

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

IREM Celebrates 75 Years: 1933-2008

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The 1980s ... and the yuppie culture emerged! We were deep in the Me! Me! Me! Generation of status seekers. Although the way of life seemed to be Shop Till You Drop, in 1989 Americans gave \$115,000,000,000 to charity!

The country was growing at a very fast pace ... the 1980 census indicated a population in the United States of 226,542,203, an 11.4% increase since 1970. And for the first time, one state had over 20 million people living within its borders ... California with 23.7 million people.

Before moving on to any additional interesting tidbits about the 1980s, let's take a very brief drive down another avenue. Today, we cannot watch or hear a news broadcast without mention of the price of gas. In 1980, a gallon of regular gas was \$1.25; in 1989 it was \$1.12, although it reached a high of \$1.38 in 1981 and a low of \$0.93 in 1986. (Ah, the good old days.)

In spite of the cheap gas, we Americans were spending a good deal of time reading ... of the 13 books which sold over one million copies, Stephen King, Tom Clancy and Danielle Steele wrote 10 of them. Nonfiction books became best-sellers, too ... *All I Really Needed to Know I Learned in Kindergarten* and *Miss Piggy's Guide to Life* helped us get in touch with our inner selves. Efforts to censor books tripled in the 80s. The *Grapes of Wrath* and *Catcher in the Rye* were among the books banned in New York State.

Both cable and MTV were born. MTV, originally intended to promote albums, had an enormous impact on music, and was on over 250 cable stations. The top three TV shows of 1989 were the *Cosby Show*, *Cheers* and *Roseanne*. On Broadway, *Phantom of the Opera* opened in 1988.

New and news of the decade ... a seven-week baseball strike in 1981. The marriage of the decade took place in 1982 at Buckingham Palace when Prince Charles married Diana. The Berlin Wall, after 38 years of restricting traffic, was dismantled in 1989. In December of 1982 the first person to receive an artificial heart was Barney Clark. Erno Rubik invented the Rubik's Cube in 1981, and by July of that same year over 10 million had been sold. In addition to the Rubik's Cube, we had Smurf and ET stuff (as ET had phoned home, perhaps because the "cordless phone" was not around). And who can forget Valley girls and Valspeak (were "grody to the max" or "gag me with a spoon" part of your vocabulary in the 80s?). Garfield Cats were on windows everywhere, Cabbage Patch dolls were being adopted, one-stick popsicles and microwave pizza made their appearance (thank heaven!) and oh my gosh ... Wendy's fired Clara Peller, 84, of

“Where’s **the beef?**” fame (I heard it had something to do with her Prego spaghetti sauce ad, in which evidently, she finally found it).

Let’s move on to something more serious ... a few famous architectural feats of the 80s were Trump Tower, the High Museum in Atlanta, re-opening of Union Station in Washington, D. C. and the Sunshine Skyway Bridge in St. Petersburg.

In 1981, IBM introduced the IBM-PC. It was designed by 12 engineers and sold for \$1,565. And in 1981, the 288K memory chip was launched by IBM.

Technology certainly impacted the property management profession. We were learning new techniques with automation in security, inventory control and energy management at our buildings. 40 states and hundreds of cities were now restricting smoking in public buildings and restaurants following the surgeon general’s directives on passive smoking. For some, this created a few new issues to be dealt with in our management of buildings.

IREM continued to be a major factor in the education and training of property managers. Our previous growth in membership and course attendance were on the rise again during this decade. Membership grew by 50% to 12,000 members. And with that, IREM became the world’s largest organization for property managers!

The 1980s began with the question ... “Who Shot JR?” And we soon found out. Were you a part of the largest audience on record for a regular series when we all learned the answer to that burning question? Or do you recall the “re-enactment” during Governing Council in San Antonio last October when it was noted that nearly the entire dais jumped as the “shot rang out” back stage. This decade also left those of us in property management with a very important question ... How large could IREM grow?

Well, you are a part of that growth today... And I truly hope you are **proud** to be a part of IREM. We have **much** to be proud of, as I hope you have come to know. More than that, I truly hope you are **an ACTIVE participant in your IREM chapter, and on a regional and national level too.**

GET ON BOARD to help us celebrate OUR 75 years of excellence! Check out www.irem.org/75th for more history and fun! We will all join in the festivities this October where it all began in 1933 ... See you in Chicago!