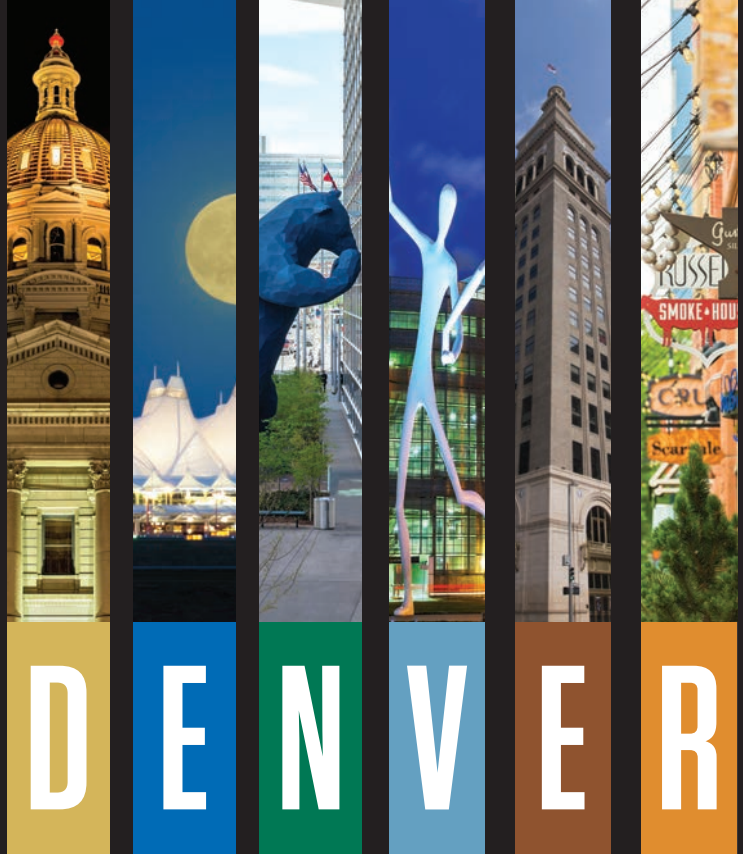


aei

2017 Association Executives Institute

March 17-20, 2017
Sheraton Denver
Downtown Hotel
Denver, CO

Final Program



DENVER



Official Sponsor of
the 2017 Association
Executive Institute



NATIONAL
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Welcome to

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Things to Check Out and Check Off:

.REALTOR Web Address

Get your Board a **FREE .REALTOR web address** and learn how to encourage your members to do the same. NAR has moved to .REALTOR—it's time for you to join us!



www.about.realtor

Member Center

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



MemberCenter.NAR.realtor/admin

REALTOR® Store

Purchase publications for you and your members and save 10%, including the newest titles *The Little Green Book: Green Rules to Live By* for REALTORS® and *Real Estate Brokerage Essentials*®.



www.NAR.realtor/Store

2017 Orientation Resources

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



www.NAR.realtor/Orientation

Member Value Plus (MVP) Program



Take action on the latest Member Value Plus (MVP) offer to earn rewards on the spot. Demo the new Member Center to earn the brand new reward, *The Who, What, Where and How of Live Streaming and Video Marketing*.

www.NAR.realtor/MVPAE



REALTOR® Safety

Download safety resources to share with your members.



www.NAR.realtor/Safety

Visit the **NAR Resource Table** for tools and resources to help you communicate the value of membership! **Sheraton Denver Downtown Hotel, Plaza Building, Concourse Level**



NATIONAL
ASSOCIATION of
REALTORS®

Welcome!

WELCOME TO THE MILE HIGH CITY! We trust your experience at #NARAEI2017 will be as beneficial and rewarding as the planning process was for the AEI Advisory Board. Our goal is for each attendee to leave this Institute with fresh ideas, tools and tips to help you succeed and better serve your members. Most of all, we hope to ignite a passion to energize your career.

There are three tracks with sessions geared to AEs based on levels of experience:

- **Customer Service:** Hone customer service skills and develop an association customer service plan that guarantees members know the association is there for them and their success.
- **Peer-to-Peer Game Changers:** Take a few pages from your peers' playbooks and get an inside look at what AEs are doing across the country to remain innovative and member-focused.
- ▲ **Technology & Communications:** Learn how to leverage new, affordable technologies to help members make the most of the marketplace, and find out more about the changing role of the MLS.

We are particularly excited to dedicate our final day to "Power Skills for Success," where you'll hear from highly successful AEs, including NAR's own Dale Stinton, about the intangible skills that have set them apart and allowed them to excel.

Make sure you download the AEI app to create your schedule, participate in the silent auction and stay current with any updates from conference headquarters! (2017naraei.com)

Finally, we will be wishing Dale Stinton farewell as he attends his final AEI as NAR CEO. We will celebrate the 35 plus years he has served NAR and our industry. Thank you Dale!

On behalf of the entire 2017 AE Institute Team, we are glad you are here and hope you enjoy the show!



Laura Crowther, RCE
Chair, 2017 AE Institute Advisory Board

#NARAEI2017
*planned by AE
professionals for
AE professionals*

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Registration Hours

Thursday, March 16	5:30 p.m. – 7:30 p.m.
Friday, March 17	7:30 a.m. – 5:30 p.m.
Saturday, March 18	7:30 a.m. – 4:00 p.m.
Sunday, March 19	8:00 a.m. – 3:00 p.m.

Plaza Registration Desk, Plaza/Concourse Level

**An information desk will be available Monday, March 20,
8:00 a.m. - 12:00 p.m.*

2017 AE Institute App

The 2017 AEI App can be found in the iTunes and Google Store. Be sure to download the app and stay informed on session descriptions, speaker information, sponsors, and more. Use the interactive map feature to show exactly where your favorite sessions will take place. New this year! Message speakers and fellow attendees within the app. Use the app to bid on and pay for silent auction items as well.

 #NARAEI2017

 ???





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Chief Executive Officer
Wisconsin REALTORS® Association



Kipp Cooper, RCE
Executive Vice President
Kansas City Regional Association of REALTORS® (KS)



Rebecca Grossman, RCE
Vice Chair, Association Executives Committee
Chief Executive Officer
Scottsdale Area Association of REALTORS® (AZ)



Merri Jo Cowen, RCE
Chief Executive Officer
My Florida Regional MLS



Laura Crowther, RCE
Chair, AE Institute Advisory Board
Chief Executive Officer
Coastal Carolinas Association of REALTORS® (SC)



John Fridlington, RCE, CAE
Chief Executive Officer
St. Paul Area Association of REALTORS® (MN)



Angela Shields, RCE, CAE
Vice Chair, AE Institute Advisory Board
Chief Executive Officer
San Antonio Board of REALTORS® (TX)



Kevan Lyons, RCE
Chief Executive Officer
REALTORS® of Central Colorado



Jean Beck, RCE
Chief Executive Officer
Hilton Head Area Association of REALTORS® (SC)



Kim McCoy, RCE
Director of Human Resources
Mainstreet Organization of REALTORS® (IL)



Ryan Conrad, RCE, CAE
Chief Executive Officer
Northern Virginia Association of REALTORS®



Shelley Specchio, RCE
Chief Executive Officer
MIBOR REALTOR® Association (IN)



Matt Consalvo
Chief Executive Officer
Arizona Regional MLS
Christy Conway, RCE
Director of Leadership Services
Georgia Association of REALTORS®



Rachel Tristano, CAE
Chief Executive Officer
Plymouth & South Shore Association of REALTORS® (MA)



Christy Conway, RCE
Director of Leadership Services
Georgia Association of REALTORS®



Janie Wilson, RCE
Chief Executive Officer
Northern Kentucky Association of REALTORS®

Congratulations 2016

William Arnold, RCE
Las Cruces Association of REALTORS®, NM

Mike Barnett, RCE
Texas Association of REALTORS®

Brenda Barnhardt, RCE
REALTORS® Association of Northwestern Wisconsin

Luke Bell, RCE
Illinois Association of REALTORS®

Holly Callanan, RCE
Ridgefield Board of REALTORS®, CT

Barbara Castillo, RCE
Fredericksburg Area Association of REALTORS®, VA

Ryan Castle, RCE
Cape Cod and Islands Association of REALTORS®, MA

Susan Chichester, RCE
Texas Association of REALTORS®

Suzanne Close, RCE
Columbia-Greene Board of REALTORS®, NY

Kehau Costa, RCE
Hawaii Island REALTORS®

Dawn Crawford, RCE
West Maricopa Regional Association of REALTORS®, AZ

Ellie Edwards, RCE (NC)

Allison Fitch-Markham, RCE
NATIONAL ASSOCIATION OF REALTORS®, IL

Dottie France, RCE
Piedmont Regional Association of REALTORS®, SC

Deb Frazier, RCE
REALTOR® Association of Southwestern Illinois

Barbara Gilliland, RCE
Greensboro Regional REALTORS® Association, NC

Roxie Glenn, RCE
Metrotex Association of REALTORS®, TX

Char Glocke, RCE
La Crosse Area REALTORS® Association, WI

Sherri Godeaux, RCE
Texas Association of REALTORS®

Janet Golding, RCE
REALTOR® Association of Greater Fort Lauderdale, FL

Kristen Gulson, RCE
REALTOR® Association of the Sioux Empire, SD

Meighan Harris, RCE
Bonita Springs-Estero Association of REALTORS®, FL

Deb Hernandez, RCE
Texas Association of REALTORS®

Jon Houser, RCE
Texas Association of REALTORS®

Susy Hurlbert, RCE
Eastern Connecticut Association of REALTORS®

Norma Jayne, RCE
Ithaca Board of REALTORS®, NY

Tim Johnson, RCE
Southland Regional Association of REALTORS®, CA

Gina Jones, RCE
Johnson County Association of REALTORS®, TX

Deborah Key, RCE
Mid Carolina Association of REALTORS®, NC

Paul Kriewall, RCE
Arizona Regional Multiple Listing Service

Thomas Larson, RCE, CAE
Wisconsin REALTORS® Association

Lori Levy, RCE
Texas Association of REALTORS®

Rebecca Lopez, RCE
Central Pasco, Board of REALTORS®, FL

Jennifer Lundy, RCE
Georgia Association of REALTORS®

Teresa McKee, RCE, CAE
Nevada Association of REALTORS®, NV

Kelly Muehlberger, RCE
Kansas City Regional Association of REALTORS®, KS

RCEs!

Christopher Nave, RCE
Outer Banks Association of REALTORS®, NC

Kathy Nichelson, RCE
Capital Area Association of REALTORS®, IL

Allan Nielsen, RCE
Raleigh Regional Association of REALTORS®, NC

Amanda Ornelas, RCE
Sun Valley Board of REALTORS®, ID

Colleen Pappas, RCE
REALTOR® Association of Central Massachusetts

Carol Platt, RCE
Osceola County Association of REALTORS®, FL

Brenda Rabbitt, RCE
Greater Tampa REALTORS®, FL

Denise Schultz, RCE
Lakes Area REALTORS® Association, WI

Corey Skinner, RCE
Columbus Association of REALTORS®, OH

Christina Smalls, RCE
Arizona Association of REALTORS®

Buzz Steele, RCE
Tennessee Association of REALTORS®

Robert Taylor, RCE
Grosse Pointe Board of REALTORS®, MI

Michael Theo, RCE, CAE
Wisconsin REALTORS® Association

Val Towler, RCE
Seattle King County Association of REALTORS®, WA

Bill Wald, RCE, CAE
Minneapolis Area Association of REALTORS®, MN

Kelea Youngblood, RCE
Austin Board of REALTORS®, TX

Sara Zimmeran, RCE (MN)

NAR PAVILION

Saturday, March 18 7:00 a.m. – 4:00 p.m.
Sunday, March 19 7:00 a.m. – 12:00 p.m.

Plaza Ballroom Foyer, Plaza/Concourse 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
- Commercial
- Executive Offices
- [DocuSign](#)
- Information Central and Archives
- NAR HR/Business Consulting Services
- NAR Global
- NAR Resource (Member Center & MVP Program) Table
- Consumer Advertising Campaign
- RAMCO
- Real Estate Today Radio
- [REALTORS® Insurance Marketplace](#)
- [realtor.com®](#)
- Realtor® Party & RPAC
- *Realtors Property Resource® (RPR®)*
- [REALTORS® Federal Credit Union, a Division of Northwest Federal Credit Union, and REALTOR® Credit Card](#)
- [REALTOR Team Store®](#)
- REALTOR® University
- [REBAC - ABR® and e-PRO®](#)
- [SentiLock](#)
- [Xceligent](#)
- [zipLogix™](#)

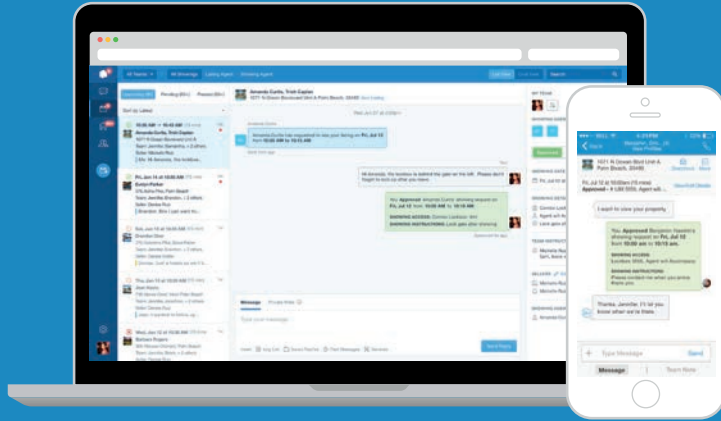
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REALTOR Benefits® Program Partners in Blue

NAR Strategic Investment Companies in Italics



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AE Institute Welcome Lounge **Friday, March 17, 4:00 p.m. – 6:00 p.m.**

Plaza Ballroom AB, Plaza/Concourse Level

Stop by for some refreshments and information about Denver and meet the 2017 AE Institute Advisory Board.

Sponsored by: The Colorado Association of REALTORS® and the Denver Metro Association of REALTORS®

AE Young Professional Network (YPN) Meet Up **Friday, March 17, 5:30 p.m. – 7:30 p.m.**

Appaloosa Grill–Wright Room (2nd floor)
535 16th 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.

RCE Apparel Day **Saturday, March 18**

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

Opening Session **Saturday, March 18, 8:00 a.m. – 9:30 a.m.**

Plaza Ballroom, Plaza/Concourse Level

The Opening Session is the official kick-off to the 2017 AE Institute. Come and meet the 2017 AEI team, and leave exhilarated by a keynote address from Joe Moglia, an executive leadership speaker who honed his message of the four-pillars of success through his own trials as a business leader and football coach. He is the current chairman of the board at TD Ameritrade and the head football coach of Coastal Carolina University. He was at Merrill Lynch for 17 years before becoming the CEO at TD Ameritrade in 2001. By 2008, in the midst of a global financial crisis, the firm had its sixth record year in a row, grew its market cap from \$700 million to \$10 billion, and shareholders enjoyed a 500% financial return. In 2008, he stepped down as CEO, became chairman of the board and returned to football. In his first three seasons at Coastal Carolina, playing the toughest schedules in the school's history, he led his team to two conference championships, two national playoffs, was conference coach of the year, Big South co-coach of the year and three times named a finalist for national coach of the year.

Sponsored by: realtor.com®

Grab-and-Go Lunch **Saturday, March 18, 12:15 p.m. – 12:45 p.m.**

Plaza Ballroom Foyer, Plaza/Concourse Level

Grab a sandwich and a drink and head to one of the AEI Lunch & Learn rooms, catch up with friends, or explore the city. Take some time to do what you need to get the most out of this Institute.

Sponsored by: MMSI, Rapattoni, San Antonio Board of REALTORS®, TX, and ShowingTime



Special Events At-A-Glance

AEI Lunch and Learn

12:15 p.m. – 1:15 p.m.

Plaza Ballroom Foyer, Plaza/Concourse Level

Take some time to share tried and true solutions while learning new ones at these facilitated networking sessions. Strengthen your connection you to the REALTOR® association management world and the real estate industry, to help you do your job better.

REALTOR® University -The Master's Experience

Governor's Square 16, Plaza/Concourse Level

Jim Haisler, AHWD, BPOR, CIPS, e-PRO, RCE, CEO, Heartland REALTOR® Organization, IL

The Rise of the #Anywhere office

Governor's Square 11, Plaza/Concourse Level

Nick Kremydas, e-PRO, RCE, CEO, South Carolina REALTORS®

Get Involved – Get Ahead

Governor's Square 12, Plaza/Concourse Level

Ruth Hackney, RCE, CEO, Missouri Organization of REALTORS®

*Michele Holen, RCE, Chief Operating Officer, Portland Metropolitan Association of REALTORS®, OR
(Presented by the AC YRN Advisory Board)*

HR Staffing Issues

Governor's Square 10, Plaza/Concourse Level

Kevin D. Watkins, MBA, SPHR, Director, Strategic Association Management, NAR

Networking Roundtables

Saturday, March 18, 12:15 p.m. – 1:15 p.m.

Plaza Ballroom Foyer, Plaza/Concourse Level

Grab your lunch and join in on a variety of table topic discussions that will help you think smarter and better serve your members.

New AE Networking Reception

Saturday, March 18, 4:00 p.m. – 5:00 p.m.

Presidential Suite

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.

Icebreaker Reception

Saturday, March 18, 5:00 p.m. – 6:30 p.m.

Plaza Ballroom, Plaza/Concourse Level

Join your friends and colleagues for this special Institute welcome reception where you can renew old friendships and create new ones in a relaxed environment.

Sponsored by: SUPRA

AE Institute Apparel Day

Sunday, March 19

Show your AE Institute spirit by sporting your commemorative 2017 AE Institute wear.

REALTOR® Party Breakfast

Sunday, March 19, 7:30 a.m. – 9:15 a.m.

Plaza Ballroom, Plaza/Concourse Level

As a REALTOR® association executive, you know that politics plays an important role in your members' profession. Come enjoy breakfast and sharpen your political insights with a special keynote address by Douglas Brinkley, Professor of History, Rice University, and CNN Presidential Historian.

Sponsored by: REALTOR® Party

NAR Update Lunch

Sunday, March 19, 12:00 p.m. – 1:45 p.m.

Plaza Ballroom, Plaza/Concourse Level

Join NAR CEO Dale Stinton, RCE, CAE, for an update on NAR issues and help us pay tribute to Dale as he prepares to retire from the REALTOR® organization..

Sponsored by: NAR Office of the CEO

Workshop: Be the Front Line for Your Members **Sunday, March 19, 3:15 p.m. – 4:15 p.m.**

Governor's Square 12, Plaza/Concourse Level

Andrew Scoulas, Information and Project Specialist, NAR; Hathaway Hester, Information and Digitization Specialist, NAR

When your members feel valued, they will value their organization. Learn how you can increase member satisfaction through exemplary customer service. Whether you are implementing your association's first customer service program or need some fresh tools to enhance your arsenal, gain practical ideas for successful customer service that you can implement immediately and on any budget.

Workshop: Consumer Advocacy Outreach – The Next Peak of Advocacy

Sunday, March 19, 3:15 p.m. – 4:15 p.m.

Governor's Square 14, Plaza/Concourse Level

Coleman Bass, Communications Manager, TargetSmart, Washington, DC; Erin Murphy, Senior Representative, Consumer Advocacy Outreach, NAR

Learn how to reach the consumer and engage them to spread your message to members of Congress and public officials in your state. Discover how your association can contribute content about your advocacy successes to a nationwide audience.

RPAC Major Investor Reception

Sunday, March 19, 4:30 p.m. – 5:30 p.m.

Windows, Tower/Second Level

This special reception is for RPAC major investors.



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 17
8:00 a.m. – 11:45 a.m.

Plaza Court 6,
Plaza/Concourse Level

RCE CAE Plus Exam

Friday, March 17
8:00 a.m. – 9:45 a.m.

Plaza Court 7,
Plaza/Concourse Level

RCE Apparel Day **Saturday, March 18**

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

RCE Designee "Early Access Pass" to Icebreaker Reception

Saturday, March 18
4:00 p.m. – 5:00 p.m.

Plaza Ballroom,
Plaza/Concourse Level

A special opportunity for RCE designees to network and renew friendships before the rest of the Institute registrants arrive at the Icebreaker. CRAE designees are also invited to this special pre-Icebreaker reception.

RCE Overview and ADF Workshop

Sunday, March 19

3:15 p.m. – 4:15 p.m.

Governor's Square 16,
Plaza/Concourse Level

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.



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.

NAR Policy 101

Saturday, March 18, 1:30 p.m. – 2:30 p.m.

Governor's Square 15, Plaza/Concourse Level

Rodney Gansho, RCE, Managing Director, 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.

New AE Networking Reception

Saturday, March 18, 4:00 p.m. – 5:00 p.m.

Presidential Suite

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.

I'm a New AE, Now What?

Sunday, March 19, 10:45 a.m. – 11:45 a.m.

Governor's Square 15, Plaza/Concourse Level

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.

NRDS and E-Commerce

Sunday, March 19, 2:00 p.m. – 3:00 p.m.

Governor's Square 15, Plaza/Concourse Level

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.

NAR Dues Policies and Dues Remittance Procedures

Sunday, March 19, 3:15 p.m. – 4:15 p.m.

Governor's Square 15, Plaza/Concourse Level

John Pierpoint, Senior Vice President/Chief Financial Officer, NAR; Patty Garcia, Managing Director, Dues Compliance, 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.



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Bay County Association of REALTORS®
Charleston Trident Association of REALTORS®
Greensboro Regional REALTORS® Association
Greater Fort Worth Association of REALTORS®
High Point Regional Association of REALTORS®

Mobile Area Association of REALTORS®
Navarre Area Board of REALTORS®
North Central Jersey Association of REALTORS®
Royal Palm Coast REALTOR® Association
Wilmington Regional Association of REALTORS®
Winston Salem Regional Association of REALTORS®

For more information, please contact Richard Maxson: richard@catylist.com

CEO Program Featuring the Disney Institute (SOLD OUT)

8:00 a.m. – 4:30 p.m.

Grand Ballroom 2, Tower/Second Level

The CEO Program, presented by the Disney Institute, will focus on leadership excellence, building collaborative cultures, and quality service.

Sponsored by: The Wisconsin REALTORS® Association

Certified Professional Standards Administration (\$35)

8:00 a.m. – 5:00 p.m.

Grand Ballroom 1, Tower/Second Level

Richard Haggerty, CEO, Hudson Gateway Association of REALTORS®, NY; Diane Mosley, RCE, Director, Board Policy & Programs, 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.

Windows, Tower/Second Level

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 2017 and on. Lunch provided.

e-PRO Day 1 – (\$75 – includes lunch)

8:30 a.m. – 4:30 p.m.

Director’s Row J, Plaza/Lobby Level

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) and submit an application fee to earn the e-PRO® certification.

CIPS Global Programs for Associations – (\$75)

8:30 a.m. – 12:30 p.m.

Director’s Row I, Plaza/Lobby Level

Interested in developing or growing global programs in your association? The newly revised content provides in-depth education on developing and growing global programs that will help you prepare your members to succeed in the global marketplace. Association executives and staff interested in understanding the value of global programs at their association are welcome to register and attend. This course is required for AEs/staff- to earn the CIPS designation. It also counts as points toward the RCE designation and core Standards. To learn more about how to earn the designation, visit www.realtor.org/ae_cips

CMLS Best Practices

9:00 a.m. – 4:00 p.m.

Governor’s Square 12, Plaza/Concourse Level

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 Membership by Design – (\$75) 1:00 p.m. – 4:30 p.m.

Director's Row I, Plaza/Lobby Level

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.

Elevate Your Fundraising Plan with NAR's RPAC Online Program

2:00 p.m. – 2:30 p.m.

Plaza Court 7, Plaza/Concourse Level

PAC Management System Overview

3:00 p.m. – 3:45 p.m.

Plaza Court 7, Plaza/Concourse Level

RPR® Resources for Core Standards – Consumer and Member Outreach Made Easy 3:00 p.m. – 4:00 p.m.

Governor's Square 14, Plaza/Concourse Level

Karen France, RPR® Senior Vice President,
AMS Services

We'll put you and your members in the driver's seat to be the trusted source of real estate information in your marketplace. We'll show you the unique ways associations and REALTORS® are utilizing this exclusive member benefit in their business.

AE Institute Welcome Lounge

4:00 p.m. – 6:00 p.m.

Plaza Ballroom AB, Plaza/Concourse Level

*Sponsored by: The Colorado Association of REALTORS®
and the Denver Metro Association of REALTORS®*

AE Young Professional Network (YPN) Meet Up

5:30 p.m. – 7:30 p.m.

Appaloosa Grill–Wright Room (2nd floor)
535 16th Street

AEI Silent Auction



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.

The silent auction closes at 4:00 p.m. on Sunday, March 19.

Follow the bidding at www.2017naraei.com.

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AE Institute Programming Tracks

■ Customer Service

Customer service is king, or at least it should be. How can you crown it king at your association? These sessions will help you hone your customer service skills and begin to develop an association customer service plan so that your members know you're there for them and their success.

The Customer Service track is sponsored by dynaConnections.

● Peer-to-Peer Game Changers

We know we learn best from our peers. Take a few pages from their playbooks as you get an inside look at what your peers are doing across the country to remain innovative and member-focused. And learn how to take on some of these initiatives with little or no funding.

▲ Technology & Communications

Learn how to make the most of new, affordable technologies so your members make the most of the marketplace. Discover the advantages of various communications vehicles and how to truly tailor your messaging to meet your audience's needs. And find out more about the changing role of MLS in the real estate marketplace and association operations.

The Technology & Communications track is sponsored by Forms/Simplicity Tech Helpline.

Saturday, March 18 – RCE Apparel Day

Continental Breakfast

7:00 a.m. – 8:00 a.m.

Plaza Ballroom Foyer, Plaza/Concourse

Sponsored by: SEI/NAVICA MLS.

Opening Session

8:00 a.m. – 9:30 a.m.

Plaza Ballroom, Plaza/Concourse Level

Sponsored by: realtor.com®

Build Bridges with Brokers

9:45 a.m. – 10:45 a.m.

Grand Ballroom 1, Tower/Second Level

Adorna Carroll, ABR, CIPS, CRB, e-PRO, GRI, SRS, SFR, President, Dynamic Directions, Inc., Newington, CT

Customer service in tomorrow's association requires a different type of effort from today's CEOs. Building and cultivating relationships with broker/owners, managers, and team leaders is essential to engage folks in strategic initiatives, business planning, and professional development programs. Email, phone calls, and texts are fine for follow up, but you may miss the mark if there isn't a personal relationship. Let Adorna show you a different approach to ensure that those relationships start to prosper.

What Members Really Want

9:45 a.m. – 10:45 a.m.

Grand Ballroom 2, Tower/Second Level

Leigh Brown, ABR, CIPS, CRS, e-PRO, SFR, SRES, Broker/Owner, RE/MAX Executive Realty, Concord, NC

Why do some associations grow while others remain stagnant? Why do some associations have flourishing committees, new leadership and excitement, while others recycle the same old, same old? Leigh will dispense some ideas to help you create the "it" factor for your volunteer leaders and members so they feel vested and the association thrives.

What Will the Industry Look Like in the Next 10 Years?

9:45 a.m. – 10:45 a.m.

Windows, Tower/Second Level

Steve Murray, President, REALTrends, Castle Rock, CO

REALTrends President Steve Murray will share his thoughts on where our industry will be in 10 years. He'll dive into futuristic forces such as driverless cars, biogenetics and mortgage investment trends that can alter the real estate landscape. What needs to change and what role will REALTOR® associations and MLSs will play over the next decade? Steve will bring food for thought based in his book *Game Changers: The Unfounded Fears and Future Prosperity of the Residential Real Estate Industry*.

Can You Hear Me Now? Three Essential Communication Skills Effective Leaders Must Master

11:00 a.m. – 12:00 p.m.

Plaza Ballroom Foyer, Plaza/Concourse

Terry Watson, ABR, ABRM, AHWD, e-PRO, GREEN, GRI, PMN, SRES, President, Easify, Inc., IL

Whether you are an AE or a presidential candidate, messaging and communication are critical if you want to move the needle in your organization. Poor communication is repeatedly cited as the leading factor in the failure of large and small change efforts. Ironically, a few simple tweaks can provide enormous results. This presentation will give you tools to effectively connect with others so you are heard and understood.

Saturday, March 18 – RCE Apparel Day

Build Your Community Brand

11:00 a.m. – 12:00 p.m.

Grand Ballroom 1, Tower/Second Level

Clint Skutchan, RCE, e-PRO, CEO, Ft. Collins Board of REALTORS®, CO

Find out how to leverage advocacy and education efforts to build a community brand for your association that will improve the REALTOR® image amongst consumers, and position your association to become a key influencer. Determine which of your key programs and services hold value in the community, and then put your community branding efforts on the fast track.

Embracing MLS Consolidation and Living to Tell

11:00 a.m. – 12:00 p.m.

Grand Ballroom 2, Tower/Second Level

Facilitator: Kevin McQueen, President, Focus Forward Consulting, Inc., Denver, CO

Panelists: David Bennett, CAE, CEO, Pinellas Suncoast Association of REALTORS®, FL; Carrie Kendall, RCE, Executive Officer, Indiana Regional MLS/Lafayette Regional Association of REALTORS®, IN; Anne Marie Matteo, RCE, CAE, CEO, Suburban West REALTORS® Association, PA

You have choices about the future of your MLS, and that future may mean consolidation. Understand why MLS consolidation is not a death sentence. Hear from your peers about the impact of regionalization and take away best practices that can help you prepare to consolidate. Leave with clarity on your options and a strategy to architect your next steps.

Demystify Distance Education

11:00 a.m. – 12:00 p.m.

Windows, Tower/Second Level

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

What is distance education? Get comfortable with the basic concepts of distance learning and the difference between classroom training and distance training. Learn where to find resources to start a program at little in no cost. Receive tips and techniques on how to assess your current distance program (if you have one), and how to implement a program if you currently do classroom-based training.

Grab-and-Go Lunch

12:15 p.m. – 12:45 p.m.

Grab a sandwich and a drink and head to one of the AEI Lunch & Learn rooms, catch up with friends, or explore the city. Take some time to do what you need to get the most out of this Institute.

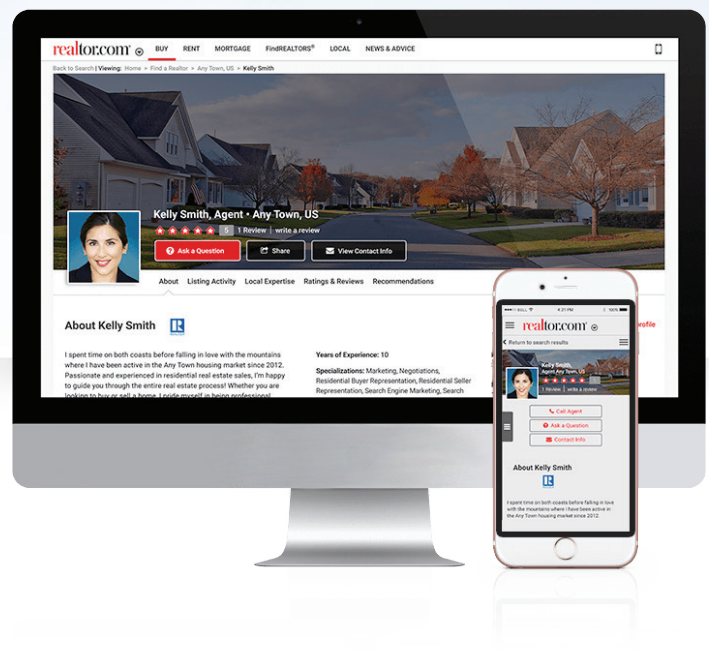
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* As compared with consumers who did not view a full profile. Based on test of seven brokerage firms conducted from July 2015 through November 2015.

Saturday, March 18 – RCE Apparel Day

AEI Lunch and Learn

12:15 p.m. – 1:15 p.m.

Plaza Exhibit, Plaza/Concourse Level

Take some time to share tried and true solutions while learning new ones at these networking roundtables. These roundtables will help connect you to the REALTOR® association management world and the real estate industry, to help you do your job better.

REALTOR® University -The Master's Experience

Governor's Square 16, Plaza/Concourse Level

Jim Haisler, AHWD, BPOR, CIPS, e-PRO, RCE, CEO, Heartland REALTOR® Organization, IL

Take Your Office Into the Cloud

Governor's Square 11, Plaza/Concourse Level

Nick Kremydas, e-PRO, RCE, CEO, South Carolina REALTORS®

Get Involved – Get Ahead

Governor's Square 12, Plaza/Concourse Level

Michele Holen, RCE, Chief Operating Officer, Portland Metropolitan Association of REALTORS®, OR

HR Staffing Issues

Governor's Square 10, Plaza/Concourse Level

Kevin D. Watkins, MBA, SPHR, Director, Strategic Association Management, NAR

AIP One-on-One Session

1:00 p.m. – 4:00 p.m.

Tower Court A, Tower/Second Level

State Chief Staff Meeting

1:30 p.m. – 3:00 p.m.

Governor's Square 10, Plaza/Concourse Level

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

Dancing with a Cactus: Dealing with Difficult People

1:30 p.m. – 2:30 p.m.

Grand Ballroom 1, Tower/Second Level

Kevin McNulty, Founder, Humadyn – Life Skills Institute, Murfreesboro, TN

Dealing with some folks is like dancing with a cactus: no matter how you approach them you almost always get hurt. What if you could move beyond “just tolerating them?” What if you could implement real strategies and techniques to handle a toxic team member or cranky customer? Learn what drives difficult people and solid strategies so you can “dance” with them.

Build, Lead, and Grow Your Team Through Effective Leadership

1:30 p.m. – 2:30 p.m.

Windows, Tower/Second Level

Marc Cunningham, President, Grace Property Management & Real Estate, Denver, CO

A team's success is the leader's responsibility. Your ability to effectively lead your team is not based on your personality or your charisma. It is based on you bringing three things to your team every day: energy, clarity, and accountability. Whether you have 1 or 100 employees, effective leadership and management is as simple as engaging 10 specific behaviors. Join Marc to learn how.

Saturday, March 18 – RCE Apparel Day

Platforms, Portals, and Publishers, Oh My!

1:30 p.m. – 2:30 p.m.

Grand Ballroom 2, Tower/Second Level

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

Panelists: Anne Marie DeCatsye, Esq., CEO, Charlotte Regional REALTOR® Association, NC; Rebecca Jensen, President/CEO, MRED, Lisle, IL; Alex Lange, CEO, Upstream, Dallas, TX; Gene Millman, ABR, AHWD, CRS, GRI, Broker, Millman West Real Estate, Hockessin, DE

Some call them disruptors, others call them progress and the new way. What are AMP, Upstream, RETS API, and more? Attend this session for an invigorating discussion on these current industry initiatives and how they impact members, and the association and MLS infrastructure.

NAR Policy 101

1:30 p.m. – 2:30 p.m.

Governor's Square 15, Plaza/Concourse Level

Rodney Gansho, RCE, Managing Director, 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.



Innovative Customer Service for Associations

3:00 p.m. – 4:00 p.m.

Grand Ballroom 1, Tower/Second Level

Juanita McDowell, e-PRO, President, InMotion Consulting, Atlanta, GA

Discover how to enhance your service sense and build teamwork as you take customer service to new levels in your organization. This session delivers new and cutting edge research that can be used to improve customer relations from top to bottom, along with the tools to help you measure your success.



Create a Winning Education Program

3:00 p.m. – 4:00 p.m.

Windows, Tower/Second Level

Dwayne Carte, RCE, ABR, AHWD, BPOR, CIPS, e-PRO, GREEN, MRP, RSPS, SFR, SRES, SRS, Tampa, FL

The education program of the past doesn't work with today's REALTOR®. Education directors and CEOs need to think more like business owners rather than like association staff. Programs, along with instructor compensation, have to change. Through the use of a case study, watch how one association turned things around in 12 months and how to create a marketing strategy for your education program.



Saturday, March 18 – RCE Apparel Day

Spokesperson Training for AEs ▲

3:00 p.m. – 4:00 p.m.

Grand Ballroom 2, Tower/Second Level

Peter Mosca, CCFA, e-PRO, GREEN, SFR, SRES, Global Director PR & Executive Communications, Century 21, Madison, NJ

Despite your best efforts to prepare your volunteer leaders to talk with the media, there will be times when you will need to step up and leverage the opportunity to voice REALTOR® messages to key external and internal audiences. If you want more confidence and competence when presenting those messages, this session is for you.

Advocacy: Three Ways to Act ●

3:00 p.m. – 4:00 p.m.

Governor's Square 15, Plaza/Concourse Level

Facilitator: Susie Helm, RCE, Vice President, Advocacy Operations & Communications, NAR

Panelists: Brandon Alderete, Political Affairs Director, Texas Association of REALTORS®; Kipp Cooper, RCE, CEO, Kansas City Regional Association of REALTORS®, KS; Elizabeth Hancock Greenfield, Vice President, Government Affairs and Member Services, Richmond Association of REALTORS®/CVR MLS, VA

Do members react to association advocacy messages and “Calls for Action?” Do they understand the issues and are they inspired to respond when needed? Gain tips and tools to prompt members to act on community outreach needs and “Calls for Action” when you need them to act. And learn how to ensure your message reaches members and elected officials in a timely and effective manner. Pick up ideas on programs that comply with Core Standards and how your association can engage in “act” activities.

New AE Networking Reception

4:00 p.m. – 5:00 p.m.

Presidential Suite

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.

RCE Designee “Early Access Pass” to Icebreaker Reception

4:00 p.m. – 5:00 p.m.

Plaza Ballroom, Plaza/Concourse Level

A special opportunity for RCE designees to network and renew friendships before the rest of the Institute registrants arrive at the Icebreaker. CRAE designees are also invited to this special pre-Icebreaker reception.

Elevate Your Fundraising Plan with NAR's RPAC Online Program

4:00 p.m. – 4:30 p.m.

Plaza Court 7, Plaza/Concourse Level

Icebreaker Reception

5:00 p.m. – 6:30 p.m.

Plaza Ballroom, Plaza/Concourse Level

Join your friends and colleagues for this special Institute welcome reception where you can renew old friendships and create new ones in a relaxed environment.

Sponsored by: SUPRA

Sunday, March 19 – AEI Apparel Day

REALTOR® Party Breakfast

7:30 a.m. – 9:15 a.m.

Plaza Ballroom, Plaza/Concourse Level

As a REALTOR® association executive, you know that politics plays an important role in your members' profession. Come enjoy breakfast and sharpen your political insights with a special keynote address by Douglas Brinkley, Professor of History, Rice University, and CNN Presidential Historian.

Sponsored by: REALTOR® Party

The Data Driven Campaign – Going to the Next Level

9:30 a.m. – 10:30 a.m.

Governor's Square 15, Plaza/Concourse Level

Facilitator: Steve Francks, RCE, CAE, CEO, Washington Association of REALTORS®

Panelists: Gerry Allen, Managing Director, Campaign Services, NAR; Joe Goode, President, American Strategies, Washington, DC; Drew Brighton, Co-Founder and Partner, TargetSmart, Washington, DC

Data is crucial to win campaigns. Learn how to use data in targeted member and consumer messages, and when to use social media to deliver the right message to the right people. Understand polling methods and how associations use them to engage in successful campaigns. Pick up ideas on programs that comply with Core Standards and how your association can engage in "vote" activities.

How to Be Small and Mighty with Core Standards

9:30 a.m. – 10:30 a.m.

Windows, Tower/Second Level

Facilitator: Alice Martin, RCE, GRI, AHWD, CEO, Martin Consulting Solutions, Chicago, IL

Panelists: Maranda DeSanto, RCE, CEO, Duluth Area Association of REALTORS®, MN; Carol Lawhon, CEO, Tehachapi Area Association of REALTORS®, CA; Gail Pyszka, CEO, Illini Valley Association of REALTORS®, IL; Denise Schultz, RCE, Association Executive, Lakes Area REALTORS® Association, WI

If your association is small, you may worry that it can't meet the Core Standards due to limited staff and volunteers. Find out how small associations do it and do it well. Take a look at some successful approaches to bring members value and how you can do the very same thing. Learn how to stretch your resources and motivate members to get involved.





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Sunday, March 19 – AEI Apparel Day

Anatomy of a Consumer Outreach Program A-Z ▲

9:30 a.m. – 10:30 a.m.

Grand Ballroom 2, Tower/Second Level

Facilitator: Nobu Hata, Director, Member Engagement, NAR

Panelists: TJ Doyle, Director, Executive and Digital Communications, NAR; David Greer, Vice President, Consumer and Media Communications, NAR; Sara Wiskerchen, Managing Director, Media Communications, NAR

Learn how you can nail down the consumer outreach Core Standards requirement. Get end-to-end A-Z tips on a sustainable consumer campaign process. From message genesis and social media, to leadership amplification and member buy-in, you will take away future-proof consumer outreach skills that you can immediately put to use.

PCI, PII, Data Security – What Does It All Mean for Associations? ■

9:30 a.m. – 10:30 a.m.

Grand Ballroom 1, Tower/Second Level

Chris DeRosa, RCE, CAE, IOM, Managing Director, Financial Information Systems, NAR; Lena Singer, Managing Director, Business Applications, NAR

Learn definitions to the data security buzz words we hear every day – PCI, PII, password/passphrase, spoofing spear phishing, internet of things, etc. You'll hear about the data breaches in the news and how they happened, the areas most vulnerable in handling member data, and the technological as well as human steps to take to keep your data safe from attack.

AIP – Investment Process and Strategy

10:15 a.m. – 11:15 a.m.

Tower Court A, Tower/Second Level

AEs Are from Mars and Volunteers Are from Venus ■

10:45 a.m. – 11:45 a.m.

Grand Ballroom 1, Tower/Second Level

Evan Fuchs, ABR, CRS, GRI, RSPS, SRS, e-PRO, Designated Broker, Trainer, Bullhead City, AZ

The relationship between staff and volunteer leaders can sometimes be tricky, but there are some simple steps you can take to better collaborate with members and leaders. Listen to proven communication, leadership, and team building strategies that can help both parties work better together to understand and serve member needs. Walk away with five action steps to ensure your team's success.

Two Heads Are Better than One ●

10:45 a.m. – 11:45 a.m.

Windows, Tower/Second Level

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

AEs are always looking for ways to better meet members' needs. Discover how collaborating with other organizations can help you address the needs of specific membership niches, and help increase their satisfaction with the association. Then learn how to communicate those successes to your members.

Serve Members with Market Data ▲

10:45 a.m. – 11:45 a.m.

Grand Ballroom 2, Tower/Second Level

Lawrence Yun, Chief Economist, NAR; Jonathan Smoke, Chief Economist, realtor.com®

A duo of economists, Lawrence Yun and Jonathan Smoke, will converse about market inventory, the use of market statistical data to engage members, and the resources available to you through both NAR and realtor.com. See how information at your fingertips can help you understand current trends driving the housing market, and how you can deliver market trends information to members.



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Icebreaker Reception on March 18

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Sunday, March 19 – AEI Apparel Day

I am a New AE, Now What?

10:45 a.m. – 11:45 a.m.

Governor's Square 15, Plaza/Concourse Level

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 Update Lunch

12:00 p.m. – 1:45 p.m.

Plaza Ballroom, Plaza/Concourse Level

Join NAR CEO Dale Stinton, RCE, CAE, for an update on NAR issues and help us pay tribute to Dale as he prepares to retire from the REALTOR® organization.

Sponsored by: NAR Office of the CEO

AIP One-on-One Session

1:30 p.m. – 4:00 p.m.

Tower Court A, Tower/Second Level

Succession Planning Success

2:00 p.m. – 3:00 p.m.

Grand Ballroom 1, Tower/Second Level

Christine Todd, RCE, CAE, CIPS, Association Consultant, Dynamic Directions Inc., Gloucester, MA

An increase in retirees, job promotions, and unplanned departures are all opportunities for you to teach your board of directors about succession planning. When any of those situations occur, it is incumbent upon the board to act quickly and with certainty to ensure a smooth transition and continue service to the members. Get practical advice including health, financial, and exit strategies from a colleague who made this journey. Hear from Todd's replacement how the transition worked.

Economic Development: Relevance Beyond the MLS

2:00 p.m. – 3:00 p.m.

Windows, Tower/Second Level

Steve Bois, RCE, CEO, Rockford Area REALTORS®, IL

Many associations are searching for ways to remain relevant beyond the MLS. Economic development engagement allows associations to position themselves as community leaders for prosperity, quality of life, and economic vitality. It also allows them to help their market economy thrive while strengthening the REALTOR® brand. Learn how to get started, regardless of your association size or capital.

Show Me the Money – Unique RPAC Fundraising Ideas

2:00 p.m. – 3:00 p.m.

Grand Ballroom 2, Tower/Second Level

Facilitator: Travis Kessler, RCE, CAE, CEO, Texas Association of REALTORS®

Panelists: Drew Brighton, Co-Founder and Partner, TargetSmart, Washington, DC; Jessica Kern, Director of Marketing & Communications, Chicago Association of REALTORS®, IL; Nancy Glaesemann, Association Executive, Western Magic Valley REALTORS®, ID; Jennifer Zeller, Director of Professional Development, Dayton Area Board of REALTORS®, OH

Immerse yourself in successful best-practice fundraisers, and learn how to build engagement plans to target different audiences. While geared for all associations, learn tips from small associations to get your event off the ground and increase member involvement. Get a glimpse of future RPAC fundraising tools and how to use your member data to send customized targeted messages to members to increase RPAC participation. Pick up ideas on programs that comply with Core Standards and how your association can engage in "invest" activities.

Sunday, March 19 – AEI Apparel Day

NRDS and E-Commerce

2:00 p.m. – 3:00 p.m.

Governor's Square 15, Plaza/Concourse Level

Chris DeRosa, RCE, CAE, IOM, Managing Director, Financial Information Systems, 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.

RCE Overview and ADF Workshop

3:15 p.m. – 4:15 p.m.

Governor's Square 16, Plaza/Concourse Level

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.

Workshop: Be the Front Line for Your Members

3:15 p.m. – 4:15 p.m.

Governor's Square 12, Plaza/Concourse Level

Andrew Scoulas, Information and Project Specialist, NAR; Hathaway Hester, Information and Digitization Specialist, NAR

When your members feel valued, they will value their organization. Learn how you can increase member satisfaction through exemplary customer service. Whether you are implementing your association's first customer service program or need some fresh tools to enhance your arsenal, gain practical ideas for successful customer service that you can implement immediately and on any budget.

Workshop: Consumer Advocacy Outreach – The Next Peak of Advocacy

3:15 p.m. – 4:15 p.m.

Governor's Square 14, Plaza/Concourse Level

Coleman Bass, Communications Manager, TargetSmart, Washington, DC; Erin Murphy, Senior Representative, Consumer Advocacy Outreach, NAR

Learn how to reach the consumer and engage them to spread your message to members of Congress and public officials in your state. Discover how your association can contribute content about your advocacy successes to a nationwide audience.

NAR Dues Policies and Dues Remittance Procedures

3:15 p.m. – 4:15 p.m.

Governor's Square 15, Plaza/Concourse Level

John Pierpoint, Senior Vice President/Chief Financial Officer, NAR; Patty Garcia, Managing Director, Dues Compliance, 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.

Sunday, March 19 – AEI Apparel Day

Sunday Roundtable Overview

3:15 p.m. – 4:15 p.m.

Plaza Ballroom Foyer, Plaza/Concourse Level

Have more speaker questions from the sessions you attended earlier today? Get those questions answered at these roundtable sessions and take a deeper dive into the topics. Speakers and topics include:

Chris DeRosa – NRDS

Nobu Hata and Panel – Consumer Outreach

Travis Kessler and Panel – RPAC Fundraising

Lena Singer – Data Security

Jonathan Smoke and Lawrence Yun – Market Data

Elevate Your Fundraising Plan with NAR's RPAC Online Program

4:15 p.m. – 4:45 p.m.

Plaza Court 7, Plaza/Concourse Level

Monday, March 20

Continental Breakfast

6:30 a.m. – 7:30 a.m.

Plaza Ballroom Foyer, Plaza/Concourse Level

Coastal Carolinas Association of REALTORS®, SC

Power Skills for Success: How Top AEs Perform at Higher Levels

7:30 a.m. – 1:00 p.m.

Plaza Ballroom, Plaza/Concourse Level

Facilitator: Jerry Matthews, Advisor, Windermere, FL

Highly successful AEs are more than competent. They have intangible skills that set them apart and allow them to excel. Learn these unique capabilities revealed by the successful AEs themselves. No theory – just real-world experience, delivered in a fast-paced session facilitated by Jerry Matthews and featuring 10 successful AE presenters, including NAR CEO Dale Stinton.

Note: Box lunches will be provided to all attendees at the conclusion of this session.

RAMCO Subscriber Implementation Meeting

4:30 p.m. – 5:30 p.m.

Grand Ballroom 1, Tower/Second Level

RPAC Major Investor Reception

4:30 p.m. – 5:30 p.m.

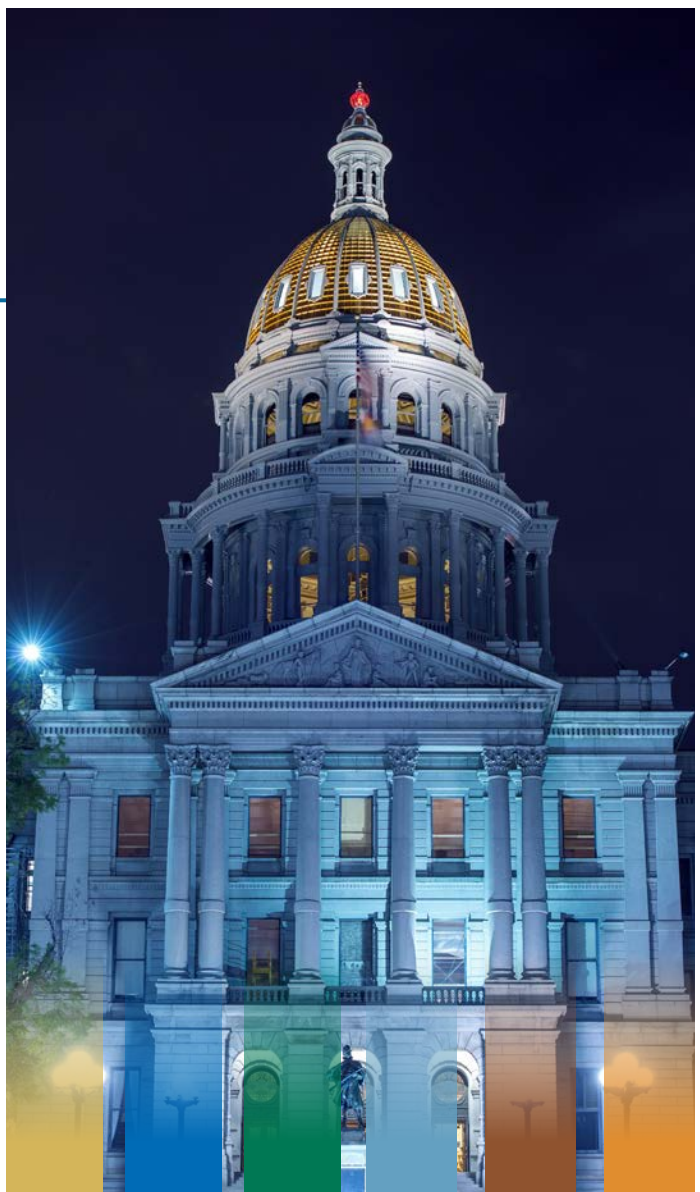
Windows, Tower/Second Level

This special reception is for RPAC major investors.

PAC Management System Overview

5:00 p.m. – 5:45 p.m.

Plaza Court 7, Plaza/Concourse Level





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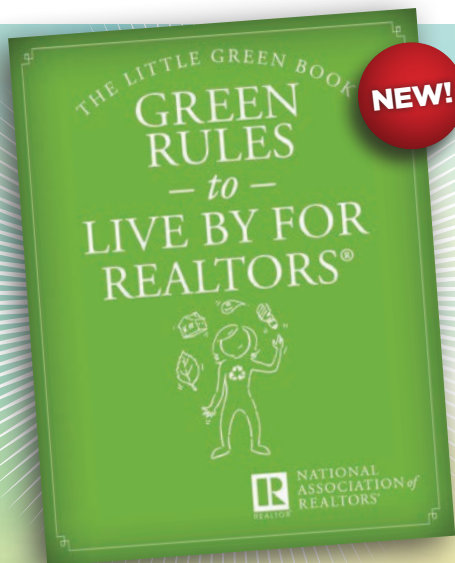
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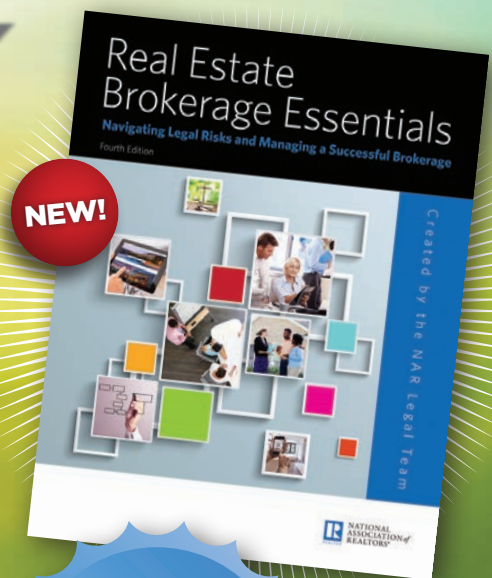


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