



ASSOCIATION
EXECUTIVES
INSTITUTE

2016 SAN ANTONIO TEXAS



March 11-14
Marriott Rivercenter

FINAL PROGRAM



NATIONAL
ASSOCIATION *of*
REALTORS®

Welcome to

SAN ANTONIO!

2016 Orientation Resources

Learn about NAR's Orientation Toolkit and the Online Orientation National Module.



realtor.org/orientation



Member Value Plus (MVP) Program

Find out how many of your members take advantage of the Member Value Plus (MVP) program and get *The Little Red Book: Safety Rules to Live By for REALTORS®* for FREE.

mvpae.realtor.org

Member Value Plus
mvp+
program



Member Center

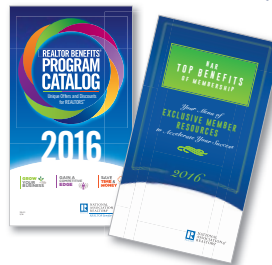
Update your Association's content and events so members can see benefits from their National, State and Local Associations.



membercenter.realtor.org/admin

REALTOR® Store

Purchase publications for you and your members and save 10%, including the just-updated 2016 Association Resource Packet and more!



store.realtor.org

REALTOR® Safety

Download safety resources to share with your members.



**REALTOR®
SAFETY**
PROGRAM

realtor.org/safety

.REALTOR Web Address

Get your .REALTOR web address and see how many of your members have claimed their .REALTOR domains. Take action on the .REALTOR MVP action and get rewarded!



about.realtor

Boys & Girls Clubs of America

Make a difference in your community by getting involved at your local Boys & Girls Club. Download the toolkit, find the club nearest you and learn how other Associations are getting involved.



**BOYS & GIRLS CLUBS
OF AMERICA**

realtor.org/BGCA

Visit the **NAR Resource Table** for tools and resources to help you communicate the value of membership!
Grand Ballroom Foyer, Marriott Rivercenter in San Antonio.



**NATIONAL
ASSOCIATION of
REALTORS®**

Dear Colleagues:

On behalf of the 2016 AE Institute Advisory Board, welcome to San Antonio!

The AE Institute Advisory Board created a curriculum that hopes to meet the needs of the many facets of our careers. The Basic Ingredients to Success courses will help you perfect some of the primary elements of your job. The Industry Issues courses will tune you into some trends shaping the industry, and help you take a forward-looking approach to your association management style. And the Technology, MLS, and Communications courses will help you make the most of the tools out there so your members thrive.

Some of the great networking opportunities you'll have include the Welcome Lounge on Friday afternoon and the Icebreaker Reception on Saturday. Go up to an unfamiliar face and introduce yourself. Establish some connections here that will take you through your career. You can do it – we've all done it.

We have a wonderful group of sponsors that continue to support this event year after year. Please thank them for their support and take some time to learn about the products and services they offer to help you and your members succeed.

Over the next few days I encourage you to open your minds, share your experiences, get inspired to energize your career. And please, feel free to share any feedback you have while on site. We want this to be your best Institute yet.

Again, on behalf of the AE Institute Advisory Board, welcome and have a great Institute!



Theresa Hatton, CAE, RCE
Chair, 2016 AE Institute Advisory Board



REGISTRATION HOURS

*Marriott Rivercenter
Third Floor*

Friday, March 11 7:30 a.m. - 5:30 p.m.

Saturday, March 12 7:30 a.m. - 4:30 p.m.

Sunday, March 13 8:00 a.m. - 3:00 p.m.

*An information desk will be available
Monday, March 14, 8:00 a.m. - 2:00 p.m.

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AAI EVENT APP

Visit **aei.barcoderealty.com** or scan the QR code to access the AEI Event app. Pick your favorite sessions, read up on speakers, and view and bid on silent auction items all on your mobile device!



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Thank you

NAR & RPAC thank the 2015-2016
Association Executives who are
RPAC Major Investors attending the
2016 AE Institute for their generous
support of the REALTOR® Party.

Golden R

David Bennett ●
Karl Berron ●
Andrea Bushnell ●
Robert Campau ●
Isaac Chavez ●
Laura Crowther ●
Vardell Curtis ●★
Ginger Downs ●★
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★ Hall of Fame



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Very small



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(TX)*



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Very small

CONGRATULATIONS 2015 RCEs!

Warren Andrich, RCE, *Corpus Christi Association of REALTORS®*, TX

Valerie Britt-Kalberg, RCE, *Yakima Association of REALTORS®*, WA

Suzanne Brown, RCE, *Scottsdale Area Association of REALTORS®*, AZ

Dwayne Carte, RCE, *Greater Tampa Association of REALTORS®*, FL

Michael Coughlin, RCE, *Clinton County Board of REALTORS®*, NY

Jonna Fernandez, RCE, *Collin County Association of REALTORS®*, TX

Nancy Garcia, RCE, *Northeast Florida Association of REALTORS®*

Ruth Hackney, RCE, *Missoula County Association of REALTORS®*, MT

Dionna Hall, RCE, *REALTOR® Association of the Palm Beaches*, FL

Tara Hampton, RCE, *River Counties Association of REALTORS®*, TN

Stephanie Hill, RCE, *Greater Las Vegas Association of REALTORS®*, NV

Scott Hughes, RCE, *Northwest Louisiana Association of REALTORS®*

Joshua Hunt, RCE, CAE, *NATIONAL ASSOCIATION OF REALTORS®*, DC

Tiffany James, RCE

Lee Jinks, RCE

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Albert Tran, RCE, *West San Gabriel Valley Association of REALTORS®*, CA

Kelly Travis, RCE, *St. Cloud Area Association of REALTORS®*, MN


Rachel Tristano, RCE, CAE, *Plymouth and South Shore Association of REALTORS®*, MA

Kim Wagar, RCE, Janie Wilson, RCE, *Northern Kentucky Association of REALTORS®*

Kaaren Winkler, RCE, *Washington Association of REALTORS®*

Lisa Yelichek, RCE, *Stark County Association of REALTORS®*, OH





Congratulations to the RCE designation on its 25th anniversary

NAR Pavilion

Saturday, March 12

7:00 a.m. – 1:30 p.m. &

4:00 p.m. – 5:00 p.m.

Sunday, March 13

7:00 a.m. – 1:30 p.m.

Grand Ballroom Foyer, Third Floor



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 HR/Business Consulting Services
- NAR Global
- NAR Resource (& MVP Program) Table
- Consumer Advertising Campaign
- RAMCO
- Real Estate Today Radio
- RPAC
- REALTORS® Insurance Marketplace
- realtor.com®
- Realtor® Party & RPAC
- 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®
- SentiLock, LLC
- Xceligent, Inc.
- zipLogix

NOTE:



REALTOR Benefits® Program Partners in **Blue**



NAR Strategic Investment Companies in *Italics*

NAR Pavilion Hosted Snack Break

Sunday, March 13, 2:45 p.m. – 3:15 p.m.

Take some time to see and hear all that NAR has to offer your association and enjoy a little afternoon treat at the same time. The NAR Pavilion is sponsoring a snack break on Sunday afternoon and will feature mini presentations about the various NAR products and services. You'll have a dedicated block of time to see and hear what NAR has been up to and what will benefit your members going forward.

Sponsored by: NAR Pavilion

AEI SILENT AUCTION

Grand Ballroom Foyer, Third Floor

Be sure to stop by the AEI Silent Auction and bid on some of the great prizes, including a variety of giftcards 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. Follow the bidding on aei.barcoderealty.com. The silent auction closes at 4:00 p.m. on Sunday, March 13.

SPECIAL EVENTS AT-A-GLANCE

AE Institute Welcome Lounge

Friday, March 11, 4:00 p.m. – 6:00 p.m.

Grand Ballroom Salon H, Third Floor

Stop by for some refreshments and information about San Antonio and meet the 2016 AE Institute Advisory Board.

Sponsored by: The Texas Association of REALTORS® and the San Antonio Board of REALTORS®, TX

AE Institute Orientation

Friday, March 11, 5:30 p.m. – 6:00 p.m.

Grand Ballroom Salon L, Third Floor

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.

AE Young Professional Network (YPN) Meet Up

Friday, March 11, 6:00 p.m. – 7:00 p.m.

Barriba Cantina, 111 West Crockett Street

Attend this session and 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 the industry.

Opening Session

Saturday, March 12, 8:00 a.m. – 9:30 a.m.

Grand Ballroom Salon A-F, Third Floor

The Opening Session is the official kick-off to the 2016 AE Institute. Come and meet the 2016 AEI team, and leave exhilarated by a keynote address from Victoria LaBalme, who will share how to apply key principles from the performing arts to catapult your communications to the next level. Victoria believes that there are untapped talents hiding inside leaders and organizations, and when you show people how to strategically infuse certain outside gifts into their business communications, you increase engagement, excitement and impact. You innovate, inspire, and distinguish your brand. And yes, your bottom line blooms. You'll also hear from 2016 NAR President Tom Salomone, who'll offer some special remarks.

Sponsored by: realtor.com

"Taste of AEI" Sponsor Walk-Around Lunch

Saturday, March 12, 12:15 p.m. – 1:30 p.m.

Alamo Ballroom Foyer – Marriott Riverwalk:

Salon A – Showing Time Salon E – MMSI

Salon B – W&R Studios Salon F – Centralized Showing Service

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.

New AE Networking Reception

Saturday, March 12, 4:00 p.m. – 5:00 p.m.

Grand Ballroom Salon GM, Third Floor

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



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Programs & Grants
that preserve property
ownership and vibrant real
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Building
**Vibrant
Communities**
by educating consumers
and protecting private
property rights

Speaking with
A Unified Voice
on issues that impact
communities and the real
estate industry

Demonstrating
**Community
Leadership**
by helping to create better
places to live and work

And then
some...



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SPECIAL EVENTS AT-A-GLANCE

Icebreaker Reception

Saturday, March 12, 5:00 p.m. – 6:30 p.m.

Grand Ballroom Salon A-F, Third Floor

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

Sponsored by: SUPRA

State Chief Staff Meeting

Saturday, March 12, 1:30 p.m. – 4:00 p.m.

Conference Room 1-3, Third Floor

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

AE Institute Apparel Day

Sunday, March 13

Show your AE Institute spirit by sporting your commemorative 2016 AE Institute wear.

NAR AE Forum

Sunday, March 13, 8:00 a.m. – 9:00 a.m.

Grand Ballroom Salon A-F, Third Floor

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

NAR Update Lunch

Sunday, March 13, 12:00 p.m. – 1:30 p.m.

Grand Ballroom Salon A-F, Third Floor

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 national counterpart.

Sponsored by: NAR Office of the CEO

RPAC Major Investor Reception

Sunday, March 13, 4:15 p.m. – 5:15 p.m.

Sazo's, Second Floor

This special reception is for RPAC major investors.

General Session

Monday, March 14, 8:00 a.m. – 9:00 a.m.

Grand Ballroom Salon A-F, Third Floor

The 2016 AE Institute Advisory Board invites you to join Mark Sanborn, president of Sanborn & Associates, Inc., an idea studio dedicated to developing leaders in business and in life. Mark is an international bestselling author and noted authority on leadership, team building, customer service and change, and he'll share with you the exciting opportunities that await you when you pursue your own potential.

REALTOR® Party Luncheon

Monday, March 14, 11:45 a.m. – 1:15 p.m.

Grand Ballroom Salon A-F, Third Floor

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 Howard Fineman, MSNBC political analyst and Global Editorial Director of *The Huffington Post*.

Sponsored by: REALTOR® Party

Legal Update

Monday, March 14, 1:30 p.m. – 2:30 p.m.

Grand Ballroom Salon A-F, Third Floor

Join NAR General Counsel Katie Johnson for an update on the legal issues impacting REALTOR® associations across the country.

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 toward your RCE applicant data form 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 Exam

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

Conference Room 11, Third Floor

RCE CAE Plus Exam

Friday, March 11, 8:00 a.m. – 9:45 a.m.

Conference Room 9, Third Floor

RCE Study Session -- \$149

Friday, March 11, 8:30 a.m. – 4:00 p.m.

Conference Room 12, Third Floor

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.

RCE Designee "Early Access Pass" to Icebreaker Reception

Saturday, March 12, 4:00 p.m. – 5:00 p.m.

Grand Ballroom Salon A-F, Third Floor

A special opportunity for RCE designees to celebrate the designation's 25th anniversary and network and renew friendships before the rest of the Institute registrants arrive at the Icebreaker. This special pre-Icebreaker reception is just for RCE designees.

RCE Overview and ADF Workshop

Monday, March 14, 7:15 a.m. – 8:00 a.m.

Grand Ballroom Salon IJ, Third Floor

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.





NATIONAL
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WORKING TOGETHER TO KEEP REALTORS® AT THE **CENTER** OF THE TRANSACTION

In 2016, NAR will be providing a valuable member benefit to REALTORS® nationwide. The new benefit includes zipLogix' robust transaction management system, an exclusive NAR national forms library, and state and local forms libraries provided the forms are licensed by your association or board. With this step toward a comprehensive transaction platform, NAR is committed to making sure REALTORS® have the tools they need to succeed in today's dynamic real estate environment and remain at the center of the real estate transaction.

This benefit also presents the opportunity to strengthen and grow the REALTOR® family, encouraging membership with your local association, by providing what members need – Your Association's or Board's Forms, the latest transaction management system and the Exclusive and Official Forms Software of the National Association of REALTORS® – zipForm® with zipTMS™. Visit www.ziplogix.com/narbenefit to learn more.

Visit our Display Table in the Grand Ballroom Foyer on Saturday & Sunday or call 866-693-6767

AE FUNDAMENTALS SESSIONS

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.

NRDS and E-Commerce

Saturday, March 12, 2:00 p.m. – 2:45 p.m.

Grand Ballroom Salon GM, Third Floor

Chris DeRosa, RCE, CAE, IOM, 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.

New AE Networking Reception

Saturday, March 12, 4:00 p.m. – 5:00 p.m.

Grand Ballroom Salon GM, Third Floor

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

NAR Dues Policies and Dues Remittance Procedures

Sunday, March 13, 7:00 a.m. – 7:45 a.m.

Grand Ballroom Salon HLK, Third Floor

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.

I'm a New AE, Now What?

Sunday, March 13, 11:00 a.m. – 11:45 a.m.

Grand Ballroom Salon IJ, Third Floor

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.

NAR Policy 101

Sunday, March 13, 3:00 p.m. – 3:45 p.m.

Grand Ballroom Salon HLK, Third Floor

Rodney Gansho, RCE, Managing Director, Member Policy, 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, online resources, and other "need-to-know" information to understand this key component of REALTOR® association management.

FRIDAY, MARCH 11 – PRE-INSTITUTE EVENTS

CEO Track (SOLD OUT)

8:00 a.m. – 4:30 p.m.

Grand Ballroom Salon H, Third Floor

Certified Professional Standards Administration (\$35)

8:00 a.m. – 5:00 p.m.

Grand Ballroom Salon I, Third Floor

Richard Haggerty, CEO, Hudson Gateway Association of REALTORS®, NY; Diane Mosley, RCE, Director, Training and Policy Resources, NAR; Patrick Reilly, RCE, Vice President, Member Services, New York State Association of REALTORS®

The Professional Standards Administrator training will teach you how to handle the complexities of professional standards administration, such as processing appeals and conducting hearings. You'll also learn about enforcement procedures and other legal ramifications. If you attend the entire day and complete and pass the professional standards exam, you will receive a certificate attesting to the fact you successfully completed the course.

REALTOR® Party Immersion Day Training

8:30 a.m. – 3:00 p.m.

Grand Ballroom Salon G, Third Floor

Join this session to break down what "advocacy" really means for REALTOR® associations. This interactive workshop will use association scenarios to simulate how to build an advocacy plan. Choose from the programs, tools and services highlighted in this training to create your plan for 2016 and on. Lunch provided.

e-PRO Day 1 – (\$75 – includes lunch)

8:30 a.m. – 4:30 p.m.

Conference Room 1-2, Third Floor

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

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.

CIPS Global Programs for Associations – (\$95 – includes lunch)

8:30 a.m. – 4:30 p.m.

Conference Room 3-4, Third Floor

Interested in developing or growing global programs in your association? This course will help guide you through the development of a business and governance model that best fits your association structure. Learn strategies, discover creative sources for funding, and use NAR resources and support to educate members on the global marketplace and its local advantages.

CMLS Best Practices Manual Overview

9:00 a.m. – 4:00 p.m.

Grand Ballroom Salon J, Third Floor

Provided by the Council of Multiple Listing Services (CMLS) and based on the recently published *CMLS Best Practices*, which were created to improve professional standards in the MLS industry, these courses will help you honestly assess your organization. Take the challenge to adopt the CMLS best practices. Your customers will be happier, employee satisfaction will increase, your volunteers will step up, and your organization will thrive.



Commercial Real Estate is all **around** you.

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for success.

Visit the Commercial table to learn more about
NAR's resources for you and your members.

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FRIDAY, MARCH 11 – PRE-INSTITUTE EVENTS

Commercial Membership by Design – (\$75)

1:00 p.m. – 4:30 p.m.

Grand Ballroom Salon K, Third Floor

Did you know that every REALTOR® association has members that 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 offers practical tools that you can implement immediately.

RAMCO Leadership Team Meeting

1:00 p.m. – 5:00 p.m.

Conference Room 13-14, Third Floor

The REALTOR® PAC Management System Overview

2:00 p.m. – 2:30 p.m.

Conference Room 7, Third Floor

The REALTOR® PAC Management System Credentialing Session

2:45 p.m. – 3:45 p.m.

Conference Room 7, Third Floor

Realtors Property Resource® – Exclusive Association Resources

3:00 p.m. – 4:00 p.m.

Conference Room 5, Third Floor

Up your game and learn how RPR’s Dashboard equips AEs, GADs, and FPCs to be The Voice for Real Estate® and meet Core Standards requirements through key features including local market data and Economic Area Reports. We’ll show you the unique ways associations and REALTORS® use this exclusive member benefit in their business. We’ll put you and your members in the driver’s seat to be the trusted source of real estate information in your marketplace.

AE Institute Welcome Lounge

4:00 p.m. – 6:00 p.m.

Grand Ballroom Salon H, Third Floor

Sponsored by: The Texas Association of REALTORS® and the San Antonio Board of REALTORS®, TX

Using the PAC Management System to Achieve Recognition

4:00 p.m. – 4:45 p.m.

Conference Room 7, Third Floor

AE Institute Orientation

5:30 p.m. – 6:00 p.m.

Grand Ballroom Salon L, Third Floor

AE Young Professional Network (YPN) Meet Up

6:00 p.m. – 7:00 p.m.

Barriba Caontina, 111 West Crockett Street





Basic Ingredients to Success

Whether you're an AE of 30 days or 30 years, there are key tools and resources you need to run a successful organization. Let's get back to the basics and reexamine the framework of our associations. From financial procedures and audits to human resources and staffing, learn how to work together with your volunteer leaders to strengthen your association's foundation. Gain practical advice on how to engage new members in association activities, and how to boost advocacy efforts without a GAD.



Industry Issues

The real estate industry is affected by so many economic and technological forces and influences. To thrive and survive in the current environment, REALTOR® associations must be part of the change. Learn how you can help members succeed in their business with affordable and effective technologies and practices. And learn how to position your association or MLS to adapt or stay ahead of the next new trend.

This track is sponsored by: dynaConnections



Technology, MLS, & Communications

All three are necessary to your association and all are in a constant state of flux. Discover new technologies and communication strategies that will increase your efficiency and enhance your ability to connect with members on a new level. Learn how to stay fluid so your association can quickly adapt to the next MLS trend. Keep current with your skills and learn some state-of-the-art practices that will put you on the cutting edge as a forward-thinking association from which your members can learn.

This track is sponsored by: Form Simplicity and Tech Helpline

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SATURDAY, MARCH 12

● Basic Ingredients to Success

● Industry Issues

● Technology, MLS, & Communications

Continental Breakfast

7:00 a.m. – 8:00 a.m.

Grand Ballroom Foyer, Third Floor

Sponsored by:

Opening Session

8:00 a.m. – 9:30 a.m.

Grand Ballroom Salon A-F, Third Floor

Sponsored by: *realtor.com*

CEO Track (SOLD OUT)

9:45 a.m. – 4:00 p.m.

Alamo Ballroom Salon CD, Marriott Riverwalk

● Turn Top Producers into Engaged Volunteers

9:45 a.m. – 10:30 a.m.

Grand Ballroom Salon GM, Third Floor

Brian Copeland, Chief of Broker Services, CRS, GRI, CIPS, ABR, e-PRO, Village Real Estate, Nashville, TN

Are your top producers actively engaged in association activities? If so, has it been a struggle or a pleasure to involve them? Develop an understanding for what these successful members need and want from the association, and then learn how to deliver it so that they get engaged, stay engaged, and become champions for the association.

● What is Your New Core Value – MLS or Advocacy?

9:45 a.m. – 10:30 a.m.

Grand Ballroom Salon IJ, Third Floor

Kevin Sears, Broker/Owner, Sears Real Estate, Springfield, MA; John Sebree, CEO, Missouri Association of REALTORS®; David Stark, Public Affairs Director, Bay East Association of REALTORS®, CA

The MLS is not your core value, no matter what your members say. Learn how and why advocacy is where you need to demonstrate – and sell – the value of membership. This hands-on session will help you prepare messaging that drives home the value of advocacy.

● Technology Tools Your Team Will Love

9:45 a.m. – 10:30 a.m.

Grand Ballroom Salon HLK, Third Floor

Craig Grant, e-PRO, Chief Technology Officer, The Real Estate Technology Institute, Stuart, FL

Explore the increasing role of social media, video, and visual in your association communications, marketing, recruitment, and retention efforts. Then learn about some inexpensive, easy-to-use technology tools that will enhance your efforts and help you better connect with members and staff.

AE INSTITUTE DAILY SCHEDULE

SATURDAY, MARCH 12

● Basic Ingredients to Success

● Industry Issues

● Technology, MLS, & Communications

- **Bore-ientation and Beyond: Fix Your Members' First-Year Experience**
10:45 a.m. – 12:00 p.m.

Grand Ballroom Salon GM, Third Floor

Breanna Vanstrom, RCE, e-PRO, CEO, Boise Regional REALTORS®, ID

Gone are the days of welcoming new members to the association with a REALTOR® pin and a boring five-hour program highlighting all that the association website has to offer. Create an immediate, significant connection with new members via an orientation that links association services to their business tasks. Learn how to continue meaningful communication and engage them throughout their first year so that they understand the association's value and relevance.



- **Game of Groans and Other International Incidents**
10:45 a.m. – 12:00 p.m.

Grand Ballroom Salon IJ, Third Floor

Facilitator: Ron Phipps, ABR, GRI, CIPS, CRS, GREEN, Broker, Phipps Realty, Warwick, RI

Role Players: Isaac Chavez, RCE, CIPS, SRES, RSPS, e-PRO, AHWD, SFR, CEO, Vermont Association of REALTORS®; Nobu Hata, Director, Member Engagement, NAR; Cliff Long, RCE, CIPS, Executive Officer, Birmingham Area Association of REALTORS and the Greater Alabama MLS, AL; Susan Martin-Phipps, CIPS, GRI, Phipps Real Estate Services, East Greenwich, RI; Allen Tennant, CEO, Calgary Real Estate Board, Alberta, Canada; Christine Todd, Association Consultant, Dynamic Directions, Inc, Newington, CT; Albert Tran, CIPS, e-PRO, Executive Officer, West San Gabriel Valley Association of REALTORS®, CA

According to the NAR Profile of International Home Buying Activity, REALTORS® reported \$104 billion of foreign investment in residential property from March 2014 - March 2015. Discover the do's and don'ts of working in the global marketplace. This interactive session will highlight some cultural/business blunders that may seem harmless but are quite offensive to foreign buyers and sellers. The workshop-style format of this class will allow you to brainstorm some ideas and strategies to put members in touch with cultural nuances that can make or break an international transaction.

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TECHNOLOGY
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SATURDAY, MARCH 12

● Basic Ingredients to Success

● Industry Issues

● Technology, MLS, & Communications

● MLS Armageddon

10:45 a.m. – 12:00 p.m.

Grand Ballroom Salon HLK, Third Floor

Facilitator: John Mosey, President, Northstar MLS, St. Paul, MN

Panelists: David Charron, President & CEO, MRIS, Rockville, MD; Richard Lull, Managing Director, MLS Solutions, Black Knight Financial Services, Jacksonville, FL; Dale Ross, CRB, CEO, Realtors Property Resource®, LLC, Chicago, IL

Multiple listing service is an important business tool associations offer their members. Is it in jeopardy? Is it still relevant? What would happen to members and associations if it went away? Will Upstream and AMP save the day? This panel of thought leaders will present provocative perspectives to help prepare you for any possible MLS scenario. Stretch your thinking and start preparing so that an MLS armageddon doesn't happen to you.

"Taste of AEI" Sponsor Walk-Around Lunch

12:15 p.m. – 1:30 p.m.

Alamo Ballroom Foyer – Marriott Riverwalk

Salon A – Showing Time Salon E – MMSI

Salon B – W&R Studios Salon F – Centralized Showing Service

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.

Association Investment Program (AIP)

One-on-One Session

1:00 p.m. – 4:00 p.m.

Conference Room 9, Third Floor

Want to speak individually about your association investment reserves? The AIP provides associations of all sizes access to full-service financial professionals who specialize in investing for nonprofit organizations.

State Chief Staff Meeting

1:30 p.m. – 4:00 p.m.

Conference Room 1-3, Third Floor

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

NAR NRDS and E-Commerce

2:00 p.m. – 2:45 p.m.

Chris DeRosa, RCE, CAE, IOM, Managing Director, Finance, NAR

Grand Ballroom Salon GM, Third Floor

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 and the Action Center. Discover additional tools available in NRDS that will help you with the Core Standards. Bring your questions and Chris will supply the answers.

● Move from a Governance Board to an Innovative Board

2:00 p.m. – 2:45 p.m.

Grand Ballroom Salon IJ, Third Floor

Sherri Pickard, GRI, SFR, Manager, Coldwell Banker Sea Coast Advantage, Wilmington, NC; Jerry Panz, RCE, CAE, e-PRO, CEO, Wilmington Regional Association of REALTORS®, NC

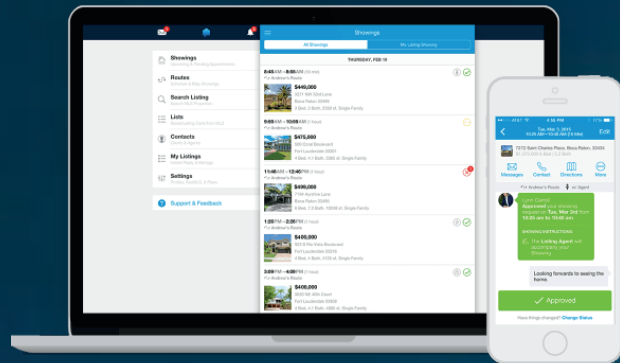
How would you like to reduce the number of board meetings you conduct each year? And how would you like to focus those meetings on the association's future and its strategic plan implementation? Learn how to establish a plan to start the conversation with leadership so you can get your board moving in a new direction.



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SATURDAY, MARCH 12

● Basic Ingredients to Success

● Industry Issues

● Technology, MLS, & Communications

● Content Marketing to Empower a Member Audience

2:00 p.m. – 2:45 p.m.

Grand Ballroom Salon HLK, Third Floor

Seth Price, Vice President of Sales & Marketing, Placester, Boston, MA

Walk through a step-by-step content mapping process that shows you how to create meaningful association member content. Learn how to build trust and engagement with members while leveraging overarching campaigns to promote your annual convention, workshops, membership renewals, mentoring programs, and more. Attain new resources, worksheets, and reference guides that will help you administer a manageable content marketing strategy.

● AE Report Card

3:00 p.m. – 4:00 p.m.

Grand Ballroom Salon GM, Third Floor

Adorna Carroll, ABR, CIPS, CRB, e-PRO, GRI, SRS, SFR, President, Dynamic Directions, Inc., Newington, CT; Ginny Shipe, CAE, CEO, Real Estate Business Institute, Chicago, IL

It's difficult for some leaders to fully understand all that an AE job entails. As a result, they may under-evaluate AE performance, or neglect certain aspects of the job that are time-consuming but not highly visible. See how to implement an objective system that evaluates performance in a way that leadership understands and appreciates, so that you are fairly rewarded for all that you do.

● Fiscal Integrity, Fraud Detection, and the Core Standards

3:00 p.m. – 4:00 p.m.

Grand Ballroom Salon IJ, Third Floor

Kevin McCoy, CPA, CFF, Managing Director, Marvin and Company, P.C., CPA, Latham, NY

Fraud occurs every day and everywhere. It's an AE's responsibility to be informed on the techniques and practices to prevent and detect fraud. This interactive discussion of actual fraud cases will help you recognize areas of weakness in your internal controls that may lead to fraud and misappropriations. Gain a better understanding of how the financial reporting Core Standards requirements will help you maintain association fiscal integrity.

● Five Speeches Every Volunteer Leader Needs to Make

3:00 p.m. – 4:00 p.m.

Grand Ballroom Salon HLK, Third Floor

John Gormley, RCE, CAE, CEO, St. Louis Association of REALTORS®, MO; David Greer, Vice President, Consumer & Media Communications, NAR

Gain clarity on how to build better relationships through personal, relevant, and effective communication. Discover the incredible impact you'll have when you use the right words with the right audience. Then take this information and put it to use with your leaders. Review the most common forms of public speaking, how to work with volunteers to cultivate their message and deliver a successful address, and how to help them improve performance.

New AE Networking Reception

4:00 p.m. – 5:00 p.m.

Grand Ballroom Salon GM, Third Floor

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

AE INSTITUTE DAILY SCHEDULE

SATURDAY, MARCH 12

● Basic Ingredients to Success

● Industry Issues

● Technology, MLS, & Communications

RCE Designee "Early Access Pass" to Icebreaker Reception 4:00 p.m. – 5:00 p.m.

Grand Ballroom Salon A-F, Third Floor

A special opportunity for RCE designees to celebrate the designation's 25th anniversary and network and renew friendships before the rest of the Institute registrants arrive at the Icebreaker. This special pre-Icebreaker reception is just for RCE designees.



Icebreaker Reception

5:00 p.m. – 6:30 p.m.

Grand Ballroom Salon A-F, Third Floor

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

Sponsored by: SUPRA

The REALTOR® PAC Management System Overview 4:00 p.m. – 4:30 p.m.

Conference Room 7, Third Floor

SUNDAY, MARCH 13 – AEI APPAREL DAY

Continental Breakfast 7:00 a.m. – 8:00 a.m.

Grand Ballroom Foyer, Third Floor

Sponsored by:

NAR Dues Policies and Dues Remittance Procedures 7:00 a.m. – 7:45 a.m.

Grand Ballroom Salon HLK, Third Floor

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.

NAR AE Forum

8:00 a.m. – 9:00 a.m.

Grand Ballroom Salon A-F, Third Floor

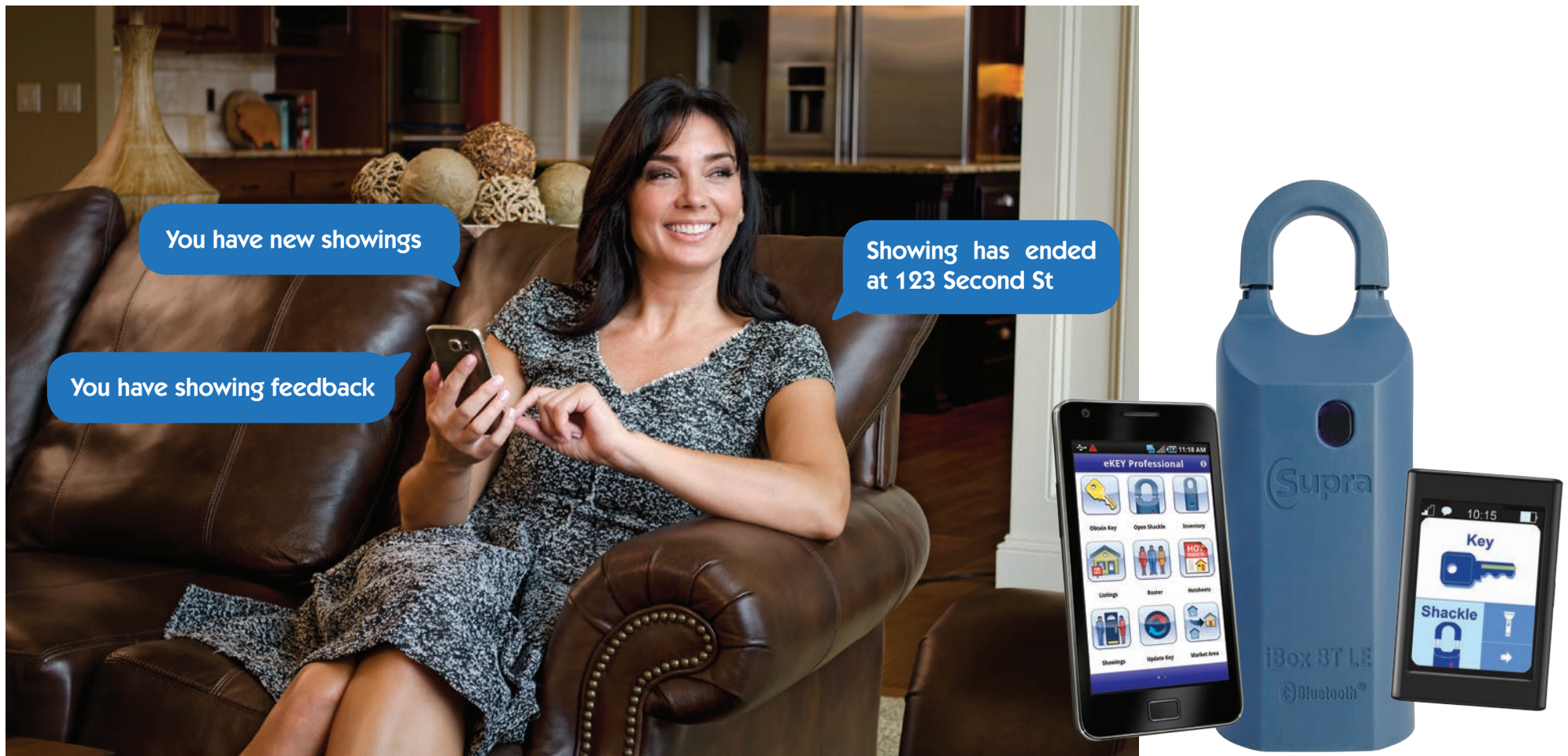
This special open forum allows AEs to hear updates and participate in discussions about the issues impacting their associations and their members.

● Recipe for AE Success 9:15 a.m. – 10:45 a.m.

Grand Ballroom Salon GM, Third Floor

Ryan Conrad, RCE, CAE, e-PRO, CEO, Northern Virginia Association of REALTORS®; Clint Skutchan, RCE, e-PRO, CEO, Ft. Collins Board of REALTORS®, CO

Your association, regardless of its size, can be innovative and provide great value to its members. Let Ryan and Clint help you identify actions to enhance your organizational, professional, and personal success, and how those translate into increasing the value of membership. They'll share the key leadership traits of successful AEs and how you can model those traits.



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 **NATIONAL
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SUNDAY, MARCH 13

● Basic Ingredients to Success

● Industry Issues

● Technology, MLS, & Communications

AEI APPAREL DAY

● (Don't Get) Lost in Space!

9:15 a.m. – 10:45 a.m.

Grand Ballroom Salon IJ, Third Floor

Facilitator: Kimberly Pontius, RCE, CAE, e-PRO, CEO, Traverse Area Association of REALTORS®, MI

Panelists: Denée Evans, CEO, Council of Multiple Listing Services, Morrisville, NC; Steve Francks, RCE, CAE, EVP, Washington Association of REALTORS®; Bob Hale, President & CEO, Houston Association of REALTORS®, TX; Rosey Koberlein, CEO, Long Companies, Phoenix, AZ; John Rosshirt, CRS, GRI, GREEN, SRES, REALTOR®, Stanberry & Associates, Austin, TX; Shelley Specchio, RCE, CEO, Northern Nevada Regional MLS Inc.; Dale Stinton, RCE, CAE, CEO, NAR

Last spring, NAR released the *D.A.N.G.E.R. Report*. What does the report mean to you, your leadership, and your association? Attend this open and frank discussion by some colleagues and industry leaders on the report's possible impact on the industry and the organization. The workshop-style format of this class will allow for small-group brainstorming so associations can develop some scenarios to address different aspects of the report.

● How Do They Do That: Tech Weapons for Association Executives

9:15 a.m. – 10:45 a.m.

Grand Ballroom Salon HLK, Third Floor

Beth Ziesenis, Speaker, Author, Nerd, Avenue Z., Inc. San Diego, CA

What if you could schedule a committee meeting without sending three dozen emails to obtain everyone's availability? Or automate the little tasks that keep you from your real work? Meet some free and bargain-priced technology tools you never knew existed that will help you work more efficiently with your teams, create professional-level graphics, and wow your members.

Association Investment Program Investment Process and Strategy

10:15 a.m. – 11:15 a.m.

Conference Room 9, Third Floor

Come speak to NAR-designated investment specialists about how your association can better manage its investment reserves.

● Is Your Association Prepared for the Inevitable?

11:00 a.m. – 11:45 a.m.

Grand Ballroom Salon GM, Third Floor

Donna Garcia, MSHR, SPHR, SHRM-SCP, SWP, RCE, Director, Association Strategic Business Planning, NAR

Whether you win the lottery, need to take an unexpected leave for medical or personal reasons, or decide to move on, who will fill your shoes when you leave? There is a key difference between "replacement" and true "succession planning." Learn the best way to plan a smooth transition, whether or not you have staff. Donna will address key areas you will need to consider prior to your exit.

I'm a New AE, Now What?

11:00 a.m. – 11:45 a.m.

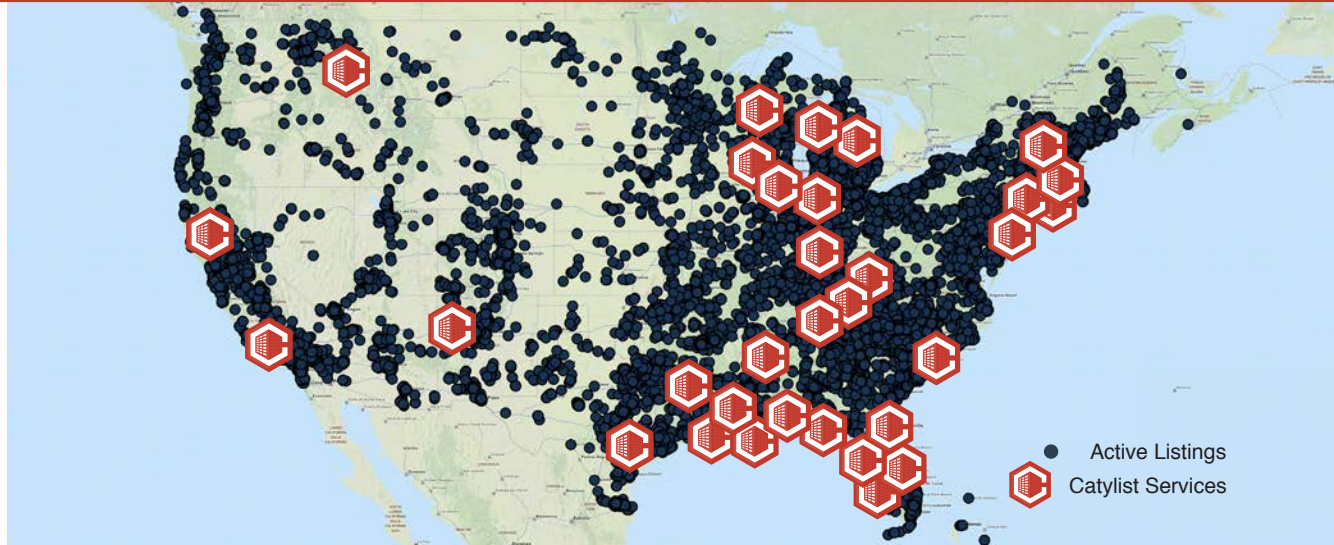
Grand Ballroom Salon IJ, Third Floor

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.

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NEW! Southwest Florida Commercial Alliance
NEW! South Texas Commercial Assn of REALTORS®
 Statewide MLS of Rhode Island
 Rockford Area Association of REALTORS®
 And more!

SUNDAY, MARCH 13

● Basic Ingredients to Success

● Industry Issues

● Technology, MLS, & Communications

AEI APPAREL DAY

● Use Information to Make Good Decisions

11:00 a.m. – 11:45 a.m.

Grand Ballroom Salon HLK, Third Floor

Facilitator: Todd Carpenter, Managing Director, Data Analytics Group, NAR

Identify how data analytics can shape the future of your organization's decision-making process. Property data, smart home data, member data, even data about your staff, is piling up in your database. What are you going to do with it? Better yet, what can you do with it? This panel will share options for how to manage it and use it to your association's advantage.

NAR Update Lunch

12:00 p.m. – 1:30 p.m.

Grand Ballroom Salon A-F, Third Floor

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 national counterpart.

Sponsored by: NAR Office of the CEO

Association Investment Program (AIP)

One-on-One Session

1:30 p.m. – 4:00 p.m.

Conference Room 9, Third Floor

Want to speak individually about your association investment reserves? The AIP provides associations of all sizes access to full-service financial professionals who specialize in investing for nonprofit organizations.

● Manage Member Expectations: The Key to a Vibrant Association

1:45 p.m. – 2:45 p.m.

Grand Ballroom Salon GM, Third Floor

Roger Turcotte, CBR, CDEI, DREI, GRI, Owner, Roger Turcotte and Co., LLC, Contoocook, NH

"Required" membership has its challenges. Uncover how to teach members to see the benefits of membership in a whole new light. Develop action plans customized to the needs of different member segments, and learn the difference between resources and benefits. Walk away with an action plan for new members and core members so that everyone feels invested in the association.

● Crowdsourcing: 60 Tips for AEs in 60 Minutes

1:45 p.m. – 2:45 p.m.

Grand Ballroom Salon IJ, Third Floor

Dave Phillips, RCE, CAE, CEO, Pennsylvania Association of REALTORS®

"Crowdsourcing" is a great way to tap our members' (and AEs') vast knowledge. Find out how to use this easy and inexpensive technique to collect and share knowledge. Walk away with dozens of new ideas for your career, your association, and your life that were all obtained through crowdsourcing. Once you understand this simple tool, you'll be ready to use it in your association to unleash your members' knowledge.

AE INSTITUTE DAILY SCHEDULE

SUNDAY, MARCH 13

● Basic Ingredients to Success

● Industry Issues

● Technology, MLS, & Communications

AEI APPAREL DAY

- **It's 11:00 p.m. – Do You Know Where Your MLS Data Is?**
1:45 p.m. – 2:45 p.m.

Grand Ballroom Salon HLK, Third Floor

Facilitator: Bill Lublin, CRB, CRS, GRI, Managing Member, Social Media Marketing Institute, Huntingdon Valley, PA

Panelists: Matt Cohen, Chief Technologist, Clareity Consulting, Scottsdale, AZ; John Mosey, President, Northstar MLS, St. Paul, MN; Mitch Skinner, Attorney at Law, Larson Skinner PLLC, Minneapolis, MN

Your MLS produces massive amounts of information that holds tremendous value for your participants and third-party vendors. Are you doing everything you can to keep your policies and procedures current with data security, broker access needs, and usage agreements with vendors and third-party sites? This all-star panel of MLS experts will identify best practices and discuss the rise of paper brokerages; syndication agreements; data security and scraping; copyright protection and infringement; and innovative ways MLSs use data to better serve their members.

Snack Break

2:45 p.m. – 3:15 p.m.

Grand Ballroom Foyer, Third Floor

This special snack break allows AEI attendees to visit the NAR Pavilion and become more familiar with NAR products and services.

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- **No GAD? No Problem**
3:15 p.m. – 4:00 p.m.

Grand Ballroom Salon GM, Third Floor

Bill Malkasian, Vice President, Political Strategic Planning, NAR
Advocacy isn't just a checkbox on the Core Standards Compliance Form. It's a core competency of the entire industry, and as such, a core competency of your association. Learn how to engage your elected officials, impact your community, and educate your members on the importance of advocacy. Let NAR resources show you some easy and attainable ways to develop an effective advocacy program.

- **Images and Copyright: Things to Consider When Using Imagery**
3:15 p.m. – 4:00 p.m.

Grand Ballroom Salon IJ, Third Floor

Suzanne Weller, Senior Director, North America Sales, Getty Images, Inc.

Did you know that if you want to use images on the internet, you need permission from the owner before you copy it? While it may seem like they're yours for the taking, there are considerations to keep in mind to protect yourself. Explore the potential perils of copyright infringement via actual case studies, then learn inexpensive tips on how to build your image library and protect your association while still flexing your creative muscles.

NAR Policy 101

3:00 p.m. – 3:45 p.m.

Grand Ballroom Salon HLK, Third Floor

Rodney Gansho, RCE, Managing Director, Member Policy, 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, online resources, and other "need-to-know" information to understand this key component of REALTOR® association management.

The REALTOR® PAC Management System Credentialing Session

4:00 p.m. – 4:45 p.m.

Conference Room 7, Third Floor

RPAC Major Investor Reception

4:15 p.m. – 5:15 p.m.

Sazo's, Second Floor

This special reception is for RPAC major investors.

RAMCO Subscriber Implementation Meeting

4:15 p.m. – 5:15 p.m.

Grand Ballroom Salon IJ, Third Floor

Using the PAC Management System to Achieve Recognition

4:45 p.m. – 5:30 p.m.

Conference Room 7, Third Floor

MONDAY, MARCH 14

Continental Breakfast

7:00 a.m. – 8:00 a.m.

Grand Ballroom Foyer, Third Floor

Sponsored by:

RCE Overview and ADF Workshop

7:15 a.m. – 8:00 a.m.

Grand Ballroom Salon IJ, Third Floor

General Session

8:00 a.m. – 9:00 a.m.

Grand Ballroom Salon A-F, Third Floor

Join Mark Sanborn, president of Sanborn & Associates, Inc., an idea studio dedicated to developing leaders in business and in life, as he shares with you the exciting opportunities that await you when you pursue your own potential.

MONDAY, MARCH 14

● Basic Ingredients to Success

● Industry Issues

● Technology, MLS, & Communications

● Neutralizing Difficult Volunteers

9:15 a.m. – 10:30 a.m.

Grand Ballroom Salon GM, Third Floor

Ted Mouradian, President, The 2 Percent Factor Inc., St. Catharines, Ontario, Canada

How do you attract and retain volunteers in an age when everyone has become more covetous of their time? Get to know them. Discover who your volunteers really are and why they do what they do. Uncover what motivates them to seek a leadership position. And learn strategies to handle the personality clashes that can occur when a volunteer's service goals don't necessarily advance the association's goals.

● The Art of Serving Member Segments

9:15 a.m. – 10:30 a.m.

Grand Ballroom Salon IJ, Third Floor

Facilitator: Isaac Chavez, RCE, CIPS, SRES, RSPS, e-PRO, AHWD, SFR, CEO, Vermont Association of REALTORS®

Panelists: Paul Cauchi, Senior Vice President of Commercial, Miami Association of REALTORS®, FL; Stan Collins, RCE, Executive Officer, Columbus Association of REALTORS®, Columbus, OH; Janet Kane, RCE, CAE, CIPS, CEO, Southeast Valley Regional Association of REALTORS®, Mesa, AZ; Cliff Long, RCE, CIPS, Executive Officer, Birmingham Area Association of REALTORS®, Birmingham, AL; Clint Skutchan, RCE, e-PRO, CEO, Ft. Collins Board of REALTORS®, CO; Albert Tran, CIPS, e-PRO, Executive Officer, West San Gabriel Valley Association of REALTORS®, San Gabriel, CA

There are a number of member segments within the REALTOR® family, such as the property managers, commercial practitioners, YPN, global, and appraisers. Setting up member specialty groups is a great way to build new interest in your association and serve these different member segments. Watch how some associations successfully launched such groups and uncover how to model their success.

● How to Win Big at Communication Strategies for Active Member Engagement

9:15 a.m. – 10:30 a.m.

Grand Ballroom Salon HLK, Third Floor

Facilitator: Andrew Sims, Communications Director, Birmingham Association of REALTORS®, AL

Panelists: Lynda Fernandez, RCE, CAE, CIPS, e-PRO, Senior Vice President of Public Relations, Miami Association of REALTORS®, FL; Kevin Juliano, e-PRO, Digital Media Manager, Pennsylvania Association of REALTORS®; Steve Klaniecki, Director of Communications & Marketing, Washington Association of REALTORS®; Jill Parker Landsman; Vice President of Communications & Media Relations; Northern Virginia Association of REALTORS®; Carol Seal, RCE, CEO, Greater Chattanooga Association of REALTORS®, Chattanooga, TN

To achieve NAR Core Standards-level communications, you need a rock-solid strategy to engage members and consumers through social media, digital, and print. Examine how to set up a successful communications campaign so you can craft the message, schedule the content, and launch the campaign. This workshop format will allow attendees to participate in roundtable strategy sessions and walk away with a successful marketing campaign template focused on calls to action, consumer advocacy, mobile friendly messaging, and more.

Best Take-Aways of Basic Ingredients to Success

10:45 a.m. – 11:30 a.m.

Grand Ballroom Salon GM, Third Floor

MONDAY, MARCH 14

Best Take-Aways of Industry Issues

10:45 a.m. – 11:30 a.m.

Grand Ballroom Salon IJ, Third Floor

Best Take-Aways of Technology, MLS, & Communications

10:45 a.m. – 11:30 a.m.

Grand Ballroom Salon HLK, Third Floor

REALTOR® Party Luncheon

11:45 a.m. – 1:15 p.m.

Grand Ballroom Salon A-F, Third Floor

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 Howard Fineman, MSNBC political analyst and Global Editorial Director of *The Huffington Post*.

Sponsored by: REALTOR® Party

Legal Update

1:30 p.m. – 2:30 p.m.

Grand Ballroom Salon A-F, Third Floor

Join NAR General Counsel Katie Johnson for an update on the legal issues impacting REALTOR® associations across the country.



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Visit the NAR Resource Table in the Grand Ballroom Foyer to learn about the latest tools and resources from NAR to help you communicate the value of membership! This is the place to find out how many of your members are taking advantage of the Member Value Plus (MVP) program, and purchase publications for you and your members and save 10%, including the just updated 2016 Association Resource Packet and more available through the REALTOR® Store. Learn about NAR's Orientation resources for Associations, including the Online Orientation National Module. Get a .REALTOR web address for your Association, find out how many of your members have gotten a .REALTOR domain for their business, and the .REALTOR contest launching this summer. And see how easy it is to make a difference in your community by getting involved at your local Boys & Girls Club.

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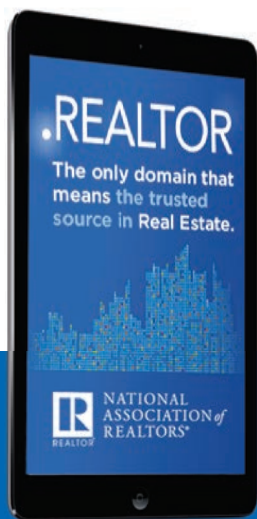
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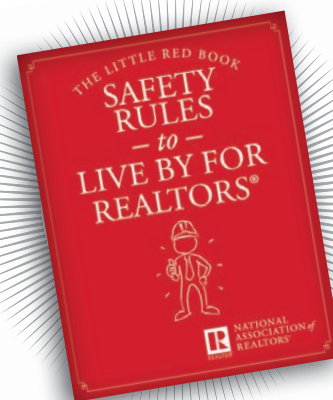
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