



PAR's Leadership Advancement Conference

Program Overview

The Pennsylvania Association of Realtors® Leadership Advancement Conference is designed to provide a fun and educational high level leadership experience for the newly elected association leaders. Attendees include state association officers, state association committee chairs and vice chairs, state association staff, local association presidents-elect and local association executives. Over the two-day conference, attendees receive training to help further develop their leadership skills. The program features different types of role playing and interactive sessions, all designed to address the different types of learning. Sessions include "Speed Dating," review of PAR's Strategic Plan and the roles that each association leader plays and a short interactive session on diversity. The main leadership component was led by Clint Skutchan, CEO of the Fort Collins Board of Realtors in Colorado, on Working with Organizational Culture and Legacy in Mind. Clint taught us how organizational culture is formed and why it is important to a key volunteer/leader. He provided a greater understanding of the relationship between staff, leaders and volunteers and the appropriate roles for each in a high performing association. And lastly, he outlined the importance of putting organizational legacy before personal legacy to assure programs and services are focused on members and positive outcomes.

Goals & Objectives

PAR's Leadership Advancement Conference consists of four main objectives.

Goal 1: Role Awareness

Objective:

Increase the awareness of the role of the local association leader and staff by developing resources that can be used during the conference and as a take home piece.

- Created an AE/Presidents-elect questionnaire for attendees to complete during the session and take home with them. This questionnaire will assist in the development of the crucial partnership that exists between an AE and their volunteer leader.

Goal 2: Leadership Development

Objective:

Provide a platform for incoming local and state leaders to increase their leadership potential through speaker sessions and role playing.

- Brought in a professional leadership training expert who spent several hours with the leaders and staff developing their leadership influence.
- Conducted a Leadership Improv segment that fielded questions from the participants on subjects such as, increasing member buy-in, board member and leadership recruitment and meeting protocol and procedures.
- Provided an overview of working with the media and media inquiries, social media training and etiquette.

Goal 3: Association Operations

Objective:

Increase the knowledge of state and local association operations.

- Provided an overview of the association’s legislative process and the components that are involved when taking on specific issues.
- Included session focused on state and local financial policies.

Goal 4: Networking Opportunities

Objective:

Provide an opportunity for interaction with other leaders and staff through social events and interactive sessions.

- Used “Speed Dating” techniques for staff and leadership to interview one another.
- Group focused discussion on diversity within the industry and the organization.

Program Booklet

The underlying theme of the Leadership Advancement Conference centers around the personality and leadership philosophy of the incoming president. The 2016 program was based upon the idea of running a marathon and completing “the race” as a team. Our program booklet was designed to mimic the Runner’s World magazine and highlighted state association staff in a “fun” way. The president’s speech included lessons she had learned through competing in races her entire life and how that relates to the successes you have as a leader of the organization. The program provided a unique opportunity for the entire staff of the state association to share a different side of their personality with our membership.

PAR LEADERSHIP ADVANCEMENT CONFERENCE
RUNNER'S WORLD
 OCTOBER 2016
 SPECIAL EDITION

TAKING ON 2017 WITH
KATHY MCQUILKIN
 What the last 3 years have taught her and what she envisions for her year as
PAR PRESIDENT

TODD UMBENHAUER
 TAKES US ON A TOUR OF THE PAR OFFICES

BEST DRESSED REALTOR®
BILL MCFALLS
 TALKS STYLE

BILL FESTA
 THE FRESH FACE OF PAR

TODD POLINCHOCK'S
 FAREWELL TOUR

TEAM PAR

3
 YEARS OF SERVICE TO PAR!
 2016 Leadership Advancement Conference Oct. 18-19, 2016

AMANDA LANE
 AIM DIRECTOR

Hobbies: Reading, hanging out with my kids and home improvement projects
 Describe yourself in three words: Organized, Loyal, Friendly
 If you could participate in any track & field event, which would you choose? The Javelin or Hammer throw – why not!! Throwing things is fun.
 Joined PAR Team: August 2013
 Contact me at:
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 📱 fb.me/Amanda.lane.parealtor

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 YEAR OF SERVICE TO PAR!
 2016 Leadership Advancement Conference Oct. 18-19, 2016

BRITTANY KINSMAN
 POLITICAL FIELD REPRESENTATIVE

Hobbies: Reading, playing with my two beagles and going on adventures with my husband
 Describe yourself in three words: Dependable, Easy-going, Upbeat
 If you could participate in any track & field event, which would you choose? Race-Walking (I have asthma and that looks fun!)
 Joined PAR Team: December 2015
 Contact me at:
 ☎ (610) 704-4258 ✉ kinsman@parealtor.org 📱 fb.me/BrittanyKinsmanPAR

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 YEARS OF SERVICE TO PAR!
 2016 Leadership Advancement Conference Oct. 18-19, 2016

BRITTANY PEFFER
 MARKETING & PARTNER RELATIONSHIP MANAGER

Hobbies: Fitness, live music, my dogs and wine tasting
 Describe yourself in three words: Charming, Opinionated, Perfectionist
 If you could participate in any track & field event, which would you choose? Women's Heptathlon
 Joined PAR Team: August 2013
 Contact me at:
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Outcome of Project

The Leadership Advancement Conference not only helps to mold and train our future association leaders and their staff, it also helps to strengthen the bond between the local associations (PAR’s core customer) and our state association.

Some of our biggest takeaways from this program are:

- Expanding on their knowledge of what a leader is and how to help foster future leaders; impact they can make on others in their role
- Building a stronger relationship between incoming presidents and association executives
- Understanding of responsibilities in the coming year as a new chair/vice chair/local association president
- Increasing the knowledge of the state association's strategic plan and defining their role in implementing the action plans to meet the objectives and goals
- Increasing awareness of the role of the state association and staff
- Learning how other associations function
- Fresh ideas on how to facilitate board meetings to get more accomplished in their year as leaders
- Engaging in new learning opportunities within their local/state organization
- Expanding their network of peer contacts