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## **Institute of Real Estate Management installs Woodbury as 2010 president**

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The Institute of Real Estate Management (IREM) installed its officers for 2010 during the professional association's Fall Business and Governance Meetings just held in Honolulu, HI. O. Randall Woodbury, CPM of Salt Lake City, UT, will serve as president; Ronald Goss, CPM of Little Rock, AR, will serve as president-elect; and James Evans, CPM of Grand Blanc, MI, will serve as secretary-treasurer.

Reflecting on his new position, Woodbury said: "It is both a great honor and a great responsibility to serve as IREM president, the position to which my grandfather proudly was elevated exactly 50 years ago. Now more than ever, good (real estate) management matters, a key theme that our leadership team will emphasize aggressively on IREM's behalf this coming year.

"Indeed, as more and more distressed commercial real estate assets come on stream because of serious liquidity and other problems," he continued, "the need for superior real estate management, marketing and leasing skills and a proven record of performance have become acutely apparent. Our nation's economic viability calls for top-notch managers with the expertise to inject value back into distressed properties by protecting income streams, controlling expenses, positioning and/or repositioning them to deliver the best possible ROI and, ultimately, to command the best price possible when they are sold."

Woodbury is corporate secretary and vice president in charge of property management for the Woodbury Corporation, a family real estate firm established in 1919. The firm specializes in developing and managing retail, office and hotel properties in the Western U.S., mostly for its own portfolio.

Woodbury received a Bachelor of Arts degree in Finance from the University of Utah and spent seven years in mortgage banking. He earned his Certified Property Manager (CPM) designation in 1987, served in 1992 as president of IREM's Utah Chapter No..33, and was honored three times as the chapter's CPM of the Year. Nationally, he has served IREM on various committees, as a regional vice president, and as a member of the executive committee.

Woodbury is a principal in several real estate ventures, is a director of American Bank of Commerce, and holds Utah real estate and insurance licenses.

Goss is 2010 President-Elect - Goss is president of RPM Management Co., Inc. As well, he is a senior vice president, a director and assistant secretary of RPM Management's parent company, Rector Phillips Morse., Inc. Both companies are located in Little Rock.

Evans is 2010 Secretary/Treasurer - Evans is a senior executive with two Grand Blanc, MI-area companies. He is president and CEO of Bruce G. Pollock & Associates, Inc., Realtors. He also is president and CEO of KEB Investments.