

Virginia Association of REALTORS®

Schedule – 2010 Fall Business Meetings – Hilton - Tentative Schedule as of 8/25/10



Function Key:

A	Open to everyone
L	Association Leadership
E	Association Executives
T	Ticketed
CE	Approved for Virginia CE Credit
PCE	Pending approval Virginia CE credit
PL	Approved for Virginia PL Education Credit
PPL	Pending approval Virginia PL Education Credit
BMS	Approved for Broker Management Credit
PBMS	Pending Broker Management/ Credit

**Wednesday, September 29, 2010**

10:00 a.m. – 5:00 p.m.

**VAR Registration Desk Open at the Hilton**

11:00 a.m. – 12:45 p.m. A L

**Information Management Committee**

11:00 a.m. – 12:45 p.m. A L

**Risk Management Committee**

11:00 a.m. – 12:45 p.m. A L

**Professional Development Committee**

11:00 a.m. – 12:45 p.m. A L

**Public Policy Committee**

1:00 p.m. – 2:00 p.m. A L

~~WCR Chapter CANCELLED~~

1:00 p.m. – 2:30 p.m. A L

**Virginia Managers Council**

2:00 p.m. – 3:00 p.m. A L

**CRS Board of Directors**

2:00 p.m. – 3:30 p.m. A L

**RPAC Trustees**

2:00 p.m. – 3:30 p.m. A L

**Local Presidents Forum**

2:00 p.m. – 3:30 p.m. A L

**Local Presidents-Elect Forum**

2:00 p.m. – 3:30 p.m. E

**AE Council**

2:45 p.m. – 4:00 p.m. A L

~~Property Managers Council Cancelled~~

2:45 p.m. – 4:00 p.m. A L

**VREEF Trustees** (This is a change – originally scheduled at 11:30 a.m.)

3:15 p.m. – 4:15 p.m. A L

**Appraisal Alliance**

3:45 p.m. – 4:45 p.m. A L

~~NAR Directors Cancelled~~

5:00 p.m. – 6:00 p.m. C

**VAR Past Presidents Forum**

7:00 p.m. – 10:00 p.m.

VAR Past Presidents Dinner

**Thursday, September 30, 2010**

7:30 a.m. – 3:30 p.m.

**VAR Registration Desk Open at the Hilton**

7:45 a.m. – 8:45 a.m. E

**AE 2 AE**

8:00 a.m. – 12:00 p.m. C

**Leadership Academy Final Retreat**

9:00 a.m. – 11:00 a.m. A CE PL T

**Turning Lemons into Lemonade in**

**Today's Real Estate Market** - Ticketed event.

**Chris Busching, Renovation Specialist**

First time home buyers may not be able to afford great homes, but they might be able to take advantage of a REO or short sale property. Expand their opportunities and yours by learning how renovating financing works. *Approved for 2 hours Real Estate Related CE; 2 Hours Elective PL.*

9:00 a.m. – 11:45 p.m. A L

**VAR Board of Directors**

12:00 a.m. – 2:00 p.m. A L T

**Installation Luncheon**

2:15 p.m. – 3:45 p.m. A L

**Relocation Council**

2:15 p.m. – 3:15 p.m. E

**I-81 Corridor**

2:15 p.m. – 3:15 p.m. A L

**FPC Training**

2:15 p.m. – 4:15 p.m. A CE PL T

**REO 101** - Ticketed event.

**James Allen**

Grow your business by learning what the tricks are to selling HUD, VA and Bank owned properties. Learn the secrets of growing a business by selling these properties. *Approved for 2 hours Real Estate Related CE; 2 Hours Elective PL.*

3:15 p.m. – 5:30 p.m. A L

**Delegate Body Meeting**

5:30 p.m. – 7:00 p.m. A L T

**Leadership Reception**

Free to current members of VAR committees. Others may attend for a fee.

## 2010 Real Show

**Virginia Beach Convention Center**

**Function Key:**

A	Open to everyone
T	Ticketed Event
CE	Approved for Virginia CE Credit
PCE	Pending approval for Virginia CE credit
PL	Approved for Virginia PL Credit
PPL	Pending approval for Virginia PL Credit
BM	Approved for Broker Management Credit
PBM	Pending approval Broker Management Credit
FT	First Timer's Event

### Thursday, September 30, 2010

2:00 p.m. – 7:00 p.m.      A      T

**RE Bar Camp**

### Friday, October 1, 2010

7:45 a.m. – 5:30 p.m.

**VAR Registration Desk Open at the Convention Center**

8:00 a.m. – 9:00 a.m.      FT      T

**First Timer Coffee**

**8:00 a.m. – 9:30 a.m.**

**VLA Alumni Meeting (at the Hilton)**

8:00 a.m. – 7:00 p.m.

**Cyber Café Open**

8:30 a.m. – 10:30 a.m.      A

**RELOCATION DOD HAP Program.** The Homeowner Assistance Program (HAP) sponsored by the U.S. Department of Defense saves stress and money for relocating servicemen and their families affected by base realignments and closures, (BRAC), and other circumstances. In this session, Lee Bevins, DOD employee and HAP expert will walk you through the details of HAP and how to use it to help these special buyers and sellers who are a growing population in Virginia.

9:00 a.m. – 10:00 a.m.      A

**BROKER ISSUES Broker Roundtables**

Broker Participation Program; Technology issues ; Managing agents in a difficult market; Take Charge of the Message-Home Ownership is a great opportunity.

9:00 a.m. – 11:00 a.m.      A      PCE      PBM

**LEGAL MATTERS Broker Audits.**

**VREB Investigations Staff**

Brokers - are you sure you're ready for a random audit from DPOR? You need to be. Starting in 2010, DPOR will now conduct random inspections of real estate firms across the state. Attend this session for answers on your rights, responsibilities, and the regulations you need to know to be in compliance. Pending 2 Hours Legal Updates CE; 2 Hours Broker Management.

**9:30 a.m. - 10:45 a.m.**

**RPAC Major Investor Breakfast Reception (at the Hilton)**

### Friday, October 1, 2010 (continued)

9:30 a.m. – 11:30 p.m.      A      CE      PL

**SOCIAL MEDIA Beyond Blogging:**

**Integrating All of Your Web Activities**

**Jeff Turner**

Your blog is a key element in your social media marketing strategy. Learn how to make the most of the online tools available to integrate your social media efforts into your blog. *Approved for 2 Hours Real Estate Related CE; 2 Hours Elective PL*

10:00 a.m. – 12:00 p.m.      A      CE      PL

**MONEY TALKS Advanced Asset Protection and Wealth Strategies for 2010 and Beyond.**

**Chris Bird**

Take your goals to the next level while protecting your hard earned assets. Attend this session and learn how to better maximize your retirement plans, review your entity choices for the best tax advantages, and how to leverage your pre-tax dollars for maximum return. *Approved for 2 Hours Real Estate Related CE; 2 Hours Elective PL.*

10:30 a.m. – 12:30 p.m.      A      PCE      PBM

**BROKER ISSUES Understanding RESPA: How to Stay Out of Jail and Save \$10,000!**

**Speaker: Dale Carlton, Esq.**

There are increasingly important issues presented by Section 8 of RESPA – the famous anti-kickback and affiliated business arrangement provisions of the statute. Learn how real estate firms can fulfill the congressional consumer mandate of RESPA while participating in natural and profitable ventures relating to their business. *Pending 2 Hours Legal Updates CE; 2 Hours Broker Management.*

11:00 a.m. – 12:00 p.m.      A

**RELOCATION. Tired of Floating in the Unknown Sea of Short Sales?**

**Kathy Nunnally**, Relocation Council Chair, will lead a panel discussion on short sales in the relocation industry.

Panelists Include:

- **Fred Lear**, Chief Negotiator -Vantage Negotiations Services
- **Matt James** – Let Properties
- **Tim Freshly**, Shaheen & Shaheen, PC

12:00 p.m. – 2:00 p.m.      A      T

**Trade Expo Lunch**

*Enjoy a boxed lunch in the Trade Expo and meet with the exhibitors. Lunch is a fee/ticketed event.*

12:00 p.m. – 7:00 p.m.      A

**Trade Expo Open**

12:30 p.m. – 2:30p.m.      L      PCE      PPL

**SOCIAL MEDIA 10 Ideas to Help You Leverage Social Media**

**Jeff Turner**

*To be submitted for 2 Hours Real Estate Related CE; 2 Hours Elective PL.*

**Friday, October 1, 2010 (continued)**

1:00 p.m. – 3:00 p.m.     A     CE     PL  
**MONEY TALKS 2010 Tax Write Offs for the Self-Employed**  
*Chris Bird.*  
 The tax write off's that REALTORS® are allowed to deduct can result in significant reduction in federal state and social security tax liabilities. Attend this updated, power-packed session and learn specific, legitimate tax deductions you can use as a self-employed individual to lower your state, federal and social security taxes, and how the 2010 tax law changes will effect your net income. *Approved 2 Hours Real Estate Related CE; 2 Hours Elective PL.*

1:30 p.m. – 3:30 p.m.     A     CE     PL  
**RELOCATION. Generation X: The Emerging Buyer of Today.**  
*Gee Dunsten*  
 Nexters, Boomers, Veterans – You've heard the terms, but do you know what they mean for your business and how to overcome the hurdles that come along with each? Learn the motivations, behaviors, trends and strategies for working with the different generations. *Approved for 2 Hours Real Estate Related CE; 2 Hours Elective PL*

1:30 p.m. – 3:30 p.m.     A     CE     BM  
**BROKER ISSUES Eight Important Trends That Will Shape the Future of the Real Estate Business**  
*John Tuccillo*  
 This compelling session will open your eyes to powerful new business models emerging in real estate. Statistics, demographics, consumer desires, broker needs, merging of services and much more will shape the real estate business of the future. We'll look at the trends and how Realtors can adjust their businesses to take advantage of the coming changes to make more profits. *Approved for 2 Hours Real Estate Related CE; 2 Hours Broker Management.*

1:45 p.m. – 3:45 p.m.     A     PCE     PPL  
**LEGAL MATTERS Contracts**  
*Dale Carlton, Esq.*  
*To be submitted for 2 Hours Real Estate Contracts CE; 2 Hours Elective PL.*

2:45 p.m. – 3:45 p.m.     A  
**SOCIAL MEDIA Masterminds.**  
*Jeff Turner, Facilitator*  
*Panel members TBA.*

**Friday, October 1, 2010 (continued)**

4:00 p.m. – 5:30 p.m.     A  
**General Session**  
**Presentation of the Virginia REALTOR® of the Year**

**Are We There Yet? Finding a Bottom to the Housing and Mortgage Markets**  
*Richard Bitner*  
*Managing Editor of Housing Wire*  
 Attend this keynote speech and get expert insights on:



- The short- and long-term impact of federal, state, and local policy decisions
  - Keys for recognizing when the bottom of your local market is in sight
  - The next wave of factors to impact the mortgage industry and housing markets.
- Richard Bitner, author of Confessions of a Sub-Prime Lender: Tales of Greed, Fraud, & Ignorance and 14-year lending industry veteran will share his insider knowledge of how the lending and housing markets work and what cues signal the next change in your local market.*

5:30 p.m. – 7:00 p.m.     T  
**Trade Expo Opening Reception**  
 Included with full registration fee. For One Day Registrants, there is a fee to attend. You must order a ticket to attend.  
*Ticketed.*

**Saturday, October 2, 2010**

8:00 a.m. – 6:00 p.m.  
**VAR Registration Desk Open at the Convention Center**

8:00 a.m. – 5:00 p.m.  
**Cyber Café Open**

8:00 a.m. – 8:45 a.m.     A  
**Agency Town Hall Forum**  
 This session is your chance to hear and give feedback on recent work group proposals that could become the law of tomorrow.

9:00 a.m. – 10:00 a.m.     A  
**TECHNOLOGY Hooked on My Blackberry.**  
*Speaker: G. William James*  
 Hands on Lab.

9:00 a.m. – 10:30 a.m.     A  
**INDUSTRY ISSUES**  
**NAR Economic Forecast and Virginia Housing Market Overview**  
*Lawrence Yun, NAR Chief Economist and Barry Merchant, Senior Policy Analyst, VHDA*



**Saturday, October 2, 2010 (continued)**

9:00 a.m. – 11:00 a.m.      A      CE      PL  
**COMMERCIAL Surviving and Thriving in the New Economy and Changing Times**

**Ralph Spencer**

This workshop focuses on what you have to do to first “survive” and secondly to “thrive.” Strategies for both will be covered and you will be able to implement these immediately. *Approved for 2 Hours Real Estate Related CE; 2 Hours Elective PL.*

10:00 a.m. – 3:00 p.m.      A  
**Trade Expo Open**

10:30 a.m. – 12:30 p.m.      CE      BM  
**OFC MGMT Business Success through Ethical Management Practice**

**Dale Carlton, Esq.**

Hear Dale talk about how to grow a business that will have respect in the community and be successful. He will also discuss how to write and follow a business policy that will provide a guide to success, promote unity within the company, and help avoid lawsuits. *Approved for 2 Hours Real Estate Related CE; 2 Hours Broker Management.*

10:30 a.m. – 12:30 p.m.      CE      PL  
**TECHNOLOGY Click. Think. Sell. Using Web Analytics to Dominate Your Market**

**Brian Copeland**

We’ve bombarded today’s agents with tech tools, social media lingo, and website ideas . . . now what? This course focuses on harnessing the wealth of data available in the digital world into a process that is practical. Learn how to launch an analytics strategy, use hard numbers to make your seller’s trust your facts, and prove to clients that an agent’s time and energy translate into greater results. *Approved 2 Hours Real Estate Related for CE; 2 Hours Elective for PL*

10:45 a.m. – 12:30 p.m.      CE      PL  
**RISK ISSUES Critical Rules, Reforms, and New Realities**

**Chandra Hall**

More than a list of legal updates, this course aims to empower you and your clients through an understanding of recent changes relevant to predatory lending, mortgage fraud, foreclosure, and short sales. Find out how conditions have altered business practices; how government has intervened in real estate loans; and how NAR has responded. Also, included is an overview of the foreclosure and short sale process, a look at the market to date, and resources for assisting consumers. *Approved 1 Hour Legal Update; 1 Hour Real Estate Related CE; 2 Hours Elective PL*

**Saturday, October 2, 2010 (continued)**

11:30 a.m. – 12:30 p.m.      CE      PL  
**COMMERCIAL Social Media for Commercial Practitioners**  
**Ginger Wilcox**

Commercial real estate practitioners can use the latest technology tools to develop an online presence that enable them to create and enhance relationships with their target audience, listen to them in online spaces and use social media tools to monitor their competition. *Approved for 1 Hour Real Estate Related CE; 1 Hour Elective PL*

11:00 a.m. – 12:40 p.m.      CE      BM      PL  
**INDUSTRY ISSUES Dilemmas Facing Real Estate Licensees**  
**Blake Hegeman**

Discussion on important issues currently affecting the real estate industry to include short sales, real estate board regulations, contracts, ethics, and more.. *Approved for 2 Hours Legal Updates CE; 2 Hours Broker Management; 2 Hours Elective PL.*

12:00 p.m. – 2:00 p.m.      A      T  
**Trade Expo Lunch**  
*Enjoy a boxed lunch in the Trade Expo. Lunch is a fee/ ticketed event.*

1:00 p.m. – 2:30 p.m.      A  
**INDUSTRY ISSUES Live from Chicago....it’s RPR!**  
**Dale Ross and Mona Steen**

Join us for this update and demonstration of the REALTORS® Property Resource (RPR) application, which will be launched in more than a dozen MLSs, and available to 100,000 plus REALTORS® by the time the VAR REal Show convenes

1:15 p.m. – 3:15 p.m.      CE      PL  
**TECHNOLOGY Ethics, Risk Management, and Social Media**  
**Ginger Wilcox**

Learn how to responsibly engage with consumers through social networking. Avoid common risk management pitfalls; interact within the online space without damaging your reputation; and gain an understanding of how to participate effectively in online communities while adhering to Federal, State and Local laws and the Code of Ethics. *Approved for 2 Hours Real Estate Related CE; 2 Hours Elective PL*

1:30 p.m. – 3:30 p.m.      PCE      PBM  
**OFC MGMT Supervising Agents in a Distressed Market**  
**Speaker: Brian Lytle, Esq.**

Agents are under enormous professional and economic pressures in an unsteady, challenging, and often mysterious market. Discover the supervising tools you need to avoid the natural problems arising in this environment, to protect both the agents and the firm. *To be submitted for 2 Hours Real Estate Related CE; 2 Hours Broker Management.*

1:30 p.m. – 3:30 p.m.      CE      PL  
**RISK ISSUES Top Legal issues Facing Real Estate Agents**  
**Dale Carlton**

A seminar discussing the law suits of the previous year, the government agencies that regulate the real estate business, and how agents can protect themselves and their clients from unnecessary liability. *Approved for 2 Hours Legal Updates CE; 2 Hours Elective PL*

**Saturday, October 2, 2010 (continued)**

1:30 a.m. – 4:30 p.m. CE PL

**COMMERCIAL Financial Literacy**

**Ralph Spencer, CCIM**

*A review of the essentials.* This workshop is designed to bring you up to speed on completing commercial and investment financial analysis. **It includes using the Hewlett Packard 10BII financial calculator to solve financial problems.** Topics include: cash flow of investment, the functions of a dollar and the measurements of cash on cash, IRR, present and net present value. If you are new to financial analysis or a veteran and want a refresher, this session is perfect for you.

*Approved for 3 Hours Real Estate Related CE; 3 Hours Elective PL*

3:00 p.m. – 5:00 p.m. CE PL

**INDUSTRY ISSUES APR, LTV, and GFE:**

**What Does It All Mean to Me?™**

**Chandra Hall**

Get the up-to-minute financing information critical to a new real estate landscape. From RESPA to Reverse Mortgages, find out what will affect your client's transaction. *Approved for 2 Hours Real Estate Related CE; 2 Hours Elective PL*

3:45 p.m. – 5:30 p.m. A

**TECHNOLOGY Smartphones, Mobile Gadgets, and Great Tech Tools**

**G. William James**

4:00 p.m. – 5:40 p.m. CE BM

**OFC MGMT Agent 2.0**

**Brian Copeland**

Discover what your agents must understand about search engine marketing, pay-per click advertising, social media personality types, and today's most salient channels. Plus take home tons of statistics every agent should have in their toolbox.

*Approved 2 Hours Real Estate Related CE; 2 Hours Broker Management*

4:00 p.m. – 5:30 p.m. PCE PPL

**RISK ISSUES Agency**

**Brian Lytle, Esq.**

*To be submitted for 2 Hours Real Estate Agency CE; 2 Hours Elective PL*

6:30 p.m. – A T

**Final Night Party**

**Sunday, October 3, 2010**

8:00 a.m. – 1:00 p.m.

**VAR Registration Desk**

9:00 a.m. – 11:00 a.m. A

**Why Be Normal?**

**Terry Watson**

9:00 a.m. – 11:00 a.m. A

**The REALTORS® Toolbox**

**Speaker: Sean Carpenter**

9:15 a.m. – 11:15 a.m. CE BM PL

**Common Legal Hotline Questions and Answers**

**Blake Hegeman**

One of VAR's most important jobs is helping to keep you on the right side of the law. That's why we offer broker access to our Legal Hotline. Often we get asked the same questions repeatedly— the so-called Hotline frequently asked question. Attend this session for answers to those questions and to possibly ask a few new ones of your own. *Approved for 2 Hours Legal Updates CE; 2 Hours Elective PL; 2 Hours Broker Management*

11:30 a.m. – 1:00 p.m. A

**Closing Session**

**The Challenge of Change**

**Joe Theismann**

*Legendary Washington Redskins QB*



You remember Joe as the number one NFL quarterback of the 1980's. But the two-time Pro Bowl player and most productive Washington Redskins quarterback ever has shown tenacity both on and off the field. He suffered a compound leg fracture that shattered both his career and boyhood dream. But he refused to let it be the end of his success.

Get fired up by Theismann's The Challenge of Change -- how a positive mindset can guarantee your success even when a changing housing market threatens to upset your goals.

**Future Meeting Dates**

2010

NAR Convention – 11/5 – 11/8 – New Orleans, LA  
 Property Management Conference – 11/17 – 11/19 – Omni Charlottesville  
 Leadership Conference – 12/1 – Omni Charlottesville

2011

Legislative Conference – 2/8 – 2/11 Omni Richmond  
 NAR Mid-Year Meetings – 5/9 – 5/14 – Washington, DC  
 Fall Business Meetings – 10-5 – 10/6 – Virginia Beach  
 VAR Real Show 2011 – 10/7 – 10/9 – Virginia Beach Convention Center  
 NAR Convention – 11/11 – 11/14 – Anaheim, CA