

BRACING FOR THE YEAR AHEAD

A year ago, many were predicting we'd be out of the worst that the economic downturn would hand to us and yet, perhaps like you, I still see uncertainty ahead. Yes, real estate is cyclical, and we will come through these troubled times, but nonetheless, we must still set realistic goals for the year ahead.

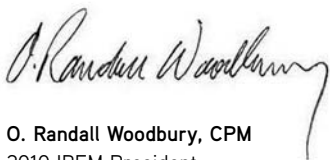
At IREM, your leaders and staff are working hand-in-hand to share information, tools and resources with you as quickly and efficiently as possible. We start the year with continued dedicated resources to all core areas where IREM serves you best.

In particular, in this issue of *JPM*, we can gain insights from a fellow member through his article, "Take Your Team to the Top, on p. 28." As you'll see, it's the little things that go a long way toward keeping staff motivated, and even more so, keeping our tenants and residents happy. In addition, we continue the discussion about social media, with a new slant—what you need to know to stay on top of what your customers, clients, tenants and residents may be saying about you. See "All Atwitter" on p. 24.

As we look to making our way through the winter months ahead, I encourage you to share your questions, information, insights and knowledge through our member focused site, IREMFIRST. We have some wonderful discussion forums taking place and I encourage you all to get involved. If you haven't set up a personal profile yet, please do at www.iremfirst.org. It only takes a few minutes.

While I must start my leadership role with the Institute at an economically trying time, I know that we as CPM®, ARM® and ACoM® Members are in the best position to offer our services and expertise to those who need us most—the owners and investors of real estate. You can be assured that IREM will strive to get the word out, now more than ever, that hiring one of us will no doubt mean a property can meet its optimal performance and maximize return on investment.

This a great time of year to truly set new goals, and not just the same clichéd "New Year's Resolutions." I encourage you all to think about how you can bring out the best of your talents and skills, and make them known to those who need your services.



O. Randall Woodbury, CPM
2010 IREM President



O. RANDALL
WOODBURY, CPM®
(R_WOODBURY@WOODBURYCORP.COM), IREM 2010
PRESIDENT, IS
CORPORATE
SECRETARY AND
VICE PRESIDENT
IN CHARGE
OF PROPERTY
MANAGEMENT FOR
THE WOODBURY
CORPORATION,
A FAMILY REAL
ESTATE FIRM IN
SALT LAKE CITY.