

Message from the President

When asked by NOAA to do an article for this edition of Suites Magazine, I asked what topic they would like me to tackle and Ryan chimed in that a remake of my speech from the Installation Dinner would be good. Alas the work was already done. It was easy for me to write this, as what I said was from my heart. So here goes...



Joy Anzalone

President - NOAA
Executive Vice President and COO
- Burton Carol Management

Joy has worked diligently, alongside Rob Risman, to define the future of Burton Carol Management after the culmination of years of planning and strategizing for greatness. When not at work, Joy enjoys time with her husband Tony and their poodle **Pumpkin**-- gardening, cooking and enjoying life together. Looking to the future Joy sums it up when she says, "there is no stopping us now."



Pumpkin

Ten years ago, I became President of NOAA and was both excited and nervous as I had so much respect and admiration for the Presidents that had preceded me and I was worried that I would not be able to balance my ever encompassing job as COO of Consolidated Management Inc while being President of NOAA in a way that would honor the position.

But what made that a breeze was six years earlier I had been involved in the all so important challenge of finding NOAA an Executive Vice President that would lead this association into the new millennium and make it something that it had never been before. And when you put the right people in the right positions--- greatness happens! And this is exactly what Ralph McGreevy did for this association. I remember all the interviews of the qualified "real estate" professionals that came before us--but it was the one who knew nothing about the apartment business but was "made of the right stuff" that came to be known as the "rainmaker of NOAA". And this made being the President so easy! A real walk in the park, on a sunny day!

So now here I am 10 years later feeling like it is Ground Hogs Day, but in actuality; it is not. It is new, it is different and it is better than ever! So why do I say to that?

Well, first of all, one of the greatest things about Ralph--and what is a life lesson to all of us in our own careers is that he reinvents himself and NOAA each year. As my greatest associates in our company know, when you have a really good year--you look at the next year and say--how can I do better? And this is what Ralph does.

NOAA is nothing like it was ten years ago on my first go around as President mainly because each year Ralph finds ways to bring more value to the members of NOAA and works hard to raise the bar of excellence.

We have group purchasing which is reason enough for someone to join NOAA, though

there are countless other reasons as well. There is utility buying through NOAA which has given us as an association a voice and purchase power that one company by itself could never have. There is a group of Associate Members that bring value to all of us. And just like a match maker Ralph puts us together helping each of us achieve our goals. Associate Members need more business and we need what they sell at better prices. There are countless causes that could impact our business that Ralph gets out in front of to help educate us and fight for on our behalf. From mold, to lead based paint regulations, to impervious surface fees to anyone that is trying to take advantage of us -- Ralph and NOAA is on the issue. And there are us old time board members that were new school years ago but are now seasoned and established and an amazing group of people! Executive Committee Members like George Cvijovic, Bob Sorin, Chuck Schulman and Claudia Madden are examples of amazing role models for mebut then there is also new blood like Dan Ross and Janine Kubit, as Ralph is always cultivating future leaders. There is NOAA's "A" Team of Jacqui Bongiovanni and Ryan Flanagan who have truly come into their own to fortify and support a growing association and Ralph. This is the finest staff NOAA has ever had. Yes NOAA today is forever changing and forever becoming greater thanks to its leadership.

Another reason why it is not Ground Hogs Day is that I now work for a different organization that though it has surprisingly similar people --it is very different. You see the best and the brightest of the former CMI became Burton Carol Management and I could not be more proud or honored to be a part of this fine organization. You see CMI morphed into something special. Special because of the greatest owner in the world in Rob Risman as there could never be a better quality of person, leader or human being that anyone who knows him personally recognizes quickly. What an amazing man who succeeded at the greatest challenge possible which is following in the

biggest footsteps ever of his dad Bill Risman who started our company 50 years ago.

And just like Ralph, we at Burton Carol had to recreate ourselves and our properties after ending that 50 year business and starting anew. We are special because of the greatest management team I have ever known. And they create the greatest properties and people as evidenced by the many NOAA Key Awards over the years.

As I reflect upon my regional team members like John Petryshin who has been with us almost 30 years and whom has led Burton Carol Management's Ohio properties to excellence and started as an HVAC technician but climbed the ladder to master all jobs in a most incredible way. He is a NOAA Board Member and future leader of our Association. Like Sue Pleta, who has been with me almost 30 years as well, and who is Burton Carol Management's 2012 Regional Manager of the Year and who knows property management at every level better than most and is instinctive in all she does! I feel like I raised her! Years ago when we had inner city properties that most failed at--I gave them to Sue as she would get them in shape fast! And to Sandy Olczak, who has been with us over 10 years and who came to us with incredible knowledge and sophistication and truly set the bar of excellence that caused everyone to raise their game in a way that has made us all better. Working harder, smarter and achieving excellence day in and day out without fail! She is what I call a 'leader's leader'!

And to Kim Kornfeld who is our rookie and rising star that has been with us two years but

has incredible mentors within our company and is like a sponge learning and growing each and every day. She too is made of the right stuff and completed our regional team in every way! And to Joanne Petryshin who has been with us almost 17 years and is our mission control center for our roving crews dispatching every emergency call and property help call and who keeps all the maintenance and physical facilities organization together. Someone who is loved by all, willing to do whatever it takes!

And last but certainly not least Tony Anzalone, who is the father of my puppy and has been with this organization 31 years (two months longer than me he often reminds me) and who I have spent the last 38 years with since high school. He is the quality assurance inspector for all our divisions as well as the technology firefighter responding to our properties who have daily glitches that could cause work stoppages but get averted because of his efforts and who may very well be one of the more popular members of our team with our field associates.

I mention this team not only because I am proud of them, but because they exemplify what NOAA is all about: **NOAA makes Property Management companies, their people and individual properties better and they keep us reaching for more!**

I truly believe from the first day I became actively involved in NOAA on the education committee in 1991-- that it caused me to see that as a company we needed improvement and could become much better. Through NOAA we were exposed to other companies and ways of doing business smarter. When you manage in

a vacuum, you never can gauge yourself against others. But NOAA pushes all of their members to reach further.

I have seen other apartment associations across the country and am always astounded that NONE do it like Cleveland does! But it was not always that way! And I know for sure that Cleveland's took the quantum leap when Ralph McGreevy came on board more than 16 years ago. We as Primary and Associate Members have reaped the benefit of having a visionary and leader like Ralph. I learned long ago that the definition of a great leader is someone who takes you to a place that you could not have taken yourself. And that is what Ralph McGreevy has done for all of us and why NOAA is what it is!

One other thing that makes this presidency different for me than it was ten years ago is when I became President of NOAA my first time, my most sweet father came to the Installation Banquet. I looked into the room into his eyes that evening knowing that he above all was proud of me. Now, he is sitting in the balcony up in heaven, however I believe with all my heart that he would look at me again knowing I am surrounded with people that are special to me and thank them because it is our amazing onsite staffs, roving crews and main office staff that make our organization great which is why I can try once again to add value to NOAA for the next two years! Thank you for the honor of being President and I will try very hard not to let you down! So Ralph, please do what you do best, so this once again, will be a walk in the park on a sunny day. 🏠

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