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## IREM Boston president's message: Navigating the many property management industry challenges - William Woodward

January 06, 2023 - Owners Developers & Managers



ARM of the Year, Carolina Sholl,  
Peabody Properties

DEI Individual Award, Kimberly Parker

Friend of the Year, Patty Staples,  
Pro-Care Inc. - now Blue Sky

It is my privilege and honor to lead IREM NE Chapter #4 as we enter 2023 – a year when we must continue on a successful strategic plan path while navigating the many property management industry challenges resulting from the past three years.

I have built relationships with many of you through IREM, but before I address the priorities and goals we face, let me share with those of you I have not yet met my path towards becoming involved with this outstanding organization.

I began my career in the property management industry in 2007 as a leasing consultant and along the way received my CPM® designation while working my way to become a regional manager. I have served as a member of the Massachusetts Apartment Association's Education Committee

since 2014 and am proud to say that I was named their 2021 Portfolio Supervisor of the Year. In the summer of 2022, I joined Greystar ([www.Greystar.com](http://www.Greystar.com)) as a regional property manager working out of the Boston office, a position I am certain will continue to increase my wide range of knowledge and experience in the property management field.

CPM of the Year, Scott Michael  
Chakoutis, Trinity Management Company

DEI Company Award, Maloney Properties

Lifetime Achievement Award Winner Doreen M. Donovan, Peabody Properties

Now that you know a little bit about me, I'll turn my focus to the objectives our chapter has set as priorities in this new year, beginning with a continued public relations campaign to further enhance IREM's visibility within the industry, provide greater exposure to existing membership, and attract new members.

Educational diversity is an important aspect of the work we do, so in partnership with our national association, IREM NE Chapter #4 will continue to offer best-in-class learning opportunities, either in-classroom, virtually, or on-demand. These property management courses assist members to certify, develop, and master core competencies, while building new skill sets. In doing so, we will offer knowledge-building opportunities for all different job types within the property management field including both administrative and maintenance.

Our knowledgeable and experienced membership – many from the top accredited management organizations throughout New England – offer our younger members opportunities to network with and learn from those who were elevated to become executives within their companies. That said, our chapter needs to engage an increased number of young professionals and college students about to enter the workforce. The creation of a Next Gen Committee will facilitate events and educational opportunities in an effort to not only attract a next generation membership but to also demonstrate the value of IREM and job opportunities in the industry.

IREM NE Chapter #4 is the largest IREM chapter internationally, representing a geographic area that includes Massachusetts, Maine, New Hampshire, and Vermont. In an effort to foster a more collaborative partnership with the Rhode Island and Connecticut chapters, we will rekindle the New England IREM Expo, an event slated in the spring.

I have saved the most important spoke in our strategic path wheel for last – a focus on diversity, inclusion, and equity. Always a core value of our chapter, DEI creates strength, nurtures understanding, and cultivates an environment of equal opportunity. We have accomplished much in this area, thanks in large part to our DEI Committee, but more work must be done to embrace and value our differences through innovation, advocacy and leading by example.

I look forward to all that 2023 brings to our industry and am grateful for your partnership and dedication to IREM NE Chapter #4.

William Woodward is the 2023 IREM Boston president and is a regional property manager with Greystar, Boston, Mass.

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