

REALTORS® Report

October, 2012



PR Chairman Tina Bann breathes a sigh of relief—everything's going well!



Krag Blomberg tallies up some recyclables



Note the line of cars!!



Past Presidents continuing to serve the Association.



Joe Germain hard at work

SECOND ANNUAL RECYCLING ROUND-UP A SUCCESS!!!

Once again we were able to show our community we're **Realtors® Making a Difference!** 418 vehicles lined up during the four hour recycling event on September 22 to drop off 65,890 pounds of appliances and electronics. The event was a huge success: not only were we able to help our environment by encouraging the public to recycle, we also enhanced our public image. Another recycling round up will be held in our northern area later this year—watch for details.

Tina Bann
Brenda Barnhardt
Krag Blomberg
Paul Canfield
Nick Cernohous
Jane & Evan Fisher
Dave FitzGerald
Joe Germain

Wendy Heffernan
Wendy Hollenbeck
Brian Jacobson
Jon Koestler
Bruce & Rhoda
Saatela
Jeff Theisen

A big thank you to these members and staff for making the event so successful!

REALTORS® ASSOCIATION OF NORTHWESTERN WISCONSIN

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

The Voice for Real Estate in Northwestern Wisconsin

Hand in Hand, that's all of us, reaching out and helping each other, especially those who need our help the most. - author unknown

21st Annual Food Drive

Nov. 1, 3 PM to ???

Green Mill, Eau Claire



Everyday people in Wisconsin go hungry, and it's not just in the big cities.

In west central Wisconsin alone, more than 60,000 individuals each month rely on food received from programs supplied by Feed My People Food Bank. Approximately 39% are children. . .that's 23,000 hungry kids. You can help make a difference in their lives by supporting our annual food drive. This year our cash donations will be directed to **Feed My People Food Bank** which offers programs to distribute food throughout almost all of the counties in our jurisdiction. Again this year there will be two competitions: the coveted John Kleven Traveling Turkey Trophy for Realtors® and the Top Can Award for Affiliates. Each \$10 contribution will be counted as the equivalent of a turkey. In addition to hearing from a representative of the food bank, we'll also have an update on the proposed Downtown Eau Claire Confluence Project.

The Public Relations Committee has planned another change in this year's annual food drive. . .it will be an afternoon event starting at 3 PM. Members will be able to visit and enjoy hearty hors d'oeuvres following the presentations. Because of the generous support of **Citizens Federal Bank**, the cost of the meeting is only \$10. Plan to attend to network, be educated and help us be **Realtors® Making a Difference** by supporting Feed My People Food Bank.

Please register me to attend the November 1 meeting at Green Mill in Eau Claire.

Name _____ Email _____

Fax this form to 715 835-4621 by Oct. 26.

**Thank
you!!**

Although the weather dampened the ground, it didn't dampen the spirits of the Realtors® who participated in the Take 5 Golf outing event organized by RCU to benefit the Foundation!

Participants enjoyed golf, food and supported the Foundation with \$274 in contributions. Thanks to all the members who participated in the event and thank you to RCU for organizing it! Just a reminder. . .you can support the Foundation by purchasing a KwikTrip gas card. They're great for birthday or congratulations gifts or to fill your own tank! The Foundation receives 10% of the card purchase. Contact Brenda if you'd like to support the Foundation with a purchase of a gas card.

Dues are Due

- Pay dues by October 31 to take advantage of a \$25 discount.
- Pay face amount on the dues statement by November 30
- Pay \$25 late fee for dues paid in December
- Pay dues online at realtor.org

Back by Popular Demand.

Professional Standards training by Scott Bush!!

Monday, Oct. 29, 8:00—noon

Two years ago, Scott Bush, VP of Operations for the Greater Milwaukee Association of Realtors®, taught a class for our Association on Professional Standards enforcement. Members who attended the class learned about their roles in processing an arbitration request or ethics complaint. Many times this very important class seems hard to follow, but Scott's interactive style combined with video clips and references to movies, educates members while providing some humor. Based on the very positive feedback on Scott's class, he's been asked to repeat it for us on **Monday, October 29**. Some of the subjects the class may cover:

- ◆ Review of the 17 articles in the Code of Ethics
- ◆ Role of the Grievance Committee
- ◆ Due process
- ◆ Arbitration: mandatory versus voluntary
- ◆ Ethics
- ◆ Tips on do's and don'ts as a panel member
- ◆ Procuring cause
- ◆ Mediation
- ◆ Appeals and procedural reviews
- ◆ Role of the Directors

It is the Association's policy that every member who serves on the Professional Standards Committee and Board of Directors must attend this training at least every three years. If you'd like to be considered for an appointment to the committee next year, or if you were appointed subject to attending this class, please complete and return the registration form below. NOTE: Attendance at this class does **NOT** satisfy continuing education requirements.

Please register me to attend the **FREE** Professional Standards training class on Monday, October 29 at the Association office.

Name _____

Email address _____

Fax this form to 835-4621 by Oct. 22 or send an email to brenda@ranww.org to register.



Membership News....

In accordance with our bylaws, notice is hereby given that *Michael Anderson* of Team Realty and *Dwayne Potter* of Homestead Realty have applied for Realtor® membership; written comment, which shall be kept confidential, is invited.



Committees. . . They're our Foundation!!

Our Association has a strong, solid foundation. . . committees! Programs and services offered by the Association are based on recommendations from committees. Take a look at some of the services this dedicated group helps us offer:

- ◆ Educational programs to educate members on changing regulations and new trends;
- ◆ Public Relation campaign to enhance our public image;
- ◆ MLS with enhancements for scheduling appointments and providing easy access to the property;
- ◆ Professional Standards to resolve commission disputes and enforce the Code of Ethics;
- ◆ Political advocacy through RPAC;

Christmas Party	<i>Kathy Kadlec</i>	RPAC—CV	<i>Craig Hughes</i>
Education	<i>Chris Wolff</i>	RPAC—NW	<i>Dan Lawler</i>
Elections	<i>John Flor</i>		
Golf—CV	<i>Lenny Drescher</i>		
Golf—NW	<i>Shane Beck</i>		
Nominating	<i>Dave FitzGerald</i>		
Public Relations	<i>Wendy Hollenbeck</i>		
	<i>Wendy Boulden-Heffernan</i>		

If you'd like to serve on a committee and be a part of our foundation, contact one of the committee chairs, President Rivard or Brenda at the Association office.



Bookashowing. *Where would we be without it?*

Bookashowing has been an enhancement of our MLS for six years . . . most of us take the convenience of scheduling appointments and receiving showing reports electronically for granted but did you know this program, which is now used by MLSs throughout the country, including Northstar MLS with 13,000 agents, was written for us??

Val Moser of CB Brenizer was making multiple phone calls to schedule showing appointments during a trip to Minneapolis with her very creative programmer son, Jason. He quickly realized those appointments could be made electronically and wrote a program to do that. The MLS already had a feature to schedule showing appointments, but

since Jason was a member's son, the MLS staff extended the courtesy of reviewing the program. They were impressed; when the MLS Committee reviewed it, they offered several suggestions which Jason incorporated. The rest is history.

A couple of years ago, the vendor who provided our frameable IDX site increased fees substantially; Jason created an improved site within 30 days and actually reduced our fees.

Fun facts: BAS is used to schedule 250,000 showings a month. On Christmas day last year, 345 showings were arranged!

Jason, who is an Affiliate member, continues to be a good friend to the Association and supports many events. Thank you, Jason!!



Why should you support RPAC? Because RPAC supports you and your business! RPAC supports pro-Realtor® candidates from both sides of the aisle and is the number one trade association political action committee in the nation. Join other members who have invested in their future with a contribution to RPAC—contact RPAC chairs *Mary Hafenstein* or *Linda Bucher* or either Bruce or Al to contribute. Remember, too, you can put your contribution on a Visa or MasterCard.

Linda Bucher
Paul Canfield
Brian Dunham
John Flor
Daniel Lawler
Karen Pavlicek
Roger Rivard
Mary Ruffledt
Peter Wiese

\$600-\$750 Donors

Krag Blomberg
David Masterjohn

\$125-\$200 Donors

Michael Brenizer
Craig Hughes
Ben Rivard
Gordy Weiss

\$100 Donors

Al Arnold
Allan Berg
Jeri Bitney
Jason Derousseau
Ned Donnellan
Akemi Fischer
David FitzGerald
Butch Flor
Mark Fouts
Layne Grover
Dick Kuula
David Mickelson
William McKinney
Gary Nathan
Tom Schaffer
David Suchla
Jeffery Theisen
Jim Theisen
Terrence Turek
Robert Wing

A NOTE FROM JOAN

Where do you start when you reflect on changes that have taken place in our Association over the last 30 years? When I started working for the Board (not Association), we had a membership of about 200 and were the Eau Claire-Chippewa Board of Realtors®. Some of the many changes I've seen:

- ◆ Changed our name three times;
- ◆ Expanded our jurisdiction from two counties to nine plus portions of a tenth county;
- ◆ Converted MLS software many, many times;
- ◆ Introduced MLS books and eliminated printed listing data sheets;
- ◆ Adopted widespread use of technology, including computers, fax machines and the internet;
- ◆ Eliminated MLS books;
- ◆ Made some MLS data available to the public;
- ◆ Moved to new office location;
- ◆ Adopted electronic lockbox system;
- ◆ Added staff, including two GADs.

As one of the members commented in my guest book, *"It's been quite a ride!"*

Thank you doesn't nearly express the gratitude I have for the many members who attended the open house and it certainly doesn't convey my gratitude for the many, many kind words and cards I received. I was truly overwhelmed at the reception complete with

beautiful flowers, delicious food and, of course, quality chocolates!! As if the open house wasn't enough, I was treated to dinner with my leadership team. The whole day created some very beautiful memories.

I told one of the members who stopped at the office this month, it would not be so hard for me to leave if I worked for a bunch of "toady" members! Many times at Association meetings, I've heard comments from other AEs about how poorly members treated the staff or how difficult it was to get members to participate. I can honestly say I have often told other Association execs I work for the best Association in the state (maybe the nation, but for sure the state!). Of course, no matter how well I did my job, I would not have been able to do it without the strong support of our staff. We're very lucky to have the dedication of *Rhoda Saatela, Jane Jereb, Al Arnold* and *Bruce King*—they all do an exemplary job. I'm confident they'll continue doing their usual excellent job supporting the members and helping my successor, *Brenda Barnhardt*. Finally, no matter how well staff did our jobs, without member support, it wouldn't matter. My final thanks is to the officers, directors and committee members I've worked with these past 30 years. It's been a privilege and honor—I'll miss all of you. **Thanks for some special memories!**