



**Now,
more than
ever ...**

New England REALTORS® Committee Conference
Sheraton Harborside, Portsmouth, NH
March 9-10, 2009



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Welcome to NERC!

Bonnie Guevin, CRS, GRI, SRES
2009 Region 1 Regional Vice President



Now, more than ever is the theme for the 2009 New England REALTORS® Committee Conference. Though the national headlines and made-for-TV sound bites would have us believe that this is a time for fear and paralysis, the world continues to move along. Life happens, and the need to convey real property happens right along with it.

Yes, we are living in uncertain times, with foreclosure rates high and consumer confidence low, but it is because of that very uncertainty that we, as the consummate industry professionals, must be more prepared than ever for a public that needs us more than ever.

Now, more than ever ...

- ◆ Accurate information is critical.
- ◆ Is the time to buy, with an abundance of opportunities and great rates.
- ◆ Buyers and sellers need REALTORS® to navigate the buying and selling landscape.
- ◆ Members need the tools of their local, state and national associations.
- ◆ Our adherence to the Code of Ethics is paramount to our credibility and success.

Now, more than ever is the time to double up our efforts as association leaders to deliver those products and services that will most benefit our members during these times.

Overview

The NERC Conference program is designed to engage our New England REALTOR® leadership with information that is relevant and timely, imparted by some of the industry's best. The association leader will hear first-hand from NAR leadership how to put his or her budget dollars to best use, and our panelists will also take on the role of broker-owner and discuss what is needed most from the association.

This is just the beginning. The day-and-a-half program will also include presentations aimed at empowering you with information you need to successfully navigate a multitude of challenges, including ...

- ◆ **"Effective Meeting Management,"** by New England's own Adorna Carroll
 - ◆ **"President Obama's First 100 Days and How it Might Affect You,"** by nationally known political analyst Jennifer Donahue
 - ◆ **"Dealing With the Media When They Come Calling to Discuss the Real Estate Market,"** by Emmy award-winning former reporter and anchor for WMUR-TV, Scott Spradling
 - ◆ **"New England Market Demographics,"** by widely recognized demographics and consumer markets expert and founder of American Demographics Magazine, Peter Francese
 - ◆ **"Real Estate Market Statistics,"** by Paul Bishop, Ph.D., Managing Director, NAR Survey & Market Research
 - ◆ **"Legal Update,"** by Laurie Janik, Esq., NAR Senior Vice President & General Counsel.
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Daily schedule

Sunday, March 8, 2009

5 to 6:30 p.m. Registration Desk Open

Monday, March 9, 2009

7:30 to 9 a.m. Registration Desk Open

7:30 to 9 a.m. Continental Breakfast Buffet Open

9 a.m. Welcome and Introductions, 2009 Region 1 RVP Bonnie Guevin

9:15 to 10 a.m. NAR Leadership Town Hall Panel: *"Providing the Services They Need"*

- Ron Phipps, 2009 NAR 1st Vice President
- Steve Brown, 2009 NAR Vice President & Liaison to Committees
- Ronnie Thompson, 2009 Chair, NAR RPAC Fundraising Forum

A candid, open discussion designed to assist association leadership with making the right decisions during these tough economic times. Questions that will be addressed include:

- ◆ Is this a time to cut back budgets, increase budgets, freeze budgets?
- ◆ What can associations do to supplement those services the DRs have cut?
- ◆ Have we asked the DRs what they need most from us during these times?
- ◆ How do we deliver more education when our members have less to spend?
- ◆ How can technology play a greater role in delivering services to members?

Daily schedule *continued*

10 a.m. to noon **Adorna Carroll: “Effective Meeting Management”**

Do your board and membership meetings run out of control? Do they start late? End late? Are they hijacked by someone only interested in seeming smart or pushing an agenda? Streamlining board and committee meetings starts with good preparation. Learn the ins-and-outs of effective meeting management, including how to prepare for the meeting, create a comprehensive agenda, and run an efficient meeting. Meetings should be productive when you are running a business!

Noon to 1 p.m. **Lunch**

1 to 1:45 p.m. **NAR Leadership Town Hall Panel: “Here’s What We Need”**

- Mark Foreman, 2009 NAR Liaison to Law & Policy
- Chris Polychron, 2009 NAR Liaison to State & Political Issues
- Gary Thomas, 2009 NAR Vice President & Liaison to Government Affairs

The other side of the equation from the previous Town Hall discussion, here the DRs discuss what is important to them in terms of products and services from their local and state associations. Discussion will include:

- ◆ Is it OK to lower the bar to ensure equal allocation of products and services?
 - ◆ Today, when we think of our local association, we think of...
 - ◆ Today, when we think of our state association, we think of...
 - ◆ Here’s what I’m cutting back, can you supplement these services?
 - ◆ Here are some things that neither I nor my agents receive any benefit from.
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Daily schedule *continued*

- 1:45 to 2:30 p.m. **Jennifer Donahue: "President Obama's First 100 Days and You"**
- 2:30 to 3:15 p.m. **Scott Spradling: "Dealing With the Media When They Come Calling to Discuss the Real Estate Market"**
- 3:15 to 3:30 p.m. **Break**
- 3:30 to 4:30 p.m. **Jimmy Dunn, Comedic Entertainment**

Let's unwind a little at the end of day one with Jimmy Dunn, a Boston favorite and national headliner. Sports fans will recognize him as the host of "Fan Attic" on NESN and from his regular appearances on the Boston Red Sox Pre-Game Report during the historic 2004 season. He has also appeared on Comedy Central, CMT's "Hit Parade," "Jimmy Kimmel Live," "Inside This Old House," and in the movie "Stuck on You" in a jail cell with Matt Damon.

4:30 to 5:30 p.m. Cocktail Reception

And let's keep the unwinding going. Join your fellow conference attendees for a casual hour of conversation, networking and refreshments.

Tuesday, March 10, 2009

- 7 to 8:30 p.m. Continental Breakfast Buffet Open**

Daily schedule *continued*

8:30 to 9:30 p.m. Peter Francese: "New England Market Demographics"

Peter Francese is the widely recognized demographics and consumer markets expert and founder of "American Demographics" Magazine. Learn the emerging demographic trends from an expert in the field and how the population shifts throughout New England are affecting your business now and into the future.

9:30 to 10:30 a.m. Paul Bishop, Ph.D.: "Real Estate Market Statistics"

Paul Bishop, Ph.D., is the Managing Director for NAR Survey & Market Research. Dr. Bishop will share the most recent statistical data from NAR to show where the markets have been, and where to look for potential changes.

10:30 to 10:45 a.m. Break

10:45 to 11:30 a.m. Laurie Janik, Esq.: "Legal Update"

NAR Senior Vice President and General Counsel, Laurie Janik is always a draw. Her presentation and analysis of legal issues from across the country will keep you abreast of what to look out for you, your business, and your membership.

11:30 to 11:45 a.m. Conference Wrap-up: 2009 NAR Region 1 RVP Bonnie Guevin.

11:45 a.m. to noon Departure

Don't leave without your box lunch! Your registration includes a specially prepared box lunch for your journey home. Enjoy, and safe travels!

Our sponsors

Please take the time to thank our sponsors and visit with our exhibitors, all of whom made this year's NERC Conference possible. Now, more than ever, we are grateful for their generous participation and continued partnership.

\$5,000

New Hampshire Association of REALTORS®

\$1,500

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