



AE Institute 2013

A NEW PERSPECTIVE

March 15-19 | San Diego, California

Final Program



NATIONAL  
ASSOCIATION *of*  
REALTORS®

— INTRODUCING —

# Two NEW Professionalism Resources!

Based on Association feedback, NAR created these resources for Associations to share with members on how to conduct themselves professionally while showing respect for property, the public and peers.



## *“A Pathway to Professional Conduct: Respect Starts Here”* — Video

This video (10-minutes) contains tips reinforcing to new and existing members what it means to conduct business with the utmost respect.



Get your  
free sample  
brochure  
at the  
NAR  
Resource  
Table

## *“A Pathway to Professional Conduct: Respect Starts Here”* — Brochure

A companion piece to the Pathway to Professional Conduct video, this brochure highlights all the tips contained in the video about conducting business with respect.

**Sold in Packs of 100 (Item #135-85)**

**PLUS!**

*Special introductory price of \$29.99 (regularly \$39.99) through March 31.* Available at [www.REALTOR.org/Store](http://www.REALTOR.org/Store)

For more information, visit  
[www.REALTOR.org/professionalism](http://www.REALTOR.org/professionalism)



NATIONAL  
ASSOCIATION of  
REALTORS®

## Welcome to AEI 2013:

I feel like I'm back in school and we've been rehearsing the annual play for months and now it's time for the curtain to go up.

We're ready and I know you are too. The question is, "Ready for what?"

Whether your preferred learning style is to dabble in lots of different topics or immerse yourself in one of our suggested course groupings, you will be fulfilled.

With shorter session lengths, there are more sessions from which to choose. If you really like something in the morning, maybe you can follow it up with an afternoon "implementation session."

I know you'll love the new AEI mobile app. Everything we know about the event, speakers, handouts, schedule, hotel layout, San Diego, social media channels – everything – is in this new app. Load and launch the app now and set some reminders so you don't miss any of the special events we've planned for you, including our Sunday afternoon scavenger hunt.

All of the session handouts and links to supporting materials are on the app along with the evaluations. Be sure to fill out your profile.

Need help? Ask one of our Geek Squad. They'll be roaming around in lab coats with knowledge burning holes in their pockets.

You're in the AEzone now.

On behalf of the 2013 AEI Advisory Board and NAR staff who've made this a reality...welcome.



A white, stylized handwritten signature of Marc Lebowitz, written over a blue background.

Marc Lebowitz, RCE, CAE  
Dean, 2013 Association Executives Institute  
Executive Director  
Ada County Association of REALTORS®, ID



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### Registration Hours

|                           |                              |
|---------------------------|------------------------------|
| <b>Friday, March 15</b>   | <b>7:30 a.m. – 5:30 p.m.</b> |
| <b>Saturday, March 16</b> | <b>7:30 a.m. – 4:00 p.m.</b> |
| <b>Sunday, March 17</b>   | <b>8:00 a.m. – 4:00 p.m.</b> |

*Elizabeth Ballroom Foyer – Second Level*

### Information Desk

|                          |                               |
|--------------------------|-------------------------------|
| <b>Monday, March 18</b>  | <b>8:00 a.m. – 3:00 p.m.</b>  |
| <b>Tuesday, March 19</b> | <b>8:00 a.m. – 10:30 a.m.</b> |

*Elizabeth Ballroom Foyer – Second Level*

### AE Institute Cyber Station

During the Institute, you're bound to visit the AE Institute Cyber Station where you can check your emails, evaluate AE Institute sessions, and print out your AE Institute attendance certificate.

|                           |                               |
|---------------------------|-------------------------------|
| <b>Saturday, March 16</b> | <b>7:30 a.m. – 4:30 p.m.</b>  |
| <b>Sunday, March 17</b>   | <b>7:30 a.m. – 4:30 p.m.</b>  |
| <b>Monday, March 18</b>   | <b>7:30 a.m. – 4:30 p.m.</b>  |
| <b>Tuesday, March 19</b>  | <b>8:00 a.m. – 11:00 a.m.</b> |

*Elizabeth Ballroom Foyer – Second Level*

## 2013 Association Executives Institute Advisory Board



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Chair, Association Executives Committee  
Chief Executive Officer  
Minneapolis Area Association of REALTORS®, MN



**Marc Lebowitz, RCE, CAE**  
Chair, AE Institute Advisory Board  
Executive Director  
Ada County Association of REALTORS®, ID



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Chief Executive Officer  
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**Albert Tran, CIPS**  
Chief Executive Officer  
West San Gabriel Valley Association of REALTORS®, CA



**Brenda Florida**  
Director, Member Services  
Pennsylvania Association of REALTORS®

## Congratulations 2012 RCEs!

**Marcia Bartol, RCE**

Greater Bangor Association of REALTORS®, ME

**Jean Beck, RCE**

Hilton Head Area Association of REALTORS®, SC

**Steve Candler, RCE**

Brunswick County Association of REALTORS®, NC

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**Christy Conway, RCE**

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Orange County Association of REALTORS®, CA

**Sheila Dodson, RCE**

Coastal Association of REALTORS®, MD

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**Glenda Gasparine, RCE**

Wheeling Board of REALTORS®, WV

**William Haithcock, RCE**

Harrisonburg Rockingham Association of REALTORS®, VA

**Chris Harrigan, RCE**

National Association of REALTORS®, IL

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North Bay Association of REALTORS®, CA

**Erin Hervey, RCE**

Missouri Association of REALTORS®

**Rob Hulse, RCE**

Lawrence Board of REALTORS®, KS

**Shaun Jillions, RCE**

Oregon Association of REALTORS®

**Marti Kaiser, RCE**

Lakes County Association of REALTORS®, MN

**Julie Luper, RCE**

Michigan Association of REALTORS®

**Pam MacConnell, RCE**

West Volusia Association of REALTORS®, FL

**Richard Marshall, RCE**

Prince William Association of REALTORS®, VA

**Megan Meyer-Foos, RCE**

Toledo Board of REALTORS®, OH

**Norman Morris, RCE, CAE**

Louisiana REALTORS® Association

**Thomas O'Bryant, RCE**

Greater Fort Lauderdale Association of REALTORS®, FL

**Susan Page, RCE**

Southeastern Indiana Board of REALTORS®, IN

**Paul Rainey, RCE**

Oregon Association of REALTORS®

**Donna Reynolds, RCE**

Santa Fe Association of REALTORS®, NM

**Wil Riley, RCE**

Charleston Trident Association of REALTORS®, SC

**Russell Salzman, RCE, CAE**

Institute of Real Estate Management, IL

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Ashland Board of REALTORS®, OH

**Rhonda Sims, RCE**

Northwest Arkansas Board of REALTORS®

**Clint Skutchan, RCE**

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Hamptons North Fork REALTORS® Association, NY

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Coeur D'Alene Association of REALTORS®, ID

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**Sandy Zigler, RCE**

Atlanta Board of REALTORS®, GA



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## Special Events

### **AE Institute Welcome Lounge**

**Friday, March 15, 4:00 p.m. – 6:00 p.m.**

Stop by for some refreshments and information about San Diego, and meet the 2013 AE Institute Advisory Board.

#### ***Randle Ballroom – Fourth Level***

*Sponsored by: California Association of REALTORS® and Greater San Diego Association of REALTORS®, CA*

### **AE Institute Orientation**

**Saturday, March 16, 7:30 a.m. – 8:00 a.m.**

Learn how to select the right Institute sessions for you so you make the most out of your Institute experience. Orientation is a great opportunity to meet your peers.

#### ***Manchester Ballroom A-C – Second Level***

### **Opening Session**

**Saturday, March 16, 8:15 a.m. – 9:45 a.m.**

The Opening Session is the official kick-off to the 2013 AE Institute. Come and meet the 2013 AEI team, and leave exhilarated by a challenging keynote address from Josh Linkner. Linkner believes that creativity has become the currency of success, in both business and life. He'll show attendees how to jumpstart their creativity to drive meaningful and immediate results. He'll also share how attendees can unleash their most valuable resources: human creativity, imagination, and original thinking. You'll also hear from 2013 NAR President-Elect Steve Brown, who'll offer some special remarks.

#### ***Elizabeth Ballroom D-H – Second Level***

*Sponsored by: REALTOR.com®*

### **“Taste of AEI” Sponsor Walk-Around Lunch**

**Saturday, March 16, 12:00 p.m. – 1:30 p.m.**

The AE Institute's sponsoring vendors will host lunch in the various hospitality rooms. Participants can enjoy their lunch while learning about different products available to them and their members.

#### ***Randle and America's Cup Foyer – Fourth Level***

***Avecra – Randle Ballroom C***

***Centralized Showing Service – Cunningham Room***

***ListHub – Randle Ballroom D&E***

***Seller Representative Specialist/SRS Council, LLP  
– America's Cup A&B***

***ShowingTime – Randle Ballroom A&B***

### **Icebreaker Reception**

**Saturday, March 16, 4:30 p.m. – 6:30 p.m.**

Join your friends and colleagues where there will be good food, good music, and good company at this official Institute welcome gala. The Live Auction will take place during the reception.

#### ***Pool Deck – Fourth Level (weather permitting)***

*Sponsored by: Supra*

### **NAR AE Forum**

**Sunday, March 17, 8:00 a.m. – 9:00 a.m.**

This special open forum allows AEs to hear updates and participate in discussions about the issues impacting their associations and their members.

#### ***Elizabeth Ballroom D-H – Second Level***

### **REALTOR® Party Luncheon**

**Sunday, March 17, 11:30 a.m. – 1:00 p.m.**

As a REALTOR® association executive, you know that politics plays an important role in your members' profession. Come enjoy lunch and sharpen your political insights with a special keynote address by Amy Walter, National Editor, *The Cook Political Report*, and former Political Director at ABC News.

#### ***Elizabeth Ballroom D-H – Second Level***

*Sponsored by: REALTOR® Party*

### **AE Institute General Session**

**Monday, March 18, 8:00 a.m. – 9:00 a.m.**

The 2013 AE Institute Advisory Board is pleased to welcome back Juliet Funt to the AE Institute. Some of you may remember Juliet's entertaining keynote address at the 2012 AE Institute. This year, Juliet will focus on an aspect of her 2012 talk: WhiteSpace®. Does that term ring a bell? She encouraged us all to have some white space in our lives. Come to this general session and let her teach you how.

#### ***Elizabeth Ballroom D-H – Second Level***

*Sponsored by: California Association of REALTORS®*



### **NAR Update Lunch**

**Monday, March 18, 11:30 a.m. – 1:00 p.m.**

Join NAR CEO Dale Stinton, RCE, CAE, for an update on NAR issues. Ask the questions you need answers to in this open forum with your peers and your national counterpart.

*Elizabeth Ballroom D-H – Second Level*

*Sponsored by: NAR Office of the CEO*

### **RPAC Major Investors Reception**

**Monday, March 18, 4:00 p.m. – 5:00 p.m.**

By invitation only. This reception honors RPAC Major Investors and their guest.

*Gallery Room and Courtyard – First Level*

### **State Night Out**

**Monday, March 18**

Get together with the other AEs in your state for a night out on the town. Monday night has been officially designated as “State Night Out” at the 2013 AE Institute.

### **Local Night In**

**Monday, March 18, 7:00 p.m. – 9:00 p.m.**

Don't have any plans with your state association? Join other AEs with no state plans and watch a movie in the comfort of the Manchester Hyatt. Open to all attendees.

*Edward Room A-D – Second Level*

### **Legal Update with Laurie Janik**

**Tuesday, March 19, 10:00 a.m. – 11:00 a.m.**

Join NAR General Counsel Laurie Janik as she updates you on the latest legal cases facing REALTOR® associations, and other legal issues that could have an impact on your members and your associations.

*Elizabeth Ballroom D-H – Second Level*

### **AE Institute Closing Ceremony**

**Tuesday, March 19, 11:00 a.m. – 11:15 a.m.**

*Elizabeth Ballroom D-H – Second Level*



## Scavenger Hunt

**Sunday, March 17, 3:30 p.m. – 5:30 p.m.**

Take part in the first-ever AE Institute Scavenger Hunt. Meet new people, get to know San Diego a little better, and have a little fun along the way.

This “mobile” scavenger hunt takes place on foot, with the help of a smartphone (at least one smartphone required per team). Attendees will work in teams of five to six people and a prize will be awarded to members of the winning team.

*Meet in the Manchester Hyatt Lobby*

## NAR Pavilion – Manchester Foyer – Second Level



|                                      |                              |
|--------------------------------------|------------------------------|
| <b>Saturday, March 16</b>            | <b>8:15 a.m. – 3:30 p.m.</b> |
| <b>Sunday, March 17</b>              | <b>8:00 a.m. – 3:30 p.m.</b> |
| <b>*NAR Pavilion Ice Cream Break</b> | <b>2:15 p.m. – 2:45 p.m.</b> |
| <b>Monday, March 18</b>              | <b>8:00 a.m. – 3:30 p.m.</b> |

To save you time, we have grouped a collection of displays that are part of NAR and its family of resources into the “NAR Pavilion.” Be sure to stop by and learn more about the following displays in the Pavilion:

- Association Leadership Development (ALD)
- Commercial
- *DocuSign®*
- Information Central
- NAR Global
- NAR Resource and MVP Table
- Public Advocacy Campaign
- RAMCO
- Real Estate Today Radio
- RPAC
- *REALTOR.com®*
- REALTOR® Party
- *Realtors Property Resource® (RPR®)*
- REALTORS® Federal Credit Union, a Division of Northwest Federal Credit Union
- REALTOR Team Store®
- REALTOR® University
- REBAC - ABR® and e-PRO®
- *SentriLock, LLC*
- *Xceligent, Inc.*
- *zipLogix*



REALTOR Benefits® Program Partners in **blue**



NAR Strategic Investment Companies in **italics**

### \*NAR Pavilion Ice Cream Break

**Sunday, March 17, 2:15 p.m. – 2:45 p.m.**

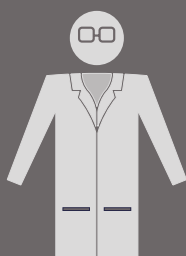
Take some time to see all that NAR has to offer your association and enjoy a little ice cream at the same time. The NAR Pavilion is sponsoring this special ice cream break so you can have a dedicated block of time to see what NAR has been up to and what will benefit you and your members going forward. No classes are scheduled during this time.

*Sponsored by: NAR Pavilion*



### AEI Mobile

AEI brings you AEI Mobile on eventmobi (<http://eventmobi.com/2013naraei/>). This is the fastest, easiest way to access Institute schedules, speaker handouts, your customized schedule, and other important AE Institute information directly from your smartphone. (Access to a data network is required on your phone, so be sure you have an unlimited data plan.) Downloading is quick and easy. AEI Mobile lets you view all sessions, handouts, and session locations with an interactive map feature.



### Lab Coat Geek Squad

**Saturday, March 16 – Monday, March 18**

Having trouble loading the latest app on your smart phone? Looking for some short-cuts when using your iPad? Need a few pointers on how to navigate the AEI Mobile app? No problem. Ask someone in a white lab coat and get help on the spot.

**2013  
ENTRY  
DEADLINE  
MAY 20**

Through the Hearth Foundation, 2012 Good Neighbor Award winner Michael Campbell helps young mothers and their children get off to a bright start.



## Michael is a Good Neighbor. **Are you?**

*Tell us your story.* We're looking for REALTORS® who are making an exceptional impact on their community through volunteer work. Winners of REALTOR® Magazine's Good Neighbor Award receive a \$10,000 grant for their charity. For more information, go to [www.REALTOR.org/gna](http://www.REALTOR.org/gna) or call 800-874-6500.



REALTOR® Magazine thanks Good Neighbor Awards program sponsors, Lowe's and HouseLogic.



## Pre-Institute Events – Friday, March 15

### **Certified Professional Standards Administration Program**

**8:00 a.m. – 5:00 p.m.**

*Richard Haggerty, CEO, Hudson Gateway Association of REALTORS®, NY; Cliff Niersbach, RCE, Vice President, Board Policy and Programs, 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 their legal ramifications. If you attend all of the classes and complete and pass the professional standards exam, you will be certified as a Professional Standards Administrator.

**Manchester Ballroom A & B – Second Level**

### **RCE Exam**

**8:00 a.m. – 11:45 a.m.**

**Betsy Room A – Second Level**

### **RCE Study Session (Fee: \$140)**

**8:30 a.m. – 4:00 p.m.**

Join fellow RCE designation candidates and work together to prepare for the RCE designation exam. This day-long study session will put you in your comfort zone and help confirm all that you know so you're ready to sit for the exam. Pre-registration required.

**Edward Room A & B – Second Level**

### **e-PRO Day 1 (Fee: \$59)**

**8:30 a.m. – 5:00 p.m.**

*Nate Ellis, AHWD, ABR, CIPS, e-PRO, GREEN, Contra Costa Association of REALTORS®, CA*

The new e-PRO gives you a roadmap to build your association's business and serve the hyper-connected member and consumer of today and tomorrow. Day 1 teaches about the changing market, how to connect with your members, and how to manage your association's online reputation. Upon completion of Day 1, students must complete Day 2 online (for an additional fee) to earn the e-PRO® certification.

**Emma Room A & B – Third Level**

### **University of Chicago Strategies in Nonprofit Management Certificate Program – Tackling the Strategic Plan (core course)**

**8:30 a.m. – 4:00 p.m.**

*Philip Lesser, PhD, CAE, Vice President, Bostrom Corporation, Chicago, IL*

This one-day course gives participants the hands-on experience of creating a strategic plan for a typical REALTOR® association. Course materials will provide background about the relationship of the strategic plan to other goals within the organization. Guided by the course instructor, participants will work in teams to conceptualize, refine, and develop the prototype of a useful association strategic plan.

Attendance is worth 6 points on your RCE ADF. Registration Fee: \$350 for certificate program enrollees; \$250 for non-certificate enrollees. Onsite registration available.

**Mohsen Room A & B – Third Level**

### **Aristotle AE Training Session**

**10:00 a.m. – 12:00 p.m.**

*Jennifer Hamilton, Account Manager, Aristotle International, San Diego, CA; Peter Kelly, RPAC Online Fundraising Director, NAR*

This hands-on session will help you better manage your RPAC fundraising efforts. Note: Attendance limited to 35 attendees. Walk-ins welcome.

**Betsy Room B & C – Second Level**

### **How to Run a Government Affairs Shop of Any Size**

**1:00 p.m. – 4:00 p.m.**

*Bill Malkasian, Vice President, Political Strategic Planning, NAR; Bryan Wahl, Partner, Government Affairs Strategies, LLC, North Potomac, MD*

Are you a staff of one and struggling to manage government affairs programming? Or do you have a larger staff but still struggle to give government affairs programming adequate attention? Let this workshop teach you how to offer government affairs programming without impacting the other duties you fulfill at your association. Attendance is limited to 25. Walk-ins welcome.

**Edward Room C & D – Second Level**

## Pre-Institute Events – Friday, March 15

### Best Practices in Financial Management for the New AE

1:30 p.m. – 4:00 p.m.

*John Pierpoint, Senior Vice President Finance, Chief Financial Officer, NAR*

Join other new AEs for interactive discussions on various aspects of local association financial management. Topics will include budgeting, financial statement preparation, financial audits and accounting requirements, RPAC accounting, investments, and taxation (including the Form 990). Discussion leaders will be provided by NAR's Finance Division. Note: Limited to 30 attendees.

*Manchester Ballroom D – Second Level*

### Speed Networking: Building Your Membership Through Small Communities

2:00 p.m. – 4:00 p.m.

Network and learn from other local associations that have experienced success in member growth and retention through new programs and services. Engage current members by identifying and building small member communities that focus on global, commercial, resort and second home real estate, and more. Seize opportunities to build membership by servicing new or untapped business segments in your association's local market. Note: Limited to 25 attendees. Walk-ins welcome.

*Manchester Ballroom F – Second Level*

## RCE@AEI



Lifelong learning is a critical element to continued success. The AE Institute Advisory Board and the RCE Certification Advisory Board both bring exciting opportunities for you to achieve that success. You'll earn 25 points for attending the Institute and take away practical information, share ideas, meet others interested in the designation with whom you may form a study team, and even have some fun!



### RCE Study Session

*(\$140 – walk-ins welcome)*

**Friday, March 15, 8:30 a.m. – 4:00 p.m.**

Join fellow RCE designation candidates and work together to prepare for the RCE designation exam. This day-long study session will put you in your comfort zone and help confirm all that you know so you're ready to sit for the exam. Pre-registration required.

*Edward Room A & B – Second Level*

### RCE Exam

**Friday, March 15, 8:00 a.m. – 11:45 a.m.**

*Betsy Room A – Second Level*

### RCE Designee Reception (for RCE designees only)

**Friday, March 15, 5:00 p.m. – 6:00 p.m.**

*Elizabeth Ballroom F – Second Level*

### RCE Overview and ADF Workshop

**Monday, March 18, 7:15 a.m. – 8:00 a.m.**

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



*Earn 5 points on your ADF just for attending!*

*Manchester Ballroom A-C – Second Level*

### RCE Apparel Day

**Sunday, March 17**

Show your RCE spirit and wear any number of RCE-embroidered clothing items. To purchase an RCE apparel item, see the REALTOR TeamStore® display table in the Manchester Foyer (second level).



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Formerly Cengage Learning

### Saturday, March 16 – Monday, March 18

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.

#### **I'm a New AE - Now What?**

**Saturday, March 16, 12:45 p.m. – 1:30 p.m.**

*Cindy Butts, RCE, CAE, CEO, Connecticut Association of REALTORS®*

The first year on the job can be a series of surprises, combined with the necessity of learning, managing, and navigating a wide range of activities and personalities. And it can be overwhelming, to say the least. Find out what you should look for, common mistakes made the first year, and resources available to you.

**Emma Room A-C – Third Level**

#### **NAR Dues Policy and Dues Remittance Procedures**

**Saturday, March 16, 3:30 p.m. – 4:30 p.m.**

*John Pierpoint, Senior Vice President Finance, Chief Financial Officer, NAR; Patty Garcia, Managing Director, Credit and Revenue Processing 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, Public Advocacy Campaign assessments, Institute Affiliate member dues, and the NAR delinquency/collection process.

**Emma Room A-C – Third Level**

#### **New AE Networking Breakfast**

**Sunday, March 17, 7:15 a.m. – 8:00 a.m.**

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

**Elizabeth Ballroom A – Second Level**

## Educational Events

#### **State CEO Meeting**

**Saturday, March 16, 1:30 p.m. – 3:30 p.m.**

An opportunity for state association chief staff executives to discuss issues, share insights, and learn more about making REALTOR® Party work in their states. Peer-to-peer and state association topics will also be shared. Attendance is limited to state chief staff only.

**Betsy Room A-C – Second Level**

#### **State AEC Chair/Vice Chair Session**

**Monday, March 18, 3:45 p.m. – 4:45 p.m.**

A gathering for state AEC chairs and vice chairs to share ideas and learn more about NAR resources at their disposal.

**Betsy Room A-C – Second Level**

## AE Fundamentals Sessions

### NRDS and E-commerce

**Sunday, March 17, 3:30 p.m. – 4:30 p.m.**

*Chris DeRosa, RCE, CAE, Managing 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 other systems such as Realtor.com, the Action Center, mailing lists, and more. Bring your questions and Chris will supply the answers.

***Manchester Ballroom A-C – Second Level***

### AE Institute Apparel Day

**Monday, March 18**

Show your AE Institute spirit by donning a commemorative 2013 AE Institute clothing item, embroidered with the AE Institute logo. Purchases benefit the AE Professional Development Fund, which supports programming for all association executives. (Price: \$45 if ordered on-site.)

### NAR Policy 101

**Monday, March 18, 3:45 p.m. – 4:45 p.m.**

*Rodney Gansho, RCE, Manager, Policy Information, Board Policy and Programs, 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 NAR's policy review process, Code of Ethics training, on-line resources, and other "need-to-know" information to understand this key component of REALTOR® association management.

***Manchester Ballroom G-I – Second Level***

## Association Investment Program (AIP)

Come meet with a representative from Morgan Stanley Smith Barney, NAR's Association Investment Program (AIP) provider. The AIP provides associations of all sizes access to full-service financial professionals who specialize in investing for nonprofit organizations. You'll receive general information on the program as well as one-on-one consultations where you can learn how your association can benefit financially from this opportunity. Topics will include the development of investment policies and strategies to help your association optimize your invested dollars.

### AIP Investment Process and Strategy

Come speak to Morgan Stanley Smith Barney investment specialists about how your association can better manage its investment reserves.

**Sunday, March 17 – 10:15 a.m. – 11:15 a.m.**

***Oxford Room – Third Level***

**Monday, March 18 – 10:15 a.m. – 11:15 a.m.**

***Oxford Room – Third Level***

### AIP One-on-One Sessions

Don't like to raise your hand? Want to speak individually about your association investment reserves? Come speak to Morgan Stanley Smith Barney investment professionals that specialize in nonprofit associations.

**Sunday, March 17 – 1:00 p.m. – 4:00 p.m.**

***Oxford Room – Third Level***

**Monday, March 18 – 1:00 p.m. – 4:00 p.m.**

***Oxford Room – Third Level***





### The New Tools of the Trade

These sessions will help shape your association's social media strategy and allow you to take technology to the next level. Gain some hands-on experience with some of the newest gadgets to help get your message out and better connect with members. New technologies afford new ways of doing business. Learn how technology can increase your efficiency so you make the best use of your time and the association's budget dollars. You'll also see how sharing services with neighboring associations can be one of your strongest, untapped member benefits.

*This track is sponsored by Mobile Realty Apps.*



### Seeing Things in New Ways

This track focuses on some new observations, interpretations, and solutions for common challenges AEs face in both their professional and personal life. Gain some practical association management advice that ensures you and your leadership are on the right path to meet member needs and increase their profitability. Learn how you and your leadership can take ownership of the association, and how the biggest mistakes can turn into the best mistakes for your association. Glean information on MLS syndication, digital security, body language, and diversity. Let these classes round out your association management background.



### The Shape of Things to Come

Take a look at what's on the horizon for REALTOR® associations and the industry in general. Explore the output of the AEC Strategic Issues Work Group report, "Simplify: Real Estate Trends in a Time of Uncertainty," and how your association can implement some of the trends identified in the report. Listen to experts share how to position your association to take advantage of the bounce back in the housing market, and how to become a leaner, stronger association. Pick up some new ideas for placing seasoned volunteers in the right roles, and for cultivating new volunteer leaders. Let these classes spark your imagination and teach you that if you're flexible and ready to embrace change, anything is possible.

*This track is sponsored by Form Simplicity/Tech Helpline.*



# Don't depend on luck to find your pot of gold here!

Engage commercial practitioners in your community and build membership with these NAR resources:

- Commercial Services Accreditation
- Commercial Innovation Grants
- Signature Series Speakers Bureau
- Coaching & Consultations

**COME TO THE COMMERCIAL TABLE  
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YOUR SCRATCH & WIN CARD\*!**

*\*to the first 150*



*Kidnapped by a leprechaun and unable to stop by?  
Contact Jean Maday, Commercial Development Manager,  
to consult about your association's Commercial Services.  
312.329.8821 or [jmaday@realtors.org](mailto:jmaday@realtors.org).*



**NATIONAL  
ASSOCIATION of  
REALTORS®**

## AE Institute Daily Schedule

### FRIDAY, MARCH 15

#### **Certified Professional Standards Administration Program**

**8:00 a.m. – 5:00 p.m.**

*Richard Haggerty, CEO, Hudson Gateway Association of REALTORS®, NY; Cliff Niersbach, RCE, Vice President, Board Policy and Programs, NAR; Patrick Reilly, RCE, Vice President, Member Services, New York State Association of REALTORS®*

*Manchester Ballroom A & B – Second Level*

#### **RCE Exam**

**8:00 a.m. – 11:45 a.m.**

*Betsy Room A – Second Level*

#### **RCE Study Session (\$140 – walk-ins welcome)**

**8:30 a.m. – 4:00 p.m.**

*Edward Room A & B – Second Level*

#### **University of Chicago Strategies in Nonprofit Management Certificate Program – Tackling the Strategic Plan (core course)**

**8:30 a.m. – 4:00 p.m.**

*Philip Lesser, PhD, CAE, Vice President, Bostrom Corporation, Chicago, IL*

*Mohsen Room A & B – Third Level*

#### **e-PRO Day 1 (Fee: \$59)**

**8:30 a.m. – 5:00 p.m.**

*Nate Ellis, AHWD, ABR, CIPS, e-PRO, GREEN, Contra Costa Association of REALTORS®, CA*

*Emma Room A & B – Second Level*

#### **Aristotle AE Training Session**

**10:00 a.m. – 12:00 p.m.**

*Jennifer Hamilton, Account Manager, Aristotle International, San Diego, CA; Peter Kelly, RPAC Online Fundraising Director, NAR*

*Betsy Room B & C – Second Level*

#### **How to Run a Government Affairs Shop of Any Size**

**1:00 p.m. – 4:00 p.m.**

*Bill Malkasian, Vice President, Political Strategic Planning, NAR; Bryan Wahl, Partner, Government Affairs Strategies, LLC, North Potomac, MD*

*Edward Room C & D – Second Level*

#### **Best Practices in Financial Management for the New AE**

**1:30 p.m. – 4:00 p.m.**

*John Pierpoint, Senior Vice President Finance, Chief Financial Officer, NAR*

*Manchester Ballroom D – Second Level*

#### **Speed Networking: Building Your Membership through Small Communities**

**2:00 p.m. – 4:00 p.m.**

*Manchester Ballroom F – Second Level*

#### **AE Institute Welcome Lounge**

**4:00 p.m. – 6:00 p.m.**

*Randle Ballroom – Fourth Level*

*Sponsored by: California Association of REALTORS® and Greater San Diego Association of REALTORS®, CA*

#### **RCE Designee Reception (for RCE designees only)**

**5:00 p.m. – 6:00 p.m.**

*Elizabeth Ballroom F – Second Level*

### SATURDAY, MARCH 16

#### **AE Institute Orientation**

**7:30 a.m. – 8:00 a.m.**

*Manchester Ballroom A-C – Second Level*

#### **Opening Session**

**8:15 a.m. – 9:45 a.m.**

*Elizabeth Ballroom D-H – Second Level*

*Sponsored by: REALTOR.com®*

# AE Institute Daily Schedule

**SATURDAY, MARCH 16**

## **Member Surveys - Obsess no More!**



**10:00 a.m. – 10:45 a.m.**

*Melynn Sight, President, nSight Marketing Inc., Leawood, KS*

Learn the ins-and-outs of surveys including: 1) essential decisions to make before you conduct a survey; 2) the anatomy of a survey - questions to ask, formats to consider, frequency and response rates; and 3) turning survey insights into action – use the results to make changes and show members their responses matter. Then, if you must obsess, do it with a solid understanding and clear purpose for your next member survey.

**Manchester Ballroom G-I – Second Level**

## **Design a Life Worth Smiling About**



**10:00 a.m. – 10:45 a.m.**

*Darryl Davis, Darryl Davis Seminars, Wading River, NY*

Today's market demands that everyone (association executives, support staff, the membership, etc.) have the skills to face stress and move through it to get to the other side. As you know, stress can be very damaging to the success of an association and its members. Darryl will reveal how everyone in your association can stay focused on a clear vision, while effectively breaking through the daily challenges and staying productive in any market.

**Manchester Ballroom D-F – Second Level**

## **More Face Time, Less Screen Time**



**10:00 a.m. – 10:45 a.m.**

*Terri Tucker, Owner, Tucker Resources, Kimberling City, MO*

The more time we spend in front of a screen, whether on our smart phones or on our PCs, the less time we spend in face-to-face conversations. It's time to revisit the importance of those face-to-face conversations and remember what it's like to be awake in, and appreciate the power of, the moment. In the moment there are opportunities to develop human connections that last a lifetime and can play a vital role in our individual success. In addition to learning how to identify the elements that belong within your success equation, you'll discover how you, as a leader, must awaken significance and enthusiasm in others to be successful, which is the true definition of altruistic leadership.

**Manchester Ballroom A-C – Second Level**

## **Connect with Your Members in Just 30 Minutes a Week**



**11:00 a.m. – 11:45 a.m.**

*Bill Lublin, CRB, CRS, GRI, e-PRO, CEO, Social Media Marketing Institute, Huntingdon Valley, PA*

With a minimal investment of time and resources, you can create a simple outreach plan to engage members and foster a greater sense of community. Discover how tools like Hootsuite, Bottlenose, Nutshell Mail, Alternion, and others can help you implement a simple communications strategy and measure its results. Learn how to use existing staff and resources to create a plan that fosters member drive, engagement, and communications.

**Manchester Ballroom G-I – Second Level**

## **Show Me the Money**



**11:00 a.m. – 11:45 a.m.**

*Christine Todd, RCE, CAE, CEO, Northern Virginia Association of REALTORS®*

Watch your peers act out the do's and don'ts of the performance evaluation process and gain a first-hand glimpse at those sometimes uncomfortable discussions regarding salary, bonuses, and fringe benefits. This demonstration will model how to professionally advocate for yourself during a performance evaluation. Learn how to prepare you and your leadership for the process; how to negotiate from a position of strength rather than fear; and how to attain insight into successfully negotiating compensation to reach the best outcome for everyone.

**Manchester Ballroom D-F – Second Level**



## SATURDAY, MARCH 16

### Members Won't Tell You but Your Data Will

**11:00 a.m. – 11:45 a.m.**

*Breanna Vanstrom, RCE, Director of Business Development & CRM, 10K Research and Marketing (a division of the Minneapolis Area Association of REALTORS®), Edina, MN*

Members won't necessarily tell you what they want from the association, but the data you have about them will. Believe it or not, your databases can give you more than enough insight into who your members are, which programs and services they use, and which they don't. Tap into those databases for more effective member retention, event marketing, leadership recruitment, and government affairs engagement. Learn how to use data you already have to support your association management decisions.

*Manchester Ballroom A-C – Second Level*

### "Taste of AEI" Sponsor Walk-Around Lunch

**12:00 p.m. – 1:30 p.m.**

The AE Institute's sponsoring vendors will host lunch in the various hospitality rooms. Participants can enjoy their lunch while learning about different products available to them and their members.

*Randle and America's Cup Foyer – Fourth Level*

*Avecetra – Randle Ballroom C*

*Centralized Showing Service – Cunningham Room*

*ListHub – Randle Ballroom D&E*

*Seller Representative Specialist/SRS Council, LLP*

*– America's Cup A&B*

*ShowingTime – Randle Ballroom A&B*

### I'm a New AE - Now What?

**12:45 p.m. – 1:30 p.m.**

*Cindy Butts, RCE, CAE, CEO, Connecticut Association of REALTORS®*

*Emma Room A-C – Third Level*

### State CEO Meeting

**1:30 p.m. – 3:30 p.m.**

An opportunity for state association chief staff executives to discuss issues, share insights, and learn more about making REALTOR® Party work in their states. Attendance is limited to state chief staff only. Peer-to-peer and state association topics will also be shared.

*Betsy Room A-C – Second Level*

### A New Look at Shared Services

**1:45 p.m. – 2:30 p.m.**

*Alice Martin, RCE, CAE, GRI, CEO, Martin Consulting Solutions, Chicago, IL*

Did you know that NAR offers resources that can help associations expand services and streamline management through strategic partnerships? Alice Martin will walk you through NAR's Shared Services Program, and introduce you to two AEs who have had great success with a shared services program. Don't miss this opportunity to learn how your association can do more for your members while expending fewer resources.

*Manchester Ballroom G-I – Second Level*

### Boardology: Five Board Failures, Five Board Fixes

**1:45 p.m. – 2:30 p.m.**

*Holly Duckworth, CAE, CMP, CEO, Leadership Solutions International, Lake Oswego, OR*

How do the right people with the right skills serve in the right leadership seats at your association? When staff and volunteers move in the same direction, good things happen. The session addresses how to clearly communicate goals to staff and volunteers so everyone works toward the same outcome. This involves assessing where your board of directors is now, relative to its mission, and learning key goal-setting and strategic-planning strategies. Glean tips and resources to meld volunteers and staff into one board with a common vision.

*Manchester Ballroom D-F – Second Level*

### After Shift

**1:45 p.m. – 2:30 p.m.**

*Tom Gillett, ABR, GRI, President, The Tom Gillett Company, Inc., Snellville, GA*

The American economy, led by real estate, has dramatically changed over the past five years. Only those REALTOR® associations with an informed and prepared AE at the helm can take full advantage of the change, or after shift. Attendees will learn to identify five unique opportunities for AEs and members in this new economy, and how to act upon those opportunities. As the economy improves, so will your association.

*Manchester Ballroom A-C – Second Level*

# AE Institute Daily Schedule

**SATURDAY, MARCH 16**

## **New Tools of the Trade for Media Success**

**2:45 p.m. – 3:30 p.m.**

*Barbara Matthopoulos, Senior Director of Communications and Media Relations, Chicago Association of REALTORS®, IL*

Building successful media relationships requires a little know how. Let this session give you some tried and true (and new) methods to help you develop a successful media relations plan. Learn how to build effective relationships with local media, how to build a solid media outreach plan, and take a crash course on crisis communication that includes social media. Walk away with an action plan on how to improve your voice in the community.

**Manchester Ballroom G-I – Second Level**

## **Intrapreneurism: Bring Ownership Principles to Your Association**

**2:45 p.m. – 3:30 p.m.**

*Jared James, President, Jared James Enterprises, Milford, CT*

Many associations focus on exterior factors over which they have no control, like the market. But what separates high-level companies and their ability to grow during any climate is their focus on what they can control. Learn how to control not only your environment, but the environment of those around you, and understand the role that psychology and physiology play in your and your association's success. Jared will show you how a little introspection can go a long way in developing some sound business/operational strategies that will serve your members through the best of times and the worst of times.

**Manchester Ballroom D-F – Second Level**

## **There's No Font for Sarcasm... Managing a Multi-Generational Workplace**

**2:45 p.m. – 3:30 p.m.**

*Trista Curzydlo, Owner, C4 Consulting LLC, Basehor, KS; Laura Raudonis, RCE, CAE, CIPS, e-PRO, Chief Executive Officer, Upstate Alliance of REALTORS®, Fort Wayne, IN*

Can u be #dooeed 4 that tweet? LOL staff mtngs r so old skool. Different experiences and demographics shape employee work ethics and motivation. This course examines how generational cohorts work together and

against each other, and helps every employee develop a new approach to communicating and working effectively with others. Drawing on the experiences of an AE and former association legal counsel, this course is the perfect mix of theory and practice to help ensure your association communications reinforce the workplace culture.

**Manchester Ballroom A-C – Second Level**

## **Why Our Members Stay - Attract and Retain the Sensible Way**

**3:30 p.m. – 4:30 p.m.**

*Michael Mercurio, Esq., Chief Executive Officer, Greater San Diego Association of REALTORS®, CA*

Is your association struggling to keep members from leaving the business, going to the next best place, or joining the MLS-only world? Learn how the San Diego Association's successful model can help any association grow and retain members.

**Manchester Ballroom A-C – Second Level**

## **NAR Dues Policy and Dues Remittance Procedures**

**3:30 p.m. – 4:30 p.m.**

*John Pierpoint, Senior Vice President Finance, Chief Financial Officer, NAR; Patty Garcia, Managing Director, Credit and Revenue Processing 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, Public Advocacy Campaign assessments, Institute Affiliate member dues, and the NAR delinquency/collection process.

**Emma Room A-C – Third Level**

## AE Institute Daily Schedule

### SATURDAY, MARCH 16

#### Revisit Your Value Proposition

**3:30 p.m. – 4:30 p.m.**

*Facilitator: Melynn Sicht, President, nSight Marketing, Kansas City, MO*

*Panelists: Marc Lebowitz, RCE, CAE, Executive Director, Ada County Association of REALTORS®, ID; Sheila Dodson, RCE, Executive Vice President, Coastal Association of REALTORS®, MD; Sarah Kestler, Director of Communications, Ada County Association of REALTORS®, ID*

The value proposition fills the space that lives between the work of your dedicated leaders and staff, and your members' first thought when their dues billing arrives or they decide whether to attend your event. It is the conversation members have with themselves about why they belong. Tune in to their silent conversation. The Ada County Association in Idaho discovered what

value means and how to look at value from the members' eyes, instead of from the association's. This presentation will highlight associations who've deployed their own value propositions. Hear how these associations have learned to link their expertise to what keeps members up at night, and how that discovery changed the way they plan and think about association priorities.

**Manchester Ballroom D-F – Second Level**

#### Icebreaker Reception

**Saturday, March 16, 4:30 p.m. – 6:30 p.m.**

**Pool Deck – Fourth Level (weather permitting)**

*Sponsored by: Supra*

### SUNDAY, MARCH 17 – RCE Apparel Day

#### Continental Breakfast

**7:15 a.m. – 8:00 a.m.**

**Manchester Foyer – Second Level**

#### New AE Networking Breakfast

**7:15 a.m. – 8:00 a.m.**

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

**Elizabeth Ballroom A – Second Level**

#### NAR AE Forum

**8:00 a.m. – 9:00 a.m.**

This special open forum allows AEs to hear updates and participate in discussions about the issues impacting their associations and their members.

**Elizabeth Ballroom D-H – Second Level**

#### When Imitation Isn't Flattering... Intellectual Property Law for AEs Who Hate Lawsuits

**9:15 a.m. – 10:00 a.m.**

*Trista Curzydlo, Owner, C4 Consulting LLC, Basehor, KS*

You know you're a jack of all trades and as such, some things might not receive your full attention. If intellectual property rights is one of those things, then you're in luck. This session will help you identify best practices so you design and present information and resources that don't infringe upon others' intellectual property rights. Determine how to identify works that may be subject to copyright protection and the right of the authors in copyrighted work. Discover how and where to obtain copyrighted materials to use on your website and in your publications. Learn how to decide if your materials comply with copyright laws, and how to remedy any potential violations.

**Manchester Ballroom G-I – Second Level**

## Take advantage of these **FREE** benefits to members:

### **Q** Realtor.com<sup>®</sup> Mobile Applications and Collaborative Search

The most comprehensive real estate search on iPhone<sup>®</sup>/iPad<sup>®</sup> or Android<sup>™</sup>. And now the Agent-branded Collaborative Search allows you to invite clients to use the mobile app branded with your photo and contact information. Visit <http://realtor.com/collaborate>

### **Q** Realtor.com<sup>®</sup> Social Connection App for Facebook

Integrate Facebook, as a true social media marketing asset, into your overall marketing and prospecting plan. Share real-time market data for your local community, highlight active inventory, create conversations and generate leads with multiple lead capture points throughout the application. Visit <http://marketing.realtor.com/social>

### **Q** QR Mobile Listing Website

Get your free mobile website for any for-sale or for-rent listing on realtor.com<sup>®</sup>. Perfect for consumers searching on Smartphones, iPad<sup>®</sup> or any other tablet. Instantly creates a QR code for your listing. Visit <http://marketing.realtor.com/mobilelisting>

### **Q** Open Houses

Realtor.com<sup>®</sup> can highlight Open House dates and times from the MLS data. Open House information will appear on the FREE Basic Listing and automate the process for Showcase<sup>SM</sup> Listing Enhancement customers. Consumers can search for scheduled Open Houses and sort listings by Open House Date!

### **Q** Realtor.com<sup>®</sup> International

Realtor.com<sup>®</sup> is global! Translated into 11 languages, the realtor.com<sup>®</sup> International site offers global and investment buyers the opportunity to view listings in their native language, switch currencies and measurements, and contact the listing agent/broker. Visit <http://realtor.com/international>

### **Q** Find

Find is a professional data application exclusively for MLS members. This application allows access to a national database with over 100 million property records, all MLS data on realtor.com<sup>®</sup>, multiple AVMs, school and neighborhood information, and an overlay of nationwide data such as airport noise, hurricane paths and local amenities. In addition, you will provide your members with further consumer exposure on sold listings on realtor.com<sup>®</sup>.

### **Q** Find a REALTOR<sup>®</sup> Directory

All active members of the National Association of REALTORS<sup>®</sup>, who appear within the "NRDS" database, are also eligible to appear in the realtor.com<sup>®</sup> Find a REALTOR<sup>®</sup> Directory. Members will need to claim their profile through the realtor.com<sup>®</sup> Control Panel in order to add their individual information such as photos, designations and areas of expertise. For additional information on claiming your profile visit <http://solutioncenter.realtor.com/Signup.aspx>

### **Q** Technology Unraveled: The New Mobile Marketplace

Inquire about the realtor.com<sup>®</sup> nationally renowned Marketing and Technology Real Estate Series Workshops in your area. For more information visit [www.realestateseries.com](http://www.realestateseries.com)

## **▶ Contact your local industry relations representative to learn more:**

#### West

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#### Southeast

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AL, FL, GA, KY, MS, NC, PR, SC, TN, VA, VI, WV



## SUNDAY, MARCH 17

### MLS Syndication - Are You In or Out?



9:15 a.m. – 10:00 a.m.

*Facilitator: David Charron, President and CEO, MRIS, Rockville, MD*

*Panelists: Jim Abbott, President and Managing Broker, ARG Abbott Realty Group, San Diego, CA; Bob Hale, Chief Executive Officer, Houston Association of REALTORS®, TX*

MLS syndication. You've heard the phrase; maybe even used it in a sentence. But deep inside you know that you don't really get what the hubbub is about. Get the straight scoop on MLS syndication. Does it maintain the competitive edge, or cause you to lose control of the data? Who really benefits from syndication? Gain a better understanding of MLS syndication and learn why some brokers embrace the concept and others reject it, and take a glimpse at what the MLS world would be like without it. Even if your association doesn't have an MLS, you need to hear what this is all about.

*Manchester Ballroom D-F – Second Level*

### Trends Simplified



9:15 a.m. – 10:00 a.m.

*Jerry Matthews, Advisor, Windermere, FL*

The Association Executives Committee's 2012 Strategic Issues Work Group identified eight emerging trends and issues that will have a significant impact on the real estate industry in the near future. Join Jerry Matthews for this high-level overview of those eight trends that encompass the concepts of simplify, consolidate, collaborate, enrich, dream, embrace, leadership, and evolve.

*Manchester Ballroom A-C – Second Level*

### How the MLS of Tomorrow Affects Your Association Today



10:15 a.m. – 11:15 a.m.

*Art Carter, CEO, California Regional MLS, CA; David Charron, President and CEO, MRIS, Rockville, MD; Kevin McQueen, President, Focus Forward, Denver, CO*

This session will share some current and future perspectives on MLS.

*Manchester Ballroom G-I – Second Level*

### If You Can't Sell It, Don't Build It



10:15 a.m. – 11:15 a.m.

*Roger Turcotte, CDEI, GRI, DREI, Owner, Roger Turcotte and CO., LLC, Contoocook, NH*

"Build it and they will come" might work in the movies, but it doesn't work in the association world. Members only derive a benefit from a resource when they use it, and members will only use a product/resource or attend an event if it is marketed effectively. Understand the concepts of primary and secondary markets as well as the difference between informational and motivational marketing. Discover how to define the customer segments within your organization, and how to create easy-to-use, multi-faceted marketing pieces that generate great results.

*Manchester Ballroom D-F – Second Level*

### How to Attract and Prepare Tomorrow's Leaders



10:15 a.m. – 11:15 a.m.

*Sheila Birnbach, President & CEO Birnbach Success Solutions, Bethesda, MD*

Despite the critical need for volunteer leaders, many board and staff actions can discourage their participation. Given the diversity of our society and the presence of four generations in the workforce, a strategic approach to develop future leaders is crucial to association survival. You will take away key steps to attract and develop leaders, and the necessary resources to build a volunteer development program.

*Manchester Ballroom A-C – Second Level*

### Association Investment Program: Investment Process and Strategy

10:15 a.m. – 11:15 a.m.

Come speak to Morgan Stanley Smith Barney investment specialists about how your association can better manage its investment reserves.

*Oxford Room – Third Level*

# AE Institute Daily Schedule

SUNDAY, MARCH 17

## REALTOR® Party Luncheon

11:30 a.m. – 1:00 p.m.

As a REALTOR® association executive, you know that politics plays an important role in your members' profession. Come enjoy lunch and sharpen your political insights with a special keynote address by Amy Walter, National Editor, *The Cook Political Report*, and former Political Director, ABC News.

*Elizabeth Ballroom D-H – Second Level*

*Sponsored by: REALTOR® Party*

## Association Investment Program: One-on-One Sessions

1:00 p.m. – 4:00 p.m.

Don't like to raise your hand? Want to speak individually about your association investment reserves? Come speak to Morgan Stanley Smith Barney investment professionals that specialize in nonprofit associations.

*Oxford Room – Third Level*

## Coach - Inspire Action in Others



1:15 p.m. – 2:15 p.m.

*Peter Diamond, Executive Coach, Peter C. Diamond, LLC, Chicago, IL*

Coaching has become an important skill set in today's work force. But what does it mean and how do you get started? Learn how coaching can help you influence; create action in others; improve your listening skills and be more in the moment; and ask powerful questions. These skills will transcend over to your relationships and communications with the board of directors, staff, and leadership.

*Manchester Ballroom G-I – Second Level*

## Six Breakthrough Ways to Think, Lead and Achieve



1:15 p.m. – 2:15 p.m.

*Gabriel Eckert, CAE, Executive Director, Building Owners and Managers Association of Georgia, Atlanta, GA*

Leadership strategies of the past are so last year. Today's leaders must learn new ways to think, lead, and achieve. Use this dynamic decision-making model to explore new ways to make decisions. Learn how to understand and lead

change. Embrace this leadership competency and positively impact your board of directors and your organization.

*Manchester Ballroom D-F – Second Level*

## All Dressed Up with Nothing to Post



1:15 p.m. – 2:15 p.m.

*Ben Martin, Chief Community Officer, Online Community Results, Richmond, VA*

You're trying to keep up with all of the social media outlets at your disposal, but how do you know which to engage and which to avoid? Once you determine where you want your presence to be, how do you keep the content flowing to all of those sites? Take a deep breath, take it one step at a time, and consider adopting a content curation strategy. Let Ben give you a quick overview of what's at our disposal, and how to determine the good and the bad, and what to avoid all together. Then discover how to find interesting and informative material for a rich social media presence.

*Manchester Ballroom A-C – Second Level*

## Ice Cream Break

2:15 p.m. – 2:45 p.m.

*Manchester Foyer – Second Level*

*Sponsored by: NAR Pavilion*



## Coach - Inspire Action in Others - Implementation Session



2:45 p.m. – 3:30 p.m.

*Peter Diamond, Executive Coach, Peter C. Diamond, LLC, Chicago, IL*

This implementation session allows you to put these new coaching tools into action.

*Manchester Ballroom G-I – Second Level*



## AE Institute Daily Schedule

### SUNDAY, MARCH 17

#### **If You Can't Sell it, Don't Build It - Implementation Session**

**2:45 p.m. – 3:30 p.m.**

*Roger Turcotte, CDEI, GRI, DREI, Owner, Roger Turcotte and CO., LLC, Contoocook, NH*

This implementation session delves into more details of Roger Turcotte's customized membership programs and marketing techniques.

**Manchester Ballroom D-F – Second Level**

#### **Trends Simplified - Synergy Implementation Session**

**2:45 p.m. – 3:30 p.m.**

*Jerry Matthews, Advisor, Windermere, FL*

This implementation session highlights the consolidation trend and explores the major consolidation types (absorption, merger, overlay, alliance, and cooperation). Learn the process steps, nuances, and five major issues that must be addressed.

**Manchester Ballroom A-C – Second Level**



#### **NRDS and E-commerce**

**3:30 p.m. – 4:30 p.m.**

*Chris DeRosa, RCE, CAE, Managing 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 other systems such as Realtor.com, the Action Center, mailing lists, and more. Bring your questions and Chris will supply the answers.

**Manchester Ballroom A-C – Second Level**

#### **Scavenger Hunt**

**3:30 p.m. – 5:30 p.m.**

**Meet in the Manchester Hyatt Lobby**



### MONDAY, MARCH 18 – AE Institute Apparel Day

#### **Continental Breakfast**

**7:15 a.m. – 8:00 a.m.**

**Manchester Foyer – Second Level**

*Sponsored by: Systems Engineering, Inc.*

#### **RCE Overview and ADF Workshop**

**7:15 a.m. – 8:00 a.m.**

Need help filling out the RCE Applicant Data Form (ADF)? Come to this nuts and bolts work session and walk through the ADF. Learn about the RCE designation process, including how to maximize your ADF points. Earn 5 points on your ADF just for attending!

**Manchester Ballroom A-C – Second Level**

#### **AE Institute General Session**

**8:00 a.m. – 9:00 a.m.**

*Juliet Funt, President, Talking on Purpose, Inc., Los Angeles, CA*

The 2013 AE Institute Advisory Board is pleased to welcome back Juliet Funt to the AE Institute. Some of you may remember Juliet's entertaining keynote address at the 2012 AE Institute. This year, Juliet will focus on an aspect of her 2012 talk: WhiteSpace. Does that term ring a bell? She encouraged us all to have some white space in our lives. Come to this general session and let her teach you how.

**Elizabeth Ballroom D-H – Second Level**

*Sponsored by: California Association of REALTORS®*

# AE Institute Daily Schedule

MONDAY, MARCH 18

## Move to the Cloud

9:15 a.m. – 10:00 a.m.

*Mark Porter, Mark Porter Live*

Cloud computing is one of many new catch-phrases in the business world. But what is it? This session will give you an overview of cloud computing so you understand it and how it might benefit your association operations. This session can provide the “next steps” so you can compare various service providers and learn how cloud computing can enhance your association operations. It’s time to move to the cloud.

**Manchester Ballroom G-I – Second Level**

## New Perspectives for Small Associations

9:15 a.m. – 10:00 a.m.

*Cindy Miller, RCE, Director of Communications, North Texas Real Estate Information Systems, Dallas, TX*

Small associations may find it especially challenging to stay relevant. Gain tips for how small associations can harness their strength to make positive changes and continue to deliver value to their members. Examine issues that make it beneficial for associations to share services, while managing volunteer leadership expectations along the way. Discover some low-cost management tools, and learn how to keep volunteer leaders continually engaged in the discussion so the association remains relevant.

**Manchester Ballroom D-F – Second Level**

## Leaner and Meaner: The REALTOR® Association of the Future?

9:15 a.m. – 10:00 a.m.

*Robert Hahn, President & CEO, 7DS Technologies, Sugar Land, TX*

Remaining relevant is a top priority for all REALTOR® associations, especially in light of shifts in the economy and government policy, and the fast pace of technology. But what does it take to remain relevant? Join Rob Hahn as he leads you through a discussion of what REALTOR® associations may look like in the future, and what they may need to do to provide member value. Attend this session and be a part of the solution.

**Manchester Ballroom A-C – Second Level**

## What Every AE Needs to Know About Social Media and Branding

10:15 a.m. – 11:15 a.m.

*Sasha Strauss, Founder and Managing Director, Innovation Protocol, Los Angeles, CA*

Social media is an ecosystem of individuals, groups, and communities that engage each other through various forms of media. As an AE, you should know that your association brand plays an important role in all of this. Strauss will use the success stories of popular brands to show you where social media fits into your brand. Discover how to create effective value generation social media strategies with the emphasis on building brand equity. See how brands, such as Starbucks, Best Buy, and Hilton use these tools to build their brands in social media.

**Manchester Ballroom G-I – Second Level**

## The Power of Body Language

10:15 a.m. – 11:15 a.m.

*Patti Wood, CSP, Communication Dynamics, Decatur, GA*

What are the first impressions you make when you meet someone? Do you know the secrets to improve the first five minutes of any interaction? Learn to establish rapport using the seven principals of body language so you can accurately assess others. Gain your members’ attention with four first-impression factors. Learn the three pillars of positive power without raising your fists or your voice. And unlock the mystery behind body language and how it can affect peoples’ credibility and negotiating skills.

**Manchester Ballroom D-F – Second Level**



## MONDAY, MARCH 18

### Make the Most of Your Electronic Newsletter

10:15 a.m. – 11:15 a.m.

*Beth Ziesenis, Your Nerdy Best Friend, San Diego, CA*

Electronic newsletters are a great way to keep in touch with your members, but they can monopolize more of your time than you expect. How do you know if your newsletter is effective? Beth will guide you through the process as you discover how to find the right balance of content, where to get pictures, what a newsletter service will cost, and the best time/day to post your newsletter so your members read it.

*Manchester Ballroom A-C – Second Level*

### Association Investment Program: Investment Process and Strategy

10:15 a.m. – 11:15 a.m.

Come speak to Morgan Stanley Smith Barney investment specialists about how your association can better manage its investment reserves.

*Oxford Room – Third Level*

### NAR Update Lunch

11:30 a.m. – 1:00 p.m.

Join NAR CEO Dale Stinton, RCE, CAE, for an update on NAR issues. Ask the questions you need answers to in this open forum with your peers and your national counterpart.

*Elizabeth Ballroom D-H – Second Level*

*Sponsored by: NAR Office of the CEO*

### Association Investment Program: One-on-One Sessions

1:00 p.m. – 4:00 p.m.

Don't like to raise your hand? Want to speak individually about your association investment reserves? Come speak to Morgan Stanley Smith Barney investment professionals that specialize in nonprofit associations.

*Oxford Room – Third Level*



### Tech Tools and Toys for Girls and Boys

1:15 p.m. – 2:15 p.m.

*Facilitator: Keith Garner, Vice President, Information Technology Services, NAR*

*Panelists: Jason Beatty, Managing Director, Technical Infrastructure, NAR; Nobu Hata, Director, Digital Engagement, NAR; Steve Volkodav, RCE, Interim CEO, North Shore-Barrington Association of REALTORS®, IL*

Listen in on this lively conversation as real estate industry geeks share their favorite technology innovations. It will be like an episode of "The Big Bang Theory." Discover why doing things the old way is costing you time and money. Learn about life-enhancing innovative new technologies that you can use at your association and in your home today. You are guaranteed to walk away with new ideas to make you a more efficient and effective association executive.

*Manchester Ballroom G-I – Second Level*

### Presentation Skills Coaching



1:15 p.m. – 2:15 p.m.

*Juliet Funt, President, Talking on Purpose, Inc., Los Angeles, CA*

This session will cover some basic presentation skill elements and help you handle push-back to your messages, whether it be from members, staff, or directors. Learn how to present controversial or difficult information in a way that garners respect and gets the message across without offending.

*Manchester Ballroom D-F – Second Level*

### Use Past Presidents as Organizational Janitors



1:15 p.m. – 2:15 p.m.

*Ron Phipps, ABR, GRI, CRS, Green, Phipps4M Realty, Warwick, RI*

Join past NAR President Ron Phipps as he examines the relationship between your current volunteer leaders and past leaders. When past leaders aren't put to good use, they may create distractions that pull you away from your main focus. Ron will share some tips with you to eliminate those distractions. Learn ways to leverage the clout and expertise of past leadership to ensure their continued participation is helpful, not harmful, and of value to them and the association.

*Manchester Ballroom A-C – Second Level*

# AE Institute Daily Schedule

**MONDAY, MARCH 18**

## **Tech Tools and Toys for Girls and Boys – Implementation Session**



**2:30 p.m. – 3:30 p.m.**

*Facilitator: Keith Garner, Vice President, Information Technology Services, NAR*

*Panelists: Jason Beatty, Managing Director, Technical Infrastructure, NAR; Nobu Hata, Director, Digital Engagement, NAR; Steve Volkodav, RCE, Interim CEO, North Shore-Barrington Association of REALTORS®, IL*

This implementation session offers you a chance to demo some new technologies in a hands-on environment, as well as have your questions answered.

**Manchester Ballroom G-I – Second Level**

## **New Perspectives for Small Associations – Implementation Session**



**2:30 p.m. – 3:30 p.m.**

*Cindy Miller, RCE, Director of Communications, North Texas Real Estate Information Systems, Dallas, TX*

This implementation session will show small association AEs how to develop a specific plan for their association that can be shared with the board when they return to the office.

**Manchester Ballroom D-F – Second Level**

## **A Side by Side Look at the Industry**



**2:30 p.m. – 3:30 p.m.**

*Facilitator: Jerry Matthews, Advisor, Windermere, FL*

*Panelists: Dale Stinton, RCE, CAE, Chief Executive Officer, National Association of REALTORS®, Robert Hahn, President & CEO, 7DS Technologies, Sugar Land, TX*

This session will share some current perspectives on the real estate industry and the REALTOR® organization.

**Manchester Ballroom A-C – Second Level**

## **State AEC Chair / Vice Chair Session**

**3:45 p.m. – 4:45 p.m.**

A gathering for state AEC chairs and vice chairs to share ideas and learn more about NAR resources at their disposal.

**Betsy Room A – C – Second Level**

## **NAR Policy 101**

**3:45 p.m. – 4:45 p.m.**

*Rodney Gansho, RCE, Manager, Policy Information, Board Policy & Programs, 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 NAR's policy review process, Code of Ethics training, on-line resources, and other "need-to-know" information to understand this key component of REALTOR® association management.

**Manchester Ballroom G-I – Second Level**

## **RAMCO Subscriber Implementation Meeting**

**4:00 p.m. – 6:00 p.m.**

**Manchester Ballroom D-F – Second Level**

## **RPAC Major Investors Reception**

**4:00 p.m. – 5:00 p.m.**

By invitation only. This reception honors RPAC Major Investors and their guest.

**Gallery Room and Courtyard – First Level**

## **Local Night In**

**7:00 p.m. – 9:00 p.m.**

Don't have any plans with your state association? Join other AEs with no state plans and watch a movie in the comfort of the Manchester Hyatt. Open to all attendees.

**Edward Room A-D – Second Level**

## **State Night Out**

Get together with the other AEs in your state for a night out on the town. Monday night has been officially designated as "State Night Out" at the 2013 AE Institute.



## TUESDAY, MARCH 19

### Continental Breakfast

7:15 a.m. – 8:00 a.m.

*Manchester Foyer – Second Level*

### Association Internet Strategies

8:00 a.m. – 8:45 a.m.

*Dawn Kennedy, RCE, CEO, St. Louis Association of REALTORS®, St. Louis, MO*

Take a bite of NAR's REALTOR® University Master of Real Estate (MRE) degree program and its "Internet Strategies in Associations" course. Learn how Web 3.0 has changed the paradigm of member engagement. Leave with takeaways such as an engagement scorecard for your board of directors; easy Internet analytics to increase member engagement; and Internet analytics from a results and cost perspective.

*Manchester Ballroom G-I – Second Level*

### Protect Your Personal Information in the Digital Era

8:00 a.m. – 8:45 a.m.

*Jason Beatty, Managing Director, Technical Infrastructure, NAR*

Do you have "digital street smarts?" Or, are you a digital mugging waiting to happen? So many people have common sense when it comes to watching their money and their behavior in the physical world, but they don't always exercise the same judgment in the online world. Jason will show you how to safeguard your online exchanges to ensure that you steer clear of the latest security threats. He'll also show you where to find the latest security resources so you stay protected. Lastly, he'll help you develop a plan should you suffer a security breach so you can issue a quick and effective response without panicking.

*Manchester Ballroom D-F – Second Level*

### The "Weighting" Game

8:00 a.m. – 8:45 a.m.

*Hilary Marsh, Chief Digital & Content Strategist, Content Company, Inc., Chicago, IL; Lisa Walker, Director of Communications & Public Affairs, Florida REALTORS® Association*

AEs are inundated with requests to offer the latest tech tools, channels, and trends to their members. While they may seem like great ideas, it's not smart, or practical, to adopt all of them. Modeled on the vintage TV show "The Dating Game," this interactive session will help AEs decide which new tools, trends, and channels make the most sense for their associations and why. Attend and learn how to adopt new communication tools, channels, and trends to their members.

*Manchester Ballroom A-C – Second Level*

### A New Approach to Diversity and Leadership

9:00 a.m. – 9:45 a.m.

*Charles McMillan, GRI, CIPS, TRC, President, CMcMillan Presentations, LLC., Fort Worth, TX*

When you look at your membership, what do you see? Do you see and appreciate the diversity it offers? If you do, then the next step is to harness that diversity and develop and grow a leadership team that mirrors it. Let Charles McMillan help you translate your membership's diversity into a diverse leadership team that is attuned to member needs and can take your association in amazing directions.

*Manchester Ballroom D-F – Second Level*

### Make Your Association the Catalyst for Change

9:00 a.m. – 9:45 a.m.

*Karel Murray, CSP, DREI, ABR, CRB, CRS, GRI, e-PRO, President, Our Branch, Inc., Waterloo, IA*

Embracing change as a way of life creates vibrancy in an association. It can also be a bit overwhelming. Hear concepts from today's top thought leaders about how to embrace new technologies and communication avenues that will keep you relevant without feeling overwhelmed. Gain the confidence you need to maximize your association and membership connections using the tools of today.

*Manchester Ballroom A-C – Second Level*

## AE Institute Daily Schedule

TUESDAY, MARCH 19

### How to Write an NAR Grant Request and Receive up to \$25,000

9:00 a.m. – 9:45 a.m.

*Kyle Lambert-London, RCE, CAE, Campaign Services Manager, NAR and Hugh Morris, LEED AP, AICP, Smart Growth Community Outreach Representative, NAR*

Thanks to NAR's REALTOR® Party, you can fund many of your best community outreach, RPAC, and political programs. REALTOR® Party offers grants ranging from \$1,000 to \$25,000 to fund anything from association courses to RPAC events, to unique new initiatives developed by your association. The catch – you need to effectively pitch your ideas. Attend this session to uncover the tips and tricks to effective grant writing and claim your association's piece of the pie.

*Manchester Ballroom G-I – Second Level*



### Legal Update with Laurie Janik

10:00 a.m. – 11:00 a.m.

*Laurie Janik, General Counsel, NAR*

Join NAR General Counsel Laurie Janik as she updates you on the latest legal cases facing REALTOR® associations, and other legal issues that could have an impact on your members and your associations.

*Elizabeth Ballroom D-H – Second Level*

### AE Institute Closing Ceremony

11:00 a.m. – 11:15 a.m.

*Elizabeth Ballroom D-H – Second Level*

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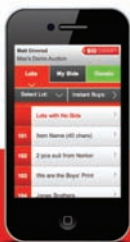


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Leading the way...® in California real estate for more than 100 years, the California Association of REALTORS® (www.car.org) is one of the largest state trade organizations in the United States with 155,000 members dedicated to the advancement of professionalism in real estate. CAR is headquartered in Los Angeles.

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 Carolyn Wall, TX  
 Gary Walter, MI  
 Missy Whittington, LA  
 Cherie Williams, NV  
 June Williams, WV  
 Norm Willoughby, IL  
 Mark Wilson, MD  
 Dale Zahn, MI

★ Indicates NAR President's Circle member.  
 Hall of Fame members are in orange.  
 RPAC Major Investors as of 10/26/2012





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### Greater San Diego Association of REALTORS®

4845 Ronson Court  
San Diego, CA 92111  
858 715-8000  
www.sdar.com

With more than 12,000 members, the Greater San Diego Association of REALTORS® is the largest trade association in the county. Our REALTORS® adhere to a code of ethics and professional standards above and beyond the norm. We help our members sell more homes. We help people realize the dream of homeownership. And we are dedicated to protecting private property rights.

### Instanet Solutions

P.O. Box 220 Lambeth Station  
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<http://www.instanetsolutions.com>

Instanet Solutions is a leading provider of real estate technology with approximately 400,000 licensed, paid user accounts of their various real estate focused products-Instanet Forms™, TransactionDesk™, DocBox™, DocBox2Go™, InstanetFax™, Authentisign™ and Authentisign260™. Instanet Solutions began delivering residential real estate technology in 1992. Further information about Instanet Solutions and its products is available at <http://www.instanetsolutions.com>.

### Institute of Real Estate Management

430 N. Michigan Avenue  
Chicago, IL 60611  
800 837-0706  
fax 800 338-4736  
www.irem.org

The Institute of Real Estate Management (IREM®) is an international community of real estate managers dedicated to ethical business practices, maximizing the value of investment real estate, and promoting superior management through education and information sharing. An affiliate of the NATIONAL ASSOCIATION OF REALTORS®, IREM is the home for all industry professionals connected to real estate management-and the only organization serving both the multi-family and commercial sectors.

### ListHub

1274 Suncrest Towne Centre Drive  
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877 847-3394  
www.listhub.com

ListHub is the Nation's Premier Online Listing Syndication & Marketing Management Tool. ListHub provides a platform for real estate brokers to manage their most important asset-their listings-in today's most important marketplace-the internet. ListHub's online listing syndication and advertising works with MLSs to bring real estate brokerages a

single user-friendly dashboard for controlling all their online marketing across the nation's most popular real estate marketing websites. ListHub delivers the industries' leading marketing reports, data analytics and security enabling you to drive successful online advertising campaigns.

### LPS MLS Solutions

17300 W. 119th Street  
Olathe, KS 66061  
913 693-0000  
fax 913 438-8785

[www.lpsmlsolutions.com](http://www.lpsmlsolutions.com)

LPS MLS Solutions provides comprehensive systems and value added services for MLSs, Associations and their members. Product brands include Paragon® and relnsight®.

### Mobile Realty Apps

400 South 4th Street  
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[www.mobilerealtyapps.com](http://www.mobilerealtyapps.com)

edgeMLS is an all-in-one mobile solution for members of your Association to view, search, share, and even edit the MLS from their smartphone or tablet.

### NATIONAL ASSOCIATION OF REALTORS®

430 North Michigan Avenue  
Chicago, IL 60611  
800 874-6500  
www.REALTOR.org

Visit the NAR Resource Table to learn about the latest tools and resources from NAR for your association and your members. It's a great opportunity to get the latest on the Member Value Plus (MVP) program-pick up the 2013 fact sheet, and get rewarded with a FREE hard copy or e-version of the *2012 NAR Profile of Home Buyers and Sellers*. Learn about the new NAR professionalism resources and get a sample of the new brochure "A Pathway to Professionalism: Respect Starts Here". Update your association's benefits and events through NAR's Member Guide. Browse all the publications for sale and order the *2013 Association Resource Packet*, consisting of 100 each of the printed 2013 REALTOR Benefits® Program and Education & Publications Catalog and the Top Benefits brochure.

### NATIONAL ASSOCIATION OF REALTORS®

Commercial Division  
430 North Michigan Avenue  
Chicago, IL 60611  
800 874-6500

[www.realtor.org/commercial](http://www.realtor.org/commercial)  
[blog.commercialsources.com](http://blog.commercialsources.com)

Visit the NAR Commercial Team here at AEI to learn about the resources, such as the Signature Series Speakers Bureau and the Commercial Services Accreditation,

available for you to develop a strong set of commercial benefits to your membership. Our goal is to connect members and support their professional success through the development of services, public policy advocacy, education, technology initiatives, research and relationship building through social and digital media. We represent the collective constituents of NAR, and our affiliated commercial real estate organizations-CCIM Institute, IREM, SIOR, CRE and RLI.

### OnCourse Learning

119W24075 Riverwood Drive  
Suite 200  
Waukesha, WI 53188  
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fax 770 424-3150

[www.oncourselearning.com](http://www.oncourselearning.com)

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Point2 is a leading provider of online marketing solutions for real estate professionals. Our full suite of tools delivers more traffic, more leads and more sales!

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fax 805 520-9894  
www.rapattoni.com

Rapattoni Corporation is your leading technology partner, specializing in software as a service for the real estate industry for MLS systems, association management software, and secure logon with single sign-on. Rapattoni, setting the standard in the real estate industry since 1970.

### REALTOR.com®

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800 878-4166  
www.realtor.com

REALTOR.com® is real estate's most accurate online and mobile destination that believes consumers are best served through proper representation from a licensed professional. Our mission is to connect consumers with a property and a local professional that can help. We have a complete set of solutions that'll help agents connect with buyers and sellers, follow-up with them, and ultimately assist them to the point of closing.



## Guide to Sponsor's Products and Services

### REALTOR® University

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Chicago, IL 60611  
855-786-6546  
fax 855-785-5973  
REALTORU.com

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### RPAC

#### NATIONAL ASSOCIATION OF REALTORS®

500 New Jersey Avenue, NW  
Washington, DC 20001  
202 383-1191  
fax 202 383-7580  
www.REALTORACTIONCENTER.com

The REALTORS® Political Action Committee gives REALTORS® a powerful voice on the issues that matter to the real estate industry. RPAC identifies and invests in candidates, at all levels of government, who are REALTOR® Party Champions. The RPAC President's Circle is an influential group of RPAC major investors who invest directly to REALTOR® Champions and make sure the REALTOR® message is heard on Capitol Hill. RPAC is the only political action committee in America organized for REALTORS® and run by REALTORS®. NAR RPAC offers programs and resources tailored to aid state and local associations with their RPAC fundraising through education and financial support. Take advantage of the RPAC Fundraising Partnership Program and NAR's numerous tools to reach your association's fundraising potential. Remember, seventy-percent of all contributions collected through these efforts stay in the state.

### Realtors Property Resource

430 N. Michigan Avenue  
11th floor  
Chicago, IL 60611-4087  
877 977-7576  
fax 888 799-4070  
<http://www.narrpr.com>  
<http://blog.narrpr.com>

Realtors Property Resource® (RPR®), NAR's exclusive online real estate database provides REALTORS® with data on over 150 million parcels of property in the United States, giving brokers and agents the analytical power to help their clients make better informed decisions while increasing efficiency in the marketplace.



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SRS Council, LLP  
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fax 513 297-3060  
www.srscouncil.com

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### ShowingTime

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Chicago, IL 60606  
312 568-8000 x130  
www.showingtime.com

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### Supra

4001 Fairview Industrial Dr. SE  
Salem, OR 97302  
800 545-9601  
fax 800 382-6119  
www.supraekey.com

Supra is a leading provider of electronic key box systems. Supra's wireless information network transmits real-time information on home showings. Listing agents use this information to keep home sellers informed, easily contact showing agents, and obtain higher sales prices. Supra is a subsidiary of UTC Fire & Security.

### Systems Engineering, Inc.

P.O. Box 8709  
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800 367-8756  
fax 336 664-0023  
www.seisystems.com

NAVICA is the premier online browser-based MLS system. Usable with Windows PC, MAC, iPhone and iPad. Now offering NAVICA Streamline Association Management System, with real-time NRDS sync and QuickBooks integrations.

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Training4RE.com serves as the online resource for real estate professionals looking to earn a designation or certification offered by the National Association of REALTORS® and its affiliates.

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# MVP is Win-Win!

Take Action by visiting the **NAR Resource Table** to learn how you and your members can benefit from this valuable program:

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- 4 Ask us your questions about the program, and learn who the **winners** are from the **"Show Us You're an MVP" Contest**
- 5 Find out **how many members from your Association** have participated in the MVP program

**Visit the NAR Resource Table in the  
Manchester Foyer to be an MVP.**



NATIONAL  
ASSOCIATION of  
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Visit [www.REALTOR.org/MVP](http://www.REALTOR.org/MVP)