang on the internet is really nifty!)

BE an ACTIVE participant in your IREM chapter, and on a regional and national level too. And certainly become an active participant as we celebrate 75 years of excellence! Check out www.irem.org/75th for more history and fun!