



#aarwc

## Schedule

### Wednesday, March 7

- 9:00 – 6:00 Registration Desk Open ..... Foyer
- 9:30 – 12:30 Property Management Bootcamp-The Rules ..... Sedona  
 c/e: 3-disclosure  
 Instructors: Steve Urie/Denise Holliday
- 10:00 – 10:45 WCR Governing Board Meeting ..... Copper Basin
- 10:55 – 11:30 WCR General Business Meeting ..... Copper Basin
- 10:00 – 11:30 CRS Chapter Meeting ..... Prescott/Chino
- 10:00- 5:00 rCRMS: Claims & Litigation ..... Clarkdale/Cottonwood  
 c/e: 3-disclosure/3-legal issues  
 Instructors: Frank Dickens/Rick Mack
- 11:45 –1:15 WCR Luncheon (reservations required) ..... Granite Mountain  
 Entrepreneur of the Year, Guest Speaker, AAR Treasurer Candidates
- 12:15 – 2:45 AAR Executive Committee ..... Arizona
- Class Lunch Breaks (reservations required) ..... Foyer  
 12:30 – Property Management  
 1:00 rCRMS
- 1:30 – 4:30 Property Management Bootcamp – The Risks ..... Sedona  
 c/e: 3-contract law  
 Instructors: Mike Mulvena/Denise Holliday
- 1:30 - 2:30 WCR Multi-Year Planning Roundtables  
 for all Local Chapter members ..... Copper Basin

- 2:00 – 5:00 **Major Home Systems** ..... Verde  
c/e: 3-disclosure  
Instructors: Woody Livingston/Jim Bacon  
Sponsored by Arizona CRS Chapter  
c/e provided by: Excellence in Real Estate School
  
- 2:00 – 3:30 **Refreshment Break**..... foyer
  
- 2:45 - 3:30 **WCR Roundtables: Financial Strength, Leadership Development,  
Membership Growth Round Tables** ..... Copper Basin
  
- 3:00 – 5:00 **Local Leadership (invite only)** ..... Granite Mountain
  
- 3:45 - 4:30 **WCR Breakout: Getting Involved** ..... Copper Basin
  
- 5:15 – 7:15 **Welcome Reception** ..... Eagles Nest  
Sponsored by Region 3
  
- 7:00 **AAR Networking Night Dinner\*** ..... Granite Mountain  
Sponsored by WCR



- 8:30 – 10:30 **AAR Got Talent open mic** ..... Eagles Nest

**\*pre-purchased tickets required**

## Thursday, March 8

7:30 – 4:30	AARBar: Social Media Lounge .....	Eagles Nest
7:30 – 8:30	iPad Usergroup.....	Eagle's Nest
	Droid Usergroup.....	Eagle's Nest
	Property Management Apps .....	Eagle's Nest
7:30 – 8:30	2012 Presidents Forum .....	Prescott/Chino
	2012 Presidents-Elect Forum .....	Arizona
7:15 – 5:30	Registration Desk Open.....	Foyer
7:15 – 9:00	Coffee Service .....	Foyer
8:45 – 11:30	General Session .....	Ballroom
	Legislative update: Nicole LaSlavic	
	Legal Update: K. Michelle Lind	
	Mortgage Update: Amy Swaney	
11:30 – Noon	Vendor Visits .....	Foyer
12:00 – 1:00	Lunch (reservations required)	
	Listing Agent Lunch.....	Clarkdale
	Buyers Agent Lunch .....	Cottonwood
	Broker Lunch.....	Granite Mountain
	Association Executives (AE) Lunch ( <i>invitation only</i> ) .....	Chino/Prescott
	FPC Training ( <i>invitation only</i> ) .....	Jerome
1:00 – 1:30	Desserts with the Vendors .....	Foyer
1:30 – 3:55	Simultaneous POWER Sessions .....	See Next Page
	Mac Track.....	Cottonwood
	Droid Track.....	Arizona
	Social Media Track .....	Copper Basin
	Business Tools Track.....	Clarkdale
	Marketing Track .....	Sedona
	Industry Track .....	Verde

**4:00 – 5:30 General Session ..... Clarkdale/Cottonwood/Sedona/Verde**  
REALTOR Party –Chip Ahlswede  
RAPAC Kickoff – President Mabery  
Wrap-Up Nuggets – President Mabery & Christopher Paris

**5:30 – 6:00 AARtini Time with the Vendors ..... Foyer**

**6:00 – 7:15 Sunset Reception .....Eagle’s Nest and patio**  
**Sponsored by:**

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# Thursday Power Session Breakouts

## Mac Track.....COTTONWOOD

- 1:30 – 1:55 **iPad Beginner:** Kerry Melcher explores the basics of the iPad device.
- 2:00 – 2:25 **iPad Intermediate:** Kerry Melcher walks you through the apps you'll need and how to use them in a business context.
- 2:30 – 2:55 **iPad Advanced:** You know about Dropbox and have a favorite PDF editor, but you know there's more out there. Kerry Melcher shares advanced techniques.
- 3:00 – 3:25 **iPad ROCKSTAR:** Kerry Melcher leads a discussion in which the rockstars share their favorite tips, tricks and workarounds.
- 3:30 -3:55 **Facebook Fan Page:** Joeann Fosslund shows you the difference between a business (fan) page and a profile page as well as talk about the power of Facebook ads!

## Droid Track.....ARIZONA

- 1:30 – 1:55 **Droid Apps-Beginner:** Tahona Epperson covers Google tool integration (email/calendars) on your Droid.
- 2:00 – 2:25 **Droid Apps-Intermediate:** Tahona Epperson covers Zipforms Mobile, and Mypadpro – adding text to PDFs using your Droid.
- 2:30 – 2:55 **Droid Apps-Advanced:** Tahona Epperson looks at Dropbox, Evernote and social media apps for your Droid.
- 3:00 – 3:25 **Droid Tablet ROCKSTAR:** Tahona Epperson demonstrates how she uses the Droid Tablet in a real estate transaction.
- 3:30 – 3:55 **HootSuite & Social Media Aggregators:** Bill Risser talks about the filtering and distribution power of tools like HootSuite and Tweetdeck.

## Social Media Track.....COPPER BASIN

- 1:30 – 1:55 **Facebook Beginner:** Paula Monthofer helps you understand Timeline so that you can be in total control of your information and have the confidence to utilize Facebook to its fullest.
- 2:00 – 2:25 **Twitter Beginner:** Dru Bloomfield explores how to get set up, what the commands are and tips for following, listening and posting.
- 2:30 – 2:55 **Facebook Advanced:** Paula Monthofer discusses ROT and shares the best tools and tricks to maximize your return on time you invest on Facebook.
- 3:00 – 3:25 **Twitter Advanced:** Dru Bloomfield delves into setting up lists, using hash tags, and employing “follow me on Twitter” for email signatures and blogs.
- 3:30 – 3:55 **Online Reputation Management:** Paula Monthofer covers how to stay on top of your online image and what to do if yours is compromised.

## Business Tools Track.....CLARKDALE

- 1:30 -1:55 **Using Digital Signatures:** Nick Catanesi updates you on the latest information about digital signatures and gives you a peek at AAR's eSign program debuting in early April.
- 2:00 – 2:25: **Using Dropbox:** Holly Mabery and Stacey Oberan show you how to keep your real estate business mobile by using the cloud to store, organize and access your files anywhere from any device. You'll never be without a file again.

- 2:30 – 2:55 **Smartphone vs. Tablet:** Which is Best for Your Business? Joann Fossland helps you discover which tool does what to help you choose the best options for you. You'll find out what apps you can't live without and which work with what!
- 3:00 – 3:25 **Evernote.** Evan Fuchs explores one of his favorite apps and explains how it helps him stay organized. It's free, and it's perfect for Realtors. Capture, store, and share text, photos, websites, audio recordings, notes, MLS printouts, PDF documents, checklists – and then get it back whenever you need it using your desktop, laptop, Mac, iPhone, Android, Web, or iPad.
- 3:30 – 3:55 **Taking Effective Digital Photos & Video:** Dru Bloomfield explains how to choose a camera incorporate photos into social media sites, explore photo blogging, and use your camera to connect with clients.

**Marketing Track .....SEDONA**

- 1:30 – 1:55 **Websites: Consumer-Friendly and ADRE-Compliant:** Trudy Moore and Jim Sexton provide their insights on what ADRE wants on your websites and what consumers want too.
- 2:00 – 2:25 **WordPress Introduction:** Nick Bastian and Greg Taylor show you why WordPress is a great choice for your real estate website.
- 2:30 – 2:55 **No/Low Cost Marketing:** Christopher Paris provides tips on no/low cost marketing that brings high returns.
- 3:00 – 3:25 **Should you be on YouTube?** Sage Dillon explores the benefits (search engine optimization, increased engagement) and challenges of YouTube to help you make the right choice for your business.
- 3:30 – 3:55 **Getting Involved in Local & State Association Leadership.** Kerry Melcher, Holly Mabery and Christopher Paris discuss how to get involved and the value your involvement will bring back to your business.

**Industry Track.....VERDE**

- 1:30 – 1:55 **AAR Legal Hotline Top Issues:** Rick Mack highlights the top issues from the Legal Hotline.
- 2:00 – 2:25 **BPOs:** Frank Dickens provides insight into the multiple uses of BPOs and how to apply them to your business. He will provide resources for forms, and explains how to make those elusive adjustments and summarize your value so you can develop new avenues to attract business.
- 2:30 – 2:55 **Do's & Don'ts of Social Media.** Evan Fuchs digs into the right and wrong ways to use Social networking platforms like Facebook and Twitter in relation to complying with Code of Ethics, Commissioner's Rules, and Fair Housing laws.
- 3:00 – 3:25 **REOs – Disclosure Issues:** Holly Eslinger helps you identify what you must receive from the listing agent about the property and how to get it.
- 3:30 – 3:55 **Myths about Transaction Management (TM):** Duane Fouts and Ron LaMee bust common misconceptions about how to maximize your use of TM.



## **Friday, March 9**

**7:45 – 11:00 AARbar: Social Media Lounge.....Eagles Nest**

**7:30 – 10:30 Registration Desk Open .....Foyer**

**8:30 – 10:45 Coffee Service .....Foyer**

**8:15 – 9:00 Conversation with the AAR Officers .....Granite Mountain**

### **9:00 – 10:30 Regional Caucuses**

**Region 1..... Arizona**

*(Yuma, Bullhead City/Mohave Valley, Lake Havasu, Kingman/Golden Valley, La Paz)*

**Regional Vice President: Kathleen Murray**

**Region 2 ..... Copper Basin**

*(Phoenix, West Maricopa County Regional)*

**Regional Vice President: Jan Leighton**

**Region 3 ..... Granite Mountain**

*(White Mountain, Sedona/Verde Valley, Northern Arizona, Central Arizona, Prescott Area)*

**Regional Vice President: Paula Smith**

**Region 4 ..... Verde**

*(SouthEast Valley Regional, Western Pinal, Scottsdale Area)*

**Regional Vice President: Susan Abdallah**

**Region 5 ..... Prescott/Chino**

*(Tucson, Southeast Arizona, Santa Cruz County, Green Valley/Sahuarita, Douglas, Graham/Greenlee)*

**Regional Vice President: Donna Beedy**

**10:45 – 1:00 AAR Board of Directors..... Cottonwood/Clarkdale/Sedona**

Directors: Please sign in at the tables inside the entrance.

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 crowd the mic.*

*Don't get too close to the microphone. 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.*

ARIZONA ASSOCIATION OF REALTORS® WINTER CONFERENCE

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*Thank You!*







# Sunset Reception

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