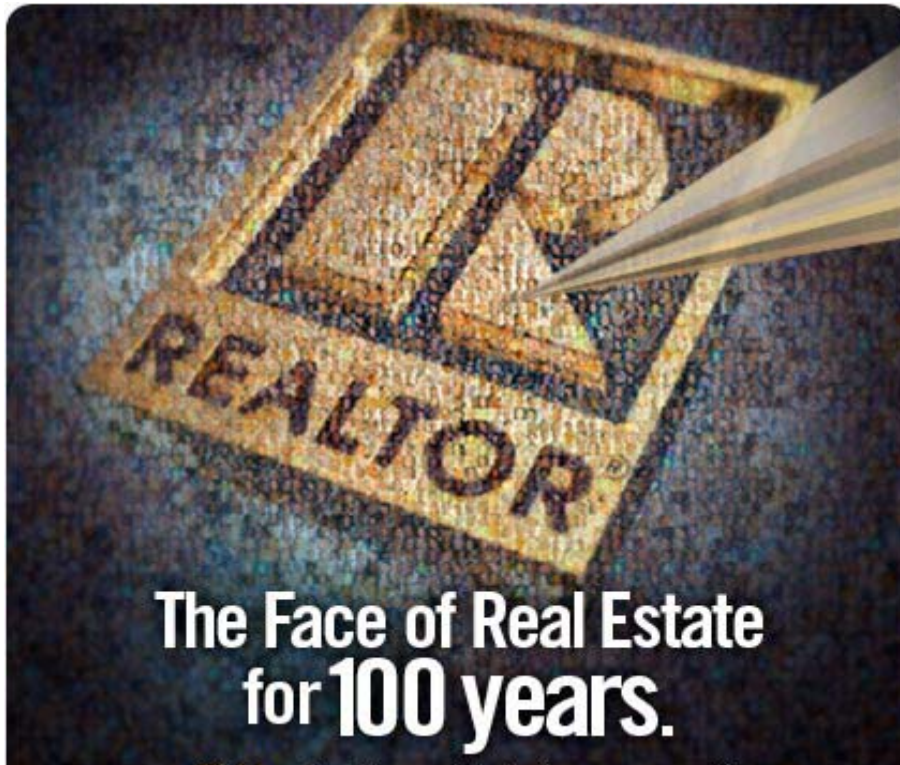


MEMBERSHIP NEWS. . . .



In honor of NAR's Centennial, we are collecting photos of REALTORS® in order to assemble one single image made of all of us. The mosaic of REALTOR® faces arranged to represent the REALTOR® "R" membership mark is part of a year long celebration of our 100th Anniversary.

If you'd like to be part of this mosaic celebrating NAR's centennial, visit realtor.org

The following people have made application for Realtor® membership; in accordance with the bylaws, written comment, which shall be kept confidential, is invited.

<i>James Genrich</i>	ReMax Northern Retreat	<i>Bill Stafford</i>	CB Banker Burnet
<i>Donald Hartung</i>	Weiss Realty	<i>Charles Wood</i>	C21 Premier Group

Welcome to our newest affiliate member, **James Koehler** of Wisconsin Registered Sanitarian. . . . Hats off to **Jim Heike** on being inducted into the Mondovi High School Hall of Fame. Jim was awarded this prestigious honor in recognition of his outstanding achievements and service to the community. As a life-time resident of Mondovi, Jim has been active in the Lions Club and served on the school and UW Eau Claire Foundation boards. In addition to his civic service, he has also been active in his professional associations by serving as our local president and the state president and national director of the Wisconsin Auctioneers Association. Congratulations, Jim, on receiving this well-deserved honor!

OCTOBER OPPORTUNITIES

- 3 Education Committee meeting, noon
- 4 Continuing Ed Mods 1 & 2, Education Center*
- 5 Top Producer training, Education Center
- 9 Red Center Council meeting, 11:45, White Pines
- 10 Continuing Ed Mods 3 & 4
- 17 JumpStart, Education Center
- 19-20 Broker prelicense course, Education Center*
- 19 Leadership conference, Madison
- 24 JumpStart, Education Center
- 25 JumpStart, Education Center
- 26 Member Benefits Committee meeting, noon
- 26-27 Broker prelicense course, Education Center*
- 31 Dues are due!!

NOVEMBER OPPORTUNITIES

- 1, 2, & 3 Sales prelicense course, Education Center*
- 8 Board of Directors meeting, 8:30, Menomonie
- 9 Membership meeting, noon, Menomonie
- 8, 9 & 10 Sales prelicense course, Education Center*
- 13-16 NAR Convention, Las Vegas
- 15-16 Sales prelicense course, Education Center*
- 22-23 Thanksgiving holiday, office closed

***Presented by Ron Nyhus—registration forms are on our website, ranww.org.**

HINT: Passing the broker exam also gives you credit for 2007-08 continuing ed!



BUILDING YOUR ASSOCIATION. . . .

The Association has begun its new year and President Dresel already has some committees hard at work. If you'd like to be part of the group that plans the programs and services your Association offers, contact a committee chair or Joan at the Association office.

Christmas Party (NW)
Christmas Party (CV)
Education
Elections
Golf (NW co-chair)
Golf (NW co-chair)
Golf (CV co-chair)
Golf (CV co-chair)
Gov't Affairs (NW)
Gov't Affairs (CV)
Member Benefits
MLS

Julie Flor
Sherry Stabenow
Quincy Chapman
Butch Flor
Dan Lawler
Margo Katterhagen
Mike Vinopal
Mike Tainter
Dan Lawler
Aaron Brunette
David Dresel
Marty Tauger

Nominating
Orientation (NW)
Orientation (CV)
Public Relations
Professional Standards (NW)
Professional Standards (CV)
RPAC (NW)
RPAC (CV)
Strat Plan
Technology (co-chair)
Technology (co-chair)

Mark Fouts
Martha DeLong
Stephanie Lueck
Linda Bucher
Layne Grover
Ann Berg
Ben Rivard
Brian Dunham
Ray VanGilder
Jeff Hoel
Karl Mothes

Your investment in RPAC has helped keep our Association's voice strong and continues to work to protect the rights of private property owners. Recent involvement includes:

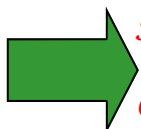


- ◆ Defeating impact fees on new construction in the Town of Menomonie, Dunn County
- ◆ Opposing mining proposal by Proppant Mining in the township of Red Cedar
- ◆ Working to stop flawed ordinance in Sawyer County requiring a septic inspection for the sale of every house
- ◆ Inform the public about a proposed campground ordinance in the town of Prairie Lake in Barron County that would have put existing campgrounds out of business
- ◆ Coordinating Realtors® to once again attend public hearings and contact their legislators to “say no” to increases in the real estate transfer tax
- ◆ Organizing members to attend public hearings and write letters to the DNR opposing changes to the Department of Natural Resources NR 115 Shoreland zoning ordinance

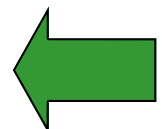
Protect your future—write out your check to RPAC today!

DID YOU KNOW???

-Your Association has partnered with Employers Benefit Group to offer you health, dental, life and short-term disability insurance on a “group” basis—even if you are a “group” of one? For details, including premiums, contact Dee Schlieve at 833-9828.
-You have access to FREE technical support through the TechHelpline? The next time you have a problem with installing new software or hardware or a question on how to use your new PDA or any one of the hundreds of technical problems you encounter every week, don't become frustrated and use your valuable time trying to figure it out on your own—give the TechHelpline a call at 866-414-7387.
- . . .You can save valuable time by using BookAShowing to schedule showing appointments? Not only does the program save you time by eliminating many phone calls, it provides great reports and feedback for your buyers and sellers. You can take advantage of this FREE enhancement to our MLS by clicking on the icon on the home page of InnoVia.
- . . .The Education Center at the Association office may be rented for sales meetings, seminars or other meetings? The Center offers wireless internet connection, TVs with DVD and VCR players, a projector and screen. Contact Joan if you'd like to rent it for a special event.



It's not too early to reserve the dates for our Christmas parties!! The Northern Waters area will be celebrating the holidays on December 7 at Tagalong; the Chippewa Valley's party will be the following Friday at the Florian Gardens.



SPOTLIGHT ON. . . David Dresel by Mary Hafenstein

This month I've chosen to interview our incoming President, David Dresel. Hopefully the interview will help you get to know David as he steps into the position of the Association. Thanks for your time, Dave, and best to you this coming year as our President!

Mary: *Dave, would you share a little background on yourself and how long you've been in the business?*

Dave: I'm a life-long resident of the Chippewa Valley, growing up in Eau Claire. I've been married to my lovely wife, Barb, for 36 years and have two grown sons, David and Daniel. I attended the University and CVTC here in Eau Claire and hold a marketing degree. Prior to my real estate career, I was employed with Uniroyal/Goodrich in management-supervision in the production areas. I enjoy bird hunting with my German wirehaired pointer, Blitz, bow hunting and floating the Chippewa River in our pontoon. I'm entering my 16th year in the real estate business, all with CB Brenizer in Eau Claire. I find this business very gratifying and purposeful and enjoy the freedom and flexibility it offers.

Mary: *You have been a chairperson and director for many years and have come up through the ranks, so to speak. Do you feel the involvement in the Association has enhanced your business?*

Dave: Absolutely! Being involved with our committees and serving as chair keeps us in tune to changes and needs of our business. Through involvement with the association, one can gain additional knowledge and insights which can be shared with customers and clients. The public likes to know what is happening in our industry at the local level. Some members say they are too busy for participation but would like to be involved. Our Foundation is an excellent conduit for those by contributing extra donations.

Mary: *Changes are occurring almost daily in today's market with technology and with clients' demands. Where do you see our association going with today's market and the demands technology has placed on it?*

Dave: I see technology as a constant. Change is absolute. We just need to pick and choose what will work best for us individually, learn how to use it and apply it. As I learned at the recent leadership summit, we as a society are entering an age of social dialog. Instant real time information is the lifeblood of the new generation. For example, text messaging has its own unique dialog complete with emotion. Text messaging is now the number one means of communication. As letter writing of the past generations was the means to communicate, now we have the text message. What once was old is now new again. The only kicker is the next text has its own abbreviated vocabulary that most of us don't understand. Communication gap? We now have light speed communication without saying a word. As the real estate industry morphs into the new age, we need to learn and adopt this new communication to our customers and clients. I hope you don't think this article was acwot l8ter.

Mary: *With today's market, what advice do you have for agents who might be struggling? What do you feel is most important for them and what they might focus on to achieve their goals?*

Dave: I don't really know. We all have different needs and desires. On the other hand, I do know, as with anything of importance, persistence is the key. Never say die. Like the frog choking the stork. . . .set realistic goals and stick to them. Adapt to change and if not already, become involved with the association. This is a different space in time for us, with sub prime mortgages the buzz and a greater inventory of properties on the market. Maybe we could look at it as a little breather time or time to re-tool. The market will correct itself and our industry will be much better off because of it. I think a lot of us would agree the market couldn't continue at the pace of the past. So, we need to buck up, work smarter and harder and become a better advocate for the consumer.

Mary: *Would you share an experience with us that has stood out over the years?*

Dave: I once worked with an elderly seller. Helen, in her late 80's, had been widowed for nearly 35 years. Her home was very small—only about 500 square feet. Some would consider it a hovel, but it was home to her since her marriage. It was as clean as she could make it, but wearing out. The linoleum was worn through where her feet touched the floor below the kitchen table and the countertops were scarred and burned from kitchen mishaps of meals past. She shared stories with me of all the years she had lived there - everything from her husband building the house to the present. Selling and moving to an assisted living home was unbearably sad but inevitable. She loved her mock orange trees that bordered the back of the property and the side of the garage. Whenever I talked to her, she would say how much she'd miss them. We sold the house and to her surprise, her new digs at the home were pretty cool! She liked it! Anyway, several months after she was settled, I received a letter from Helen letting me know how much she appreciated my help. Along with the letter was a certificate from a local grower for a mock orange tree. I called and thanked her and later that week planted my mock orange tree along our driveway. A short time later I received news Helen had passed away. Now every time I pull into my driveway, I see the mock orange tree and think of Helen. I find it very comforting.



WHAT: JumpStart
WHEN: Oct. 17, 24 & 25
WHERE: Education Center, Association office
COST: No Charge!!

The Education Committee is excited about the revised format for JumpStart, the **FREE** training that will help you put that real estate license you recently earned to work!

The revised format will be more interactive with some role playing. The three day class, scheduled from **8:30 to 4:00 on October 17, 24 & 25**, will be in the Education Center in the Association office in Eau Claire. On October 17 and 24, a variety of presenters, all of them active in the real estate market in our area, will cover practical subjects like:

- ⇒ *Getting started, financing and writing that first contract - Oct. 17*
- ⇒ *Presenting the offer and negotiating (role playing!) - Oct. 24 AM*
- ⇒ *Closing the transaction and working with title insurance companies - Oct. 24 PM*

The last day of the program, October 25, has been completely revised from previous offerings and may be of interest to experienced as well as new members! From 8:30 to 10, Aaron Brunette will cover the short sales process and the most common problems that arise out of buying bank foreclosures.

The morning will also include a presentation on technology and the gadgets (phones, PDA,s, laptops, websites & more) to make you more productive. A short presentation of BookAShowing will be included in this session.

The program will conclude in the afternoon with some role playing focusing on Realtor® ethics. A panel of the presenters will also be available for some Q&A from the students.

You are encouraged to attend all three days, however, if your schedule does not allow that, you can register for only some of the program. Please complete the form below and fax it to the Association office (835-4621) by October 12.

I will attend: **(please circle all classes you will attend)**

Oct. 17 AM Oct. 17 PM Oct. 24 AM Oct. 24 PM Oct. 25 AM Oct. 25 PM

Name _____ Phone number _____



CONTINUING EDUCATION

By Ron Nyhus (Real Estate Institute)

The Realtors® Association of Northwestern Wisconsin and The Real Estate Institute are offering all four modules of the 2007-08 continuing education needed to renew your license in December, 2008. Avoid the rush of satisfying this requirement next year—take some or all four of these modules now! Classes will be at the RANWW Education Center.

Module I: Issues Relating to Agency Agreement—October 4, 9 to noon

This class examines the issues that arise from the delivery of brokerage services to clients and customers while acting as a listing broker or a buyer's agent. Creation of agency relationships will also be covered.

Module II: Issues Relating to Offer to Purchase—October 4, 1 to 4

The class takes in an in-depth look at issues regarding the licensee's negotiation and drafting of offers to purchase and other conveyance agreements.

Module III: New Developments in the Profession—October 10, 9 to noon

Clear, up-to-date information on issues such as federal and state legislation affecting real estate practice will be covered in this class. Land use developments, condo law developments, electronic commerce, broker supervision rules, use of agency disclosure and more will be covered.

Module IV: Issues Related to Real Estate Professionals, Ethics - October 10, 1 to 4

Working with other real estate professionals like home inspectors, appraisers, lenders and title companies can create challenges for licensees. In addition to covering the appropriate relationship between the licensee and other real estate professionals involved in a transaction, Ron will address Fair Housing issues and ethics. This module also satisfies NAR's requirement that members must complete 2.5 hours on the Code of Ethics every four years.

Please register me to attend the following CE modules:

Module I, October 4, 9-12

Module II, October 4, 1-4

Module III, October 10, 9-10

Module IV, October 10, 1-4

Name _____

Phone Number _____ Email address _____

Cost of each module is \$32. (\$50 for non-members). Please make checks payable to RANWW and mail by October 1 to:

RANWW, 1903 Keith Street, Eau Claire, WI 54701. (Minimum class size 10, maximum 36)

The Annual Food Drive is Here!

Once again our Association will be giving back to our communities by contributing turkeys and food for distribution by the Salvation Army and other local food pantries. Last year we were able to provide food baskets for well over 1000 families in northwestern Wisconsin. The Public Relations Committee is challenging members to break last year's record by either completing the coupons below or by contributing directly to a food pantry of your choice and sending a receipt for the contribution to the Association. Receipts for those contributions will be added to the total collected at the meeting to arrive at a grand total of contributions. The need is great—please be generous!

I am contributing _____ turkeys to the annual Realtors® Association of Northwestern Wisconsin food drive!

Member's signature

Complete this form and bring it to the membership meeting at noon on Thursday, November 8, 2007 at Olde Towne, 903 Cedar Falls Road, Menomonie **OR** attach a receipt for a contribution to a local food pantry to this coupon. Please include your check, payable to The Salvation Army, for \$10 for each donated turkey or mail this coupon and check to RANWW, 1903 Keith Street, Eau Claire 54701

Affiliates "TOP CAN AWARD"

I am contributing \$ _____ in non-perishable food item to the annual Realtors® Association of Northwestern Wisconsin food drive!

Complete this form and bring it to the membership meeting on Thursday, November 8th at Olde Towne, 903 Cedar Falls Road, Menomonie. Please bring your food items with you **OR** contribute to a local food pantry and attach the receipt for that contribution to this coupon.

Signature of Affiliate Member

The coveted traveling Turkey Trophy will be awarded to the broker contributing the most turkeys per agent associated with him/her. The prestigious Top Can Award will be claimed by the Affiliate member contributing the greatest amount of non-perishable food items!



FOUNDATION UPDATE.

Our Foundation, now in its third year, is living up to the phrase “Realtors® Making A Difference”. Last month the Foundation directors awarded grants totaling over \$15,000 for home repairs for families or individuals in north-western Wisconsin. Take a look at some of the grants awarded:

- *Replace windows (held together with duct tape) for elderly couple on social security*
- *Install ramp so applicant can get to dialysis treatment*
- *Partially replace roof for struggling single father*
- *Miscellaneous repairs for man recently released from mental health institute*
- *Widen entry door to accommodate a wheel chair*
- *Replace water pump for 89 year old woman so she won't have to carry water to her home*
- *Repair crumbling steps that created a danger*
- *Replace door for man caring for his father who is suffering from Alzheimer's disease*

The Foundation's partnership with the clergy and county social service agencies ensures that grants go to a truly needy individual or family. Many of the social workers have expressed their appreciation of the program, commenting that other programs aren't available to help with these desperately needed repairs. The Foundation is becoming more familiar to case workers—we've received applications from Barron, Burnett, Chippewa, Dunn, Eau Claire, Rusk, Sawyer and Washburn counties. As the program becomes more familiar, our needs will grow. Please help support the Foundation by including a voluntary contribution (tax deductible) when you pay your dues.

Lots of smiling faces at the banquet! Special thanks to Aaron Brunette for the photos.

