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## BUSINESS / ASSOCIATION EXECUTIVE

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*Combining vision, leadership, and execution to achieve breakthrough performance*

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Synergistic leader and prolific idea generator who transforms organizations into a force for action by infusing them with vision and aligning them with market opportunities. Association executive with 20+ years of success steering a local REALTOR® association, establishing it as a trailblazer distinguished for financial stability and exceptional member loyalty.

- Served as a bold leader and intelligent risk taker for the North Shore – Barrington Association of REALTORS®, building a resilient organization responsive to member needs across all economic cycles.
- Branded NSBAR as an early adopter of new technologies, resulting in virtually paperless offices and a technology program that helps members compete successfully in a digital and fast-paced world.
- Recognized as an industry leader at state and local levels, winning awards for performance and contributing to thought leadership through published articles, presentations, and workshops.
- Brought life-long learning to a high-energy career, earning the REALTOR® Association Certified Executive (RCE) and Certified Association Executive (CAE) designations.

### Core Competencies

Strategic Planning & Execution

Public Speaking

Budgeting & Financial Management

Change Management

Technology Strategy

Customer Service

Team Leadership & Motivation

Association Management

Educational Programming

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## PROFESSIONAL EXPERIENCE

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### Real Trends The Trusted Source

Fort Myers, FL •

*Develop and deliver services to association members while preserving the Core of serving the owners of residential real estate companies*

#### DIRECTOR NETWORK MEMBERSHIP

### REALTOR® Association of Greater Fort Myers and the Beach, Inc

Fort Myers, FL •

*Professional organization offering education, information, and technology services to 4,500 members.*

#### PRESIDENT & CHIEF EXECUTIVE OFFICER

### North Shore - Barrington Association of REALTORS®

Northbrook & Barrington, IL •

*Professional organization offering education, information, and technology services to 3,600 members.*

#### PRESIDENT & CHIEF EXECUTIVE OFFICER

Recruited to top executive position to modernize the organization and guide it to the forefront of local real estate associations. Led association through strategic changes including organizational restructuring and merger. Manage 9-member staff and core functions including strategy, communications, and Board relations.

- **Vision & Strategy.** Demonstrated decisive leadership by introducing strategic planning that resulted in a new focus on delivering information, education, and technology to build member businesses.
- **P&L Performance.** Stabilized the association's finances, growing reserve from \$400K to \$2.1M by applying astute financial expertise to control costs and balance goals with revenue. Achieved flawless audit findings every year.
- **Organizational Leadership.** Upon hire, restructured the organization and hired a new team capable of supporting NSBAR's growth goals. In 1998, smoothly integrated the Barrington Association and its members into a combined organization with 2 office locations.
- **Member Focus.** Structured a uniquely customer-focused REALTOR® association by offering voluminous statistical information on area sales to strengthen members' ability to price and market.

- **Pioneering Technology.** Distinguished NSBAR as the first-ever Board with computers and the first to offer color photos on computers, automating all processes and introducing a technology support program for members that cements retention.

## TERESE (TERRY) PENZA, RCE, CAE

terry@terrypenza.com | Page 2 of 2

- **Government Relations.** Teamed with Government Affairs Director to deliver a unified message to state and local officials on legislation and regulations impacting members.
- **Communications.** Evolved the communications function to online newsletters and social media, gaining efficiencies while ensuring maximum contact and interaction with stakeholders.

### Belleville Board of REALTORS®

Belleville, IL •

#### EXECUTIVE VICE PRESIDENT

Fueled membership growth from 500 to 800, receiving recognition from the Illinois Association of REALTORS®. Pioneered the use of computers in the administrative office and in member offices.

### Alton-Wood River Board of REALTORS®

Alton, IL •

#### EXECUTIVE VICE PRESIDENT

Recruited as the association's first professional staff person. Established the entire operational infrastructure, including hiring staff, drafting bylaws, creating financial reports, and structuring committees.

### Danville Area Board of REALTORS®

Danville, IL •

#### EXECUTIVE VICE PRESIDENT

### Vince Penza REALTOR®

#### REALTOR®-ASSOCIATE • REALTOR®

Averaged 24 sales a year while serving as volunteer association manager for the Jacksonville Board of REALTORS® from 1971-1976.

## EDUCATION & PROFESSIONAL DEVELOPMENT

National Association of REALTORS®

Annual Association Executive Seminar

Annual Leadership Conference

Certified Professional Standards Procedures Instructor

Executive Officers Self Study Course

American Society of Association Executives Symposium for CEOs and Chief Staff Executives

Illinois Association of REALTORS® Annual Association Executive Seminar

Coursework at Springfield College, Hardin Business College, and Illinois College

## PROFESSIONAL DESIGNATIONS

REALTOR® Association Certified Executive (RCE) – member of first class to earn the designation

Certified Association Executive (CAE)

## PROFESSIONAL AFFILIATIONS

National Association of REALTORS® (participated in 70+ committees and Boards)

Illinois Association of REALTORS® (participated in 140+ committees and groups)

American Society of Association Executives, Member

Association Forum, Member

## COMMUNITY VOLUNTEERISM

St. Joseph Catholic Church: Altar Server, Usher, Liturgy Coordinator, Proclaimer, Eucharistic Minister, Sacristan

Joseph Development Condo Association President

Real Estate Advisory Board – Oakton Community College

## AWARDS

William R. Magel Award of Excellence, National Association of REALTORS®  
Distinguished Service Award, Illinois Association of REALTORS®  
Special Recognition for 10 years as an instructor, Illinois REALTORS® Institute  
Certificate of Appreciation for Professional Standards Workshops, Illinois REALTORS® Institute  
Certificate of Appreciation for Outstanding Leadership and Service, Illinois REALTORS® Institute  
President's Certificate for Professional Standards Seminar, Illinois Association of REALTORS®  
President's Outstanding Service Medallion, Illinois Association of REALTORS®