

IREM Oregon Columbia River Chapter Strategic Plan 2024 - 2026

IREM’s Mission:

IREM advances the profession of real estate management.

The Strategic plan outlines the priorities for the IREM Oregon Columbia River Chapter, as outlined by the 2024 Chapter Board, for the next three years to serve as a guide for members, industry partners, future Chapter leaders, and all stakeholders.

IREM HQ Strategic Plan:

We aim to advance the goals set forth by IREM HQ in 2021 at the Chapter level:

- **Awareness:** Advance awareness of the value of property management professionals.
- **Next gen:** Increase engagement with the next generation within IREM and equip them to impact the future success of our profession.
- **IREM experience:** Increase communications about IREM opportunities and solutions, and increase opportunities for engagement with the Chapter, and improve the perceived value of engagement in IREM.
- **Education and life-long learning:** Promote IREM’s knowledge solutions and certifications and provide valuable continuing education for members at the local level.
- **Diversity, equity, and inclusion:** Embrace and educate ourselves and others about DEI and foster an inclusive environment within our Chapter.

Chapter Focus

1. BOARD ORGANIZATION AND FOCUS

Board and Committee roles and responsibilities were evaluated and revised in 2023. Board Members and Committee Chairs were asked to review and sign their job descriptions to confirm that the expectations of these volunteer leadership positions are understood. Key changes include increased Board engagement with committees and mentorship of Committee Chairs.

The Board will convene once every other month (January, March, May, July, September, November) for regular Board Meetings and once in the Fall of 2024 (October) to plan for 2025.

Roles	2024 Board
President	Alisha Smith, CPM
President-Elect	DeAnna Amende, CPM
VP Finance	Michele Schiffer, CPM
VP Communications	Destiny Robinson
VP Member Services	Hannah Knutson
VP of Education	Michael Templeton, CPM, ARM
ARM Liasion/ Scholarships	Michael Havlik, CPM, ARM
AMO Liaison	Traci Twitchell, CPM
1st Member at Large	Shannon West, CPM
2nd Member at Large	Chris Pasteur, CPM, ARM
3rd Member at Large	Kristi Carver, CPM

2. MEMBERSHIP COMMITTEE

A new Membership Committee has been established including designated Board Members and non-board Members. -This committee will focus on Chapter Membership including outreach to potential and existing members, promotion of IREM certifications and resources, and organizing events with Accredited Management Organizations (AMO) and local property management firms. The Membership Committee would like to hold a DEI event in 2024.

The Membership Committee is asked to convene once every other month (February, April, June, August, October, December).

Will you help our Chapter achieve the Membership-related objectives of recruitment and event planning referenced above? Please email info@iremoregon.org if you are interested in joining a committee.

3. OTHER IREM OREGON COLUMBIA RIVER CHAPTER COMMITTEES

Other opportunities to become involved in the IREM Oregon Columbia River Chapter include participation in the following committees and their projects. Will you join a committee this year?

- **AMO Committee** –outreach to current and future Accredited Management Organizations. Encourage AMO employees to attend events at the Member rate and assist property management firms in the process of becoming an AMO. Email Traci Twitchell for more information: ttwitchell@wyserea.com
- **Forecast Breakfast** – the annual Forecast Breakfast which has become a respected & trusted CRE event is held every December. Attendees are CRE owners, brokers, asset managers, property managers, and investors. The committee identifies and invites a keynote speaker and brokers for our local market panel to discuss relevant and current CRE trends and provide their professional forecasting for the next year. The committee is also tasked with procuring event sponsors and promoting table and ticket sales. Email Alisha Smith for more information: asmith@wyserea.com
- **Programs** – collaborate on topic and speaker ideas for continuing education events for IREM Chapter members. Based on feedback from 2022 & 2023, more leadership training topics such as HR, crisis management, and interviewing, seem to be of interest to Members. Email Michael Templeton for more information: mtempleton@pinehurstmanagement.com
- **Community Service** – provide opportunities for members and industry partners to volunteer together to give back to our local community through small volunteer events with different organizations throughout the year. Email Tiffany Van Dyke for more information: tvandyke@puroclean.com
- **Industry Partner/Golf Tournament** – this annual event focuses on fostering vital relationships with our industry partners. This committee procures industry partner sponsors for the calendar year and plans the tournament and industry partner appreciation event that follows it, including the corn hole tournament. In 2024, the Committee has identified that we would also like to plan one or two additional industry partner events during the year. Email Shannon West for more information: swest@wyserea.com.
- **Legislative** – help track proposed legislation and policies and guide Board advocacy action for the issues that matter to property managers, owners, vendors, and tenants. IREM HQ has resources available to assist Chapters with local advocacy in addition to leading efforts at the national level. Email Matt Beilstein for more information: mbeil@townshipservices.com

- **IREM Young Professionals** – there is no age requirement or limit for participation in IYP. Meet and make meaningful connections with industry peers who will enhance and support you throughout your career; while helping build Chapter programming to equip you with the skills and opportunities to advance your career. Email Destiny Robinson for more information: drobins@interurbanre.com

4. EVENTS

The IREM Oregon Columbia River Chapter Board encourages 100% attendance at all 2024 Chapter events and welcomes feedback on what events resonate most with you, your coworkers, employers, employees, and industry partners. How can we provide more value to you?

3. ACCOUNTABILITY

This strategic plan should be continually revisited so that stakeholders continue to be engaged and committed to its priorities, while measuring progress against stated goals.