



# REALTORS® Report

Volume 1 Number 2

July 2008

REALTORS® Association of  
Northwestern Wisconsin  
1903 Keith Street Suite #3  
Eau Claire, WI 54701  
(715) 835-0923 office  
(888) 221-0112 tollfree  
(866) 414-7387 techhelpline  
Website: www.ranww.org

## The Most Important Vote You'll Take This Year

### Inside this issue:

The Most Important Vote You'll Make	1
Meet The Candidates	2
Meet The Candidates	3
Meet The Candidates	4
Marketlinx Wireless Now Available	5
New Members/New Designees	6
RPAC Investment Campaign Continues	7

### Special Points of Interest:

#### Interest:

- \* Why Should I Vote?
- \* My peers, my leaders
- \* RPAC Investment Campaign Continues
- \* New Members/New Designees
- \* Golf Outings Fast Approaching
- \* SHOP Act Introduced

There is an election coming.

You won't hear one single ad for any candidate on the radio, on television, on cable, or in the newspaper.

You won't see a single yardsign, no billboards, no banners on the side of a city bus, or a cab.

The candidates can't do a single thing about school funding, healthcare, air pollution, mass transit, road construction, and they can't raise your taxes.

Sounds like the ideal slate of candidates to send to Madison?

Perhaps. But this slate of candidates has a different charge, and each one of you

have a charge of your own.

Their charge is to make **YOUR** Association the very best it can be by providing leadership and life experience to their given position.

**YOUR** charge is to take a few minutes to learn about the people, your peers in the Association, that are asking for your trust and your vote to lead the Association for the next year.

In the next pages are brief overviews of the members that are asking for your vote. If you want more information, call the candidate, or text, or e-mail them, get their thoughts, and share your own.

Unlike the *other* election coming this fall, you have a

full *ten days* to vote. No voting booth, no partisan party politics, no mudslinging, all you have to do is log on to the association website beginning July 15th, and make your voice heard.

Why is this so important? Simple, this is your Association, this is your leadership team. They don't have to raise money or have fundraisers, and they only are courted by one lobbyist.

You.

Taking the time to know your colleagues and once elected, to continue a dialogue with them, makes your Association stronger and makes this vote the most important vote you'll take this year.

## David FitzGerald President-Elect By Acclamation

Congratulations to David FitzGerald, Broker/Owner of Kleven Real Estate in Eau Claire on his election to President-elect of RANWW by acclamation.

Leading your Association is nothing new to Dave, as

he served as Chippewa Valley Association President in 1998. He will join John Flor, your President for 2008-2009. John is broker at Six



Lakes Realty in Chetek, and will also be President-elect of WRA in 2008-09.



## RANWW Director Candidate: Paul Canfield

Paul Canfield has been involved in real estate for 11 years and has earned his ABR, CRS, GRI, and CRB designations. Paul currently works at Eau Claire Realty. Paul is a former member of the RANWW Board of Directors and has served on Public Relations Committee.



Outside of real estate, Paul has been a past member of the Kiwanis from 1997 to 2002, is a

current member of the University of Wisconsin Eau Claire College of Business Advisory Committee, and is a current board member of the Chippewa Valley Council of the Boy Scouts of America

His suggestions for Association improvement include providing a constant, positive group message to the media, on-going volunteer training (not for CE credit). Paul thinks that there is training ideas that can be spread among us that are not trade secret issues.

If you would like to vote for Paul, go to our website on July 15th and cast your vote.

## RANWW Director Candidate: Aaron Brunette

5 year real estate veteran Aaron Brunette currently works for Haselwander, Realtors GMAC Real Estate in Eau Claire and serves as Managing Broker.

He currently serves on the Board of Directors and recently has earned his ABR designation.

During his years in the Association, Aaron has served as chairman of the

Government Affairs Committee, Membership Benefits Committee, Education Committee.



Aaron is a corporate trainer for GMAC, and provides foreclosure training for REALTORS®. Aaron is on the board of directors for Beacon House. Aaron would

like to see increased attendance at events, furthering education, and more technology training. If you would like to vote for Aaron, go to the website beginning July 15th.

**"The TechHelpline is available for you. Call 866-414-7387."**

## RANWW Director Candidate: Brian Dunham

Brian Dunham has been in the business for 5 years, and works at Coldwell Banker Brenizer Realtors in Eau Claire.

During that time, Brian has earned his ABR, CRS, GRI, CNHS and e-PRO designations.

Brian is currently serving as co-chair of the 2008 RPAC Investment Campaign. Brian has served on the Technology Committee for two years, and



has attended the fall convention, Realtor® and Government Day and Designation Week. Brian is also dedicated to the success of the RANWW Foundation. Outside of real

estate, Brian is a free and accepted Mason. If you would like to vote for Brian, go to the website beginning July 15th and cast your vote.



## RANWW Director Candidate: Martha DeLong

Martha DeLong works for Edina Realty in Hayward, and has been in real estate for 13 years. In that time, Martha has earned ABR, GRI and CRS designations.

Her involvement in the Association includes serving as Treasurer on the Northern Waters Board, and is involved with new REALTOR® training on ethics at WITC. Martha has helped to organize the Hayward Area REALTORS® Working Together Broker Opens, and she has helped to organize several Christmas parties and fundraisers. In 2007, Martha was awarded

the Board Service Award. Martha also brings local government experience,



serving as the clerk for the Township of Edgewater for several years. Martha has sat on the board for Habitat for Humanity of

Sawyer County, and Martha has been involved in several civic and service group over the years.

Martha would like to see REAL-

TORS® working together to give a more positive spin on our profession. She strongly believes in professional designations and would like to see more course sponsorships to deserving REALTORS® by our Board.

If you would like to vote for Martha, go to the website beginning July 15th and cast your vote.

## RANWW Director Candidate: Dan Lawler

Dan Lawler currently sits on the Board of Directors, and works at Edina Realty/Hayward. Dan has been in real estate for 11 years and is a Broker Associate, plus his GRI, ABR and CRS designations.

Dan has been very active in his tenure, serving as director for three years, winter convention committee for 7 years, RANWW on-line voting

task force,, task force for test the WRA toolbar, and attending numerous state and national conventions, and many REALTOR® functions.

Dan has been very active in the Red Cross doing fundraisers and serving on committees. Dan feels that agent safety is something that should be discussed with brokers and staff more so everyone is aware of it. Dan would

like to see more agents getting involved in local, state and national functions and getting the word out about upcoming



events. If you would like to vote for Dan, go to our website beginning July 15 and cast your vote.

## RANWW Director Candidate: Dustin Beckwith

Dustin Beckwith is with Century 21 Woods To Water Realty in Hayward, and has been in real estate for the past three years.

Outside of real estate, Dustin has served on the board of the Lumberjack World Championships. He



would like to see members take more classes to stay current with information, and would like to see the Association tighten guidelines for people to become REALTORS®.

If you would like to vote for Dustin, go to our website beginning July 15th and cost your vote.



## RANWW Director Candidate: Ben Rivard

Ben Rivard has been in real estate for four years, and works at Coldwell Banker-Brenizer in Rice Lake.

In his real estate career, Ben has earned his ABR, GRI, CRS, and CHMS designations.

Ben is currently co-chair of the 2008 RPAC Investment Campaign, and is serving on the Technology Committee. He served on the winter convention committee last year, and was on the MLS conversion task force for Inno-  
via, and served as speaker for orienta-  
tion classes on Innovia. Ben was on

the pre-release test group for the new MLXchange.

Away from the business, Ben is a vol-  
unteer for Meals on Wheels.

Ben would like to see an ongoing campaign to assist agents in effective use of technology as it applies to the daily business of real estate. He does not think that buying the latest gadget is always the answer, under-  
standing how to make it work for you can be priceless.

If you would like to vote for Ben, go to our website beginning on July 15th

and cast your vote.



## RANWW Treasurer Candidate: David Masterjohn

David Masterjohn is broker/owner of Masterjohn Realty in Spooner and began in real estate in 1986. He is currently working on his CRB designation.

David has a number of offices across northern Wisconsin, and has been active in our Association, and others, serving as a member of the SAAR and RANWW MLS Committees, and a

member of both RANWW and SAAR Board of Directors. Dave is also past President of SAAR. David retired af-  
ter 25 years on the Spooner Fire Department, and is a rodeo volun-  
teer. Dave volun-  
teers and sponsors many area activi-  
ties. He would like



to continue to work to make our members the best in our pro-  
fession. If you would like to vote for David, go to the website on July 15 and cast your vote.



## RANWW Director Candidate: Bob Ritsch

Bob Ritsch has been in the business for nearly 9 years and works at Century 21 Metro Realty, Inc. in Eau Claire.

Bob has a brokers license and has also earned his ABR designation.

During his time with the Association, Bob has served on the Board of Direc-  
tors, the Education Committee and Ethics Committee. Bob has also at-  
tended REALTOR® and Government

Day. Outside real estate, Bob has been involved with the Eau Claire Kiwanis. Bob would like to note that changes are a constant, and that we should keep our focus as professionals. If you would like to vote for Bob, go to our web-  
site beginning July 15th and cast your vote.



## RANWW Treasurer Candidate: Jeff Theisen

Jeff Theisen is a 15 year veteran of the real estate business, working for J. Theisen, Inc. in Eau Claire.



Jeff has earned his ABR, CRB, CRS, and GRI designations.

During his tenure with RANWW, Jeff has been actively involved in not only local committees but also the Wisconsin Realtors® Association currently serv-

ing on the state Board of Directors.

With our Association, Jeff has served on the Strategic Planning Committee, in 2006, Jeff was co-chair of the annual RPAC Investment Campaign, he has served since 2004 on the MLS Committee.

Jeff also brings board experience to the table, serving as a Director from 2000 to 2003, and is currently serving on the Board of Directors.

Jeff has been active in the community as well, serving since 2003 on the Board of Directors for Triniteam, and

served as chairman of Sacred Heart Hospital's Annual Golf and Tennis Classic in 2005 and 2006.

If you would like to vote for Jeff, go to our website beginning July 15th and cast your vote.

## RANWW Director Candidate: Michelle Kauffman

Michelle Kauffman is an agent with Century 21 Premier Group in Menomonie, and has been in the real estate profession for two years.

During her tenure, she has served on the Nominating Committee and is currently serving on the Education Committee. Michelle has attended the WRA Fall Convention and this winter she attended REALTOR® and

Government Day. Michelle would like to see the Association offer more useful and creative training and workshops,



She would like a better system of cooperating with agents in Minnesota and far west area of our Association and would like to see professional courtesy awareness.

If you would like to vote for Michelle, go to our website beginning July 15th and cast your vote.

**"Online voting for RANWW Directors begins July 15th and concludes on July 25th."**

## Do You Know About MarketLinx Wireless?

It's live, it's FREE for NW WI MLS users, and the rich features it offers will make your life much easier as you go about the business of real estate.

With MarketLinx Wireless, you can start using it to provide a premium level of customer service to your prospects and clients right now.

What is MarketLinx Wireless? It's a dedicated MLS website designed for mobile phones that lets you search

and retrieve MLS data through in-



stant hotsheet searches, property searches and agent and office roster searches while out of the office.

All you need to access the Market-

Linx Wireless website is an internet browser on your mobile device that has a web browsing plan. You can use it with Black-

Berry, Palm Treo, Windows Mobile, Apple iPhone, and data capable phones with QWERTY. Log in to <http://ranww.mixwireless.com/register>



## RANWW Welcomes New Members

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

Sally Barron, Edina Realty, Hayward

David DeLong, Edina Realty, Hayward

Luke Dixon, Jim Greiner Realty LLC, Medford

Elaine Greiner, Jim Greiner Realty LLC, Medford

James Greiner, Jim Greiner Realty,

Medford

Patricia Greiner, Jim Greiner Realty, LLC, Medford

Karen Kohler, Century 21 Metro Realty, Eau Claire

Daniel Millard, Real Living, Chetek

Harold Robertson, Edina Realty, Hayward

George Zondlo, Jim Greiner Realty, LLC, Medford

Brian Swanson, Northwest Land and Recreation, LLC, Spooner

Randi Swanson, Northwest Land and Recreation, LLC, Spooner



## Congratulations to our Members!!

Congratulations to Jim Kallstrom of Eau Claire Realty, and Aaron Brunette of Haselwander, Realtors® GMAC Real Estate in Eau Claire for earning their ABR designation. The ABR

designation is the benchmark



of excellence in buyer representation. The Real Estate BUYER'S

AGENT Council awards this coveted designation to real estate practitioners who meet the specified educational and practical experience criteria. Congratulations to Jim and Aaron. And congratulations to Val Moser, ERA American Realty Group

in Eau Claire for scoring a hole in one!

Way to go Val!!!



**"Boyd Beley's son Christopher received one of 10 WRA Scholarships. Congratulations Christopher!"**

## Free Registration to the WRA Convention Can Be Yours!!!!

The WRA Fall convention is coming to the Kalahari Resort and Convention Center in Wisconsin Dells September 7-9. WRA is offering our Association one free registration.

To be eligible, you need to have NEVER attended an annual convention, contact Joan no later than August 15th. If you have already registered, your fee will be refunded.

Not eligible for the free registration?

Take advantage of the "twofer" program, see [www.wra.org](http://www.wra.org) for more information.



# If Real Estate is your profession . . . Politics **IS** your business !!!

Every election cycle brings the same thing . . . Lots and lots of commercials, lots and lots of debates, and lots and lots of candidates asking for money.

Your career is influenced by every level of government passing laws that impact how you do business. Whether you like it or not, financial contributions to candidates do make a difference.

Through the Wisconsin Realtors® Association, financial investments can be done in two ways. If you wish to leave it up to the RPAC Trustees of WRA which candidates to support at the state or national level, you can invest in RPAC thru dues billing.

If you wish to make your own decision who to contribute funds to, the RPAC-Direct Giver is the way to go. Through Direct Giver, you and only you, decides who receives your campaign investment. Example: Invest \$100\* to RPAC-Direct Giver, and you can split those funds into 4-\$25 contributions to candidates running for President, United States Senate, Congress, State Senate, State Assembly, Mayor, City Council, County Board, School Board, Attorney General, or Governor.

During June and July, the Realtors® Association of Northwestern Wisconsin is conducting their annual Direct Giver Drive. Candidates running for election this fall need financial support. You can help yourself and invest in your business by investing in candidates that support positions important to you and your customers.

If you plan on hosting or sponsoring a candidate fundraiser, be sure to make your check out to RPAC-Direct Giver and run it thru the board office as we get credit toward our \$22,000 RPAC goal for 2008. PLEASE send your check payable to "RPAC-Direct Giver" to the RANWW board office today!

If you have questions or would like either Bruce King ([bruce@ranww.org](mailto:bruce@ranww.org)) or Al Arnold ([al@alarnold.us](mailto:al@alarnold.us)) to attend one of your office meetings to discuss RPAC and/or the Direct Giver Program, please contact them.





Your membership in NAR, WRA and RANWW offers you a wealth of discounts and services. Check Them Out!!!!

**INSURANCE**



Group health insurance, dental, vision, short and long term disability and life insurance. Call 833-9828 for information.



Discount offered on auto and home insurance. Call 579-6438



Errors and Omission insurance for real estate professionals. 800-447-4982 for information.

**TRAVEL & GAS**



Save on car rentals-visit them online for details.



Save on gas PLUS receive an initial credit of \$25 with a new account. Visit our website, www.ranww.org for details!!

**TECHNOLOGY**



Support on technology related products, assistance in evaluating hardware and software applications. Call 866-414-7387 for information.



Discounts on network design and support and hourly rate repairs, training also offered. Call 828-0356.



Discounts are offered on office and personal computers and other hardware. Call 800-999-3355.

**DESIGNATION EDUCATION**



Designation classes, continuing education and workshops are offered regularly to enhance your professionalism. Watch monthly newsletters for current offerings.

**OFFICE MANAGEMENT**



WRA and DRL forms needed for real estate transaction with your company information. Go to www.wra.org.



10 to 30% discounts available on office supplies. 888-512-6473 for information.



The Legal Hotline answers real estate questions and follows up in writing if requested. Call 800-799-4468.



21% discount on priority overnight mail. Enter passcode LCRS8P13.



Career apparel, marketing products and more for the real estate professional available at www.ranww.org.



**Realtors® Association of Northwestern Wisconsin Golf Classic 2008**

**Thursday, August, 7 at Wild Ridge Golf Course**

- Golf** Morning golf will be for those “serious” golfers who want to play for individual scores. Afternoon golf will be a five-person, best ball/scramble. Golfers may choose their own five-person teams or may register as an individual, requesting to play with any other team that is short of five players.
- Tee Times** Morning golf tees off at 10:00 a.m. Afternoon scramble players should be at the club house by 12 noon. Shotgun start will be at 1:00 p.m. Afternoon golf is limited to the first 180 golfers and is expected to sell out quickly so sign up early!
- Lunch** A soup and sandwich buffet lunch will be served beginning at 11:30 a.m.
- Refreshments** A cash bar will be available throughout the day and each player will receive two complimentary drink tickets. Complimentary soft drinks and snacks will also be available on the course during the afternoon.
- Dinner** A dinner buffet including chicken and BBQ ribs will be served at approximately 5:30 p.m. with a short program and prizes to follow.
- Sign-up** All golf and dinner fees MUST be paid with your reservation by 4:00 p.m. on July 7. Late reservations and reservations without payment will **NOT** be accepted.

**\*\*\*THERE WILL BE NO EXCEPTIONS! ACT TODAY!!\*\*\***

---

**2008 RANWW GOLF RESERVATION FORM**

**Choose One of the Following:**

**INDIVIDUAL** (will be placed with team)      **OR**      **TEAM** (if short of 5 players, individuals will be assigned)

Name \_\_\_\_\_

Captain \_\_\_\_\_

Players \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Choose One of the Following:**

\_\_\_\_\_ Morning and Afternoon golf (18 Holes), cart, lunch and dinner, prizes - \$90.00 per person

\_\_\_\_\_ Afternoon golf Only (9 Holes), cart lunch and dinner, prizes - \$75.00 per person

\*\*\*\*\*

\_\_\_ Lunch, dinner, 2 drink tickets, prizes— \$30.00 per person

\_\_\_ Dinner, 2 drink tickets, prizes— \$20.00 per person

Send reservations **WITH PAYMENT** to:

RANWW, 1903 Keith Street.

Eau Claire, WI 54701



REALTORS® ASSOCIATION OF NORTHWESTERN WISCONSIN  
NORTHERN WATERS AREA  
*2008 Fun In The Sun Golf Outing*  
**Thursday, July 24th At Turtleback Golf & Country Club**  
***All Members Welcome!!***

**2:00PM:** Nine-Hole Scramble Golf Tournament. Tee Times begin at 2:30. Golfers/Duffers may select their own foursome or register as a single and be placed in a random foursome. \$55.00 for 9 holes of golf, a cart and dinner.

**3:30PM:** For those of you that don't golf, how about a wonderful pontoon ride on Rice Lake!! This year, the pontoon ride is sponsored by A+ Inspections, the pontoon will be under the command of Captain Gary Roholt. We will depart from Veterans Memorial Boat Landing, located on East Orchard Beach Lane, just off Main Street in Rice Lake. Seating is limited on a first come, first served basis. Cost is only \$25.00 and includes dinner.

**5:30PM** Social Hour & Dinner. For those of you who cannot join us for golf or a pontoon ride, dinner is only \$22.50, and will feature Turtleback's famous buffet with three entrees, veggies, potatoes and dessert.

**Name/Office:** \_\_\_\_\_

**Phone Number:** \_\_\_\_\_

**Scramble Golf Tournament Name(s):** \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Pontoon Ride Name(s):** \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Payment Enclosed:** \_\_\_\_\_ \$55 for golf/dinner \_\_\_\_\_ \$25 dinner/pontoon  
\_\_\_\_\_ \$22.50 dinner only

Send your registration by **JULY 16th, 2008** **WITH PAYMENT**. Checks should be made payable to RANWW, and should be mailed to Margo Katterhagen, Coldwell Banker Brenizer, 237 South Main Street, Rice Lake WI 54868.

**\*\*\*BONUS:** There will be a chance at the putting green for a closest to the pin contest and all proceeds will go to the RANWW Foundation!!

**REALTORS® Association of  
Northwestern Wisconsin**

REALTORS® Association of  
Northwestern Wisconsin  
1903 Keith Street  
Suite #3

Phone: 715-835-0923  
Fax: 715-835-4621  
Tollfree: 888-211-0112  
Techhelpline: 866-414-7387

**"The indispensable resource for real  
estate in Northwestern Wisconsin."**

Visit our website:  
[www.ranww.org](http://www.ranww.org)

**REALTORS® ASSOCIATION  
OF  
NORTHWESTERN WISCONSIN**

## A FUNNY THING HAPPENED ON THE WAY TO THE FORUM!!

It's more than a movie title, it's an actual benefit to you as an Association member. The RANWW Forum is your single source for conversation and problem solving on topics from Technology to Professional Development. It's members only, so you'll be able to share information and "talk shop" with others in the Association. Use your MLS login and password to gain access. Go to our website, [www.ranww.org](http://www.ranww.org) and login today!!

## The View From The Beltway: NAR Endorsed Healthcare Plan

A bipartisan group of lawmakers, including 3rd District Congressman Ron Kind (D)-La Crosse, joined the National Federation of Independent Business and the National Association of REALTORS® to unveil the Small Business Health Options Program, or SHOP.

The SHOP act is designed to make health insurance more available and affordable for small businesses and their employees.

Benefits of the SHOP act include:

—Allowing small businesses and the self employed to band together in a statewide or nationwide pool to obtain lower health insurance prices by spreading the risk over a larger number of participants.

—Keeping prices low by offering a range of private health plans that

have to compete for business.

—Cutting down on administrative costs for small businesses, currently 25% of health insurance premiums are spent on administrative costs.

—Bans the practice



of rating insurance based on health status and claims experience so that premium increases will be more stable and predictable.

—Provides a website with comparative information about a variety of private health plans.

James Helsel, Treasurer of the National Association of REALTORS® says "For many REALTORS® and those with families, the total cost of health insurance can rival or exceed their monthly mortgage. This bill will empower trade associations and other organizations to help guide their self-employed and small business members through the process of finding coverage."

Public hearings on the SHOP act are expected very soon.

**MANDATORY DATE FOR  
WB1 AND WB36 IS:**

**July 1, 2008!!!**