

LEADERSHIP CONFERENCE | 2014  
HONORING THE 2014 LEADERS



**Tuesday, October 15**

**3:00 - 5:30 Executive Committee ..... Quail D/E**

**Wednesday, October 16**

**8:15 – 6:00 Registration Check-in ..... Salt River Foyer**

**8:15 – 9:00 Coffee Service ..... Salt River Foyer**

**9:00 - 10:15 General Session ..... Salt River 1/2/3**

**10:15 - 10:30 Break ..... foyer**

**10:30 - 12:00 Leadership 2014: By The Numbers ..... Salt River 1/2/3**



**Thomas N. Martin**, GRI, CRS, CRB  
Tom Martin & Associates

**Noon - 1:15 Luncheon ..... Salt River 1/2/3**



Honoring 2013 President:  
**Sue Flucke**, CRB, GRI, rCRMS

**1:30 - 2:15 AAR Overview & Update ..... Salt River 1/2/3**  
Speakers: Evan Fuchs, *2014 President*  
Michelle Lind, *AAR CEO*

**2:30 - 3:45 SIMULTANEOUS BREAKOUTS**

- **Committee Management: Keeping Minutes without Losing Hours.....Quail D**  
Speakers: Rebecca Grossman, *SAAR CEO*  
D. Patrick Lewis, *Better Homes & Gardens*  
Gary Nelson, *Realty Executives Flagstaff*
- **Building a Grassroots Program .....Quail E**  
Speakers: Holly Mabery, *Keller Williams Check Realty*  
Kim King, *SVVAR Association Executive*  
Nicole LaSlavic, *AAR VP of Government Affairs*
- **Knowledge is Power...and the Survey Says...Quail F**  
Speaker: Ron LaMee, *AAR SVP of Information Services*
- **Media Relations: When is a Story a Story? ...Redbird K**  
Speaker: Steve Clawson, *The Moses Agency*

**3:45 – 4:00 Refreshment Break.....Salt River Foyer**

**4:00 – 5:00 How to Articulate Your Association’s Value to your Members .....Salt River 6/7**  
Speaker: Steve Clawson, *The Moses Agency*

**5:00 - 5:30 Chat with 2014 AAR Leadership Team .....Salt River 6/7**  
Speakers: Evan Fuchs, *2014 President*  
Jim Sexton, *2014 President-elect*  
Paula Serven, *2014 Vice President*  
Paula Monthofer, *2014 Treasurer*  
K. Michelle Lind, *CEO*

**5:45 – 6:15 Reception (no host).....Salt River Foyer**

**6:30 – 9:00 2014 Installation Dinner\* .....Salt River 1/2/3**  
\*(pre-purchased tickets required)  
Open seating with the exception of “reserved tables” for program participants

*Dinner wine compliments of  
Bullhead City/Mohave Valley Association of REALTORS*

**Thursday, October 17**

- 7:45 – 10:00      Registration Check-In.....Sale River Foyer**
- 7:45 - 8:45      Coffee Service .....Salt River Foyer**
- 8:00 - 9:00      POSITION ROUNDTABLES**  
**2014 Association Presidents Roundtable ..... Quail D**  
*Facilitator: Evan Fuchs, ABR, CRS, GRI, 2014 President*
- 2014 Association Presidents-elect Roundtable. Quail E**  
*Facilitator: Jim Sexton, 2014 President-elect*
- Association Executives Roundtable..... Quail F**  
*Facilitator: Phil Tedesco, TAR CEO*
- 9:15 - 10:15      2013 Regional Caucuses**
- Region 1 .....Quail D**  
*(Yuma, Bullhead City/Mohave Valley, Lake Havasu, Kingman/Golden Valley, La Paz)*  
**2013 Regional Vice President Lori Doerfler, ABR, CRS, GRI, SRES**
- Region 2 .....Redbird K**  
*(Phoenix, West Maricopa County Regional)*  
**2013 Regional Vice President Kerry Melcher (led by Vicki Cleman, 2013 WEMAR President)**
- Region 3 .....Quail E**  
*(White Mountain, Sedona/Verde Valley, Northern Arizona, Central Arizona, Prescott Area)*  
**2013 Regional Vice President Paula Smith, ABR, CRS, GRI**
- Region 4 .....Redbird L**  
*(SouthEast Valley Regional, Western Pinal, Scottsdale Area)*  
**2013 Regional Vice President Tom Rizen**
- Region 5 .....Quail F**  
*(Tucson, Southeast Arizona, Santa Cruz County, Green Valley/Sahuarita, Douglas, Graham/Greenlee)*  
**2013 Regional Vice President Jill Knox (led by 2014 Regional Vice President: Yvette Palmer)**

**10:30 - 1:00**    **2013 AAR Board of Directors ..... Salt River 2/3**  
*Directors: Please sign in at the tables inside the entrance and sit in the classroom-style seating.*

*Guests: Do not need to sign in. Guest seating is available in the back of the room in the theatre-style seating.. Limited set of materials may be available for guests.*

***Tips for talking into the mic:***

*Don't talk too close OR too far away from the mic.*

*Crowding the microphone will distort your voice. If you get too close, the mic will amplify every breath, every snap of your jaw, every click and hiss of the words you pronounce and can create annoying feedback, popping, and screeching.*

*Don't talk too far away from the mic – you want to make sure the mic picks up your voice and the attendees can hear you.*

**1:30 – 3:30**    **2014 NAR Legislative Affairs Strategic Planning & Grants ..... Quail D**

Speaker: Chip Ahlswede

*Learn about:*

- NAR Grants: what is available and how to get them*
- GameChanger – ideas?*
- 2014 major events to prepare for (election deadlines, issues mob & grant deadlines, etc)*
- Organizing efforts around specific goals*
- Conducting a strategic planning session with government affairs committees and leadership*