

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

IREM Celebrates 75 Years: 1933-2008

By Linda Jackson, CPM, Vice Chair, 75th Anniversary Work Group

I truly hope that by now you are getting a sense of the awesome history associated with the Institute of Real Estate Management. These little articles are just the tip of the whole story, so be sure to read the 75th anniversary articles in each issue of *JPM*[®] as well. And remember that a grand celebration of our 75 years of excellence will be highlighted in the September/October commemorative *JPM*[®] issue. Be sure to watch for this one!

And by now, you may have tucked away those memories of your participation in Washington DC this past April, but pull them out again ... and remember the friends you caught up with, the new IREM Members and staff you may have met, the IREM governance experience, the classes you attended, Steve Roberts (our keynote speaker), the absolutely incredible day we had on Capitol Hill, and of course, the Diamonds Are Forever party! You did try the “diamontini”, didn’t you? Oh, I hope you didn’t miss that!

This month, we’re going to take a brief look back at the 1970s. The ARM certification was established in the 1970s. And a long-range plan was put into place for the CPM[®] program. If you were in DC this year or years past, you’ve experienced the results of part of this plan that was adopted some 30-plus years ago. There were several initiatives put in place to strengthen IREM’s contacts with all aspects of our government. And these strengths have been built upon year after year.

Another aspect of the plan set out to achieve a greater public awareness of all of the IREM credentials. We launched a major public relations effort, and that continues today. It was back in the 1970s that we first began running our ads in the Wall Street Journal.

IREM and its members were leaders in a cooperative effort to improve the management of public housing. Also during these years, the Experience Exchange Committee worked on expanding our analysis reports. The Income/Expense Analysis[®] reports still remain as our most significant contribution to financial operating statistics and data covering every real estate management venue.

And ... people everywhere were paying attention and realizing the significant impact of that group of property management professionals associated with the Institute of Real Estate Management. IREM was becoming a powerhouse ... our publication income more than doubled and our enrollment grew by over 300%!

Around IREM, around the country and around the world, the 1970s was a busy, busy decade.

BUT for now ... let's just be reminded of a few of the fun things ... **Disney World** opened in Florida (I think it was so Super Bowl winners could say they were going there!) ...Stretching into the next galaxy were folks lined up to see "**Star Wars**" ... **Mark Spitz** won seven Olympic gold medals (ladies, remember those posters??) ... **Pet Rocks** were kind of big, as was **telephone booth stuffing** ... **Hank Aaron** broke Babe Ruth's home-run record ... **Eight tracks** were cool (for our younger folks, 8 tracks were a prehistoric means to play music) ... **lava lamps** were popular (aren't they still popular today?) .. and who can forget the fun of wearing **platform shoes** (speaking as one who had the opportunity to wear a pair at governing council in San Antonio last year, I can only say ... 'Oh my gosh. How DID we do that?') ... the **Bee Gees and Disco** ... and I know we have a few Disco Kings and Queens out there The 70s. What do you remember of those days?

Here's something you NEVER want to forget ...

BE an ACTIVE participant in your IREM chapter, and on a regional and national level too. And get on board to help us celebrate 75 years of excellence! Check out www.irem.org/75th for more history and fun! And see you in Chicago this October – back to where it all began in 1933!