

Pasadena-Foothills Association of REALTORS®
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FOR IMMEDIATE RELEASE

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**PASADENA-FOOTHILLS ASSOCIATION OF REALTORS® INSTALLS
2021 PRESIDENT BARRY STORCH IN FIRST-EVER VIRTUAL INSTALLATION CEREMONY
“LEADING CHANGE”**

PASADENA, Calif., January 8, 2021 – On Friday, January 8, 2021, the Pasadena-Foothills Association of REALTORS® hosted its 114th Annual Inaugural and Awards Virtual Ceremony. The celebration of excellence, themed *Leading Change*, honored the local Realtor® community in their public service and fight to protect homeownership, while installing the 2021 Officers and Directors.

The star-studded event included a message from **Congressman Adam B. Schiff** himself and newly installed **Mayor of Pasadena, Victor Gordo** to usher in the 2021 Officers and Directors.

During the virtual ceremony, PFAR honored **2021 President Barry Storch**, who emphasized the importance of planting seeds in order to thrive; a value learned as a former bee keeper. In a time of such uncertainty, Storch fortified his mission to Lead Change in education, training, support services and community.

An entrepreneur, life coach and business owner, Storch studied the Craftsman Style, The Arts and Crafts Movement, The Architectural works of Charles and Henry Greene, along with the works of visionary Architect, Frank Lloyd Wright. He has served as Past President on the Board of Directors of Friends of Hollyhock House in Hollywood and Docent, Coordinator at the Pasadena Gamble House and most recently a State Director for the California Association of REALTORS®.

Hosted by PFAR’s Past President, **Emilie Broughton** and California Association of REALTORS® 2021 President, **Dave Walsh**, the association delivered an hour plus presentation of its work during an unprecedented year and celebrated its members service to the community. PFAR highlighted its work with Pasadena Educational Foundation (PEF) and Pasadena Education Network (PEN) that resulted in

being named the 2020 recipient CalSPRA Excellence in Communications Award, a program that recognizes the successful efforts of education agencies in producing materials and services that meet the information needs of communities for their creation of the Pasadena Unified School District REALTOR® Certification program.

The inspiration message was delivered by **Lorri L. Jean, CEO, Los Angeles LGBT Center** whose organization has expanded its efforts to serve seniors through their [Pride Pantry](#) and [Hello Club](#) programs. PFAR also donated one thousand dollars to the organization to assist in their [advocacy ventures](#).

The 2021 Officers and Directors installed with President, **Barry Storch** (Town Square Real Estate) consisted of **Sarah Moore** (Dilbeck Real Estate) as President-Elect; Secretary, **Joyce Kristensson** (Berkshire Hathaway HomeServices), Treasurer **Jon Butler** (Douglas Elliman Real Estate), Multiple Listing Director **Hazel Perera** (Berkshire Hathaway HomeServices), along with newly added directors **Lynnette West-Cater** (Westlyn Realtors), **Kay Tolentino** (TradeMark Real Estate) and **Megan Spargo-Ferrell** (COMPASS). Returning Directors include **Neha Jespersen** (deasy penner podley), Affiliate Director **Martin Mesa** (Rate One Financial) and Immediate Past President, **Eddie Ramirez** (deasy penner podley).

Retired Board Members honored were **Lisa Diaz** (COMPASS), **Deno Kidde** (Sotheby's International Realty), **Amy Engler** (COMPASS), and longtime public servants, **Sid Karsh** (Sid Karsh Real Estate) and **Steve Haussler** (Coldwell Banker).

Awards Presented for Outstanding Service

PFAR Award recipients included: **REALTOR® of the Year and 2020 President Award's recipient, Adam Bray-Ali** (Coldwell Banker) who helped launch PFAR's Thursday morning Live program: [PFAR Weekly Live!](#) **Affiliate of the Year, Martin Mesa** (Rate One Financial), **Distinguished Service**, New member mentor, **Ruth McNevin** (RE/MAX) and **Humanitarian of the Year, Del Lile** (COMPASS) who piloted the revered Pasadena Unified School District REALTOR® Certification Program.

For careers spanning twenty years plus, **Gordon Peterson** of Fidelity National Title received PFAR's **Lifetime Affiliate Achievement** and **Peggy Vaccaro** of deasy penner podley was recognized as the **Lifetime REALTOR® Achievement**.

On the state and national level, four REALTORS® were also honored as **C.A.R. Honorary Member-for-Life**, an award given for at least 25 continuous years of membership at C.A.R. The honorees were: **James J. Radon** (Berkshire Hathaway HomeServices), **Lois Derry** (Coldwell Banker), **Robert Myers** (Robert Myers Realty, Inc.) and **William Ni** (Coldwell Banker). Recently retired PFAR Director, **Sid Karsh** (Sid Karsh Real Estate) also received **PFAR's 2020 Honorary Member-for-Life**.

PFAR also took time to honor their members who passed away in 2020 for their life of service. The In Memoriam Honorees included: **Virginia Carr** (Coldwell Banker), **Daniel Steven MacGregor** (MacGregor Realty), **Lynne Jennings** (Sotheby's International Realty®), **Ljiljana Grozdanic** (LJ Properties), **Marion Fairbanks** (Coldwell Banker), **Boyd S. Smith** (deasy penner podley), **Naira Khachatryan** (Town N Ranch Realty and Property Management), **Danny Ramos** (Gotham Realty, Inc.), **Tom Crosby** (Coldwell Banker George Realty), **Michael Blackshire** (Sunshine Realty) and **Carlos Paniagua Jr.** (The Agency).

Special Guests

Legislator guests featured: **Congressman Adam B. Schiff**, **Congresswoman Judy Chu**, **Senator Anthony J. Portantino**, **Assemblymember Chris Holden** and **Mayor of Pasadena, Victor Gordo** as the installing officer.

Guest Presenters

The ceremony was hosted by **Emilie Broughton** (Dilbeck Real Estate) and **Dave Walsh** (California Association of REALTORS®). **Laura Olhasso** (PFAR Government Affairs Director), **Carla C. Dane** (PFAR CEO) and **Lorri L Jean** (Los Angeles LGBT Center CEO) also presented.

Event Sponsors and Partners

Platinum Sponsor: *California Regional Multiple Listing Services (CRMLS)*

Gold Sponsors: *Dilbeck Real Estate and Home Warranty of America's Yunita Wu*

Silver Sponsor: *Jones & Malhotra Certified Public Accountants*

For more information about the inaugural Ceremony, Award Recipients, Honorees and Pasadena-Foothills Association of REALTORS® please contact nkemdilim@pfar.org

About the Pasadena-Foothills Association of REALTORS®

The Pasadena-Foothills Association of REALTORS® is the champion for the professional practice of real estate, private property rights, homeownership and a thriving community.

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