

REALTORS® Report

September, 2009



JOHN FLOR NAMED REALTOR® OF THE YEAR

John Flor, shown here multi-tasking, was selected to receive the highest award given by our Association. John needed to be able to multi-task this year since besides his responsibilities as our President, John has been kept busy serving our state association as Chairman-elect. In addition to those two demanding positions, John fielded a record number of requests from the media for information on the market and consistently presented positive information, despite a challenging market. His commitment to organized real estate has been recognized by our association, as well as the state and national associations. In January of this year, John was interviewed in one of NAR's magazines in an article about young and new-to-the business Realtors®. His leadership, vision, and commitment, added to high ethical standards, have made him worthy of this award.

MICKELSON RECEIVES BOARD SERVICE AWARD



Every year the committee struggles with choosing the recipient of this special award, and this year was particularly hard because there were many members who have been

very involved. The committee selected Dave in recognition of his service to the Association as a member of the Board of Directors, treasurer, president-elect and president. His vision in creating a Foundation as a way of allowing us to give back to our communities was also a factor in earning him the award. This year Dave chaired a task force that researched the possibility of creating more positive media coverage through an association staff person. Although the recommendation was not adopted, the plan will be reviewed at a future date and may be implemented. All these activities have earned him this honor.

ASSOCIATION NAMES TWO AFFILIATES OF THE YEAR

This year, two members are being recognized with the Affiliate of the Year award—one from a single-person firm and one from a larger organization.



Kay Moen-Urseth of Hometown Title Company earned the award because of her strong support for Association activities. "Always there" was a comment made by a member of the Recognition committee. Not only is Kay always there—you can depend on multiple representation from her firm, including her business partner, Paul Duerst, who participated as a panel member in our Short Sales program in June. In addition to supporting the Association by attending events, she's also a financial supporter and just helped us promote the WRA convention by sponsoring a registration. Kay currently serves as a member of the Board of Directors of the Foundation and has been a major sponsor of fund-raisers.

Julie Flor of Mortgages Unlimited was selected by the committee as the Affiliate of the Year from a single-person firm. One of the committee members commented that she appreciated the personal emails she receives from Julie reminding her of Association events. For the past three years, Julie has chaired the very successful Christmas parties in the northern area and raised money for food pantries and homeless shelters. She currently serves on the Public Relations Committee and regularly attends those meetings even though it requires her to travel an hour each way. Like Kay, you can always count on seeing Julie at any Association event and on a list of sponsors!



Please join us on September 24 at Lake Wissota Country Club in Chippewa Falls to help honor John, Dave, Kay and Julie and to welcome 2010 President David FitzGerald. As an appreciation of the many hours members volunteer to serve the Association, the Directors voted to make the event free to all members. Look inside for your invitation.

REALTORS® ASSOCIATION OF NORTHWESTERN WISCONSIN

1903 Keith Street, Eau Claire, WI 54701 ♦ (715) 835-0923 ♦ (888) 221-0112 ♦ www.ranww.org

The Voice for Real Estate in Northwestern Wisconsin

MEMBERSHIP NEWS

- ◆ . . . In accordance with Association bylaws, notice is hereby given that **Michael Foat**, Smith Realty, and **Timothy Pack**, Tri-R-Realty, have made application for Realtor® membership. Written comment, which shall be kept confidential, is invited.
- ◆ . . . **Congratulations** to **Bill Smith** and **David Oman** who won free registrations to the WRA convention and to **Alan Berg** who won free lodging for two nights at the Kalahari! They're all going to take advantage of everything the convention has to offer—keynote speakers, 12 hours of continuing education, timely workshops, networking opportunities, and, of course some socializing. Consider what a bargain the convention is: you can get 12 hours of the required 18 hours as part of your convention pass PLUS visit vendor booths to see the newest real estate products and services PLUS hear dynamic opening session speakers! Don't delay—register today to take advantage of a great educational program plus an opportunity to have fun with fellow Realtors® throughout the state. Details are on wra.org
- ◆ . . . **Dave FitzGerald**, President-elect, has appointed the following committee chairs:

Christmas party: **Paul Canfield**
Elections: **Scott McKinney**
MLS: **Jeff Theisen**
Public Relations: **Aaron Brunette**
RPAC: **Mary Hafenstein, Paul Canfield**

Education: **Michelle Kauffman**
Golf: **Bryan Renton**
Orientation: **Dan Lawler, Tammy Koenig**
Professional Standards: **Ann Berg**
Technology: **Ben Rivard**

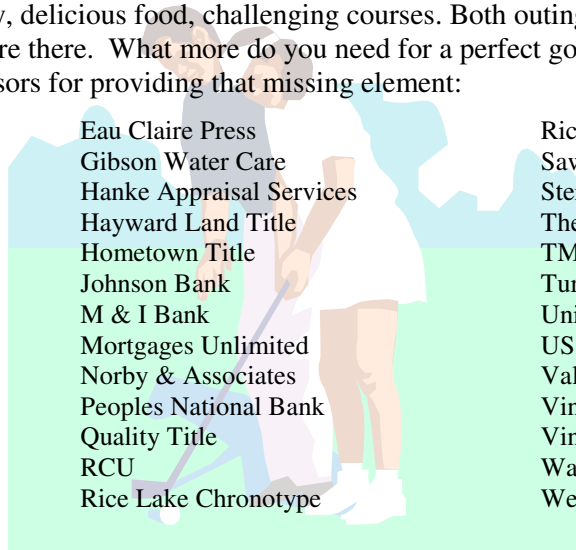
If you'd like to serve on one of the committees, please contact that chairman, Dave or Joan.

Great weather, good company, delicious food, challenging courses. Both outings this year were big successes because those needed elements were there. What more do you need for a perfect golf outing? Generous prizes! A big thank you to the following sponsors for providing that missing element:

A-1 Inspections
Al Pabich Home Inspections
All Title Services
American Title & Abstract
Anchor Bank
Associate Title, LLC
Associated Bank
Bank Mutual
Bank of the West
BookAShowing
Charter Bank
Chippewa County Abstract
Dairy State Bank

Eau Claire Press
Gibson Water Care
Hanke Appraisal Services
Hayward Land Title
Hometown Title
Johnson Bank
M & I Bank
Mortgages Unlimited
Norby & Associates
Peoples National Bank
Quality Title
RCU
Rice Lake Chronotype

Rick Pendergast, attorney
Sawyer County Abstract & Title
Sterling Bank
The Real Estate Institute
TM Title
Turtleback Golf & Country Club
United Bank
US Bank
Valuation Specialists
Vinopal Law Office
Vinopal Title & Abstract
Washburn County Title
Wells Fargo



NATIONAL ASSOCIATION OF REALTORS®

REALTOR®

SAFETY

SAFE

REALTOR® SAFETY WEEK — SEPTEMBER 13 - 19, 2009

You may think because you live in a small community or have been in the business many years, you don't need to be concerned about Realtor® safety. The fact of the matter is that, as REALTORS® and as citizens, practicing safety measures is the smart thing to do. Those measures include:

- >**Always** make sure someone knows where you're going and who you plan to meet there—including the client's name and phone number.
- >**Always** schedule meetings with new clients in the office, verify identity, and introduce them to a colleague.
- >**Always** keep a charged mobile phone in your pocket or clipped to your belt, whether you're in the office, on the road or at property showings.



From the President . . . John Flor

Friends, this will be my final column as your President. I wanted to take this opportunity to tell you all that it has been my honor to represent you for the past year. It does take time and effort to serve in a leadership position on the board, but the experience and knowledge gained is worth every moment away from the office and my business.

The last year has been challenging for many of us, myself included. When the year began, I had no idea I would end up on TV several times and in the newspaper more times than I can count. The tough economic conditions and sagging real estate market were on everyone's mind, not just ours. The good news is that for all of us who have survived this historic downturn in the real estate market, we seem to be looking at brighter days in the future.

"I hope you will join us on September 24th to welcome Dave and thank all of those volunteers who give so much to the association."

In spite of all the challenges last year, the association still managed to accomplish many things. We conducted an in depth re-writing of our strategic plan. The committee chairpersons are well on the way to taking that information and creating new and exciting programs for you, the member. The new strategic plan will help guide the association as real estate continues its rebound and well beyond. The association made several tough decisions in creating next year's budget, including approving Joan's recommendation (supported entirely by the whole staff) of freezing salaries and trimming unnecessary expenditures. We are currently discussing the benefits of joining the WIREX project and hope to have a decision in September.

I would like to thank all of the committee chairpersons, committee members and the Directors for their hard work and dedication throughout the year. It is their volunteer spirit that keeps this association moving forward and relevant to you, the members. If you have not participated in a committee in the past or would like to continue serving the association on a committee, contact Joan at the board office or Dave FitzGerald and let them know you are interested. They are busy filling committee positions right now, so join in and make a difference in the future of your association.

I also need to thank Joan, Rhoda, Jane, Pattie, Al and Bruce. This tremendous group of professionals does a fantastic job of keeping the association running every day. We are all lucky to have such wonderful support.

I am leaving you in the very capable hands of Dave Fitzgerald who will do a superb job as our President. With the support of his leadership team, Jeff Theisen and Dave Masterjohn, and the Board of Directors, we have a wonderful and prosperous year ahead. I hope you will join us on September 24th to welcome Dave and thank all of those volunteers who give so much to the association.



A quick Look ahead . . .

September

- ◆ 7—Labor Day
- ◆ 8—PR Committee meeting, noon
- ◆ 9-11 WRA Convention, WI Dells
- ◆ 16—Education Committee, 9
- ◆ 17—Foundation BOD, noon
- ◆ 18—MLS—8
- ◆ 24—Awards Banquet

October

- ◆ 7—Surround Sound training, WRA
- ◆ 31—Last day for discount on dues

November

- ◆ 6—MLS Committee meeting, 8 AM
- ◆ 11-16—NAR Convention/San Diego
- ◆ 19—**Legal Update by Kevin King**
- ◆ **food drive, Menomonie**
- ◆ 26-27—Association office closed for Thanksgiving

December

- ◆ 10—Management Conference
- ◆ 11—Christmas party, Metropolis

*The Realtors® Association of Northwestern Wisconsin
Cordially invites you to the*

Award & Installation Banquet

*For the installation of
David FitzGerald as President
And recognition of
John Flor as Realtor® of the Year,
David Mickelson as Board Service Award Recipient
And
Jule Flor and Kay Moen-Urseth as Affiliates of the Year*

*Thursday, September 24, 2009
Five- thirty social, dinner following at 6:30
Lake Wissota Golf Club
16108 97th Avenue, Chippewa Falls, WI*

Name _____

Guest _____

RSVP by September 17, 2009

To RANWW, 1903 Keith Street, #3, Eau Claire, WI 54701

Price Per Person: \$22 (Members pay only for guest)

Fax: 835-4621

*Note: Members who register and do not attend or cancel by noon, September 17, will be
invoiced \$22 per reservation*