



CELEBRATING
55 YEARS

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Proud to look back at all we've accomplished! - by Melissa Fish-Crane

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Melissa Fish-Crane

As we come to the end of 2021, I'm proud to look back at all we've accomplished as a chapter this year, and excited for what the future holds for us and our organization.

Our five strategic priorities for the year included embarking on a public relations campaign to grow chapter membership, promote professional designations and enhance the awareness of IREM and its benefits; leveraging virtual and remote learning capabilities; endorsing and utilizing the IREM Foundation; promoting and growing our educational programs on the local level; and focusing on diversity, equity and inclusion.

Looking back over the last 11 months, I'm happy to say we made great strides in all of these endeavors. In particular, we were able to highlight more than 20 members individually through press releases highlighting their professional achievements, which were published in a range of online and in-print media outlets. Through these and other organizational announcements, as well as interviews and profiles, overall awareness of our chapter has been greatly expanded.

Our 23rd Annual Golf Tournament was a huge success that benefited both our local chapter, in support of our education and scholarship funds, and the IREM Foundation. This kind of funding goes a long way toward enhancing our industry, both in terms of attracting thoughtful, dedicated, and caring professionals to the property management industry, and in supporting our members to take advantage of the education we provide, without feeling any financial hardship for pursuing these opportunities. Additionally, it was wonderful to spend the day catching up with our members and sharing in all the fun of the event!

Our focus on diversity, equity and inclusion has been led once again this year by Kimberly Parker, CPM®, ARM®, C21P, COS. Kimberly has really succeeded in continuing this vital work even during the most challenging restrictions of the pandemic. Under her leadership, our DEI Committee has adapted and continued to make our members feel connected, welcome, and a part of something bigger in the process. Currently, Kimberly is collaborating with other organizations throughout Massachusetts to rework a minority training program for property managers. Earlier this year, Kimberly was named chairperson of the Diversity Advisory Board of IREM on the national level, and she was also selected as a REME Awards finalist for the IREM Excellence Award in the individual category!

As we come to the end of 2021, we are proud of all that our members have accomplished and that we have accomplished collectively, but we know that there is still much to do. We are excited to continue to move forward, in a spirit of optimism and gratitude.

Melissa Fish-Crane is the 2021 president of IREM Boston and principal & COO at the Peabody Properties.