**Kentucky’s** **“LKAR” Designation**

**About LeadershipKAR:**
Since 2002, some of the most successful and involved REALTORS® from around the state have been part of the LeadershipKAR program, offered by the Kentucky Association of REALTORS®. The Association recognized many years ago that leadership development is an essential element in the process of improving the Association and profession. Through this program, KAR attempts to identify emerging REALTOR® leaders in the state by encouraging them with motivational activities and assisting in sharpening their leadership skills in the hope they will exert a strong positive influence on the future of the Association and profession.

The program allows participants to work together in a training course that combines individual study, group sessions and actual project experience in using leadership skills. Training sessions include identification of leadership skills, team-building exercises, goal setting, personal profile analysis, network building and improving communication skills. Each year, and in total, there are six (6) sessions – three (3) KAR business meetings and three (3) separate retreats.

LeadershipKAR is open to all REALTOR® members of KAR, however, a maximum of 15 individuals are appointed to participate in the program. Participants will be chosen from a cross-section of the profession and will reflect the diversity of the organization.

**The Designation:**
Until the class of 2015, graduates of the program were known as just that – graduates. The project for the class of 2015 was to get KAR to approve Kentucky’s first and only real estate specific designation for graduates of the program. The Board of Directors, at the September Convention, not only approved the motion but did so to a room full of applause. At that meeting, the 2015 class graduated and received certificates of completion as well as a designation certificate and pin recognizing them for their accomplishment. Immediately after the class ceremony, every graduate of the program, almost 100 graduates in total, was then surprised with the bestowing of the designation and also given a certificate and pin.

Here was a brief statement the 2015 class used in their pursuit of the designation:

*“The purpose of the LKAR designation is to elevate the program to a visible branded level of distinction that will recognize LeadershipKAR past, present & future graduates for leadership commitment to the Association.”*

Back in 2011, the program, due to budget considerations, had changed from an annual program to being held every other year. After the designation was created, and through a renewed sense of excitement from graduates, it was just changed back to an annual program starting in 2017 through unanimous Board approval.

**Kentucky’s Broker Summit**

The Broker Summit, held by the Kentucky Association of REALTORS® and the Kentucky Real Estate Education Foundation, KAR’s educational arm, is the only statewide broker training event held in Kentucky. Even at the local level, broker training is relatively absent in the state.

The event strives to offer the most essential and current information on industry issues and trends to help our members’ businesses prosper. The event has always offered a mix of national speakers and local experts with discussion sessions to help keep attendees on top of their game.

For the first 5 years, attendance lagged, but remained consistent, with around 60 attendees on average each year. Then in 2015, through increased marketing, creative promotions and a change in scheduling, attendance nearly doubled to 115 attendees. That carried over to 2016 as attendance hit another record high with nearly 135 attendees and nearly no drop off in past attendees. In our surveys, over 96% of attendees say they will attend again.

We have also submitted and been approved for continuing education for the event and now count the event as GRI elective credit for those looking to pursue a designation.

This is nothing short of amazing as educational sessions in general are seeing declines in attendance for any number of reasons. We hope to continue building on the momentum created over the past two years by offering fresh content and listening to the needs of our brokers through evaluations and surveys throughout the year.

**Kentucky’s RPAC Day at the Races – Keeneland**

RPAC Day at the Races has been held for the past three years in April at the Keeneland race track in Lexington, Kentucky. Any KAR member can attend for a minimum contribution to RPAC and guests can attend for an additional contribution.

At Keeneland, members celebrate the pageantry and excitement of thoroughbred horse racing at one of the most admired race tracks in the country during the spring meet. Members enjoy a buffet, drinks, programs, a ticket to the prestigious and private Keeneland Room and reserved row parking. Speakers at this event have included US Congressmen as well as state and local officials.

This event has steadily grown over the past three years: in 2014, 39 tickets sold and in 2015 attendance almost doubled to 65 tickets sold. This year we sold 80 tickets, achieving room capacity, in late March, over a month before the event and have maintained a waiting list of members wanting to get into the event. The goal is to raise $16,450, plus we applied for and were approved for a NAR RPAC grant for $4,000.