

# Terese (Terry) Penza, RCE, CAE

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1986-Present:

President & Chief Executive Officer of the North Shore-Barrington Association of REALTORS® responsible for merging North Shore with the Barrington Association even though the two areas are not contiguous. Duties include assisting in the formation of a strategic plan and assuring the plan is executed, budget formation and control, committee work, technology enhancements, web site design and updates, staff hiring and training, keep up to date on industry issues, available to meet with individual REALTORS® to assist with questions, problems, and to entertain suggestions relative to present and future services. Promote services and a positive image of NSBAR. Through my leadership we have electronic elections with weighted vote, booth at IAR and NAR conventions, online anonymous ethics complaint since 2002, Professional Standards hearing panel qualification test, statistics, office visits, , hired outside consultant to survey buyers our market area.

## WORK HISTORY

I began work with the North Shore –Barrington Association of REALTORS® May 27, 1986 as Executive Vice President. In August 1994, Bylaws were adopted to change my title to President & Chief Executive Officer and with the title comes more responsibilities and leadership. In 1998 we merged with the Barrington Association, which is not continuous territory.

I have led NSBAR to a stronger financial base which resulted in direct benefits to the owners of the companies by providing a program of placing free in each MLS office at least one computer, printer and modem (based on size of the office); a loader installed to gain MLS information with a hand held computer; free super lock box key pad to each broker and agent.

In an effort to offer a solution to the electronic lock box I led the association in securing a lock box to manufacture and sell. Although we have had problems with unauthorized designed problems by the manufacture, we are testing the boxes through this winter to see if you can place them back on the market.

When I began with NSBAR they only had one computer in the administrative office and all members had either DEC writers or Texas Instruments. I have moved the members as well as the administrative office to the computer age.

With my leadership NSBAR moved from headquarters of almost 30 years to a new location in which the mortgage was fully paid within six years.

As Executive Vice President of the Belleville Board of REALTORS®, from March 1, to 1981 May 26, 1986, I increased the membership from 500 to 800 for which I received a Special Resolution by the Illinois Association of REALTORS® Executive Committee. Belleville went from no computers in the administration office as well as the REALTORS® offices to total computerization.

At the Alton-Wood River Board of REALTORS®, from February 2, 1978 to February 28, 1981, as Executive Vice President, I was the first professional staff to be hired. With this responsibility I began from the beginning with staff, bylaws, financial reports, committee structure and all other areas to formulate a viable association.

Alton's focus was on community projects and state association contests. While there I developed an elimination drawing of a Lincoln, which netted \$20,000 for the cancer society. This program continued for another 8 years.

We won awards from IAR on press books and community projects and were the first (and to date only) Board in Illinois to win the NAR community project for two years.

My first job as an association manager was as Executive Vice President of the Danville Area Board of REALTORS®, May 17, 1976 to December 31, 1977.

I sold real estate for six years in my father's firm, Vince Penza, REALTOR®, from 1971 to 1976. Five and a half years I was elected Secretary of the Jacksonville Board of REALTORS®. Since the Board was very small and could not afford staff, I assumed duties as the association manager while averaging 24 sales a year. During this time I completed GRI.

## **SPEAKING ENGAGEMENTS AND PRESENTATIONS**

My first speaking engagement outside my current association was conducting the new member Orientation for small Boards around the Danville Area. From there I became known as an expert in Professional Standards Procedures and Code of Ethics and have been an instructor for IAR's Professional Standards Annual Seminar from 1982 until the 1996. I have been the Code of Ethics instructor for the Illinois REALTORS® Institute for 12 years as well as the instructor for Technology since 1994. My presentation on the Code and Professional Standards has been brought to numerous Boards in Illinois. I wrote the Multi Board Professional Standards agreement, which is being used by all the REALTOR« associations in the Chicago area.

Today I continue to have speaking engagements from the NAR AE Institute, to associations in Illinois as have been invited to numerous states for Leadership, professional standards and association management.

In 1995 and again in 1996 I was the featured speaker at the IAR Professional Standards Seminar lunch as well as speaking in the morning and the afternoon. In 1996 I gave two sessions on the Internet at the state convention.

Due to my extensive involvement in the formation of the Regional MLS I have given many programs at the local, state and national level on how to form a Regional MLS.

Since North Shore was the first Board in the country to offer pictures on the MLS computer, many Board representatives from Canada and the US visited my office for presentation. Four representatives from a Japanese firm stayed two days at my office to view presentations of the photos on the computer as well as analyzing the structure and services of an association.

In 1996 at the NAR Association Executive's Institute I gave four different presentations on topics of re-engineering the association, changing role of the association executive, how to change your title and

moderator for brokers explaining what services they need from the local association. Since that date I have been a speaker at each institute.

As a representative of a local real estate association I have spoken to Rotary Clubs, Kiwanis, and Scott Air Force Base.

## **ILLINOIS ASSOCIATION OF REALTORS® COMMITTEES**

I have been Chairman of the Executive Officer's Committee in 1984 and again in 1994 and 1995. I have been on the Executive Committee, Professional Standards, Strategic Planning and the Finance Committee. I have served on more than fifty different committees and task forces of IAR. An extensive detail can be found on my web page. ([terrypenza.com](http://terrypenza.com))

## **NATIONAL ASSOCIATION OF REALTORS® COMMITTEES**

I was Dean of the Association Executive's Institute in 2005. I was Chairman on the RCE Board in 2002. In 1995 I was Chairman of the Association Executives Coordinating Information and Resources Subcommittee and served as vice chairman 1994. I was a Governor for the Executive Officer's Institute from 1990-1994 and vice Chairman of the Executive Officers Publications and Communication Subcommittee in 1993. Four of my articles have been published by The Executive Officer magazine. I have served on more than 20 different committees and task forces at the NAR level.

## **EDUCATION**

Since the beginning of my association career I have attended at least three seminars a year sponsored by IAR, NAR, Association Forum (formerly known as the Chicago Society of Association Executives) or American Society of Association Executives. I attended Springfield College in Illinois, Hardin Business College, and Illinois College. I was on the Illinois College Alumni Association.

## **AWARDS AND RECOGNITIONS**

In September 1986 I earned the American Society of Association Executives designation of Certified Association Executive (CAE), which entails a detailed explanation of work in association management and a four-hour test.

July 1991, I earned the designation of REALTOR® Association Certified Executive (RCE), in which I was in the first class to earn the designation. The National Association of REALTORS owns this designation®. I also hold the Omega Tau Rho medallion from NAR.

November, 1998 I was in the first class of the Dr Almon R "Bud" Smith AE Leadership Society.

In 1999 after NAR restructured their Board of Directors, I was the first selected to represent the local association executives on the Board.

I hold the ePRO designation and then used that concept turn the NAR RCE designation completely electronic from input to exam.

August 2005 recipient of the Illinois Association of REALTORS® (IAR) 2005 Distinguished Service Award. The award honors individuals who have provided outstanding contributions and service to IAR and their local communities.

I was quoted in Stephan Swanepoel's new book "Top 15 Real Estate Trends 2006/7"

2008 the Illinois AE's gave me the "Rhino" Award – in recognition of ability to charge ahead like the feared African Rhino to get things accomplished on behalf of the Association. I was the first to receive this award.

## **COMMUNITY WORK**

- President, Joseph Development Condo Association
- St Joseph Church Worship Committee 2004 to present
- St Joseph Church Keepers of the Feast Committee 2005 to present
- St Joseph Church, Eucharistic Minister, Reader, Usher, Greeter, Server
- Illinois College Alumni Association 1992 to 1995
- Oakton Community College Real Estate Advisory Board, 1987 to present
- Deputy Registrar, Lake County, 1992 to 1995
- Member of DAR
- Junior Women's Club: Chairman of Membership, Chairman of Press and Publicity, Chairman of Community Improvement, Board of Directors
- Chairman, Passavant Hospital Auxiliary Bazaar
- Publicity Chairman, Central Park Plaza Association Art Fair Chairman,
- Zonta Club,
- Status of Women President and Vice President of Beta Sigma Phi, Omega Chapter
- Founder and President of the Executive Club
- Member, REALTORS® for re-election of Congressman Paul Findley
- Collected for: Cancer Society, Heart Fund, United Way, March of Dimes Set up Monopoly Tournament for Cystic Fibrosis
- Director, Belleville Industrial Development Corporation