2019 Association Executives Institute
March 29 – April 1

PROGRAM

Official Sponsor of the 2019 Association Executives Institute

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NATIONAL ASSOCIATION of REALTORS®
Welcome to Austin!

Visit NAR’s Resource Table for tools and resources to help you communicate the value of membership!
JW Marriott – 3rd Floor Foyer

Stop by to learn more about these exciting programs!

Association Resource Packet at the REALTOR® Store
Save 10% on REALTOR® Store purchases, including the 2019 Association Resource Packet, which includes 50 copies each of the Top Benefits flyer and Catalog of Member Resources.
store.realtor/resource

2019 Orientation Resources
Access NAR’s Orientation Toolkit, including the new member video, and learn about the Online Orientation National Module.
nar.realtor/orientation

Commitment to Excellence
Give your members a competitive advantage with C2EX, a new program that empowers REALTORS® to evaluate, enhance and showcase their high level of professionalism.
C2EX.realtor

Consumer Ad Campaign
Hear about the new “That’s Who We R®” consumer advertising campaign materials for members and associations, and pick-up a free poster for your office.
ThatsWhoWeR.realtor

Center for REALTOR® Financial Wellness
Help your members achieve financial security with this robust online program created specially to meet the financial planning needs of REALTORS®.
financialwellness.realtor

 REALTOR® Safety
Download safety resources to share with your members, and apply for a 2019 REALTOR® Safety Reimbursement Grant.
nar.realtor/safety

.top level domains
Learn how your members can power their real estate business with .realtor™ and .realestate top-level domains—designed to support them and everything they do.
garet.realtor

.nar.realtor”™ + .realestate
Top Level Domains
Learn how your members can power their real estate business with .realtor™ and .realestate top-level domains—designed to support them and everything they do.
garet.realtor

Dear Fellow Association Executives,

On behalf of the entire AE Institute Advisory Board, welcome to Austin, Texas – the “Live Music Capital of the World!” We couldn’t be more excited about what’s in store for you over the next few days. The Advisory Board and NAR staff team has been hard at work for the past nine months planning exciting professional development sessions and creating fun, engaging activities for you to enjoy. We are committed to delivering an enhanced attendee experience at this year’s event!

The future of the real estate industry and our ability to continually deliver exceptional member value is fully dependent on our collective ability to innovate and collaborate. That’s why we are introducing a brand-new session track called “Innovation and Collaboration.” In this track you’ll learn: how your peers are leveraging technology innovations to enhance member experiences; how your members can capitalize on global real estate opportunities through your association; how different brokerage business models impact the market and your members; and much, much more.

We are also offering exciting sessions on the topics you’ve come to expect at AEI, like leadership and professionalism, association governance, communications and advocacy, member engagement and customer service. For those newer AEs, or seasoned AEs who want a refresher, we have the “AE Fundamentals” track to sharpen your foundational knowledge, and we’re bringing back a live Legal Update with NAR General Counsel Katie Johnson.

And, for the first time, you’ll hear directly from members about how AEs can best serve them at our featured Broker Panel discussion facilitated by Stefan Swanepoel. We’re also thrilled to bring you our keynote speaker, Kat Cole, COO and President of FOCUS Brands North America (think Cinnabon, Auntie Anne’s Pretzels, Jamba Juice) to provide insight on what it takes to lead successful teams, drive innovation and growth, lead with the heart, and sustain excellence.

We’d like to give a special ‘shout out’ to the Texas REALTORS® outstanding commitment and support of AEI. When you see them in sessions and in the halls, please go out of your way to thank them.

We hope you are as excited as we are to be in Austin and to learn from and have fun with hundreds of your peers from across the country!

Sincerely,

Ryan T. Conrad, RCE, CAE, CIPS
Dean, 2019 Association Executives Institute
NAR PAVILION
Lone Star Foyer, Level Three
Saturday, March 30, 7:30 a.m. - 4:30 p.m.
Sunday, March 31, 10:30 a.m. - 3:30 p.m.

Be sure to visit the NAR Pavilion where you can learn about the latest products and services from the following NAR areas:

- REALTOR Benefits® Program Partners in Yellow
- NAR Strategic Investment Companies in Italics

Association Leadership Development (ALD)
Center for REALTOR® Development/REBAC

DocuSign
NAR Library and Archives
NAR Resources
(.realtor™, .realestate™, Commitment to Excellence, Center for REALTOR® Financial Wellness, and more)
NRDS & E-Commerce
REALTOR® Store & MVP

RAMCO
Real Estate Today Radio
REALTOR® Insurance Marketplace
realtor.com®
Realtors Property Resource® (RPR®)
REALTOR Team Store®
SentriLock
Strategic Association Management
zipLogix™
2018 RCEs

Brendan Bailey, RCE
Raleigh Regional Association of REALTORS®, NC

Kyla Barcus, RCE
Kansas City Regional Association of REALTORS®, KS

Laurie Benner, RCE
Maryland REALTORS®

David Bennett, RCE, CAE
Pinellas Suncoast Association of REALTORS®, FL

Amanda Brewer, RCE
Kansas City Regional Association of REALTORS®, KS

Page Browning, RCE, CAE
Coastal Association of REALTORS®, MD

Lisa Calarco, RCE
National Association of REALTORS®

Elizabeth Campbell-Hensley, RCE
Burke County Board of REALTORS®, NC

Crystal Castle, RCE
Yakima Association of REALTORS®, WA

Erin Corry, RCE
West Volusia Association of REALTORS®, FL

Lauren Daniel, RCE
Athens Area Association of REALTORS®, GA

Jessica Dietrich, RCE
Oklahoma Association of REALTORS®

Frank Doyle, RCE, CAE
Northern Virginia Association of REALTORS®

Lorri Edwards, RCE
Columbus Board of REALTORS®, GA

Joe Farrell, RCE
Pinellas Suncoast Association of REALTORS®, FL

Robert Friday, RCE
Bay Area Association of REALTORS®, MD

Marta Golding Brown, RCE
Ventura County Coastal Association of REALTORS®, CA

Deb Haines-Kulick, RCE
Clarksville Association of REALTORS®, TN

Vicki Heebner, RCE
Ocean City Board of REALTORS®, NJ

Elizabeth Hiett, RCE
Newman-Coweta Board of REALTORS®, GA

Sheree Higgins, RCE
Carteret County Association of REALTORS®, NC

Beverly Hinkle, RCE
Cullman Association of REALTORS®, AL

Kenneth Hogan, RCE
Abilene Association of REALTORS®, TX

Steve Huffman, RCE
Tucson Association of REALTORS®, AZ

Alan Jeffries, RCE
Southwestern Michigan Association of REALTORS®

JoAnn Johnston, RCE
Clark County Association of REALTORS®, WA

Beate Jones, RCE
Royal Palm Coast REALTOR® Association, FL

David Kissinger, RCE
South Bay Association of REALTORS®, CA

Leah Krmjac, RCE, CAE
Pennsylvania Association of REALTORS®

Kimberley Lambert, RCE
Greater Lewisville Association of REALTORS®, TX

Justin Landon, RCE
Lexington-Bluegrass Association of REALTORS®, KY

Shay Lawson, RCE
Tuscaloosa Association of REALTORS®, AL

Debbie Leber, RCE
Mid Shore Board of REALTORS®, MD

Shauna Marie Love, RCE
Tuolumne County Association of REALTORS®, CA

Michael McGee, RCE, CAE
Pennsylvania Association of REALTORS®

Misty Miller, RCE
Ashland Board of REALTORS®, OH

Kendra Murray, RCE
Incline Village REALTORS®, NV

Kristin Nash, RCE
North Carolina REALTORS®

Miles Noennig, RCE
Greater Springfield Board of REALTORS®, MO

Jesse Payne, RCE
Solano Association of REALTORS®, CA

Sheila Rumsey, RCE
REALTORS® of South Central Kansas

Heather Schiffman, RCE
Contra Costa Association of REALTORS®, CA

Joe Schneider, RCE
National Association of REALTORS®, IL

Jamie Sorgen, RCE
Lee County Association of REALTORS®, AL

Grace Smith, RCE
Greater Tampa REALTORS®, FL

Jarron Springer, RCE, CAE
Greater Nashville REALTORS®, TN

Kelli Walker Starrett, RCE
New Orleans Metropolitan Association of REALTORS®, LA

Brent Swander, RCE
Columbus REALTORS®, OH

April Thomas, RCE
Prince William Association of REALTORS®, VA

Caillt Thompson, RCE
North Carolina REALTORS®

Steve Trine, RCE
Metrotex Association of REALTORS®, TX

Missy Vanderpool, RCE
Greater Lansing Association of REALTORS®, MI

Liz Wolf, RCE
Columbia Board of REALTORS®, MO

Jennifer Zeller, RCE
Dayton REALTORS®, OH

CONGRATULATIONS!
**Friday, March 29**

**AE Institute Welcome Lounge**  
*5:00 p.m. – 6:30 p.m. | Lone Star Salon C, Level 3*

Stop by for some refreshments and information about Austin and meet the AE Institute Advisory Board.  
*Sponsored by: Texas REALTORS® and the Austin Board of REALTORS®, TX*

**AE Young Professional Network (YPN) Meet Up**  
*6:30 p.m. – 8:00 p.m. | Iron Cactus, 606 Trinity Street*

Attend this session and be a part of the AEC’s Young Professional Network. Network with other YPNers and share how you can make a difference in your association and the industry.

**Saturday, March 30**

**RCE Apparel Day**  
*Saturday, March 30*

Show your RCE pride by donning a piece of RCE wear for the day.

**New AE Networking Breakfast**  
*7:45 a.m. – 8:45 a.m. | Lone Star Salon C, Level 3*

What a great way to build on your relationships with other AEs who are also just starting out in the business and are new to the Institute. Come network with a group whose faces will become familiar to you by the end of the Institute.

**Continental Breakfast**  
*7:30 a.m. – 8:45 a.m. | Lone Star Foyer, Level 3*

*Sponsored by: SEI/NAVICA MLS*

**Opening Session**  
*9:00 a.m. – 10:00 a.m. | JW Grand Ballroom, Level 4*

The Opening Session is the official kick-off to the 2019 AE Institute. Come and meet the AEI team, and learn a little more about what went into making the 2019 AE Institute. You’ll also hear from 2019 NAR President John Smaby, who’ll offer some special remarks.  
*Sponsored by: realtor.com®*

**REALTOR® Party Luncheon**  
*12:30 p.m. – 1:45 p.m. | JW Grand Ballroom, Level 4*

Come hear what’s going on in the political arena and be entertained in the process. Join Matthew Dowd and Doug Sosnik as their share their perspectives on the state of American politics today and what lies ahead for the 2020 elections. Matthew Dowd, an American political consultant, was the chief strategist for the Bush-Cheney 2004 Presidential campaign. His political career has spanned from US Representative Dick Gephardt’s office to Senator Lloyd Bentsen’s campaign, to senior advisor to the Republican National Committee. Currently, he is an ABC political analyst. Doug Sosnik served as a senior advisor to President Bill Clinton for six years and played a key role in the policy, strategy and communication decisions made during the Clinton administration. His vast experiences allow him to advise prominent clients on leadership, adaptability, crisis management and strategic planning. Currently he serves as an NAR political consultant.  
*Sponsored by: REALTOR® Party*

**State Chief Staff Meeting**  
*2:00 p.m. – 3:30 p.m. | Brazos, Level 2*

An opportunity for state association chief staff executives to discuss issues and share insights. Attendance is limited to state chief staff only.

**Keynote Address with Kat Cole**  
*4:15 p.m. – 5:15 p.m. | JW Grand Ballroom, Level 4*

Join us as we welcome keynote speaker Kat Cole, COO and President, FOCUS Brands North America, a leading developer of iconic food service brands around the globe (think Cinnabon, Auntie Anne’s Pretzels, Jamba Juice). She has made her mark in franchising, business leadership, and brand building with a servant leader mindset, approachable style, penchant for business model innovation, and ability to build flexible, entrepreneurial-minded teams that love what they do and drive strong financial results. Kat provides insight and perspective on what it takes to create and lead successful teams, drive innovation and growth, lead with the heart, and sustain excellence.

**Icebreaker Reception**  
*5:30 p.m. – 8:30 p.m. | Austin City Limits*

Join your friends and colleagues for this special Institute welcome reception at Austin’s very own Austin City Limits. Come and renew old friendships and create new ones in a unique environment that will entertain and show everyone a glimpse into Austin’s passion — music!  
*Sponsored by SUPRA, Texas REALTORS®, and the following local associations in Texas: Austin Board of REALTORS®, Central Texas MLS, Collin County Association of REALTORS®, HAR.com, Lubbock Association of REALTORS®, North Texas Real Estate Information Systems, Inc*
Sunday, March 31

**RCE Overview and ADF Workshop**

8:00 a.m. – 8:45 a.m. | Lone Star Salon E, Level 3

Need help filling out the RCE Applicant Data Form (ADF)? Come to this nuts and bolts workshop and walk through the ADF. Learn about the RCE designation process, including how to maximize your ADF points.

**The Member Experience Rocks Featuring Bob and His Band**

9:00 a.m. – 10:30 a.m. | JW Grand Ballroom, Level 4

Join NAR CEO Bob Goldberg and his senior leadership team, for an update on NAR issues. Ask the questions you need answers to in this open forum with your peers and national counterpart.

*Sponsored by: NAR Office of the CEO*

**Grab-and-Go Lunch**

12:30 p.m. – 1:15 p.m. | Griffin Hall Foyer, Level 2

Grab a sandwich and a drink and head to a networking roundtable, offer some time to Caritas of Austin (the AEI charity project), catch up with friends, or explore the city. Take some time to do what you need to get the most out of this Institute.

*Sponsored by: MMSI and Rapattoni*

**Networking Roundtables**

12:45 p.m. – 2:00 p.m. | Griffin Hall, Level 2

These roundtables will help you connect with your peers where you’ll learn about different experiences and perspectives in the REALTOR® association management world and the real estate industry.

**AE Institute Charity Project – Caritas of Austin**

12:45 p.m. – 2:00 p.m. | Griffin Hall, Level 2

The AEI Advisory Board is working with a local organization, Caritas of Austin, to assemble first-aid kits and rice and bean kits. Caritas of Austin’s mission is to prevent and end homelessness for people in Greater Austin. Caritas does this through a variety of programs including food services, educational sessions, job placement, veteran assistance and more, to “make homelessness rare, brief and nonrecurring in Central Texas.”

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**NAR Issues Update**

3:30 p.m. – 4:30 p.m. | JW Grand Ballroom, Level 4

Come hear updates on the latest NAR initiatives, including what’s happening with membership data, the Governance PAG, Commitment to Excellence (C2EX), and more. NAR subject matter experts will make sure you have the latest information to share with your members in advance of the REALTORS® Legislative Meetings in May.

**Monday, April 1**

**Continental Breakfast**

7:30 a.m. – 8:45 a.m. | JW Grand Ballroom Foyer, Level 4

*Sponsored by: Real Safe Agent*

**A Broker’s Perspective**

9:00 a.m. – 10:30 a.m. | JW Grand Ballroom, Level 4

Facilitator: Stefan Swanepoel, Chairman & CEO, T3 Sixty LLC, San Juan Capistrano, CA

Panelists: Jonathan Boatwright, CEO, Realty Austin, Austin, TX; Mark Choey, Co-Founder, Climb Real Estate, San Francisco, CA; Sherry Chris, President and CEO, Better Homes and Gardens Real Estate, Madison, NJ

Industry legend, Stefan Swanepoel, moderates a panel to dig deep into the minds of brokers to learn the secret to their success and how REALTOR® associations and MLSs can be a trusted partner in their continued success. Stefan will ask the tough questions to uncover what our members really think in this hard-hitting approach to finding our value.

**Lunch and Legal Update**

12:00 p.m. – 1:30 p.m. | JW Grand Ballroom, Level 4

Katie Johnson, General Counsel and Chief Member Experience Officer, NAR

Join NAR General Counsel Katie Johnson for an update on the legal issues impacting REALTOR® associations across the country. There will also be time for Q&A.

*Buffet lunch service is sponsored by CCIM.*

**Economic Update**

1:30 p.m. – 2:30 p.m. | JW Grand Ballroom, Level 4

Lawrence Yun, Chief Economist and Senior Vice President, Research, NAR

Join NAR Chief Economist Lawrence Yun for a look into real estate’s economic future. There will also be time for Q&A.
Saturday, March 30

Crash Course for New AEs
11:30 a.m. – 12:15 p.m. | Room 303/304, Level 3
Tessa Hultz, RCE, CAE, CIPS, SRES, CEO, Long Island Board of REALTORS®, NY

There is a lot for new AEs to know in their first year on the job, but it doesn’t have to be overwhelming. Take a high-speed tour of tips, tricks, and resources to help AEs make their first year in REALTOR® association management a success!

NAR Policy 101
2:00 p.m. – 3:00 p.m. | Room 303/304, Level 3
Christopher Harrigan, RCE, e-PRO, Manager, Policy Information, Member Experience, NAR

Policy is just one of the many facets of a REALTOR® association executive’s job. Is it possible to know everything about policy? Probably not. But with the tools available to you from NAR, you’ll be well on your way to managing policy issues at your association. Learn about compliance with NAR policy, Code of Ethics training, online resources, and other “need-to-know” information to understand this key component of REALTOR® association management.

Core Standards 101
3:15 p.m. – 4:00 p.m. | Room 303/304, Level 3
John Sebree, RCE, CIPS, CEO, Missouri REALTORS®; Donna Stone, RCE, e-PRO, Association Executive, Jefferson City Area Board of REALTORS®, MO

The purpose of the standards is to raise the bar for REALTOR® associations and ensure high-quality service for REALTORS®. Attend this class to ensure you’re on the right track for 2019 certification, and take away a few tips and tricks to make the certification process run smoothly for you and your association.

Sunday, March 31

NAR Dues Policies and Dues Remittance Procedures
10:45 a.m. – 11:30 a.m. | Room 303/304, Level 3
John Pierpoint, Senior Vice President/Chief Financial Officer, NAR; Patty Garcia, Director, Dues Compliance and REALTORS® Relief Foundation Services, NAR

Attend this session and get the answers to your questions about the NAR dues remittance and collection process. Some of the specific topics covered include dues definitions in NAR’s Bylaws, local association staff responsibilities with respect to NAR’s dues reconciliation and remittance process, Consumer Advertising Campaign assessments, Institute Affiliate member dues, and the NAR delinquency/collection process.

NRDS and E-Commerce
2:15 p.m. – 3:15 p.m. | Room 303/304, Level 3
Chris DeRosa, RCE, CAE, IOM, Director, Finance, NAR

Come learn what you need to do to maintain members’ NRDS data, and learn the importance of how NRDS data interacts with the local, state, and national associations, as well as with regional MLSs and other systems such as realtor.com, RPAC reporting, mailing lists, and more. Bring your questions and Chris will supply the answers.

These classes are an extension of NAR’s New AE Orientation sessions and teach you about the basics of REALTOR® association management. While geared toward new AEs, these sessions are open to all Institute attendees.

2019 AE Institute App

The 2019 AEI App can be found in the iTunes and Google Store. Be sure to download the app and stay informed on session descriptions, speaker information, sponsors, and more. Use the interactive map feature to see exactly where your favorite sessions will take place. Use the app to view and bid on silent auction items, submit questions during sessions labeled with a “Q&A” feature, and NEW this year - earn points by performing in-app tasks for a chance to win a Tundra 35 YETI® Hard Cooler! Tap “Earn Points” in the app for more information.

#NARAEI2019 www.nar.realtor/AElapp
Educational And Special Events

Friday, March 29

Certified Professional Standards Administration – ($40)
8:00 a.m. – 5:00 p.m.  | Lone Star Salon F, Level 3
Richard Haggerty, CEO, Hudson Gateway Association of REALTORS®, NY; Diane Mosley, RCE, Director, Training and Policy Resources, Member Experience, NAR; Patrick Reilly, RCE, Vice President, Member Services, New York State Association of REALTORS®
Attend the Professional Standards Administrator training and learn how to handle the complexities of professional standards administration, such as processing appeals and conducting hearings. You’ll also learn about enforcement procedures and other legal ramifications. If you attend the entire day and complete and pass the professional standards exam, you will receive a certificate attesting to the fact you successfully completed the course.

Data Privacy: Protecting Your Clients and Your Business – ($75 – includes lunch)
8:30 – 4:30 p.m.  | Room 303/304, Level 3
Terry Watson, Speaker, Trainer, Coach, Easify, Inc., Chicago, IL
Data privacy and security are changing at an accelerated pace. Are you and your members up to speed? This course addresses the importance of data privacy and security as well as how to develop data policies and procedures. It also examines legal responsibilities created by a data breach. After taking this course, attendees will receive a discount on the online version of the full course in order to complete NAR’s e-PRO® certification.

Global Programs for Associations – ($75)
8:30 a.m. – 12:30 p.m.  | Room 307, Level 3
Lisa Calarco, Manager, Global Programs & Outreach, Engagement, NAR
Gain in-depth education on developing and growing global member programs to help your members succeed in the global marketplace, and learn how to connect your association to the larger global business community. This course earns points toward the RCE designation and Core Standards, as well as being a required course for staff wanting to earn the CIPS designation. To learn more about global councils, visit https://www.nar.realtor/global/global-business-councils

Develop Your Association’s Advocacy Plan and Meet Your Core Standards (includes lunch)
9:00 a.m. – 3:00 p.m.  | JW Grand Ballroom 3 - 4, Level 4
NAR Advocacy Staff Experts
Do you have limited staff time and resources? Does meeting your Advocacy Core Standards requirements seem daunting? Join NAR Advocacy staff as they demystify the process by identifying programs, tools, and services that will help you reach your association advocacy goals. Lunch is provided. This session awards credit toward your Core Standards.

CMLS Best Practices
9:00 a.m. – 4:00 p.m.  | Brazos, Level 2
Provided by the Council of Multiple Listing Services (CMLS), this one-day workshop opens with the recently published “CMLS Leadership and Governance Survey” and features how this data and other best-practice documents are shaping improvements in the MLS industry. Take the challenge to adopt the recently updated CMLS Best Practices to assess and enhance your organization.

CEO Program ($225 – pre-registration required)
1:00 p.m. – 5:00 p.m.  | Lone Star Salon E, Level 3
Robert Richman, former culture strategist at Zappos and leader of its Insights Division (the Zappos company that trains other companies on world class customer service and culture) will share insights that cover your role as a CEO and as a team player. He’ll talk about the culture-driven way to implement outcomes and key results; the way values actually work beyond words on a wall; the agile way to form and organize teams; and more.

Commercial Resources for Associations 101 – ($75)
1:00 p.m. – 4:30 p.m.  | Room 308, Level 3
Jean Maday, Director of Engagement & Commercial Strategy, Engagement, NAR
This course will educate you on how to identify your commercial practitioners, what they want from your association, and how you can engage and serve them. Come away with tools to implement commercial services, grow membership and serve your entire real estate community.
Learn about software exclusively for Real Estate Associations.

Chris Philen, Account Executive | 800.825.9171 ext. 273
Certified Professional Standards Administration
8:00 a.m. – 5:00 p.m.  |  Lone Star Salon F, Level 3

Data Privacy: Protecting Your Clients and Your Business
8:30 a.m. – 4:30 p.m.  |  Room 303/304, Level 3

Global Programs for Associations
8:30 a.m. – 12:30 p.m.  |  Room 307, Level 3

Develop Your Association’s Advocacy Plan and Meet Your Core Standards
9:00 a.m. – 3:00 p.m.  |  JW Grand Ballroom 3 – 4, Level 4

CMLS Best Practices
9:00 a.m. – 4:00 p.m.  |  Brazos, Level 2

CEO Program (pre-registration required)
1:00 p.m. – 5:00 p.m.  |  Lone Star Salon E, Level 3

Commercial Resources for Associations 101
1:00 p.m. – 4:30 p.m.  |  Room 308, Level 3

AE Institute Welcome Lounge
5:00 p.m. – 6:30 p.m.  |  Lone Star Salon C, Level 3
Sponsored by: Texas REALTORS® and the Austin Board of REALTORS®, TX

AE Young Professional Network (YPN) Meet Up
6:30 p.m. – 8:00 p.m.  |  Iron Cactus, 606 Trinity Street

Thank you to all who donated from the Amazon Wish List to Caritas of Austin. Join us Sunday, March 31st, from 12:45 - 2 p.m., to compile the donated items to be handed out to those that Caritas of Austin serves.
Daily Schedule
Saturday, March 30

Continental Breakfast
7:30 a.m. – 8:45 a.m.  | Lone Star Foyer, Level 3
Sponsored by: SEI/NAVICA MLS

New AE Networking Breakfast
7:45 a.m. – 8:45 a.m.  | Lone Star Salon C, Level 3

Opening Session
9:00 a.m. – 10:00 a.m.  | JW Grand Ballroom, Level 4
Sponsored by: realtor.com®

Virtual Classrooms: Educate Members Beyond the Association Walls
INNOVATION AND COLLABORATION
10:15 a.m. – 11:15 a.m.  | Lone Star Salon C, Level 3
Facilitator: Jon Houser, RCE, Associate Director of Professional Development, Texas REALTORS®
Panelists: Brent Lancaster, ABR, AHWD, BPOR, e-PRO, GRI, MRP, SRS, President, Brent Lancaster & Associates, Baton Rouge, LA; Candy Cooke, ABR, AHWD, BPOR, CIPS, CRB, e-PRO, GAA, GREEN, GRI, MRP, RENE, RSPS, SFR, SRES, SRS, Senior Instructor, Real Property Counselors, Inc., Round Rock, TX
Discover how to reach members who live in hard-to-reach places and how to collaborate with other associations to offer high-quality professional development opportunities that may otherwise be unobtainable. Explore two existing and successful models that can be easily implemented anywhere. Embrace new technology to provide a classroom experience in a cost-efficient manner and change your association’s education culture.

No Hitting Allowed! Negotiate Anything With Anyone at Any Time
LEADERSHIP/PROFESSIONALISM/ASSOCIATION GOVERNANCE
10:15 a.m. – 11:15 a.m.  | Lone Star Salon D, Level 3
Joanne Chando, ABR, AHWD, BPOR, CIPS, GREEN, GRI, MRP, RSPS, SFT, SRES, SRS, Chief Edutainment Officer, Joanne Chando Productions, Fort Myers, FL
This lively and interactive program will teach you to understand your dominant personality type, quickly identify it in others, and effectively manage any situation to a successful outcome.

From Hurricanes to Daily Fires: Power Productivity for AE Leaders
MARKETING/COMMUNICATION/ADVOCACY
10:15 a.m. – 11:15 a.m.  | Lone Star Salon E, Level 3
Beth Ziesenis, Author/Speaker, Your Nerdy Best Friend, San Diego, CA
You love your work as an AE leader, but keeping on top of everything is exhausting! The right technology can give you back your time and your sanity. This critical session will share apps and technology strategies to help your REALTOR® association work through everything from natural disasters to personal safety and health concerns. This is not a risk assessment session; it’s a nerd-preparedness conversation. Let your Nerdy Best Friend impart the perfect tools upon you to manage it all.

The Power of Experience
MEMBER ENGAGEMENT AND CUSTOMER SERVICE
10:15 a.m. – 11:15 a.m.  | Lone Star Salon F, Level 3
Tricia Thomas, RCE, CEO, Bay East Association of REALTORS®, Pleasanton, CA
Create exceptional service experiences that are tailored to your members and build loyalty. We operate in an experiential economy where providing excellent customer service is dependent upon our ability to create delightful service experiences. Learn how to gather and analyze relevant membership data that you can turn into the foundation of systemic excellence at all levels of the association.

What Is the RESO Web API and What’s in It for Me?
INNOVATION AND COLLABORATION
11:30 a.m. – 12:15 p.m.  | Lone Star Salon C, Level 3
Troy McCasland, CEO, AgentSquared, La Jolla, CA
Gain an understanding of the RESO Web API and the benefits it creates for everyone touched by our industry -- consumers, REALTORS®, associations, and MLSs. Learn how MLSs around the country have implemented the Web API for data distribution and understand the value of real-time updates, faster and cheaper website property searches, risk reduction, and cost savings for MLSs.

Succeed With the Seven Leadership Prescriptions for Success
LEADERSHIP/PROFESSIONALISM/ASSOCIATION GOVERNANCE
11:30 a.m. – 12:15 p.m.  | Lone Star Salon D, Level 3
Mary Kelly, PhD, CSP, Commander, US Navy (ret), CEO of Productive Leaders, Monument, CO
What do employees and association members need that they are not getting from their leadership? In this highly entertaining, high-energy, and high-content program, Mary shares how we can succeed in leading our associations, chapters, and members. Using real estate and military scenarios as examples, Mary shows audiences how to be even better leaders. Best-selling author of Master Your World, 15 Ways to Grow Your Business in Every Economy, Money Smart, and Why Leaders Fail and The 7 Prescriptions for Success, Mary Kelly knows the challenges we have today and can help us succeed through them.
Advance Members’ Online Presence and Build Their Success
MARKETING/COMMUNICATION/ADVOCACY
11:30 a.m. – 12:15 p.m. | Lone Star Salon E, Level 3
Shawn Hanna, Senior Director of Technology Initiatives, Northern Virginia Association of REALTORS®, VA

Now more than ever, members must understand what building and nurturing their online presence really means, so that consumers can find them, like them, and eventually trust them. Many members don’t realize that they can improve their online presence through an entire set of benefits and free services available through their REALTOR® association membership. Learn about these valuable tools and how you can best share them with your members.

Say It With a Picture!
MEMBER ENGAGEMENT AND CUSTOMER SERVICE
11:30 a.m. – 12:15 p.m. | Lone Star Salon F, Level 3
Michele Sloan, ABR, AHWD, CRS, e-PRO, SRES, SRS, Owner, Michele Sloan, O’Fallon, MO

They are cute and fun to use, but don’t be fooled. Emoji is changing the way we communicate. With 90% of social media users interacting with emojis, it’s time to climb on board and discover ways emoji can increase member engagement. Get ready for emojimania!

Crash Course for New AEs
11:30 a.m. – 12:15 p.m. | Room 303/304, Level 3
Tessa Hultz, RCE, CAE, CIPS, SRES, CEO, Long Island Board of REALTORS®, NY

See page 8 for session description.

REALTOR® Party Luncheon
12:30 p.m. – 1:45 p.m. | JW Grand Ballroom, Level 4
Sponsored by: REALTOR® Party

NAR’s Association Investment Program – One on One Sessions
1:00 p.m. – 4:00 p.m. | Room 401, Level 4

State Chief Staff Meeting
2:00 p.m. – 3:30 p.m. | Brazos, Level 2

An opportunity for state association chief staff executives to discuss issues and share insights. Attendance is limited to state chief staff only.

Perception vs. Reality: Real Results of Going Global
INNOVATION AND COLLABORATION
2:00 p.m. – 3:00 p.m. | Lone Star Salon C, Level 3
Facilitator: Steve McDonald, Director of Professional Development, Tennessee REALTORS®
Panelists: Andrea Bushnell, RCE, CEO, North Carolina REALTORS®; Donna Wilson, Director, Global & Commercial Business, Mainstreet Organization of REALTORS®, IL

Global isn’t a niche anymore; it’s a major economic driver in all size markets. In this session, Global Council representatives from Tennessee, North Carolina, and Illinois share how adopting a global mindset brought new business opportunities to their associations, members, and communities.

After the Honeymoon: Overcome the Challenges of MLS Consolidation
LEADERSHIP/PROFESSIONALISM/ASSOCIATION GOVERNANCE
2:00 p.m. – 3:00 p.m. | Lone Star Salon D, Level 3
Facilitator: Bill Lublin, CEO, Social Media Marketing Institute, Philadelphia, PA
Panelists: Carl DeMusz, RCE, e-PRO, President and CEO, Yes-MLS, Independence, OH; Dionna Brahs Hall, RCE, CEO, REALTOR® Association of the Palm Beaches and Ft. Lauderdale, FL; Brian Donnellan, Interim CEO, Bright MLS, Rockville, MD

As MLS mergers remain the focus of MLS executives and members around the country, it is important to look at the unexpected issues that the merged MLS entities face. This panel of well-known and respected MLS executives will share the challenges that arose after the decision to merge, how those challenges impacted the merger, and how the new MLS met those challenges, or possibly fell short.

RPR’s Game-Changing Tools for Associations
MARKETING/COMMUNICATION/ADVOCACY
2:00 p.m. – 3:00 p.m. | Lone Star Salon E, Level 3
Karen France, Senior Vice President, Market Engagement, RPR; Karen Becker; RCE, AHWD, CIPS, CEO, Southeast Minnesota REALTORS®; Andrew Sims, RCE, CEO, Dayton REALTORS®, OH

Learn how RPR’s market data tools and economic area reports equip AEs with invaluable market information to get a seat at the table for economic development activities in their communities. This session includes case studies from two local associations and a tutorial that demonstrates how to access and set these resources up for yourself.
Members Beyond REALTORS®
MEMBER ENGAGEMENT AND CUSTOMER SERVICE
2:00 p.m. – 3:00 p.m. | Lone Star Salon F, Level 3
Facilitator: Cynthia DeLuca, ABR, CIPS, GRI, SFR, SRS, President, TRC, Deland, FL
Panelists: Dave Stefanides, CEO, Orange County REALTORS®, CA; Elizeer Rodriguez, CEO, Bronx Manhattan North Association of REALTORS®, NY; David Bennett, RCE, CAE, President and CEO, Pinellas REALTOR® Organization, FL
As the local association feels the heat of MLS changes, it’s time to embrace other areas of membership growth and sustainability. If you haven’t tapped into your affiliate members lately, maybe it’s time you do. Diversify with an expanded affiliate outreach program that shows them you care and why their association dues offer such a high return on their investment.

REALTOR® Party: What’s in It for Me?
MARKETING/COMMUNICATION/ADVOCACY
3:15 p.m. – 4:00 p.m. | Lone Star Salon E, Level 3
John Smaby, President, NAR; Tracy Kasper, Vice President of Advocacy, NAR; Christine Hansen, REALTOR® Party Director, NAR
Have your members ever asked, “How does the association impact my business?” The REALTOR® Party can be your most effective answer! Learn from veteran REALTOR® leaders how the REALTOR® Party is changing the conversation to help associations better engage in their community, affect public policy, and elect candidates who support our issues.

Get Butts in the Seats With a Solid Business Plan
MEMBER ENGAGEMENT AND CUSTOMER SERVICE
3:15 p.m. – 4:00 p.m. | Lone Star Salon F, Level 3
Adorna Carroll, ABR, ABRM, AHWD, CRB, C-RETS, e-PRO, GRI, RENE, SFR, SRS, President, Dynamic Directions, Inc., Newington, CT
Getting butts in the seats and creating a profit center doesn’t have to be a challenge if you have a solid business plan for your professional and career development department. When you recognize that this business is not one-size-fits-all, that continuing education is not a destination but rather a by-product, and that some programs are best delivered privately while others are suited for mass consumption, you can restructure and re-energize your association cash flow.

Association Direction: Be BOLD or Be Forgotten
LEADERSHIP/PROFESSIONALISM/ASSOCIATION GOVERNANCE
3:15 p.m. – 4:00 p.m. | Lone Star Salon D, Level 3
Justin Schlegel, Owner/REALTOR®, RHP Real Estate – Team Schlegel, Peoria, AZ
Dig deep internally to define what got your association to where it is at today. Determine what’s missing from the team, find the fun again, and dare to dream about what could be. Then challenge the status quo to realize an association vision that’s closer than you think.
Daily Schedule
Sunday, March 31

RCE Overview and ADF Workshop
8:00 a.m. - 8:45 a.m. | Lone Star Salon E, Level 3

Innovating MLS Data Distribution
8:00 a.m. - 8:45 a.m. | Lone Star Salon C, Level 3
Facilitator: Rene Galicia, Director of MLS Engagement, NAR
Panelists: Brad Bjelke, CEO UtahRealEstate.com, Sandy, UT; Chris Carillo, CEO, Multiple Listing Service, Inc., Milwaukee, WI; Anne Marie DeCatsye, CEO, Charlotte Regional REALTOR® Association and Carolina MLS, Inc., Charlotte, NC; Stan Martin, Director of MLS, Austin Board of REALTORS®, TX
Managing the distribution of MLS data feeds, multiple licensing requests and agreements, compliance and standards can be overwhelming. Hear about two innovative solutions designed to streamline these tasks for the MLS while working to improve the experience for brokers, agents, and vendors.

The Member Experience Rocks Featuring Bob and His Band
9:00 a.m. - 10:30 a.m. | JW Grand Ballroom, Level 4
Sponsored by: NAR Office of the CEO

Not Invented Here – Acceleration of Technology in the Real Estate Industry
INNOVATION AND COLLABORATION
10:45 a.m. - 11:30 a.m. | Lone Star Salon C, Level 3
Facilitator: Todd Carpenter, Director, Strategic Investments, Strategic Business, Innovation, & Technology, NAR
Panelists: Walt Baczkowski, RCE, CAE, CEO, San Francisco Association of REALTORS®, CA; Mike Feller, Chief Revenue Officer, Active Pipe, Austin, TX; Jessica Hickok, RCE, CAE, GRI, CEO, Oklahoma Association of REALTORS®; Sebastian Tonkin, CEO, Glide, San Francisco, CA
Like it or not, technology startups are rapidly advancing the real estate industry. Consumers have more resources and technology available to them as they consider their next real estate transaction. Take a look at the role accelerator programs play in the success of startups, and how the REALTOR® organization works to align with startups and add to the REALTOR® value proposition.

Words Matter
LEADERSHIP/PROFESSIONALISM/ASSOCIATION GOVERNANCE
10:45 a.m. - 11:30 a.m. | Lone Star Salon D, Level 3
John Gormley, RCE, CAE, CIPS, CEO, Mainstreet Organization of REALTORS®, IL
Few other industries have more specialized jargon than real estate. We are swimming in alphabet soup with all of our designations and acronyms. That’s not necessarily a good thing when we’re trying to make stronger connections with consumers. Learn how to become a translator and get skinny with your message to tell stories that motivate and inspire.

Maximize Communication for Association Leadership
MARKETING/COMMUNICATION/ADVOCACY
10:45 a.m. - 11:30 a.m. | Lone Star Salon E, Level 3
Juanita McDowell, e-PRO, CEO, InMotion Consulting, LLC, Peachtree City, GA
Effective communication doesn’t happen by accident. From sharing your culture and vision to addressing issues that creep up within your organizations, there are many nuances to communicating as a leader. Acquire ten tips to strengthen your association by improving your ability to communicate with staff and members.

Engage Future Leaders
MEMBER ENGAGEMENT AND CUSTOMER SERVICE
10:45 a.m. - 11:30 a.m. | Lone Star Salon F, Level 3
Kathy Whitfield, ABR, GRI, RENE, SRS, Trainer/Instructor/Professional Coach, Compass Consulting, LLC, Madison, MS
The ongoing engagement and development of emerging leaders is critical to the future success of REALTOR® associations. This session offers essential yet simple steps to identify, recruit, and develop untapped talent to create future leaders.

NAR Dues Policies and Dues Remittance Procedures
10:45 a.m. - 11:30 a.m. | Room 303/304, Level 3
John Pierpoint, Senior Vice President/Chief Financial Officer, NAR; Patty Garcia, Director, Dues Compliance and REALTORS® Relief Foundation Services, NAR
See page 8 for session description.
Do You Really Know Your Members?
INNOVATION AND COLLABORATION
**11:45 a.m. – 12:30 p.m.** | **Lone Star Salon C, Level 3**
Steve Francks, RCE, CAE, CEO, Washington REALTORS®; Aleksandar Velkoski, DBA, Data Scientist, Research, NAR
You know your members – it’s your job. But do you really know them? Learn how NAR’s new Member Insight Datalab, also known as MinD, can provide insights into your members and help your association better serve them according to their own experiences and interests. Washington REALTORS® is working with NAR’s Research team to better leverage insights about members to enhance outcomes, and will share how your association can move in a similar direction.

MLS 101
LEADERSHIP/PROFESSIONALISM/ASSOCIATION GOVERNANCE
**11:45 a.m. – 12:30 p.m.** | **Lone Star Salon D, Level 3**
Facilitator: Rene Galicia, Director of MLS Engagement, NAR
Panelists: Cathy Faulkner, RCE, e-PRO, Director of Multiple Listing Services, MetroTex Association of REALTORS®, TX; Brad Bjelke, CEO, UtahRealEstate.com, Sandy, UT
Are you a new MLS exec? An experienced association exec new to the MLS world? Join us for an overview of general MLS policies and how to best implement them in your local marketplace. Learn some tricks of the trade from these experienced individuals who are not only implementing NAR policies, but also making their markets work, adding in some of the CMLS Best Practices. Hear about initiatives they have put into action to engage their broker owners and subscribers, and how they’ve collaborated with other MLS organizations to better serve their customers and the buying and selling public.

Advocacy on a Budget (MCA)
**11:45 a.m. – 12:30 p.m.** | **Lone Star Salon E, Level 3**
Seth Palmer, Political Communications Director, Tennessee REALTORS®
Learn how to build a comprehensive, annual advocacy plan to successfully manage recurring events and handle unexpected challenges. Develop your draft plan using programs and services from the REALTOR® Party, and by collaborating with other local or state associations.

Signed, Sealed, Delivered, I’m Yours! Seven Non-negotiables of Customer Service
MEMBER ENGAGEMENT AND CUSTOMER SERVICE
**11:45 a.m. – 12:30 p.m.** | **Lone Star Salon F, Level 3**
Gail Alofsin, President, Authentic Measurable Performance, Newport, RI
What customers don’t tell you is just as important, if not more important, than what they do. While advanced communication both streamlines and complicates our lives, you can use it to your advantage when you let these seven “non-negotiables” transport you and your team to a new level of service, and keep your internal and external customers coming back for more.

Grab-and-Go Lunch
**12:30 p.m. – 1:15 p.m.** | **Griffin Hall Foyer, Level 2**
*Sponsored by: MMSI and Rapattoni*

Networking Roundtables
**12:45 p.m. – 2:00 p.m.** | **Griffin Hall, Level 2**

AE Institute Charity Project – Caritas of Austin
**12:45 p.m. – 2:00 p.m.** | **Griffin Hall, Level 2**

NAR’s Association Investment Program – One on One Sessions
**1:00 p.m. – 4:00 p.m.** | **Room 401, Level 4**

Go Beyond the Business Model
INNOVATION AND COLLABORATION
**2:15 p.m. – 3:15 p.m.** | **Lone Star Salon C, Level 3**
Facilitator: Nobu Hata, Director, Member Engagement, NAR
Panelists: Koki Adasi, ABR, CRS, SRS, Senior Vice President, Compass, Chevy Chase, MD; Holly Mabery, ABR, GRI, RSPS, SRS, State Administrative Broker, EXP Realty, Cottonwood, AZ; Kerry Melcher, Head of Brokerage & Industry, Opendoor, Scottsdale, AZ
Some leaders and members can get “into the weeds” when it comes to the commission/inventory/human resources issues that dominate a brokerage business model. Is that where association executives should focus their time and energy? Learn to think beyond policies and about the long-term trends that these big brokerages are influencing and shaping, and how they are changing the way consumers buy and sell real estate.
Sanctions, Citations, Appeals, Oh My!
LEADERSHIP/PROFESSIONALISM/ASSOCIATION GOVERNANCE
2:15 p.m. – 3:15 p.m. | Lone Star Salon D, Level 3
Facilitator: Leigh York, ABR, AHWD, CRS, GRI, MRP, RSPS, SFR, SRES, REALTOR®, Leigh Speaks, Fort Worth, TX
Panelists: Diane Mosley, RCE, Director, Training and Policy Resources, Member Experience, NAR; Carole Ridley, Professional Standards Administrator, Arizona REALTORS®; Corie Chase, Chief Administration Officer, Naples Area Board of REALTORS®, FL
You are part of the evolution of professional standards enforcement. Do you have questions about ombudsman, citation, or other procedures? Would you like a checklist? Flowchart? Training ideas? Do you have a great idea or best practice that you want to share? Join us for a peer-to-peer panel discussion and see how to exercise your voice and influence the future direction of professional standards enforcement.

Grow Strategic Alliances Digitally With Industry Partners
MARKETING/COMMUNICATION/ADVOCACY
2:15 p.m. – 3:15 p.m. | Lone Star Salon E, Level 3
Marki Lemons Ryhal, ABR, CRS, SRS, Speaker, Marki Lemons Unlimited, Inc., Chicago, IL
Leverage free online tools and implement social media best practices to increase the digital presence and public awareness of your association and related industry partners, such as AREAA, WCR, NAHREP, and others. Promote the successes of the REALTOR® Party in your community and beyond, while adhering to guidelines that will keep your communications in line with campaign finance rules.

Stop Conflict in Its Tracks
MEMBER ENGAGEMENT AND CUSTOMER SERVICE
2:15 p.m. – 3:15 p.m. | Lone Star Salon F, Level 3
Donna Garcia, RCE, MSHR, SPHR, SHRM-SCP, SWP, Director, Compensation, Benefits and Strategic Association Management Services, Talent Development & resources, NAR; Carole Kaptur, Director, Strategic Association Management, Talent Development & Resources, NAR
There are various underlying reasons why conflict in the workplace happens. The average day can be filled with issues that make it difficult to manage your reputation and maintain dignity as a team leader. Learn to identify the root causes, triggers and how to minimize conflict through strategic responses.

NRDS and E-Commerce
2:15 p.m. – 3:15 p.m. | Room 303/304, Level 3
Chris DeRosa, RCE, CAE, IOM, Director, Finance, NAR
See page 8 for session description.

NAR Issues Update
3:30 p.m. – 4:30 p.m. | JW Grand Ballroom, Level 4

AEI Silent Auction
Grand Ballroom Foyer, Level 4
Be sure to stop by the AEI Silent Auction displays and bid on some of the great prizes via the app! Items include a variety of gift cards, smart home items, NAR offerings, and more! Proceeds from the silent auction benefit both the REALTORS® Relief Fund and the AE Professional Development Fund, which supports education and professional development for all AEs across the country. Follow along and bid on your favorite items with the 2019 AEI App. The silent auction closes at 4:00 p.m. on Sunday, March 31st.
**Daily Schedule**

**Monday, April 1**

**Continental Breakfast**
7:30 a.m. – 8:45 a.m. | JW Grand Ballroom Foyer, Level 4
Sponsored by: Real Safe Agent

**Help Brokers Hire the Right Agents**
8:00 a.m. – 8:45 a.m. | Lone Star Salon F, Level 3
Jess Biller, President, Paramount Consulting Group, LLC, Columbus, OH
There may be no faster way for a brokerage to grow than by hiring top performing agents. But how can your members tell the difference between those candidates that look good from those that will perform good? Learn how you can help your brokers identify three key characteristics that all top agents have in common and how to uncover these in the hiring process. Receive industry-based research that gives you the exact criteria for top-performing agents that can also provide valuable insight into the staff hiring decisions at state and local associations.

**A Broker’s Perspective**
9:00 a.m. – 10:30 a.m. | JW Grand Ballroom, Level 4
Facilitator: Stefan Swanepoel, Chairman & CEO, T3 Sixty LLC, San Juan Capistrano, CA
Panelists: Jonathan Boatwright, CEO, Realty Austin, Austin, TX; Mark Choey, Co-Founder, Climb Real Estate, San Francisco, CA; Sherry Chris, President and CEO, Better Homes and Gardens Real Estate, LLC, Madison, NJ

**Consolidation Is NOT the Only Way!**
10:45 a.m. – 11:45 a.m. | Lone Star Salon C, Level 3
Facilitator: Marilyn Wilson Lund, Founding Partner, WAV Group & President, RETechnology.com
Panelists: Lauren Hansen, CEO, IRES LLC, Loveland, CO; Stephanie White, RCE, CEO, Mobile Area Association of REALTORS®, AL; Jim Yockel, RCE, CEO, Greater Rochester Association of REALTORS®, NY
There’s so much hype these days that makes every MLS believe the only way to better serve the needs of brokers is to consolidate. The truth is that there are tons of practical and achievable ways to help your members save money and make it easier for them to be successful. Join Marilyn Wilson Lund and other experts to learn how you can serve your brokers better.

**Lighten Your Load While Getting Your Om On**
10:45 a.m. – 11:45 a.m. | Lone Star Salon D, Level 3
Scott Oser, President, Scott Oser Associates, North Potomac, MD; KIKI L’Italian, CEO and Founder, Amplified Growth, Alexandria, VA
Do you feel like there are never enough hours in a day to do everything you need to do? Take a deep breath and join us for an hour of productivity strategies to put calm back in your mind and hope back in your heart. Bring mind, body and technology together for tools and practices to make you happier and more productive.

**Your Brand Is More than a Logo**
10:45 a.m. – 11:45 a.m. | Lone Star Salon E, Level 4
Facilitator: Karen Bebart, Director, Project Management, NAR
Panelists: Susanne Harrington, Principal, Asterisk Group Design, Austin, TX; Phil Newman, e-PRO, Communications Director, Tennessee REALTORS®, Betty Oltremari, CEO, East Mississippi REALTORS®, Meridian, MS
Learn from peers and advertising industry professionals how to evaluate your brand. Panelists will share their experiences from evaluating the health of a brand, to a new brand roll-out, including research, design, cultivating member support, and implementation. Attendees will leave with actionable steps and best practices to implement in their own associations.

**Create Your Customer Comfort Zone**
10:45 a.m. – 11:45 a.m. | Lone Star Salon F, Level 3
Brian Blasko, Speaker/Author/REALTOR®, Brian Blasko, Youngstown, OH
Effective communication is the key to success. In this fun-filled program, you’ll discover and examine the four unique personality styles that we communicate with daily, and you’ll recognize how to distinguish between these styles and tailor your member messages accordingly. This high-energy session will take you on an unforgettable journey into the mind of the 4x4, Volvo, sports car and minivan. Discover which vehicle you are!

**Plan Today for an Unexpected Tomorrow – Facing Disaster Recovery**
10:45 - 11:45 a.m. | Room 303/304, Level 3
Andrea Bushnell, RCE, CEO, North Carolina REALTORS®, Cynthia Walsh, Brunswick County Association of REALTORS®, NC; Nicole Arnold, Director of Community Outreach, North Carolina REALTORS®, Housing Foundation
“Where do I begin - no I mean really, where do I begin??”
Power is out everywhere, roads are blocked, homes and offices destroyed, cars drowning in flood waters... no idea if members are safe in their homes, safely evacuated or desperately in need of well, everything! You have to dig deep emotionally and get ready for a long, long slog. But before disaster strikes, get ready! Three veterans of 2016’s Hurricane Matthew and 2018’s Hurricane Florence will provide you with tools and ideas to help you prepare in advance of the disaster. Learn what to do in the event that the worst strikes first, and what it takes to survive and eventually thrive again.

**Lunch and Legal Update**
12:00 p.m. – 1:30 p.m. | JW Grand Ballroom, Level 4
Katie Johnson, General Counsel and Chief Member Experience Officer, NAR
Buffet lunch sponsored by CCIM

**Economic Update**
1:30 p.m. – 2:30 p.m. | JW Grand Ballroom, Level 4
Lawrence Yun, Chief Economist and Senior Vice President, Research, NAR
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The Center for REALTOR® Development Podcast aims to educate and increase professionalism in the real estate industry. It highlights formal education programs from NAR and its Affiliates, as well as informal learning sources. Our engaging host is award-winning instructor, speaker, and REALTOR®, Monica Neubauer. The podcast is sponsored by NAR’s online learning platform, Center for REALTOR® Development. Subscribe wherever you listen to your podcasts.

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