

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

IREM Celebrates 75 Years: 1933-2008

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

As we begin this new year of 2008, **we also begin celebrating 75 years of IREM excellence!** It all began in Chicago. The year was 1933. Let's take a brief look back at the 1930s ...

1933 was the year of FDR's first fireside chat.

1935 saw Amelia Earhart become the first person to fly solo across the Pacific Ocean.

The first around-the-world telephone conversation took place with routing from New York through San Francisco, Indonesia, Holland, England and back to New York.

WOW!

Flash Gordon debuts, and *Your Hit Parade* debuts on NBC radio.

In 1936, the first building to be completely covered in glass was completed in Toledo, Ohio.

In 1937, Laurel and Hardy starred in *Way Out West*.

It was also in the 1930s that there grew a need for professional property management services because of the unethical practices of a few landlords during the Great Depression. At this time, property management was in its infancy. To add to that, it suffered from the perception that it was full of unskilled and unprincipled individuals who employed more than questionable business practices.

There were a good many foreclosures during this time, and suddenly property owners had more real estate than they had the knowledge (or the integrity) to manage.

And so, 14 property management professionals met in Chicago in October, 1933 ... and created the Institute of Real Estate Management, which set out to establish professional and ethical standards for those involved in the real estate profession. (The first IREM Members were actually real estate **companies**. It wasn't until 1937 that **individuals** were allowed to join – and then the CPM designation was created in 1938.)

As the 1930s continued, America began enjoying a new prosperity. Hollywood was portraying and celebrating a happier America. Who can forget ... Tracy and Hepburn or Astaire and Rogers. Take a moment to look back ... or perhaps even watch an old Tracy/Hepburn movie. Or better yet ... take to the floor and do a little Fred and Ginger dance of your own!

But most important ... be proud of your affiliation with IREM And celebrate our long and distinguished 75-year legacy of excellence as we continue to define the future of professional real estate management! Be sure to check out www.irem.org/75th for more history and fun!