

IREM

Insight

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Eight Ways to Engage Employees and Power-Up Performance During a Recession

Roxanne Emmerich

If you've seen the movie Jerry Maguire, you'll remember the scene where Tom Cruise asks Cuba Gooding, Jr., "What can I do for you?" Gooding says, "Show me the money."

Many employers think that's the key to employee engagement. But any company that thinks you have to pour money on employees to get them engaged will write off employee engagement efforts during tough economic times. "We just can't afford to do it right now," they say.

In fact, you can't afford not to pay attention to engagement, especially during a recession when sales are soft. Employee engagement scores regularly account for up to 50 percent of the variance in customer service scores. A disengaged employee can cost you 30 times as much in safety-related incidents. And disengaged employees are over 85 percent more likely to leave.

Engagement comes not from dollars but from more personal factors.

Compensation amount is usually low on surveys about job dissatisfaction. Top reasons stated are:

- Bad company policies
- Over supervision or Under supervision
- The work itself
- Lack of recognition
- Relationship with boss

Eight Ways to Keep Your Employees Engaged for the Long Term

1. Listen to your employees. Most people want to work for an employer who cares enough to listen. The best way to know what your employees need and expect is to ask them—and to listen carefully to their answers.
2. Provide clear, consistent expectations. Vague policies and unclear expectations can make employees feel irritated, unsafe and even paranoid. This leads to your employees becoming disengaged. They click into survival mode instead of focusing on how to help the company succeed.

Continued on next page

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IREM

September Luncheon

Tuesday, September 1, 2009

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*Leaders Developing Leaders
Through
Education and Training*

Engage Employees
Continued from page 1

3. Give employees a sense of importance. This has a greater impact on loyalty and customer service than all other factors combined.
4. Develop opportunities for advancement. The chance to work your way up the ladder is a tremendous incentive for productivity, bonding, and employee engagement.
5. Create good relationships with others in the workplace. If you have a toxic relationship with your employees, you can forget about asking them to put their shoulder to the wheel for the company.
6. Offer regular feedback. If you want to keep your employees moving forward, give them the occasional rudder report. And don't forget positive feedback, which should ideally outnumber the negative by about 5 to 1.
7. Celebrate and reward for successes. Set realistic targets, then reward and celebrate when they are reached. And don't wait for the end of a big project to celebrate. Pick landmarks along the way and go nuts when you hit them.
8. Move from "the company" to "our company." The heart and soul of engagement is ownership. As long as your employees feel they are working to help you make your company succeed, engagement will be low. Once you get them to see themselves as partners in the endeavor—making decisions, staying informed, sharing in the company's ups and downs—everything changes. Engagement soars.

Just imagine a workplace in which employees feel important and listened to, in which expectations are clear and feedback consistent, in which relationships and shared ownership are cultivated, advance-

ment is available, and success is celebrated. Now stop imagining it and create it!

Roxanne is the CEO of The Emmerich Group, whose client list includes the top-performing firms in the country—and those that are wildly committed to being on that list. Her unique approach blends kick-butt marketing, enlightened, no-excuses leadership development with profit-rich sales strategies and ironclad templates and systems. She recently released a leadership book titled, "Thank God Its Monday."

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IREM Is A **Worthwhile** Investment... Even During Challenging Economic Times!

Can you believe it? We have officially started the second half of 2009. Time has certainly flown by in what can be described as significant challenging economic times. For many of us, reforecasting budgets and analyzing performance benchmarks for the current year has taken on a much greater priority. And, as we all know, owners continue to look to us as property managers for a good return on their investments no matter the market conditions. As members, you also should look to the IREM Houston chapter for a good return on your investment.

In spite of the challenging times, we are as strong as ever, and our chapter's staff and Executive Council continues to provide outstanding performance to you, our members, with tools and knowledge we all need to effectively conduct our business. Our chapter can be proud of what has been accomplished in the first six months of this year. Here are a few of the returns based on your investment of time, money and other valuable resources to IREM Houston during the first half of 2009:

- An 8% increase of membership since the end of last year, which currently stands at 589
- Continued growth in attendance at luncheons over last year
- Increased promotion of IREM credentials and our members' expertise as a result of additional advertising in the Houston Business Journal, RedNews and GlobeSt.
- Sponsored and participated in the second annual Lights Out Houston program
- Developed a new chapter Facebook page in March, which has attracted 65 members to date
- The Green Building Seminar jointly held with RealComm in April
- A hugely successful LEED and ENERGY Star Luncheon, both in terms of honoree count and attendance of 500 held in April.
- The awarding of \$2,850 to local high school students for our IREM Energy Essay Contest and Making A Difference in the community
- The awarding of nearly \$5,000 in educational scholarships to local real estate professionals
- A successful Washington DC trip by IREM Houston leadership to meet with Senators and members of Congress in April
- A first-time six-week LEED Study Group attended by 23 dedicated members in June
- A highly successful Mayoral Candidates Luncheon Forum, jointly held with CCIM and attended by 250 in July
- Increased value to our newsletter with the addition of more pages and content



George D. Griffin III, CPM, CCIM

- A recently formed partnership with the USGBC Houston / Gulf Coast Chapter
- Six quality IREM Courses offerings completed with five more scheduled before year end

One of the greatest, if not the greatest values of being part of IREM is networking with other members. Here are a few of the events held during the first half of 2009:

- Three Happy Hours attended by regular members and many others who have reconnected with the chapter
- A jointly held "Young Professionals" mixer, which was attended by over 400 attendees and received local press coverage
- A February ARM Luncheon that was attended by a record-breaking 100 attendees
- Social outings that included successful Softball, Bowling Tournament and Luau

Here's what is coming up in the remaining second half of 2009:

- The annual community involvement program "Support the Troops" drive is gearing up for the fall
- The IREM Houston sponsored Charity Golf Tournament is in full swing and is scheduled for September 21
- The chapter sponsored Model Green Lease Seminar, Renovate for Profit Seminar and the MCE Real Estate Conference is scheduled for October
- The formation of the IREM Houston Scholarship Foundation, 501 (c) 3 status

For even more return on your investment, stay tuned for upcoming building tours, the launch of a new IREM Houston website, a hands-on Energy Star class, a Hawaiian Luau, an ARM Luncheon, and our annual Holiday Party.

Although the current economic market is down, IREM Houston is looking up. So continue getting your money's worth by investing in our educational offerings and networking opportunities. IREM is a worthwhile investment...even during challenging economic times!

The Green Intent: Initial Certification vs. Recertification



By
Bruce Albright LEED-AP,
VP Sustainability
Professional Janitorial
Service

The LEED portfolio of products has continued to grow and evolve since first being introduced as a pilot program in 1998. The first public rating system was launched in March of 2000 followed by revisions in 2002 and 2005. LEED-EB was launched in June 2005 followed by 3 more revisions. April 27th of this year marked the beginning of a new period in the evolution of the LEED rating system, known as LEED v3.

Over the last eight years there have been several buildings that have earned LEED-NC, LEED-CS, LEED-CI or LEED-EB certification that will be recertified under LEEDv3. There have been a few changes made to the requirements for recertification and project teams should contact their LEED-AP to review the impact and make preparations for them. Regardless of these changes the path for recertification verses starting over again is definitely the best option.

First, let's set the record straight on a common misconception. LEED-NC certified buildings do not have to convert to EB. When a building earns certification under New Construction (NC), it is an award for the design and construction of that building. The award does not expire and there is no requirement to get certified under operations and maintenance. However, the green intent is lost--if the building does not operate and maintain the building under LEED standards. For this reason the USGBC encourages buildings certified under NC to convert to EB as soon as the building can meet the minimum program requirements (MRPs). Certification under EB does expire. It will expire at the end of five years. Making recertification necessary at least every five years or it can be done as often as yearly.

The financial benefits for recertification versus allowing the project to expire and start over are considerable. In view of the costs for an initial building certification, the savings to maintain your project for recertification make this option the only reasonable choice. There is no registration fee for recertification projects and the review fee is half the expense of an initial submittal. Additionally, recertification projects follow a streamlined path and have minimal document requirements. Collecting, auditing and submitting required documents are a time consuming and expensive process. Minimizing this will save hundreds of administration hours. Other financial considerations would include the building's maintenance expenses, asset value, square foot rental rates and the public relations impact. Many in property management consider LEED certification as the new standard for Class A office space, losing EB certification, may in the future, jeopardize the buildings standing.

IREM Advocacy Update

House Passes Energy Bill that Exempts Existing Buildings from Mandates and Provides Incentives

The U.S. House of Representatives approved H.R. 2454, the American Clean Energy and Security Act jointly sponsored by Congressmen Henry Waxman (D-CA) and Edward Markey (D-MA). The bill, re-numbered H.R. 2998, includes provisions that exempt existing buildings from the bill's provisions to build upon an existing Energy Star energy labeling program. As originally drafted, the bill would have required energy audits for all buildings and homes, would have required that these buildings be labeled and the energy rating label be disclosed at a time of lease and/or sale, and would have allowed any citizen to bring a private right of action against any entity that contributes to global warming.

Thanks to the lobbying work of IREM and CCIM members during Capitol Hill Visit Day this past April – and working in

partnership with NAR – the bill that passed the House is much different than the original proposal. This bill does not require audits – except for buildings voluntarily participating in a energy efficient program, limits labeling to new construction only, removes the private right of action, and prohibits the EPA from implementing a greenhouse gas emissions regulation that would have regulated greenhouse gas emissions from commercial and multifamily properties. In addition, the bill provides property owners with significant financial incentives, matching grants and tools to make property improvements and reduce their energy bills.

IREM and NAR will continue to work on this legislation as it moves through the Senate to ensure the real estate provisions remain favorable to our industry.

As Hurricane Season Strengthens IREM has Resources to Help You Cope with Hurricanes and Other Disasters

Are you prepared to deal effectively with a hurricane? Is your property ready? If not, IREM can help!

If not, consider picking up IREM's best seller, *Before Disaster Strikes: Developing an Emergency Procedures Manual, Third Edition*. The popular book describes the following:

- The nature and scope of hurricanes
- Areas and properties at risk
- Preventive measures
- Hurricane-proofing a property
- What to do during a hurricane
- What to do after a hurricane

Interested in learning how to develop, evaluate or update preparedness plans for all types of natural and man-made emergencies?

The first section of the publication includes an overview of the scope of emergency planning, the emergency management team, security, evacuation of the building, restoration and resumption of operations, and public relations. Separate chapters address preparations and responses to some 22 different types of emergency situations. The publication is accompanied by a CD-ROM that includes emergency planning forms that can be tailored to the needs of a particular property.

For more information and to order *Before Disaster Strikes: Developing an Emergency Procedures Manual*, click here.

IREM also held an enlightening Webinar on hurricanes and hurricane preparedness presented by IREM Member Paul White, CPM. To access a free recording of the Webinar, go to www.irem.org. To download, follow the prompt and enter coupon code siddit in the credit card information screen during the registration process. The price will then change to \$0.

Lastly, log into www.iremfirst.org for articles and important resources on storm and disaster preparedness.

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Wine Event



IREM Vice President of Services, Bill Goeke, CPM of Weingarten and event sponsor Floyd Mahanay of PJS Services with guest Dana Barbre.



Katie Shak of ISS Facility Services and IREM Treasurer Mary Butler, CPM of Granite.

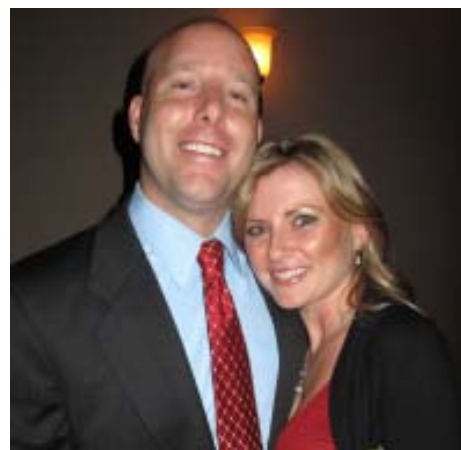


Event sponsor Jackie Lee of PJS Services poses with IREM President George Griffin, III, CCIM, CPM of J.Allen Management and Dana Taylor of Martin's Window Cleaning Corp.



IYP Event Co-Chair Lydia Conn of Asset Plus Management pictured with IREM President-Elect Frank Staats, CPM. Not pictured is IYP Event Co-Chair Meaghan Gallacher.

Even on a rainy night, the IYP Wine Tasting Event for all IREM members at Sonoma Wine Bar was attended by over 70 people. A big thanks goes out to event sponsor PJS Services and to Asset Plus Companies for sponsoring the jazz band and door prizes.



IREM Young Professional (IYP) Chair Jim Hussion, CCIM, CPM and event sponsor Sunny Sullivan with PJS Services.

**Are You Ready for Some Football? Mark Your Calendar for the IYP Tailgating Party in October
Details to follow next month!**

PICTURE THIS

August Luncheon



Janie Snider, CPM, Norman Straight of Locke Protective Services, and Marjorie Clark of Griffin Partners.



Tiffany Davison of Liqa Tech Services, Larry Goodman, CPM of Goodman Technology Services, and IREM Membership Vice President, Kathy Vandegaer, ARM, CPM of Greystone Asset Management.



CPM Candidate, Matthew Townley, Intern Andy Sapp, Jerry Calhoon of Corestone Paving and Construction, IREM President Elect Frank Staats, CPM.



Vicky Carter pictured with new IREM Associate Members, Theresa Platz and Margarita Gongoria of Greystone Asset Management.

Leadership Conference in Chicago



IREM Leaders pictured at the IREM Leadership Conference in Chicago in July 2009; President Elect Frank Staats, CPM, Treasurer, Mary Butler, CPM, current Chapter President George D. Griffin, CCIM, CPM and IREM Regional Vice President Jeff Burck, RPA, CPM.

RVP, Jeff Burck, CPM pictured with the Canada Region Vice President and Dawn E. Daffinee, CPM (formerly Campbell) of San Antonio Chapter who will be that Chapter's President in 2011.

PICTURE THIS

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Celebrating Summer! IREM Hawaiian Luau



Caroline Dudley of ABM, Jeff Burck, CPM of Brookfield Properties, Sarah Graves of ABM and Event Chair Adrian Silva of Merit Parking.



Grand Prize Cruise Co-sponsor Rob Keeling of Fujitec America, IREM Executive Director Jo D. Miller, IREM Social Chair Shawn Harvey, CPM, Faith Galvan, (Cruise Winner) and IREM VP of Membership Kathy Vandegaer, ARM, CPM.



IREM staffer Laura Theis, Will Hoegemeyer of ThyssenKrupp Elevators, Ed Schultheis of Embark Tree and Landscaping Services, and Andrea Sharp of AlliedBarton Security.

Celebrating Summer!



Recent Houston Apartment Association Hall of Fame Winner, David Hargrove, CPM and Diane Gilbert-Burdick, CPM of Greystone Asset Management.



Winner of the Luau Costume Contest Jackie Lee of PJS pictured with Lindsay Janek, CPM of Liberty Property Trust.



CPM Candidate Kim Wells of BMS Management, Inc. and Ed Schultheis of Embark Tree and landscaping.



Sunny Sullivan of PJS, J. Blanchard of Executive Security Systems, and Katie Shak of ISS Facility Services.

IREM Hawaiian Luau



IREM President George Griffin CCIM, CPM came in second in the Limbo Contest which was sponsored by Liqua Tech.



Hula Hoop Contest Winner Kim Goyette of AlliedBarton Security Services.

What You Need to Know

Houston Sign Ordinance Changes

By IREM Legislative VP Bill Goeke, CPM

Last year, Mayor White established an On-Premise Sign Task Force. The purpose of the Task Force is to make recommendations and improvements to the City of Houston's Sign Code:

The task force was represented by several professional organizations including IREM, BOMA, HAA, Houston Sign Association, as well as real estate companies, retailers, small business to mention some. Philip Schneidau and Bill Goeke, both CPM's, participated on the committee.

Goal of Task Force Recommendations

- Update sign code
- Recognize that signs are a critical tool in supporting businesses, but the current proliferation of signs and visual clutter (as evidenced in following pictures) hinders business and affects ability to attract new companies to the area
- Develop standards that are easier to enforce during the permitting process
- Streamline the code, produce a document that is consolidated and more objective
- Set standards for new and emerging technologies

Full article continued on next page.

Elevator Reminders

All elevators subject to firefighters' service operations requirements must have the service installed and inspected no later than September 1, 2012. To take advantage of the delay, building owners must file an application for delay and pay all required fees to Texas Department of Licensing and Regulation (TDLR). A link to the waiver/delay application can be found at <http://www.license.state.tx.us/elevator/ele012.pdf>. If you have questions on this important safety matter, please contact the Chief Elevator Inspector, Lawrence Taylor, at 512-539-5725 or Lawrence.Taylor@license.state.tx.us.

Escalator Reminders

The Texas Department of Licensing and Regulation issued the note below regarding required compliance with the 2003 code with respect to required escalator step and skirt tests. The City of Houston also has an ordinance that allows escalator owners until 1/1/2011 to have brushes or other deflective equipment installed on escalators installed before 1/1/2001.

3005.5.3 Compliance program. All escalators installed on or after October 21, 2001, shall be equipped with escalator skirt deflector devices or equivalent protection in accordance with ASME

A17.1 Safety Code for Elevators and Escalators. The owners of existing buildings in which one or more escalators were installed prior to October 21, 2001, shall have skirt deflector devices or equivalent protective equipment installed on all escalators no later than January 1, 2011.

All escalators must comply with the escalator step and skirt index by 9/1/2009. All managers and owners have until 1/1/2011 to get brushes or other deflective equipment installed (in Houston only).



LEGISLATIVE

UPDATE

IREM Houston and their Public Policy Committee are monitoring the following important items on your behalf. If you have information to share with fellow members, or want to participate, please email jmiller@iremhouston.org

Continued from page 10.

The following are some for the key components of changes to the Sign Code:

Sign Type	Cat. A Current Ht./Sq. Ft.	Cat. A New Ht./Sq. Ft.	Cat. B Current Ht./Sq. Ft.	Cat. B New Ht./Sq. Ft.	Cat. C Current Ht./Sq. Ft.	Cat. C New Ht./Sq. Ft.	Cat. D New Ht./Sq. Ft.
One Business	14/100	14/100	24/200	20/150	42.5/300	42.5/225	8/60
Multi-tenant 2-3 Businesses	19/200	19/200	30/400	26/300	42.5/525	42.5/450	10/120
Multi-tenant 4 or more Business	24/300	24/300	36/600	31/450	42.5/750	42.5/600	12/180
Flag Sign	20	20	40	35	60	50	-

Category A: Scenic districts and historical rights of way
 Category B: Major thoroughfares (inclusive of collector streets)
 Category C: Freeways
 Category D: Local (neighborhood) streets
 – NEW CATEGORY

Each business is allowed one ground sign, unless business has more than one street frontage or single street frontage longer than 350 linear feet, then 2 ground signs are allowed.

Roof Signs: Roof signs will no longer be allowed

Wall Signs

■ No wall sign shall exceed 25% of the business storefront or 1,000 sq. feet,

whichever is less (if the business has no storefront a max of 50 sq. feet will be allowed)

Projecting Signs: Projecting signs cannot extend above the primary roof line

Standards for Changeable Message Signs (i.e. – LED signs)
 Add new sign type to sign code – Changeable Message Sign: Content driven display system that changes dynamically through the use of computer
 ■ Only one changeable message sign allowed per business
 ■ The changeable message shall be limited to 50 percent of the size of the sign or 100 sq. feet, whichever is less
 ■ Limits on brightness, color and other similar attributes

Attention Getting Devices (streamers, inflatable figures, etc.) – no longer allowed as of 1/1/10

Window Signs

■ Permit now required for any electrical/ structural interior sign visible from the right of way.
 ■ Advertising may not cover more than 20% of glass

Abandoned Signs – sign structures abandoned in their entirety more than 12 months must be brought into compliance with sign code

For more information about the sign code and permit applications, please go to: <http://www.publicworks.houstontx.gov/planning/enforcement/signadmin.htm>



America's biggest city is becoming more bike-friendly. By a 46-1 vote, the New York City Council approved a bill requiring commercial building managers to provide access for bicycles. The new law states that buildings with freight elevators, must allow employees to take their bikes upstairs. "It shall be assumed that if a freight elevator is available for carrying freight, it is available for carrying bicycles," reads the law, originally introduced in 2004. It addresses the most common reason cited by New Yorkers for not riding to work: lack of bike parking.

Read the New York Times article at <http://tinyurl.com/m9brgw>

Taking A Closer Look



Low-Cost Energy-Conservation Measures

Richard G. Lubinski

Welcome to 2009 – with a recession, a federal government stimulus package, reductions in capital budgets, and increases in utility costs. While this may not be the perfect storm, it will certainly be an interesting, challenging year. We can pull the covers over our heads and hope for good news, or we can get back to basics and do something about our energy consumption.

In regulated and deregulated markets, electricity costs have increased considerably in recent years. This trend is likely to continue in spite of the recent fall in natural gas cost due to market trading linkages to crude oil prices. While the supply-side energy-management options are limited, the demand-side energy-management opportunities represent a potential gold mine. We need to refocus our efforts in times of little or no capital dollars on operational savings or low-/no-cost energy-conservation measures (ECMs).

Strength in Numbers

You need monthly energy-consumption data in order to understand your building and track the results of energy-savings improvements. Your accounting records only focus on utility costs and payments, and not on the energy consumption that your utility bills are based upon. A simple utility accounting system is needed to intelligently begin any energy-management program. You can collect the data from your utility bills for the past year and enter the information into a spreadsheet. An easier way is to use the utility company's records to quickly collect 12 to 24 months' worth of utility consumption for electricity, natural gas, district chilled water, district steam or hot water, and water consumption. Since the utility records are already in electronic form, you might be able

to collect the data electronically by asking the utility's customer-service department or representative to export the data to Microsoft Excel, and then e-mail it to you. Getting the utility-consumption histories from screenshots or via fax is much better than waiting a week (or even up to a month) for the information to arrive by snail mail. Once the data is collected, you can format it to have a monthly view of your building's energy consumption over the past few years. While the data can be affected by occupancy, work schedules, and heating/cooling degree days, the simple approach is to ignore these factors and only look at the big picture and trends. It's a bonus if the same format is used to track utility costs over the same period and additionally calculate monthly average unit cost for the utilities purchased.

Level One Energy Audit

A local Certified Energy Manager (CEM) could be hired to conduct a moderate cost review of your energy-consumption history, HVAC, lighting, energy-management /building-automation systems, and human-behavior-related control issues. An independent, third-party consultant can review your building without preconceived notions and see things with a fresh set of eyes, without any hidden agendas. Monitoring your building with data loggers, EMS logs, and utility interval data will uncover what happens in your building across a week or two. This high-level look at your building's operations will reveal what happens – 24/7 – during this period.

There's an immediate return on investment (ROI) when you can adjust building controls and/or people's habits to reduce energy

Continued on page 13



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consumption. A Level 1 energy audit may find one dozen to five dozen EMCs that will reduce energy consumption with little or no capital investment. The key to this process is controlling what you own vs. making capital investments in new high-efficiency equipment. This process may be able to reduce your building's energy consumption and costs by 5 percent, up to as high as 10 percent in a few cases.

The facility's automatic controls and operational processes could be a gold mine where you can find, pick up, and save real money for your building. A building with lower energy costs becomes more profitable (and also gains in asset value). The beauty of this process is that it can be done with little or no capital investment.

Energy agencies and websites often have free tips on low-/no-cost ECMs for certain types of buildings and businesses. These can become checklists of things to look for within your building.

It's a good idea to start with the biggest energy users and then proceed to smaller energy users. Time spent reviewing the control over central heating, air-conditioning, air-handling units, pumps, ventilation (intake and exhaust), and water heating should provide energy-savings opportunities. If the energy-management system (EMS), building-automation system (BAS) time clocks, and standard controls were set correctly, your energy consumption would be lower. Often, the engineer's design intent is not followed by the installers or the people who operate the building. Simply returning

HVAC and lighting controls to the fully automatic mode can provide immediate cost savings.

Data loggers and an impromptu afterhours building tour can reveal commonsense ECMs. You may be surprised about what the cleaning contractor and security professionals do (or don't do) each night. While advanced controls and high efficiency can be useful, there's nothing better than a simple on/off control light switch.

Energy consumption is a matter of rate multiplied by time. If you can reduce the rate of consumption, you reduce the monthly energy consumption. In the real world, it's often easier to affect the time factor by running equipment on the correct schedules to meet the building's current needs. While the schedule of the building will vary over time, the building's EMS/BAS controls tend to get set by the building operators to meet the worst-case scenario. In many cases, the worst cases need no longer exist, so adjusting the equipment runtime schedule can reduce energy cost without any tradeoffs in occupant comfort.

Some buildings have special tenants who demand everything, and want it all the time. While everyone wants to be thought of as special, you can't run major buildings solely to keep a few squeaky wheels happy. The application of submetering and billing for special tenant requirements (beyond the terms of the lease) often results in attitude adjustments or at least a more cooperative working arrangement.

A Level 1 energy audit can be a useful tool for the real estate manager and his/her director of engineering. The key to success is to track the energy consumption monthly and compare the data to the same prior period (e.g. February 2009 vs. February 2008, etc.). Another common expression: "You can't manage what you don't measure." Let your utility-consumption numbers guide your process and, more importantly, serve as a means to track results. Since companies and buildings are run by teams, it's important to share the energy-consumption data with all stakeholders. If the numbers go down, you're clearly making real progress. If the numbers go up, then you're challenged to find out why.

The utility-consumption spreadsheet (or database) becomes more meaningful if it contains all the data. It's important to find out if your electricity bill was estimated in February 2008, or if it covered 40 days and not just the assumed 30-day period. Tracking the consumption numbers, number of days in the billing period, actual or estimate readings, and other information on the actual bills can very valuable. If a meter reading or estimate is an error, it's easy to see it. Now, the simple spreadsheet becomes a useful and important management tool, and something you will wonder how you ever got along without. After all, knowledge is power.

Richard G. Lubinski is president at Silver Lake, OH-based Think Energy Management LLC, a nationally recognized energy consulting firm. He is also a Life Member of the Association of Energy Engineers (AEE) and serves as the president of its Northern Ohio Chapter. Lubinski holds several national professional certifications including: Certified Energy Manager, Certified Demand Side Management Professional, Certified Sustainable Development Professional, Certified Energy Management Systems Contractor, Certified Business Energy Professional, and Certified U.S. Green Lights Survey Ally. In 2006, Lubinski was named Energy Manager of the Year, Region III by AEE. He writes and speaks regularly on a wide variety of energy-management topics.

H1N1

Are You Prepared?

In the event of pandemic influenza, businesses will play a key role in protecting employees' health and safety as well as limiting the negative impact to the economy and society. Planning for pandemic influenza is critical.

To assist you in your efforts, the Department of Health and Human Services (HHS) and the Centers for Disease Control and Prevention (CDC) have developed the following checklist for large businesses. It identifies important, specific activities large businesses can do now to prepare, many of which will also help you in other emergencies.

Get Your Business Checklist at

www.flu.gov

And Start Preparing Today!

"The next few months will surely be challenging."

- CDC Spokesperson

There are a number of things that you can do to prepare yourself and those around you for a flu pandemic. It is important to think about the challenges that you might face, particularly if a pandemic is severe.

Go through a Planning Checklist to be sure that you plan for the impact of a flu pandemic on you, your family and your business. For more information specific to individuals, families, and your workplace, and for information directed toward schools, health care providers, community organizations and governments, see Plan & Prepare on the www.flu.gov.

There are also everyday actions people can take to stay healthy, such as frequent hand washing, covering your nose and mouth when you cough or sneeze, and avoiding close contact with sick people.

More H1N1 resources are available at

www.iremfirst.org

24th Annual

IREM Houston Golf Tournament

Monday, September 21, 2009

at Sweetwater Country Club
4400 Palm Royale Blvd.
Sugar Land, Texas 77479

Just a few hole sponsorships remain!

\$400 for one course.

\$700 for both.

Volunteer participation is welcomed.

To volunteer for the event day, please contact
IREM at 713-783-9225.

www.iremhouston.org/golf_main.htm

Benefitting
Harris County Protective Services

Hosted by Harris County
Judge Ed Emmett





Chris Bosler, Senior Property Manager
American Spectrum Realty
CPM Candidate

ON THE PERSONAL SIDE:

What would you do if you won the lottery?

I would pay off all of my debt, including my house and car, take a 60 day vacation, invest the rest for retirement and continue working. I would get bored really fast if I didn't continue to work.

The one person I would like to trade places with for one day and why:

I think it would be interesting to be the President for one day to see what they really do and how much power they really have. I would have to assume this is a very stressful position to hold; even for a day.

What I do when I'm away from the office:

I spend a lot of time at home working around the house, keeping up with my yard and landscaping and enjoying my pool and backyard Oasis. It is my own little vacation every weekend.

Do you have a mentor and if so who was it and what did they do for you?

Professionally, it would have to be Fred Polansky and Yolanda Patino from Austin for believing in me and supporting me when I entered the world of commercial real estate.

Something about where I grew up and/or went to school:

I am from Canton, Ohio and our claim to fame is the Pro Football Hall of Fame. And, I have never been there!

What do you find yourself doing/saying that you swore you would never do/say?

Talking to myself when I work. The older I get, the more I consult with myself out loud. Yikes!

Name a destination that you would most like to visit and why.

Australia! I love animals and exotic places and this is definitely on my list to do. The long plane ride is a deterrent though but I hope to make it there someday.

ON THE PROFESSIONAL SIDE:

What I would do if I were not a property manager:

I would most likely be an accountant. That was the direction I was heading towards in school before becoming involved in real estate management.

Favorite thing about being a property manager:

I really like helping people and solving problems and enjoy property management because it is not monotonous or boring and managing each building is similar to running your own small business.

I am so glad I learned to:

Listen to tenants and customers and use a common sense approach when dealing with their issues or concerns.

One thing professionally that I hope to do:

Manage a landmark high rise building.

The electronic device/gizmo that makes my job easier is:

Definitely my Iphone! I couldn't live without it. Receiving emails 24/7 is good and bad but it certainly makes my job easier since I run back & forth between numerous buildings and allows me to quickly respond to my tenants' needs.

One thing I want people to say/remember about me when I am gone:

I pride myself on my honesty and customer service abilities and hope that people remember that about me when I am gone.

Build Your Career Equity

IREM Upcoming Education For Earning Your CPM Credential!

September 14 and 15

Marketing and Leasing Office Buildings (MLK406)

September 16 & 17

Human Resource Essentials for the Real Estate Manager

Location:

Millennium Tower, First Floor
10379 Richmond Ave.

Times:

8:30 a.m. - 5 p.m. all days

MCE:

Both courses approved for TREC Continuing Education Credits.

Download more information and registration flyer at www.iremhouston.org

These courses meet the requirements for two CPM Courses (Property Operations).

**IYP Tailgating Party - October 4, 2009
Details to follow next month!**

Welcome to Our Newest Members:

New CPM® Members

Pat Arden, CPM
 Kevin Howe, ARM, CPM
 Rose Moreno, CPM, Colonial Properties Service
 Michael Vacker, CPM, Prime Communications, L.P.

New CPM® Candidate Members

Gary Garcia, Fuller Realty Partners
 Frederick Kelly, Frederick D. Kelly & Associate
 Hoang Nguyen, VN Enterprise Partnership
 Rodney Norton, Miles Interests
 Dena Woulds, Wulfe & Co.

New Associate Members

Vicky Carter
 Margarita Gongora, Greystone Asset Management
 Sarah Kilough, Lincoln Property Co.
 Raquel Lozano, Crescent Real Estate
 Theresa Platz, Greystone Asset Management
 Alisha Santos, Cencor Realty Services
 Matthew Summers, Kaplan Mgmt.
 Vanessa Reed, Home Asset, Inc.

Welcome Back Reinstated Members

Johnna Luttrell, ARM
 John Dyslin, CPM, Ernst & Young

Got Energy Star?

If you have not registered your building or sought the Energy Star Label for 2009, consider doing so today at

www.energystar.gov

IREM Houston has upcoming events to increase your Energy Star knowledge.

More details to follow.

October 24

Tour three prominent downtown Energy Star labeled buildings

December 9

Join us for a hands on Energy Star Workshop, with experienced tutors and the opportunity for you to work live on your laptop.

Local Leader Named to Headquarters Executive Committee

Congratulations are extended to our own **Chapter President, George D. Griffin, III, CCIM, CPM**. Griffin has been appointed to the prestigious Executive Committee of the Institute of Real Estate Management with a term beginning in November for a three year term. The Executive Committee is comprised of twenty leaders including the Institute's President, President-elect, Secretary/Treasurer, Executive Vice President/CEO, Immediate Past President, NAR representative, the IREM Foundation President, Senior Vice Presidents and other At-large members.

The IREM Executive Committee's purpose is to:

- Conduct the affairs of the Institute in accordance with the policies and instructions of the governing council.
- Develop the strategic plan by selecting and prioritizing strategies and approving programs and budgets.
- Recommend to the governing council an annual operating plan and three-year strategic plan.
- Manage strategic plan implementations
- Implement strategic plan adjustments throughout the year, to take advantage of unplanned opportunities and to adjust strategies and initiatives which are not producing the anticipated results.
- Oversee the business management of the Institute
- Receive and act on the annual external audit report.

Another Green Thing....

The IREM Houston Chapter is continuing in our partnership with the United States Green Building Council (USGBC) Houston Chapter. **Executive Director Jo D. Miller** has been asked to serve on a short term assignment to assist in the nominating process of their organization's upcoming leadership.

Executive Council Nominees Named:

The 2009 IREM Houston Nominating Committee, chaired by Jeff Burck, RPA, CPM, is pleased to announce the nominations for the **2010 Houston Chapter Executive Council** listed below:

Chapter President - **Frank Staats, CPM**, Crescent Real Estate Equities, LLC

President Elect - **Mary Butler, CPM**, Granite Properties

Chapter Treasurer – **Michael Mrozek, CPM**, CB Richard Ellis, AMO

Vice President of Education – **Janie Snider, CPM**, Griffin Partners

Vice President of Legislative - **Gilbert Padilla, CPM**, Bank of Texas

Vice President of Membership - **Kathy Vandegaer, CPM, ARM**, Greystone Asset Management

Vice President of Communications - **Susan Mazewski, CPM**, BMS Management, Inc.

Vice President of Services – **Shawn Harvey, CPM**, Lincoln Property Company, AMO

Vice President of Multifamily - **Michelle Croasmun, CPM, ARM**, Pinnacle, AMO

Immediate Past President - **George D. Griffin, III, CPM, CCIM**, J. Allen Management

IREM Members will have the opportunity to vote on these nominations at the IREM September Luncheon, scheduled for Tuesday, September 1, 2009 at the Federal Reserve Bank Building. Once elected, their new positions will take effect immediately following the November IREM Luncheon.

Are You Paying Attention to Your Technology Wasteland?

Denia Mejia and Zoe Russell



If you have a room full of old, unused computers, telephones, servers, or other consumer electronics, then you have what we call a computer cemetery. You know how the process starts. You place a few non-working or out-of-date machines in the corner of an unused room or closet, and the next thing you know, your extra space has turned into the resting place of countless electronics.

Organizations stock pile computers because they either can't bear to let go of machines they'll likely never use again or they worry about the safety of proprietary information hidden in the recesses of hard drives. While the reasons are understandable, valuable storage space, rapidly depreciating resale value, and the drag on ROI caused by unproductive assets should prompt businesses to divest themselves of computer cemeteries.

But what is the final resting place of your machines—the actual e-waste

graveyard? Where does your recycling company send your scrap?

E-recyclers vary greatly due to a lack of regulation. According to the EPA, 82% of US e-waste is land filled and at least half of it ends up exported to countries such as China, Nigeria, and India, desperately lacking the necessary infrastructure to safely dispose of your toxic electronics.

Your computer monitor, for example, is made up of lead, mercury, cadmium, beryllium, barium, and PVCs—all toxic ingredients whose increased exposure is known to cause cancer, brain damage, and kidney problems, among other serious medical and environmental issues.

Although a certificate of disposal from an e-recycler is reassuring, it means very little. The US does not ban the export of e-waste, and too often “recycled” materials are shipped to unfit and negligent processors, or even directly to landfills.

Take action today and call in a responsible e-recycler that provides:

- Secure data destruction – hard drive shredding and data erasure compliant with Department of Defense standards
- A downstream vendor report specifically identifying how and where product is finally processed
- Accurate reporting of your machine's recovered value
- Access to their processing facility - a first hand look into their processing methods

Remember, choosing a responsible e-waste recycling company is crucial. After all, it is your company's image—and information—on the line.

Denia Mejia, Procurement; Zoe Russell, Marketing Manager at CompuCycle, Inc. CompuCycle prides itself on generating the highest possible value for retired electronic assets in the most environmentally sensitive manner for corporate customers, small businesses, not-for-profit organizations, schools and consumers. Mejia is a graduate of the University of Houston's School of Communications and Russell is a graduate of the College of Business at Auburn University.

IREM Sponsored Education

Green Building Symposium "The Greening of Houston's Business Culture" with keynote speaker Bill Shireman, President and CEO, Future 500.
Date: September 24, 2009
Location: Hilton Americas Houston Hotel
Host: Greater Houston Partnership
Register at : www.houston.org

Model Green Lease Seminar
Date: September 29, 2009
Time: 8:00 am registration
Program: 8:30 am to Noon
Location: Shops at Houston Center, Ste. 413
Cost: \$89 IREM Members (discounted price)
Register at : www.squarefootage.net

Retrofit for Profit Seminar
Date: September 29, 2009
Time: 1 pm registration
Program: 1:30 pm to 5:00 pm
Location: Shops at Houston Center, Ste. 413
Cost: \$89 IREM Members
Register at : www.squarefootage.net

Mark Your Calendars



12th Annual Commercial Real Estate Course
Date: October 1 and 2, 2009
Time: 7 am registration and breakfast
Program: 7:50 am to 5 pm both days
Location: South Texas College of Law
Cost: \$225 IREM Members (discounted price)
Register form located at www.iremhouston.org/october
Includes two full days with over 20 speakers and topics
Host: Real Estate Center at Texas A&M
This course is approved for TREC MCE

Remember to take advantage of your IREM Member discount when registering. Details can be found at www.iremhouston.org



IREM Houston is holding our third year Support the Troops collection effort for 200 soldiers in Iraq and we invite you to participate! This worthwhile project will show our brave men and women that we care. Please watch your email or go to our website at www.iremhouston.org for the list of Troops needs.

Our collection program will take place between

September 1 and November 11, 2009

These items will be shipped to the Troops in time for the Holidays!

Several ways to help support the Troops!

1. Purchase needed items and drop off at our donation location (list of needs and location to be announced next month).
2. Donate money at the September, October and November IREM luncheons.
2. Volunteer your time to help us sort, pack and ship the packages.



Stay tuned for more details in September. Questions? Call 713-783-9225..

Phone A Friend!

It Can Be Your Life Line and Make You Money

*Consider the below **Friend of IREM** representatives and their companies for your next RFP or job.*

ABM Janitorial Services

Al Estrada
713-928-5344
aestrada@abm.com

Fujitec America, Inc.

Rob Keeling
713-690-1990
rkeeling@fujitecamerica.com

Moss Landscaping, Inc.

Gary P. Moss
713-861-5511
gary@mosslandscaping.com

Allied Barton Security Services

Andrea Sharp
713-939-4200
andrea.sharp@alliedbarton.com

IGC Construction

Paula Licona
713-626-1260
plicona.igc@sbcglobal.net

Phase Engineering, Inc.

Melanie Edmundson
713-476-9844
melanie@phaseengineering.com

Always in Season

Debbie Ortiz
713-681-1414
dortiz@alwaysinseason.com

ISS Facility Services

Jim Roll
713-956-2277
jim.roll@us.issworld.com

PJS Janitorial Services

Jackie Lee
713-850-0287
jlee@pjs.com

Chamberlin Roofing and Waterproofing

John Kafka
713-880-1432
jkafka@chamberlinltd.com

JOBS / AMST

LaRue Coleman
713-522-8925
lcoleman@jobs-amst.com

Pollock Paper

Randy Holford
713-934-6800
randy.holford@pollockpaper.com

Corestone Paving and Construction

Jerry Calhoon
281-651-0616
jcalhoon@corestonecs.com

Liqua Tech, Inc.

Angie Palladini
713-225-5325
angie@liquatech.com

Silversand Services

Kay Nelson
713-722-0336
knelson@komp.us

E3 Electric, Ltd.

Steve Jackson
713-622-1222
sjackson@e3electric.com

Locke Protective Services, Ltd.

Bill Lakenmacher
713-266-6188
bill@lockeprotective.com

Summit Energy Services, Inc.

Rose Shaver
713-554-1658
rose.shaver@summitenergy.com

Embark - The Tree Specialists

Ed Schultheis
713-462-3261
eds@embarkservices.com

Martin's Window Cleaning Corp.

Dana Taylor
713-956-0112
dtaylor@window-cleaning.com

T.A.C. Americas

Jack Russo
713-975-9500
jack.russo@T.A.C.com

Executive Security Systems, Inc.

J. Blanchard
281-820-2900
jblanchard@essitexas.com

Merit Parking Company, Ltd.

David Evans
713-840-7275
davidevans@meritparking.com

ThyssenKrupp ESP

Nicole Sossi Lehmann
713-849-2191
nicole.sossi@thyssenkrupp.com

Trademark Construction

Chris Hines
713-688-9496
chris.hines@trademarkconst.com

Houston Chapter *Leaders*

Executive Council

President — George D. Griffin, III, CPM®, CCIM
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 mcroasmun@prmc.com

Past-President — Jeff Burck, RPA, CPM®
 Brookfield Properties, 713-651-9800
 jeff.burck@brookfieldproperties.com

Committee Chairs

ARM Committee — Marsha Hollis, CPM®, The Morgan Group	713-361-7200
ARM Committee — Katrina M. Avila, ARM®, Central Management Inc., AMO®	713-961-9777
Awards Committee — Janie Snider, CPM®, Griffin Partners	713-439-5324
CIC Liaison — Larry Goodman, CPM®, goodman technology associates, inc,	281-852-1156
Community Involvement — Kim Wells, BMS Management, Inc.	713-621-3222
Education Committee — Mike Mrozek, CPM®, CB Richard Ellis, AMO	713-777-8282
Friends of IREM Committee — Tom Scalley, CPM®, Brookfield Properties	713-951-7452
Green Committee — Kristine Scherff, CPM®, Caldwell Companies	281-664-6650
Income/Expense Analysis Committee — Jim Sinclair, CPM®, Brookfield Properties	713-951-7451
IREM Golf Committee — Jeff Burck, CPM®, Brookfield Properties	713-651-9800
IREM Golf Committee — Cindy Steele, CPM®, Heritage Plaza Property Services	281-831-5229
IREM Young Professionals (IYP) — Jim Hussion, CCIM, CPM®, J. D. Hussion & Company	281-352-4750
IREM Young Professionals (IYP) Liaison — Lynn Kelleher, CCIM, CPM®, Griffin Partners	713-621-7719
Leadership Development Committee — David Hargrove, CPM®, Greystone Asset Management	713-284-5000
LEED and ENERGY STARs Luncheon — Philip Schneidau, CPM®, BMS Management, Inc.	713-621-3222
LEED and ENERGY STARs Luncheon — Frank Staats, CPM®, Crescent Real Estate Equities, LLC	713-654-4411
Membership Guidance Committee — Gaelyn Leshner, CPM®, Tarantino Properties	713-784-4414
Membership Recruitment Committee — Shawn Harvey, CPM®, LPC Commercial, Inc., AMO®	713-266-3800
Newsletter Committee — Carol Duplichan, Memorial Hermann Medical Plaza	713-796-6400
ODIE Task Force — Tammy Hendrix, CPM®, Brookfield Properties	713-336-2101
Planning Committee — Frank Staats, CPM®, Crescent Real Estate Equities, LLC	713-654-4411
Programs Committee — Philip Schneidau, CPM®, BMS Management, Inc.	713-621-3222
Public Policy Committee — Bill Goeke, CPM®, Weingarten	713-578-3477
Scholarship Committee — Kaci Campbell, ACoM, United Equities	713-772-6262
Social Committee — Shawn Harvey, CPM®, LPC Commercial, Inc., AMO®	713-266-3800
Student Outreach Committee — Linda Malone, CPM®, Crescent Real Estate Equities, LLC	713-966-3986
Website Development Committee — Shawna Duplantis, ARM®, Greystone Asset Management	713-284-5017

Fraud Alert!

TREC has recently learned about a scam in which a person pretending to be an agency employee may call a licensee with a story about a problem with the licensee's license status. The caller then offers to resolve the problem by asking for the licensee's credit card number to make a payment by phone.

DO NOT RESPOND to requests from TREC asking you to provide personal information, including credit card numbers, social security numbers, or any other identifying information. TREC does not accept any payments by phone and will never make such a

request. Please remember to always carefully guard your personal data. If you receive a suspicious call from someone reporting to be from TREC, we recommend that you ask the caller for his or her name, then hang up, call TREC at the number on the website, and ask to be transferred to that person.

If you have received a suspicious call involving TREC and gave out personal information or otherwise feel your security may have been compromised, please first file a report with your local police department and then notify TREC of the situation.

IREM

Calendar

Join Us!

Upcoming Events

August 26

Community Involvement Committee Mtg.
IREM Office
5850 San Felipe, Suite 118, 77057
11:30 a.m.

August 27

IREM Executive Council Mtg.
IREM Office
5850 San Felipe, Suite 118, 77057
3:30 p.m.

August 28

Awards Committee Mtg.
IREM Office
5850 San Felipe, Suite 118, 77057
1 p.m.

September 1

Monthly Luncheon
Federal Reserve Bank Building
1801 Allen Parkway (at Taft)
11:30 a.m.
www.iremhouston.org

September 2

Golf Tournament Committee Mtg.
Arturo's Uptown
1180 Uptown Park Blvd.
3:30 p.m.

September 7

IREM offices closed in observance of
Labor Day holiday

September 14 & 15

Marketing and Leasing Office Buildings
Course
Millennium Tower
10375 Richmond Ave. 1st Floor Training
8:30 a.m.
Earn 14 hours TREC MCE

September 16 & 17

Human Resource Essentials Course
Millennium Tower
Millennium Tower
10375 Richmond Ave. 1st Floor Training
8:30 a.m.
Earn 14 hours TREC MCE

September 18

Final Golf Tournament Committee Mtg.
Location TBD
3:30 p.m.

September 21

IREM Golf Tournament
Sweetwater Country Club
4400 Palm Royale Blvd.
Sugar Land, Texas 77479
10:00 am registration opens

September 22

Community Involvement Committee Mtg.
IREM Office
5850 San Felipe, Suite 118, 77057
8:00 a.m.

September 23

Leaders Developing Leaders Meeting
IREM Office
5850 San Felipe, Suite 118, 77057
11:30 a.m.

September 24

IREM Executive Council Mtg.
IREM Office
5850 San Felipe, Suite 118, 77057
3:30 p.m.

IREM Insight is published by and for the Institute of Real Estate Management, Houston Chapter No. 28. All articles represent the opinions of the authors, and do not necessarily represent the opinions of the editors of Insight or IREM and should not be construed as a recommendation for any course of action.

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A copy of this publication can be downloaded at www.iremhouston.org/news

The mission of IREM Houston is to provide real estate related education; promote professionalism and ethical practices, increase recognition of IREM designations; and to monitor and communicate issues affecting the real estate industry.

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