

Final
Program

the future:
OWN IT!
ae institute 2014
March 21-25 • Baltimore, MD



NATIONAL
ASSOCIATION *of*
REALTORS®

Get MORE in Baltimore!

Visit the **NAR Resource Table** for tools and resources to help you communicate the value of membership!

✓ 2014 Orientation Resources

Learn about the new NAR Online Orientation National Module and other orientation resources.



Don't miss:
Develop an Online New Member Orientation
Tuesday, March 25
Harborside Ballroom DE
8:00 – 8:45 a.m.



Association Resource Packet & NAR Publications

Order the new Association Resource Packet and browse all the publications for sale.



Member Center

A free and powerful way to show members what's available from all levels of the Association. Reminder: update your Association's content and events.



Visit the **NAR Resource Table** in the Harborside Foyer of the Baltimore Marriott Waterfront Hotel.



NATIONAL
ASSOCIATION *of*
REALTORS®

Welcome

to the 2014 Association Executives Institute.

It's an exciting time in association management and it is more important than ever to continue to grow, innovate, and adapt while remaining motivated and responsive. Over the past year the AE Institute Advisory Board diligently sought out the most significant topics to ensure our AE Institute stays at the cutting edge.

This year's program consists of three very different, but equally important tracks:

Best Practices in REALTOR® Association Management: No matter how many years, days, or minutes you have been doing this, getting back to the basics will always help your association. Especially if the basics have changed since the last time you reviewed them. Check out the Best Practices track and leave with a solid foundation for continued growth.

Industry and Association Management Trends: Change is inevitable and our industry is no exception. Stay on top of your AE game by learning about the latest industry and management trends. The Trends track will encourage you to think proactively, challenge the status quo, and face the future with an open mind grounded in educated information.

Technology Trends: Learn how to harness new technologies to work smarter, faster, and more effectively with all facets of your membership. Technology users of all levels are sure to leave this track with valuable takeaways that can be implemented in their own associations.

We would like to thank each of you for attending the AE Institute and bringing your expertise to share with your peers. You, as association leaders, have the vision, the knowledge, and the wherewithal to pave our way into the future. We could not accomplish what we do without your support. Throughout this conference, we ask you to stay engaged, give us feedback, and help us shape the future of AE Institute. Our personal appreciation and thanks go out to each of you. The future is here, OWN IT!

The 2014 AE Institute Advisory Board

Antoni Volko
Carol C. Seal
Laura S. Cronther
Robert E. Fletcher
Robert M. Campan
Maranda DeSanto
Jessie Hultzy
Michael Valerino
Laura Tilton



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Registration and Information Desk Hours

Friday, March 21	7:30 a.m. – 5:30 p.m.
Saturday, March 22	7:30 a.m. – 4:00 p.m.
Sunday, March 23	8:00 a.m. – 3:00 p.m.
Monday, March 24	8:00 a.m. – 3:00 p.m.
Tuesday, March 25	8:00 a.m. – 10:30 a.m.

Third Floor Registration Desk

2014 Association Executives Institute Advisory Board



Andrea Bushnell, RCE, CIPS
Chair, Association Executives Committee
Chief Executive Officer
North Carolina Association of REALTORS®



Steve Volkodav, RCE
Chair, AE Institute Advisory Board
Chief Executive Officer
North Shore-Barrington Association of REALTORS®, IL



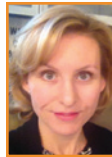
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Vice Chair, Association Executives Committee
Chief Executive Officer
New Jersey Association of REALTORS®



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Director of Member Services
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Ohio Association of REALTORS®



Mike Valerino, RCE
Chief Operating Officer
Akron Cleveland Association of REALTORS®, OH



Theresa Hatton, RCE, CAE
Chief Executive Officer
Greenwich Association of REALTORS®, CT

Congratulations 2013 RCEs!

M. Steven Anaya, RCE
REALTORS® Association of New Mexico

Amanda Arwood, RCE, CAE
Virginia

Amy Aschenbrenner, RCE
Longmont Association of REALTORS®, CO

Kipp Cooper, RCE
Huntsville Area Association of REALTORS®, AL

Cathy Crossfield, RCE
Hampton Roads REALTORS® Association, VA

Laura Stroman Crowther, RCE
Coastal Carolinas Association of
REALTORS®, SC

Della Csehoski, RCE
Cambria Somerset Association of
REALTORS®, PA

Lynda Fernandez, RCE
Miami Association of REALTORS®, FL

Suzanne Frazier, RCE
Aspen/Greenwood Springs MLS, CO

Modene Gaulke, RCE
Montrose Association of REALTORS®, CO

Marc Gould, RCE
National Association of REALTORS®, IL

Guyla Greenly, RCE
Wyoming Association of REALTORS®

Tina Grimes, RCE
Rogue Valley Association of REALTORS®, OR

Debra Hansen, RCE
REALTOR® Association of Southern Minnesota

Phil Hawkins, RCE
Pacific West Association of REALTORS®, CA

Shelley Heck, RCE
Pen-Mar Regional Association of
REALTORS®, MD

Nicci Haynie, RCE
Texas Association of REALTORS®

Jessica Hickok, RCE
Greater Springfield Board of REALTORS®, MO

Kathleen Hinman, RCE
Nevada County Association of
REALTORS®, CA

Nicole Jensen, RCE
REALTORS® Association of Lincoln, NE

Diane Larsen, RCE
Atascadero Association of REALTORS®, CA

Melissa Maldonado, RCE
South Metro Denver REALTOR®
Association, CO

Lindsey Martinez, RCE
South Padre Island Board of REALTORS®, TX

Mary Martinez-Garcia, RCE
National Association of REALTORS®, IL

Veronica Precella, RCE
Boulder Area REALTORS® Association, CO

Sue Pyzynski, RCE
Mid-State Association of REALTORS®, CT

Roxann Shaffer, RCE
West Central Association of REALTORS®, OH

Brian Toohey, RCE
Columbia Board of REALTORS®, MO

Regina Tubre, RCE
New Braunfels/Canyon Lake Association
of REALTORS®, TX

Jon Weber, RCE
Minneapolis Area Association of
REALTORS®, MN

Janie Weston, RCE
Greater Lakes Association of REALTORS®, MN

Robert Wigton, RCE
Nevada

Johnny Wilson, RCE
Wichita Falls Association of REALTORS®, TX



NAR can help develop Commercial Services for members at your local association.

You'll Discover:

- ✓ Resources to engage and serve commercial practitioners
- ✓ Best practices and standards
- ✓ NAR member benefits specific to commercial real estate
- ✓ Staff guidance and coaching

START HERE

Visit the NAR Commercial Table at AEI

Be one of the **first 50 people** to stop by and tell us you want to “own my associations’ commercial future” and we’ll give you 2 Starbucks gift cards!

Can't stop by?

Contact us anytime at NARCommercial@REALTORS.org
or visit REALTOR.org/Commercial



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REALTORS®

Special Events At-A-Glance

AE Institute Welcome Lounge

Friday, March 21, 4:00 p.m. – 6:00 p.m.

Stop by for some refreshments and information about Baltimore, and meet the 2014 AE Institute Advisory Board. AE Institute Orientation will take place during the last half-hour of the Welcome Lounge.

Grand I-III & Grand Foyer – Third Floor Level

Sponsored by: Maryland Association of REALTORS®; The Greater Baltimore Board of REALTORS®; and MRIS

Mentor/Mentee Round-Up

Friday, March 21, 5:00 p.m. – 5:30 p.m.

Whether you are a part of the AE Mentor Program or just curious about the process, stop in and meet face-to-face with an AE Mentor. Network with peers who may share their knowledge, wisdom and insight. You'll also have a chance to get to know your fellow AEI attendees at the Welcome Lounge!

Grand Ballroom I-III – Third Floor Level

AE Institute Orientation

Friday, March 21, 5:30 p.m. – 6:00 p.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.

Grand I-III – Third Floor Level

Opening Session

Saturday, March 22, 8:00 a.m. – 9:45 a.m.

The Opening Session is the official kick-off to the 2014 AE Institute. Come and meet the 2014 AEI team, and leave exhilarated by a keynote address from Connie Podesta. With a rare blend of laugh-out-loud humor, uncanny insight into human nature, and killer persuasive strategies, Connie will take you inside the minds of the people you need to influence and impress. Learn how to negotiate differences, influence behaviors, change attitudes, and overcome objections so you can create an amazing network of people who have one common goal: to willingly help you get the job done now! You'll also hear from 2014 NAR President Steve Brown, who'll offer some special remarks.

Grand Ballroom V-X – Third Floor Level

Sponsored by: realtor.com®

"Taste of AEI" Sponsor Walk-Around Lunch

Saturday, March 22, 12:15 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.

Grand Ballroom Foyer – Third and Fourth Floor Levels

Third Floor Level

ShowingTime – Grand Ballroom I-II

ListHub – Grand Ballroom III-IV

Centralized Showing Service – Dover A-C

Fourth Floor Level

MMSI – Laurel A-D

AVECTRA – Kent A-C

State Chief Staff Meeting

Saturday, March 22, 1:30 p.m. – 3:30 p.m.

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

Waterview AB – Lobby Ground Level

RCE Designee "Early Access Pass" to Icebreaker Reception

Saturday, March 22, 4:00 p.m. – 4:45 p.m.

A special opportunity for RCE designees to network and renew old friendships before the rest of the Institute registrants arrive at the Icebreaker. This special pre-Icebreaker reception is just for RCE designees.

Grand Ballroom V-X – Third Floor Level

Icebreaker Reception

Saturday, March 22, 4:45 p.m. – 6:45 p.m.

Join your friends and colleagues for this special reception where there will be good food, good music, and good company at this official Institute welcome gala.

Grand Ballroom V-X – Third Floor Level

Sponsored by: Supra

Special Events At-A-Glance

NAR AE Forum

Sunday, March 23, 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.

Grand Ballroom V-X – Third Floor Level

REALTOR® Party Luncheon

Sunday, March 23, 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 Donna Brazile, veteran Democratic political strategist, and founder and managing director of Brazile & Associates LLC, a general consulting, grassroots advocacy and training firm based in Washington, DC. Brazile's passion is encouraging young people to vote, to work within the system to strengthen it and to run for public office. She's the author of the best-selling memoir *Cooking with Grease: Stirring the Pots in American Politics*. She's also an adjunct professor at Georgetown University, a syndicated newspaper columnist for *Universal Uclick*, a columnist for *Ms. Magazine* and *O, the Oprah magazine*, and an on-air contributor to CNN and ABC, where she regularly appears on ABC's "This Week."

Grand Ballroom V-X – Third Floor Level

Sponsored by: The REALTOR® Party

Snack Break

Sunday, March 23, 2:15 p.m. – 2:45 p.m.

Harborside Ballroom Foyer – Fourth Floor Level

Sponsored by: NAR Pavilion Displays

AE Institute Apparel Day

Monday, March 24

Show your AE Institute spirit by sporting your commemorative 2014 AE Institute wear.

General Session

Monday, March 24, 8:00 a.m. – 9:00 a.m.

Join Mark Scharenbroich as he takes you on a ride to build stronger and more meaningful connections in your personal and professional life. His keynote, "Nice Bike...Making Connections that Move People," will inspire you, motivate you, and validate the importance of recognizing people to improve employee and team performance. Whether you are a team of one, or a team of one hundred, you will walk away from this address with a reinvigorated spirit for what you do as well as an appreciation of what the other team members around you do.

Grand Ballroom V-X – Third Floor Level

NAR Update Lunch

Monday, March 24, 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.

Grand Ballroom V-X – Third Floor Level

Sponsored by: NAR Office of the CEO

State AEC Chair/Vice Chair Session

Monday, March 24, 3:30 p.m. – 5:00 p.m.

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

Grand Ballroom II – Third Floor Level

AE Young Professional Network (YPN) Meet-Up

Monday, March 24, 5:00 p.m. – 6:00 p.m.

Be a part of the AEC's Young Professional AE Network. Network with other YPNers and share how you can make a difference in your association and in the industry.

NAR Legal Update

Tuesday, March 25, 10:00 a.m. – 11:00 a.m.

Ralph Holmen, Associate General Counsel, NAR

Hear an update on the legal issues impacting REALTOR® associations.

Grand Ballroom V-X – Third Floor Level

Closing Session

Tuesday, March 25, 11:00 a.m. – 11:15 a.m.

Grand Ballroom V-X – Third Floor Level

NAR Pavilion

NAR Pavilion Hours

Saturday, March 22 8:15 a.m. – 3:30 p.m.

Sunday, March 23 8:00 a.m. – 3:30 p.m.

Harborside Ballroom Foyer – Fourth Floor Level

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

- Association Leadership Development (ALD)
- Commercial
- Information Central
- NAR Global
- NAR Resource and MVP Table
- Consumer Advertising Campaign
- RAMCO
- Real Estate Today Radio
- RPAC
- REALTORS® Insurance Marketplace
- *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 Snack Break

Sunday, March 23, 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 snack at the same time. The NAR Pavilion is sponsoring this special snack break so you can have a dedicated block of time to see what NAR has been up to and what will benefit your members going forward. No classes are scheduled during this time dedicated solely to the NAR Pavilion.

Harborside Ballroom Foyer – Fourth Floor Level

Sponsored by: NAR Pavilion

Shh!

AEI Silent Auction

Grand Ballroom Foyer (Third Floor Level)

Be sure to stop by the Silent Auction and bid on some of the great prizes, including a variety of gift cards and a REBAC course licensing agreement. All proceeds from the silent auction benefit the AE Professional Development Fund, which supports education and professional development for all AEs across the country. The silent auction closes at 3:30 p.m. on Sunday, March 23.

Lab Coat Geek Squad

Saturday, March 22 – Monday, March 24

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.



Your AEI To Do List!

- ☑ Stop by the Credit Union booth to meet Victoria, Tony & Greg.

Ask them about Commercial Real Estate Loans/Purchases
Refinancing & Improvements.

- ☑ Take action with the Member Value Plus (MVP) program and get rewarded.

AE MVP Actions = Real Rewards.

Sign up for an in person or webinar presentation by the Credit Union for your members and earn a \$100 Amazon gift card* and a chance to win an iPad Mini.*

- ☑ Get a cup of coffee on us, we have a Starbucks** gift card for you when you stop by our booth.

* Gift card or iPad mini may not be exchanged for cash or other reward. Amazon Inc. and any of its affiliates are not affiliated nor endorse this promotion. iPad mini is a product and registered trademark of Apple, Inc. Apple, Inc. is not affiliated with nor endorses this promotion.

** Starbucks™ is not a sponsor, affiliate or otherwise associated with this promotion.

The Credit Union is a proud partner in
NAR'S REALTOR Benefits® Program.

Member Value Plus
mvp⁺
program

Pre-Institute Events – Friday, March 21

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.

Harborside Ballroom C – Fourth Floor Level

REALTOR® Party Immersion Day

8:30 a.m. – 5:00 p.m.

John Harrison, Pioneer Realty, Inc., Potomac, MD; Bill Malkasian, Vice President, Political Strategic Planning, NAR

Familiar with the REALTOR® Party but haven't had time to figure out how you fit in? This workshop will help you identify your role as the REALTOR® organization shifts to focus more on state and local advocacy and outreach efforts. From making sure members are registered to vote, to being on the front lines of community growth decisions in your area, and strengthening the profession through RPAC, NAR staffers will walk you through the process to find the best tools, services and programs to meet your goals.

Harborside Ballroom A – Fourth Floor Level

e-PRO® Certification Program – Day 1 — \$75 (includes lunch)

8:30 a.m. - 4:30 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.

Harborside Ballroom B – Fourth Floor Level

Commercial Membership by Design — \$75

1:30 p.m. - 4:30 p.m.

Jean Maday, Director, Commercial Development, Services and Outreach, NAR

Did you know that every REALTOR® association has members who are involved in commercial real estate? Learn how to engage your existing commercial membership base, educate your entire membership on key commercial industry statistics and issues, and attract new commercial members through intentional "by design" involvement. NAR's complete array of resources offer practical tools that you can implement immediately. Do you have limited time and resources? Let us help you build the right plan for your association. Don't delay, "design" today.

Grand Ballroom IV – Third Floor Level



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 — \$149

Friday, March 21, 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. Lunch is on your own.

Essex A-C – Fourth Floor Level

RCE Exam

Friday, March 21, 8:00 a.m. – 11:45 a.m.

Iron Room – Fourth Floor Level

RCE Apparel Day

Saturday, March 22

Proudly wear your RCE apparel – you've earned it!

RCE Designee “Early Access Pass” to Icebreaker Reception

Saturday, March 22, 4:00 p.m. – 4:45 p.m.

A special opportunity for RCE designees to network and renew old friendships before the rest of the Institute registrants arrive at the Icebreaker. This special pre-Icebreaker reception is just for RCE designees.

Grand Ballroom V-X – Third Floor Level

RCE Overview and ADF Workshop

Monday, March 24, 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.

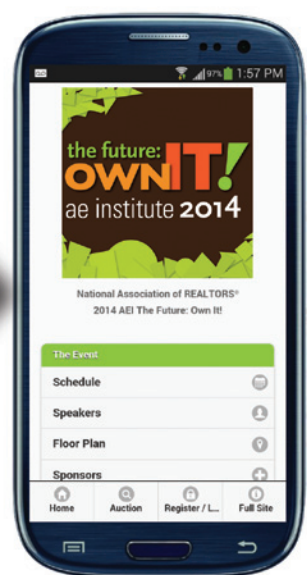
Harborside Ballroom AB – Fourth Floor Level



Use your smartphone to access the AEI Event App by scanning this QR Code or visiting aei.barcoderealty.com on your mobile device



Learn to scan at:
drbarcode.com



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RPR® Economic Area Reports help REALTORS® give elected officials the key to the community



Register your Association for the RPR® Economic Reports today by visiting: www.rpr.me/econreport



NATIONAL
ASSOCIATION of
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Wholly Owned Subsidiary



TECHNOLOGY
ANALYTICS
INNOVATION

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.

Best Practices in Financial Management for the New AE

Friday, March 21, 1:30 p.m. – 4:00 p.m.

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 and the Form 990. Discussion leaders will be provided by NAR's Finance Division.

Laurel CD – Fourth Floor Level

I'm a New AE, Now What?

Saturday, March 22, 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.

Harborside Ballroom AB – Fourth Floor Level

New AE Networking Breakfast

Sunday, March 23, 7:00 a.m. – 7:45 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.

Grand Ballroom I-III – Third Floor Level

NRDS and E-Commerce

Sunday, March 23, 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.

Harborside Ballroom AB – Fourth Floor Level

NAR Dues Policy and Dues Remittance Procedures

Sunday, March 23, 4:45 p.m. – 5:30 p.m.

John Pierpoint, Senior Vice President/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, Consumer Advertising Campaign assessments, Institute Affiliate member dues, and the NAR delinquency/collection process.

Harborside Ballroom AB – Fourth Floor Level

NAR Policy 101

Monday, March 24, 3:45 p.m. – 4:45 p.m.

Rodney Gansho, RCE, Director, 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.

Harborside Ballroom AB – Fourth Floor Level

AE Institute Programming Tracks



Best Practices in REALTOR® Association Management

Learn the smartest and best ways to manage your association. This sampling in key areas of association management can help you explain a balance sheet to your board, streamline the committee selection process, manage conflicts and personalities amongst your leadership team, and more. You'll also have an opportunity to share with one another through implementation sessions that will take the best and brightest practices and make them attainable to you and your association.



Industry and Association Management Trends

The real estate industry is in constant motion. How can you stay ahead of the next big idea, or the next big shift, while ensuring that members' needs are satisfied and their businesses continue to grow? These sessions can put you at the threshold of some exciting changes, and help set in motion the ability for you to share the latest and greatest ideas with your members to ensure their success. They can also help you stay on top of your AE game by introducing you to some management trends that are having success in the business world and can do the same in the association management world.



Technology Trends

You want technology, but you're not a techie. No worries. You don't have to be. Through a combination of hands-on and classroom style courses, you'll learn about new and emerging technologies that will help you and your members work smarter. You'll also learn how to harness these new technologies to communicate more effectively with all facets of your membership. And a surprising thing may happen: You may leave the Institute a certified "geek." Watch out!

Association Investment Program

Come meet with a representative from Morgan Stanley, 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 investment specialists about how your association can better manage your investment reserves.

Sunday, March 23 -- 10:15 a.m. – 11:15 a.m.

Falkland Room – Fourth Floor Level

AIP One-on-One Sessions

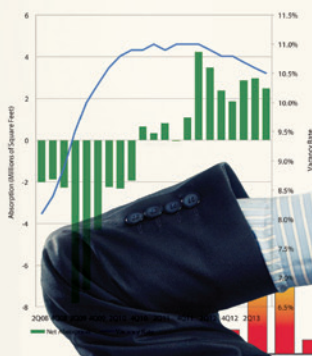
Don't like to raise your hand? Want to speak individually about your association investment reserves? Come speak to Morgan Stanley investment professionals that specialize in nonprofit associations.

Sunday, March 23 -- 1:00 p.m. – 4:00 p.m.

Falkland Room – Fourth Floor Level

A data-driven approach to commercial real estate

Retail Net Absorption and Vacancy



Distribution of Square Feet



Second Quarter Market Performance
Improving Fundamentals / Flat or Declining Fundamentals

	Absorption	Occupancy	Eff.
Q2	23	31	
Q1	23	27	
Q4	54+	26	45 0 35 50 0
Q3	33		45
Q2	32		43

With a CCIM you have an educated, deliberate process.

A Certified Commercial Investment Member (CCIM) is a trained expert who has analyzed your opportunities to help you make confident, informed choices.

Trust a CCIM to guide your real estate decisions with a background of analysis and experience. Find your CCIM at www.findaCCIM.com



AE Institute Daily Schedule

FRIDAY, MARCH 21

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®

Harborside Ballroom C – Fourth Floor Level

RCE Exam

8:00 a.m. – 11:45 a.m.

Iron Room – Fourth Floor Level

RCE Study Session (\$149)

8:30 a.m. – 4:00 p.m.

Essex A-C – Fourth Floor Level

REALTOR® Party Immersion Day

8:30 a.m. – 5:00 p.m.

John Harrison, Pioneer Realty, Inc., Potomac MD; Bill Malkasian, Vice President, Political Strategic Planning, NAR

Harborside Ballroom A – Fourth Floor Level

e-PRO® Certification Program – Day 1 (\$75 – includes lunch)

8:30 a.m. - 4:30 p.m.

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

Harborside Ballroom B – Fourth Floor Level

Best Practices in Financial Management for the New AE

1:30 p.m. – 4:00 p.m.

John Pierpoint, Senior Vice President/Chief Financial Officer, NAR

Laurel CD – Fourth Floor Level

Commercial Membership by Design (\$75)

1:30 p.m. - 4:30 p.m.

Jean Maday, Director, Commercial Development, Services and Outreach, NAR

Grand Ballroom IV – Third Floor Level

The REALTOR® PAC Management Credentialing Session

2:00 p.m. – 3:30 p.m.

Falkland – Fourth Floor Level

Using the PAC Management System to Achieve Recognition

3:30 p.m. – 5:00 p.m.

Falkland – Fourth Floor Level

AE Institute Welcome Lounge

4:00 p.m. – 6:00 p.m.

Sponsored by: Maryland Association of REALTORS®; The Greater Baltimore Board of REALTORS®; and MRIS

Grand I-III & Grand Foyer – Third Floor Level

Mentor/Mentee Round-Up

5:00 p.m. – 5:30 p.m.

Grand I-III – Third Floor Level

AE Institute Orientation

5:30 p.m. – 6:00 p.m.

Grand I-III – Third Floor Level

SATURDAY, MARCH 22 – RCE Apparel Day

Coffee Break

7:00 a.m. – 8:00 a.m.

Grand Ballroom Foyer – Third Floor Level

Sponsored by: Centralized Showing Service

Opening Session

8:00 a.m. – 9:45 a.m.

Grand Ballroom V-X – Third Floor Level

Sponsored by: realtor.com®



SATURDAY, MARCH 22 – RCE Apparel Day

Staff Is from Venus, Members Are from Mars

10:00 a.m. – 10:45 a.m.

Rick Harris, ABR, CIPS, CRS, GRI, Rick Harris Seminars LLC, Ashland, OR

Members and staff are wired differently. The personality traits and job skills of a great association executive are vastly different than those of a successful real estate broker. This fun, fast-paced session explores what makes staff and members tick, how to bridge the communication divide that can occur between them, and how to build on the strengths of both to create a dynamic, high-value association model.

Harborside Ballroom AB – Fourth Floor Level

Nurture a Healthy Association Environment

10:00 a.m. – 10:45 a.m.

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

What are the essential elements of a healthy association environment? This interactive presentation will teach you how to identify and strengthen eight essential elements in an association. You'll also receive an implementation toolkit that includes an organizational diagnostic assessment to help you evaluate and build those elements into your association.

Harborside Ballroom C – Fourth Floor Level

Leverage the Google Environment

10:00 a.m. – 10:45 a.m.

Warren Dow, Vice President and Co-owner, Barcode Publicity, Saint Johnsbury, VT

Maximize your association's efficiency using free Google products. Take a walk through the Google environment and acquire the most important tools to run an efficient association in a mobile/remote environment. Explore the aspects of Google operating systems, browser, products, tools and services that will help maintain a more efficient and productive mobile association.

Harborside Ballroom DE – Fourth Floor Level

Navigate the Blurred Lines of Relationships in and out of the Workplace

11:00 a.m. – 12:00 p.m.

Karen P. Ross, Esquire, Consultant, Employment Practices Solutions, Greenwich, CT

"Blurred Lines" may be the song of summer 2013, but it's also the reality for many work relationships. Co-workers and managers can and often do become friends. Does that mean anything inappropriate (from language and tone, to gestures) goes on at work or after hours? Find out how to navigate that tricky space (the blurred line) and maintain a positive, productive, and ultimately harassment-free workplace.

Harborside Ballroom AB – Fourth Floor Level

How to Get Your Members to Scream Your Name and Beg for More

11:00 a.m. – 12:00 p.m.

Tom Morrison, CEO, Metal Treating Institute, Jacksonville Beach, FL

Discover eight keys to develop a member recruitment/engagement strategy. This includes engaging the board to make necessary innovations to enter the fast-paced technology arena. It also involves building a recruitment and engagement strategy to enhance retention and maximize per-member value. Innovations like this brought an 858% net worth increase to Tom Morrison's association.

Harborside Ballroom C – Fourth Floor Level

The MLS of Tomorrow

11:00 a.m. – 12:00 p.m.

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

Panelists: David Charron, President and CEO, MRIS, MD; Robert Hahn, President and CEO, 7DS Technologies, Katy, TX

When you examine all of the day-to-day business tools upon which members rely, nothing is more central than the MLS. Explore the continued evolution of this tool, including threats, opportunities, and new models, as well as the prospect of a national MLS.

Harborside Ballroom DE – Fourth Floor Level

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Through Make-A-Wish, 2013 Good Neighbor Award Winner Kristina Rhodes makes wishes come true for children—like Jonathan—who are fighting life-threatening illnesses.



Kristina 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 or call 800-874-6500.



REALTOR® Magazine thanks Good Neighbor Awards program sponsors Liberty Mutual Insurance and Realtor.com.

SATURDAY, MARCH 22 – RCE Apparel Day

“Taste of AEI” Sponsor Walk-Around Lunch

12:15 p.m. – 1:30 p.m.

Grand Ballroom Foyer – Third Floor Level

See page 8 for sponsors and room names.

I'm a New AE, Now What?

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.

Harborside Ballroom AB – Fourth Floor Level

State Chief Staff Meeting

1:30 p.m. – 3:30 p.m.

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

Waterview AB – Lobby Ground Level

Create Engaging Education for the Next Generation of REALTORS®



1:45 p.m. – 2:45 p.m.

Maura Neill, ABR, CRS, Instructor, Speaker, Re/Max Around Atlanta, Alpharetta, GA

One of the biggest challenges facing associations is not just improving the value of membership, but proving the value of membership, especially to the next generation of REALTOR® members. Education, formerly a cornerstone of association services, has lost its luster. Topics that were once all the rage (social media, technology, video) no longer carry the buzz they once did as they are second-nature to young professionals and new members. Recognize how to use the resources at your disposal to abandon the status quo and revamp your educational offerings to engage the next generation in new and innovative ways, and bring association membership value to the forefront.

Harborside Ballroom AB – Fourth Floor Level

Real Estate: The Next Five Years



1:45 p.m. – 2:45 p.m.

Todd Carpenter, Managing Director, Analytics, Information Technology Services, NAR; Nobu Hata, Director, Digital Engagement, Publications, NAR; Ron Phipps, ABR, GRI, CRS, GREEN, Phipps 4M Realty, Warwick, RI

At the crossroads of where buzzwords like technology, new media, big data, syndication, fracture, thought leadership, consumer empowerment and relevance meet, is the REALTOR®. Associations, together with their leaders, will have to navigate these waters over the next five years. And those five years promise to be formative times for the industry and members. Get a look at the trends and buzzwords that will affect the next half decade of real estate. Let's talk about actionable steps to prepare for tomorrow's conversation. You'll also learn how to engage present and future leaders for real estate beyond the next five years.

Harborside Ballroom C – Fourth Floor Level

Digital Security for Associations



1:45 p.m. – 2:45 p.m.

Alex Camelio, President, Barcode Publicity, Saint Johnsbury, VT

Learn about the chief digital security concerns facing associations today. Delve into password security, mobile devices, and the inherent risks in the digital world. Review best practices for downloading apps and software, along with protocols every association should implement for internal and external (member-facing) operations.

Harborside Ballroom DE – Fourth Floor Level

Recruit and Develop Local and State Leaders



3:00 p.m. – 4:00 p.m.

Adorna Carroll, ABR, CIPS, CRB, GRI, President, Dynamic Directions Inc., Newington, CT

Join the discussion about tools and methods to enhance volunteer recruitment and retention. Review best practices for volunteer involvement and how to cultivate a diverse group of active members. Discover how to involve members at the start with attendance and committee participation, and how to make leadership development a line item in your association budget.

Harborside Ballroom AB – Fourth Floor Level

AE Institute Daily Schedule

SATURDAY, MARCH 22 – RCE Apparel Day

What Is the Big Deal about Big Data?



3:00 p.m. – 4:00 p.m.

Todd Carpenter, Managing Director, Analytics, Information Technology Services, NAR; Mark Lesswing, Senior Vice President and Chief Technology Officer, NAR

Why is big data big news? Gain a better understanding of big data and why it matters to associations and members. Learn how to leverage data visualization, such as mind maps, to deliver exciting new products to members, and stay in step with the enhancements big data can afford your association.

Harborside Ballroom C – Fourth Floor Level

Humanize a Digital World



3:00 p.m. – 4:00 p.m.

Melynn Sight, President, nSight Marketing, Inc.

Blend the best relationship strategies with technology tools so you better connect with members on a human level. Put these new ideas on messaging and relationship-building to work with members and your board. Stack the deck in your favor as you discover how innovative associations and marketing trendsetters do it.

Harborside Ballroom DE – Fourth Floor Level

RCE Designee “Early Access Pass” to Icebreaker Reception

4:00 p.m. – 4:45 p.m.

Grand Ballroom V-X – Third Floor Level

The REALTOR® PAC Management Credentialing Session

4:00 p.m. – 5:30 p.m.

Essex AB – Fourth Floor Level

Icebreaker Reception

4:45 p.m. – 6:45 p.m.

Grand Ballroom V-X – Third Floor Level

Sponsored by: Supra

SUNDAY, MARCH 23

New AE Networking Breakfast

7:00 a.m. – 7:45 a.m.

Grand Ballroom I-II – Third Floor Level

Continental Breakfast

7:15 a.m. – 8:15 a.m.

Grand Ballroom Foyer – Third Floor Level

NAR AE Forum

8:00 a.m. – 9:00 a.m.

Grand Ballroom V-X – Third Floor Level

Law-lapalooza



9:15 a.m. – 10:00 a.m.

Katie Johnson, General Counsel/Senior Vice President, NAR; Finley Maxson, Senior Counsel, NAR

NAR attorneys take to the main stage to discuss a series of common situations faced by REALTOR® associations. Some of these may include hosting an association function, participating in social media, soliciting RPAC contributions, or selecting an attorney to represent the association. Take away checklists, policies, and other resources to help you implement best practices to manage these situations. You'll also acquire valuable risk reduction tools and proper approaches to draft meeting minutes, maintain confidentiality, and follow parliamentary procedure.

Harborside Ballroom AB – Fourth Floor Level

SUNDAY, MARCH 23

Local and State Associations..... a Love Story



9:15 a.m. – 10:00 a.m.

Gary Clayton, RCE, CAE, CEO, Illinois Association of REALTORS®; Pam Krieter, RCE, CEO, Mainstreet Organization of REALTORS®, IL; Dave Phillips, RCE, CAE, CEO, Pennsylvania Association of REALTORS®; Ryan Conrad, RCE, CAE, e-PRO, CEO, Lehigh Valley Association of REALTORS®, PA

What makes for a good local/state association relationship? These local and state AEs will share experiences that have strengthened their local/state relationship. They will also share some stressors to avoid so the relationship stays harmonious and strong. If your local/state relationship needs some reinforcement, this session will offer you some practical tips to strengthen it.

Harborside Ballroom C – Fourth Floor Level

Measure Member Communications



9:15 a.m. – 10:00 a.m.

Matt Cohen, Chief Technologist, Clareity Consulting, Scottsdale, AZ

Explore technology best practices to enhance member communications. Gain insight into key communication tools along with the components needed to measure their effectiveness. Walk away with a features list that you and your technology partners can use to enhance your member communication capabilities.

Harborside Ballroom DE – Fourth Floor Level

Law-lapaloozza Implementation Session



10:15 a.m. – 11:15 a.m.

Katie Johnson, General Counsel/Senior Vice President, NAR; Finley Maxson, Senior Counsel, NAR

An extension of the first Law-lapaloozza session to ensure you receive need-to-know information to keep your association operations within the parameters of the law.

Harborside Ballroom AB – Fourth Floor Level

Brokers Tell All



10:15 a.m. – 11:15 a.m.

Facilitator: Steve Murray, Editor and President, REAL Trends, Castle Pines, CO

Panelists: Cindy Ariosa, Senior Vice President/Regional Manager, Long & Foster Real Estate, Inc., Lutherville, MD; Patricia Savani, CRB, Vice President Associate Broker, Champion Realty/Home Services, Annapolis, MD; Dean Cottrill, President, Coldwell Banker Residential Brokerage, Mid Atlantic, NRT, LLC, Ellicott City, MD

The dynamic real estate market keeps successful brokers on their toes. Associations can play a key role in brokers' success. Listen as these brokers tell you how to help them and their employees (your members) attain and maintain success. In turn, this may grow your membership in ways you never thought possible.

Harborside Ballroom C – Fourth Floor Level

Add Pizzazz to Your Presentations



10:15 a.m. – 11:15 a.m.

Clint Skutchan, RCE, CEO, Fort Collins Board of REALTORS®

Come and explore this showcase of high-tech and low-tech tools. Delve into a toolbox of presentation and group interaction tips and tricks that can have a more powerful effect on members. Glean some great ideas to increase the impact of your presentations and take member interaction to the next level.

Harborside Ballroom DE – Fourth Floor Level

AIP Investment Process and Strategy

10:15 a.m. – 11:15 a.m.

Falkland Room – Fourth Floor Level

REALTOR® Party Luncheon

11:30 a.m. – 1:00 p.m.

Grand Ballroom V-X – Third Floor Level

Sponsored by: The REALTOR® Party

AIP One-on-One Session

1:00 p.m. – 4:00 p.m.

Falkland Room – Fourth Floor Level

AE Institute Daily Schedule

SUNDAY, MARCH 23

Nuts and Bolts of Leadership Roles



1:15 p.m. – 2:15 p.m.

Bill Charney, CEO, Charney Associates, Denver, CO

REALTOR® association success is clearly optimized when there is an alignment of leadership at both the staff and volunteer levels. But “who leads what?” This workshop will explore and provide tools to help AEs ensure that volunteers and staff complement each other to deliver organizational success. Using practical applications for effective volunteer management, this session will pay particular attention to board officer and committee chair roles, and help AEs be effective “servant leaders.”

Harborside Ballroom AB – Fourth Floor Level

Connect with Consumers



1:15 p.m. – 2:15 p.m.

Steve Bois, CEO, Rockford Area Association of REALTORS®, IL; Ginger Downs, RCE, CAE, CEO, Chicago Association of REALTORS®, IL; Anne Gardner, RCE, CEO, Charlottesville Area Association of REALTORS®, VA; Jarrod Grasso, RCE, CEO, New Jersey Association of REALTORS®; Marc Lebowitz, RCE, CAE, Executive Director, Ada County Association of REALTORS®, ID

Associations’ roles are expanding. While their primary audience is members, associations are now expected to reach out to consumers. Discover some best practices to directly reach consumers, and gain some sensible tips on what to sidestep. These actual success stories, presented TED style, will help you easily and fluidly connect with consumers.

Grand Ballroom I-IV – Third Floor Level

A Look Ahead @ Technology



1:15 p.m. – 2:15 p.m.

Mark Lesswing, Senior Vice President and Chief Technology Officer, NAR; Chad Curry, Managing Director Center for REALTOR® Technology, NAR

Join Mark Lesswing and Chad Curry as they challenge your minds with new technology trends that will impact our world in the not too distant future. Predictive analytics (or “big data”) affect members and consumers. Learn how to prepare your association to meet the challenges they present. Wearable technologies present a new channel to communicate with members. Products like Google Glass and iWatch leverage geolocation and empower you to communicate better than via text or email. Attend this session and learn how to strengthen your calls for action and stay relevant.

Harborside Ballroom DE – Fourth Floor Level

Snack Break

2:15 p.m. – 2:45 p.m.

Harborside Ballroom Foyer – Fourth Floor Level

Sponsored by: NAR Pavilion

Fair Housing Testing: A Lesson in Crisis Management



2:45 p.m. – 3:30 p.m.

Ryan Conrad, RCE, CAE, e-PRO, CEO, Lehigh Valley Association of REALTORS®, PA

Historical amounts of federal funding are directed to communities across the country to conduct random REALTOR® fair housing testing. One of your members could be next. In this real-life crisis management segment, you’ll walk through what happened to a local association in Pennsylvania. Their response to the situation gained them national recognition. Develop a list of proactive takeaways so you can handle this crisis if it’s presented to your association.

Harborside Ballroom AB – Fourth Floor Level



Windows of Opportunity



02/12/2014 9:31AM

New Showing Update.

Matt Hanns showed listing **123 SW Best Dr, Villa, OR**
(KeyBox# 30900002) on **02/12/2014 9:28AM**
555-853-4993
buyers.agent4011@gmail.com

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AE Institute Daily Schedule

SUNDAY, MARCH 23

Where Does Your MLS Data Go?



2:45 p.m. – 3:30 p.m.

Matt Cohen, Chief Technologist, Clareity Consulting, Scottsdale, AZ

Do you ever wonder how “that” got “there?” MLS data can end up in some unlikely (and illegal) places. Hear some true stories of where MLS data has landed. Then find out what to do when that happens at your association and what to tell your members. Learn how to protect your members’ data and put steps in place to keep it safe.

Harborside Ballroom C – Fourth Floor Level

Keep up with the Digital Member



2:45 p.m. – 3:30 p.m.

Jason Pantana, Coldwell Banker Real Estate, Hoboken, NJ

Discover how rapidly advancing technology affects the association’s role and relevancy. As technology changes the consumer, it affects the REALTOR®. How will the association respond to the shifting needs of members to adapt to technological change? Join us as we consider cutting-edge branding concepts, technological innovations, consumer communication patterns, and more.

Harborside Ballroom DE – Fourth Floor Level

Using the PAC Management System to Achieve Recognition

3:30 p.m. – 5:00 p.m.

Essex AB – Fourth Floor 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.

Harborside Ballroom AB – Fourth Floor Level

NAR Dues Policy and Dues Remittance Procedures

4:45 p.m. – 5:30 p.m.

John Pierpoint, Senior Vice President/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, Consumer Advertising Campaign assessments, Institute Affiliate member dues, and the NAR delinquency/collection process.

Harborside Ballroom AB – Fourth Floor Level

MONDAY, MARCH 24 – AEI Apparel Day

The REALTOR® PAC Management Credentialing Session

6:45 a.m. – 8:00 a.m.

Essex AB – Fourth Floor Level

Continental Breakfast

7:15 a.m. – 8:00 a.m.

Grand Ballroom Foyer – Third Floor Level

Sponsored by: Systems Engineering, Inc.

RCE Overview and ADF Workshop

7:15 a.m. – 8:00 a.m.

Harborside Ballroom AB – Fourth Floor Level

General Session

8:00 a.m. – 9:00 a.m.

Join Mark Scharenbroich as he takes you on a ride to build stronger and more meaningful connections in your personal and professional life.

Grand Ballroom V-X – Third Floor Level

MONDAY, MARCH 24 – AEI Apparel Day

Negotiations, Contracts, and Planning



9:15 a.m. – 10:00 a.m.

Donna Garcia, RCE, SPHR, MSHR, SWP, Director, Human Resource Services, NAR; Doug Hinderer, RCE, SPHR, Senior Vice President, Human Resources and AE & Leadership Development NAR

Are you a staff specialist or a chief staff with or without a contract? If the chief staff was gone, who would fill the void? This session prepares you for negotiations, vendor contract negotiations, key considerations in your employment agreement, and highlights the necessity for succession planning.

Harborside Ballroom AB – Fourth Floor Level

The Grass Could Be Greener



9:15 a.m. – 10:00 a.m.

Facilitator: Ginger Downs, RCE, CAE, CEO, Chicago Association of REALTORS®, IL

Panelists: Amy DuBose, RCE, Association Executive, San Marcos Area Board of REALTORS®, TX; Jim Haisler, RCE, CIPS, CEO, Heartland REALTOR® Organization, IL; Mary Martinez-Garcia, Library Manager, NAR

Are you feeling a little restless in your career? Do you think more and more about life after the REALTOR® association? Or maybe you need to cultivate your own green pastures right where you are. If you're contemplating a move within or outside of your association, see how others managed to take the leap. Learn to recognize the signs that it may be time for a career change (or life change), and how to use professional opportunities and programs such as REALTOR® University to help you move forward.

Harborside Ballroom C – Fourth Floor Level

Get Your Head in the Cloud



9:15 a.m. – 10:00 a.m.

Ben Nemeth, Mobility Solution Architect, Insight Enterprises, New York, NY

Is your file server nearing the end of its life cycle? Do you need to improve your network security? Is your staff looking for better ways to collaborate on projects and documents? If you answered yes to any or all of these questions, then come and learn how the cloud can improve your association's technology capabilities. Gain a better feel for how to facilitate association operations over the cloud, as well as ensure the highest level of security for your association documents and transactions.

Harborside Ballroom DE – Fourth Floor Level

Overcoming Your (and Your Members') Objections to Advocacy



10:15 a.m. – 11:15 a.m.

Scott Brunner, Consultant, Richmond, VA

Think political advocacy is an optional activity? Nice but not necessary? Think again. It must be a core competency in REALTOR® associations; something you do for members better than anyone else. Attend this session and recognize why advocacy must be central to your association's efforts. See how to overcome members' (and others') objections and where to find fantastic free resources that make advocacy much easier than you may think.

Harborside Ballroom AB – Fourth Floor Level

Increase Member Engagement and Enhance Value with a Social Media Strategy



10:15 a.m. – 11:15 a.m.

Russ Cofano, CEO, Missouri REALTORS®; Teah Hopper, Director of Digital Engagement, Missouri REALTORS®

Today's Web 2.0 world is full of noise. Your members are talking. Are you listening? Explore the challenges faced by associations in today's high-paced digital communication world. Learn how implementing a Social Member Relationship Management (MRM) platform, combined with a day-to-day social media strategy, can lead to a better understanding of member value and increased engagement with and among members. Gain tips and best practices on how to cut through the noise and manage the digital conversation.

Harborside Ballroom C – Fourth Floor Level



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MONDAY, MARCH 24 – AEI Apparel Day

Reach Members Via Video



10:15 a.m. – 11:15 a.m.

Nancy Guarascio, Director of Marketing, Bay East Association of REALTORS®

We're always looking for the most effective way to communicate with members. Why not try video? Learn some best practices to create engaging videos and increase audience participation. Take an in-depth look at the types of video presentations available and the topics that will engage your members. Then discover how your association can afford to offer this and stay on budget.

Harborside Ballroom DE – Fourth Floor 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.

Grand Ballroom V-X – Third Floor Level

Sponsored by: NAR Office of the CEO

Do This not That



1:15 p.m. – 2:15 p.m.

Terry Watson, ABR, GRI, PMN, Watson World, Inc., Chicago, IL

This brutally honest session will address the top 10 mistakes associations make with members and association policies. It will then teach you how to immediately turn them around at little or no cost. Examine membership needs, uncover nondues revenue streams, and stay motivated in a Romper Room environment. Hear what matters most to your members and what they could care less about.

Harborside Ballroom AB – Fourth Floor Level

What's the Buzz?



1:15 p.m. – 2:15 p.m.

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

Panelists: Brian Costanzo, CAE, Senior Vice President, Global Membership Entrepreneurs' Organization, Alexandria, VA; Erin M. Fuller, FASAE, CAE, Group President, Coulter, McLean, VA; Amy Lestition, CAE, Vice President, Strategic Communications and Outreach, Rehabilitation Association, McLean, VA

Hear the latest on association trends in other industries. Listen as leading ASAE speakers and contributors share what's working and what's not in other organizations, and how those successes and failures can transfer to REALTOR® association management. This includes everything from member recruitment and retention, to member services that have outgrown their benefit.

Harborside Ballroom C – Fourth Floor Level

Ease the Pain of an MLS Conversion



1:15 p.m. – 2:15 p.m.

Facilitator: Art Carter, CEO, California Regional Multiple Listing Service, Inc., CA

Panelists: Beth Gatlin, Director of MLS, Austin Board of REALTORS®, TX; Jessica Hickok, Association Executive, Greater Springfield Board of REALTORS®, MO; Carrie Kendall, RCE, Executive Officer, Lafayette Regional Association of REALTORS®, IN

An MLS conversion doesn't have to be painful. Review some best practices from MLS execs around the country so you can properly plan and prepare your MLS and members for a software conversion. Take a look at what to avoid, some key steps to take, and some important messages to send so your members are prepared.

Harborside Ballroom DE – Fourth Floor Level

AE Institute Daily Schedule

MONDAY, MARCH 24 – AEI Apparel Day

Finances from A to Z

2:30 p.m. – 3:30 p.m.

Mike Gellman, CPA, Shareholder, Rubino & Company, Bethesda, MD

Learn how to understand and integrate budgets to protect your organization's limited resources and meet strategic mission-based goals. Discover how budgets can be the catalyst to interactive resource- and information-sharing between management, the board of directors, and staff. To keep your association's strategic goals on target, stay fully engaged through a series of rolling budget case studies that demonstrate how to interpret, integrate and analyze budgets. There will be time for Q & A.

Harborside Ballroom AB – Fourth Floor Level

NAR and the Future of Associations, MLSSs, and Third Party Aggregators

2:30 p.m. – 3:30 p.m.

Facilitator: Anne Marie Howard, CEO, Charlotte Regional REALTORS® Association, NC

Panelists: Dale Stinton, RCE, CAE, CEO, NAR; Brian Boero, Partner, 1000 Watt Consulting, Oakland, CA

Hear the latest developments on RPR, Realtor.com, and how NAR plans to position itself in the marketplace. Get the inside view on how REALTOR® associations can best align themselves to serve members in these rapidly changing times. Learn more about the roles of the association, MLS, and third-party aggregators.

Harborside Ballroom C – Fourth Floor Level

Become a Savvy Tech Shopper

2:30 p.m. – 3:30 p.m.

Keith Garner, Vice President, Information and Technology Services, NAR

Is your phone contract expiring soon? Do you need to shop for a tablet, video camera, or something even larger for the office? Are you wondering where to start? This session will help you determine your needs, simplify the evaluation process, and demystify today's consumer electronics marketplace so you make practical and informed decisions.

Harborside Ballroom DE – Fourth Floor Level

State AEC Chair/Vice Chair Session

3:30 p.m. – 5:00 p.m.

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

Grand Ballroom II – Third Floor Level

NAR Policy 101

3:45 p.m. – 4:45 p.m.

Rodney Gansho, RCE, Director, 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.

Harborside Ballroom AB – Fourth Floor Level

RPAC Major Investors Reception

4:00 p.m. – 5:00 p.m.

Laurel A-D – Fourth Floor Level

RAMCO Subscriber Implementation Meeting

4:00 p.m. – 6:00 p.m.

Harborside Ballroom C – Fourth Floor Level

AE Young Professional Network (YPN) Meet-Up

5:00 p.m. – 6:00 p.m.

State Night Out

Get together with other AEs in your state for a night out on the town. Monday night is designated "State Night Out" at the Institute.

TUESDAY, MARCH 25

Continental Breakfast

7:15 a.m. – 8:00 a.m.

Harborside Ballroom Foyer – Fourth Floor Level

Answer Difficult Questions...from Anyone



8:00 a.m. – 8:45 a.m.

Anthony Huey, President, Reputation Management Associates, Columbus, OH

The question came out of left field. It's a question you never expected, and one for which you have no answer. What do you do? Stammer, remain silent, laugh inappropriately, or just plain panic are not acceptable responses. You need to think quickly and then take control. Find the techniques to do just that, and take away tools and resources to proactively handle the press and media during any situation.

Harborside Ballroom AB – Fourth Floor Level

We're All in This Together



8:00 a.m. – 8:45 a.m.

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

Panelists: Merri Jo Cowen, RCE, CEO, My Florida Regional MLS, FL; Alan R. Ingraham, CEO, Greater Baltimore Board of REALTORS®, MD; Carrie Kendall, RCE, Executive Officer, Lafayette Regional Association of REALTORS®, IN

Associations and MLSs go together like milk and cookies, or at least they should. Learn effective communication strategies to work with your MLS, as well as common mistakes to avoid. Leave with accessible strategies to cultivate a relationship of respect and mutual benefit between the association and the MLS.

Harborside Ballroom C – Fourth Floor Level

Develop an Online New Member Orientation



8:00 a.m. – 8:45 a.m.

Karen Bebart, Vice President, Marketing and Promotion, NAR; Jerry Panz, RCE, CAE, e-PRO, CEO, Wilmington Regional Association of REALTORS®, NC; Brian Pilon, Director of Marketing/Communication, Wilmington Regional Association of REALTORS®, NC

More and more associations deliver member education online. Why not try it with your new member orientation? NAR Marketing and an AEC work group developed a national online new member orientation module that lays the foundation for your association. The NAR platform gives you a roadmap, along with a preferred pricing plan, so you can develop your own online orientation, thus covering all three levels of the REALTOR® family.

Harborside Ballroom DE – Fourth Floor Level

Answer Difficult Questions...from Anyone (Implementation Session)



9:00 a.m. – 9:45 a.m.

Anthony Huey, President, Reputation Management Associates, Columbus, OH

A continuation of Anthony Huey's class where you'll participate in role play and other exercises to reinforce and practice your response skills.

Harborside Ballroom AB – Fourth Floor Level

AE Institute Daily Schedule

TUESDAY, MARCH 25

Recruit, Retain, and Reduce Risk with Commercial and Global Services



9:00 a.m. – 9:45 a.m.

Melanie Blakeney, CEO/EVP, Memphis Area Association of REALTORS®, TN; Stan E. Collins, RCE, CEO, Columbus Board of REALTORS®, OH

The U.S. is attracting billions of dollars in international residential and commercial property investments. Approximately one-third of NAR members work in either the commercial or global markets. Why? It's lucrative! But it's also risky. Do your members know what FIRPTA is? Do they know how to calculate ROI? Learn about the resources available to associations who want to service these members. There's everything from research to education to business plans and technology tools. Size and budget don't matter. You can afford to offer commercial/global services at your association.

Harborside Ballroom C – Fourth Floor Level

Make Your Smartphone Smarter



9:00 a.m. – 9:45 a.m.

Keith Garner, Vice President, Information and Technology Services, NAR; Greg Stinton, Lead Web Software Developer, Center for REALTOR® Technology, NAR

We use our mobile devices practically every moment of every day. Learn some features and short cuts on your mobile device that will make your life a lot simpler and allow you to be more effective with it. Discover things you never knew and get ready for a lot of “aha moments.”

Harborside Ballroom DE – Fourth Floor Level

NAR Legal Update

10:00 a.m. – 11:00 a.m.

Ralph Holmen, Associate General Counsel, NAR

Hear an update on the legal issues impacting REALTOR® associations.

Grand Ballroom V-X – Third Floor Level

Closing Session

11:00 a.m.

Grand Ballroom V-X – Third Floor Level



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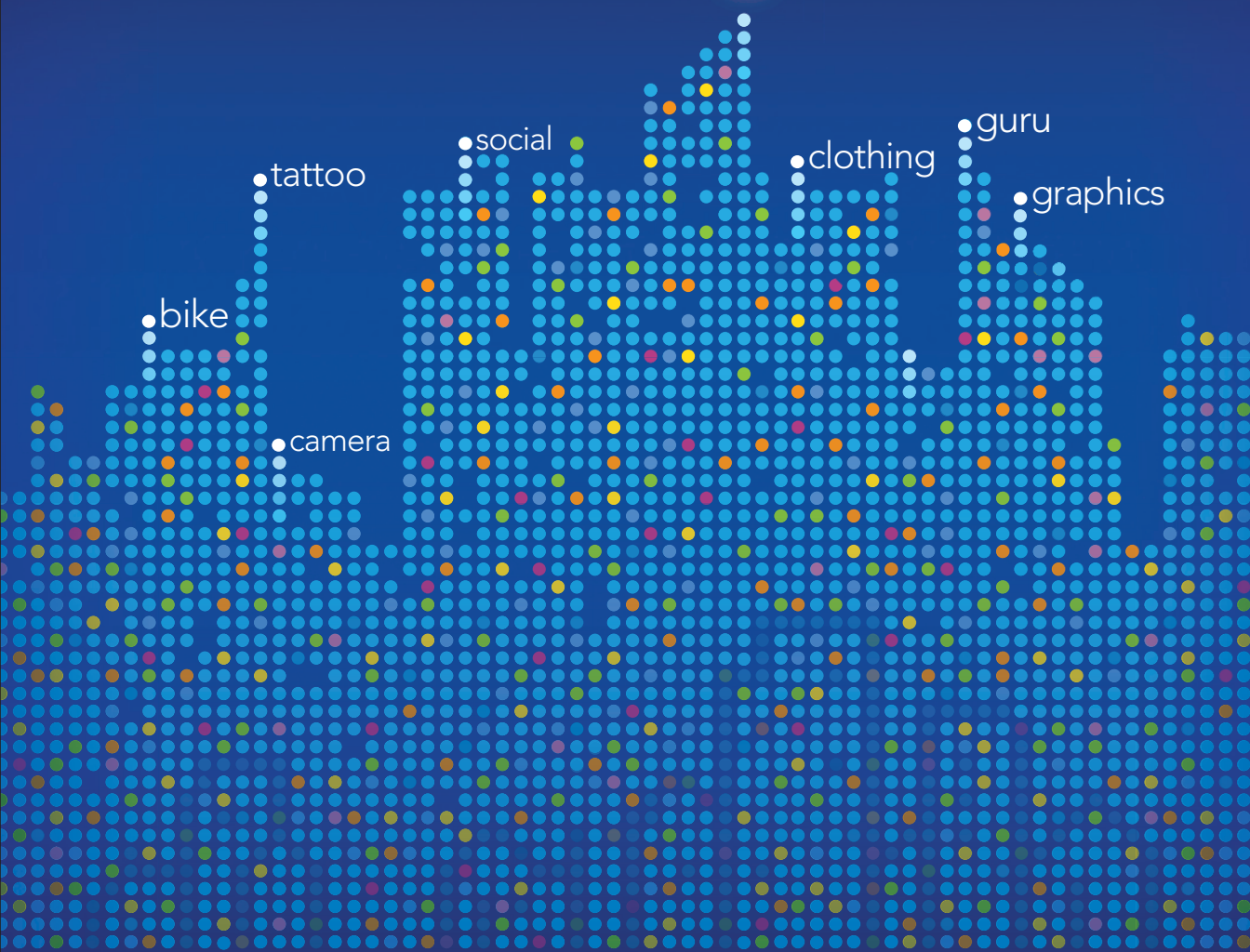
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