

BAKERSFIELD ASSOCIATION OF REALTORS®

2017 COMMITTEES



ASSOCIATION Task Force / Committee Chart



2017 Committees and Leaders



EDUCATE

EDUCATION *(Standing Committee)*

Serves members by providing, promoting and developing timely, high-quality educational opportunities for members. Provides courses that will assist members in maximizing their ability to successfully conduct their individual businesses.

Chair: Doreen Lane, Watson Realty ERA

Vice-Chair: Debi Roberson, Miramar International, Mill Rock

COMMERCIAL INVESTMENT

Plans and organizes monthly Commercial Investment meetings, including pitch sessions and educational speakers geared towards commercial and industrial real estate.

Commercial Investment Forum

Chair: Kevin Palla, Broker

Vice-Chair: Pete Peralta, Watson Realty ERA

MEMBERSHIP

DEVELOPMENT/ORIENTATION

(Standing Committee)

Promotes membership in the Association by presenting benefits of membership, encouraging participation, and seeking ways to enhance the value of membership. Plans and conducts orientation sessions for new members of the Association.

Chair: Clint Bear, RE/MAX Golden Empire

Vice-Chair: Jacob Marquez,

Miramar International, Haggin Oaks

TECHNOLOGY

Increases the comfort and skill level of our members with technology. Advocates best use practices which will enhance member professionalism and efficiency.

Technology Users Group (TUG)

Chair: Nik Boone, Ascend Real Estate

Vice-Chair: Paul Robles, Watson Realty ERA

ENGAGE

AFFILIATES

Affiliate support and participation has always been a vital part of our Association's membership experience.

Chair: Michele Cooper, San Joaquin Valley Mortgage

Vice-Chair: Jeff Aguilera, Cornerstone Mortgage

ATTENDANCE & RECEPTION

Promotes attendance at Association events. Encourages membership participation in programs and activities that enhance cooperation and harmony among all members. Assists in planning and arranging for special events.

Chair: Tina Price, Keller Williams Realty

Vice-Chair: Elizabeth Jimenez, Performance REALTORS®, Inc.

BROKERS ADVISORY GROUP (Invitation Only). Drawing on the experience, knowledge and strategic wisdom of our Broker

community, this forum is a vehicle for the sharing of ideas and perspectives in order to identify opportunities to enhance services for our Broker partners.

Chair: Scott Tobias, Century 21 Tobias Real Estate

Vice-Chair: Glenn Porter, RE/MAX Golden Empire

BROKERS FORUM

Provides a forum for dissemination of information to brokers and sales managers. Fosters communication between designated REALTORS® by setting regular, informal meetings for the purpose of sharing ideas. Provides input to the Board of Directors on industry policies and practices. **Brokers and Designated Managers only.**

Chair: Saul Bernal, Miramar International, Panama

Vice-Chair: Linda Banales, Keller Williams Realty

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COMMUNICATIONS & PUBLIC RELATIONS (CPR)

(Advisory Group)

The CPR committee is to keep a strong pulse on our membership and our community through effective communication and feedback.

Chair: Derek Sprague, Sprague Real Estate Group

Vice-Chair: Ashley Weaver, Karpe Real Estate Center

MLS OPEN FORUM

Forum engages our MLS participants and subscribers for educational purposes, sharing of information and obtaining feedback regarding ways to improve MLS services.

Chair: Paul Robles, Watson Realty ERA

Vice-Chair: John Houchin, Coldwell Banker Preferred, Ming

YOUNG PROFESSIONALS NETWORK (YPN)

Focused on building tomorrow's leaders by being inclusive and proactively engaging our younger REALTOR® members. Helps members excel in their careers through leadership opportunities, gaining industry knowledge, networking with their peers, and participating in community activities.

Chair: Scott Knoeb, Frontier Real Estate Services, Inc.

Vice-Chair: Carlos Padilla, Watson Realty ERA

LEAD GRIEVANCE

(Standing Committee)

Analyzes complaints involving alleged violations of the Code of Ethics, membership duties or bylaws, and makes recommendations regarding disposition of said complaints.

By appointment only.

Chair: Glenn Porter, RE/MAX Golden Empire

Vice-Chair: Frank Abbot, Broker

LEADERSHIP ACADEMY

Team of seasoned Association leaders whose objective is developing effective leaders, who create value within our Association. **By appointment only.**

Chair: Sheri Anthes, Coldwell Banker Preferred, Ming

PROFESSIONAL STANDARDS

(Standing Committee)

Promotes and enforces the Code of Ethics of the National Association of REALTORS® and conducts ethics and arbitration hearings.

*Note: Consists of REALTORS® with sufficient background to make informed and objective determinations.

By appointment only.

Chair: Raul Rodriguez, Mary Cruz Realty, Inc.

Vice-Chair: Bill Mell, Miramar International

STRATEGIC PLANNING AND FINANCE

(Standing Committee)

The committee coordinates the planning and budgetary activities of the Association. It is responsible for setting the long-term direction for the Association by identifying critical issues. **By appointment only.**

Chair: Ronda Newport, Miramar International – Mill Rock

Vice-Chair: Wayland Louie, RE/MAX Golden Empire

NOMINATING COMMITTEE (Presidential Appointment). A committee of REALTOR® members specially appointed for the purpose of reviewing, vetting and interviewing Officer and Director Candidate applicants.

By appointment only.

Chair: Bill Redmond, Watson Realty ERA

Vice-Chair: To be determined

YPN ADVISORY

A team of successful young REALTOR® professionals, plans and promotes YPN educational programs and provides insights to Association leadership when requested, and offers overall directions for YPN activities.

Chair: Scott Knoeb, Frontier Real Estate Services, Inc.

Vice-Chair: Carlos Padilla, Watson Realty ERA

ADVOCATE LCRC

Our local political action committee, funded by voluntary contributions from REALTORS® to support candidates for public office who understand the importance of REALTOR® issues and who will take positions on those issues that help promote the cause of housing and private property rights.

Chair: Wayland Louie, RE/MAX Golden Empire

REALTOR® Government Review Advisory Council (RGR)

(Standing Committee)

Creates a forum for members to engage in local, regional and national issues that affect our industry. Members meet to review local government policies, ordinances and programs that impact real estate transactions. They serve as advisors to the Board of Directors regarding the Association's position on issues.

Chair: Martha Johnson, Keller Williams Realty

Vice-Chair: Scott Knoeb, Frontier Real Estate Services, Inc.

SERVE REALTORS® CARE DIVERSITY & EQUAL OPPORTUNITY

(Standing Committee)

Promotes the benefits of diversity and inclusiveness within our organization and community. Plans and promotes outreach activities and initiatives which address our multicultural community and real estate market. Provides education and best practices for members on how they can effectively work with our diverse populations.

Chair: William Chicas, Watson Realty ERA

Vice-Chair: AJ Bhuee, Watson Realty ERA

SALLY'S PLACE

A seniors hot lunch program. It's a partnership with the Salvation Army where volunteers serve to feed a hot meal to the elderly in our community.

Chair: Cheri Romero, Miramar International – Marketplace

Vice-Chair: Lisa Hook-Estes, The Mortgage House

GOLF TOURNAMENT

Plans, promotes and coordinates the annual REALTOR® Golf Tournament. Brings together members in a relaxed setting and environment that promotes goodwill and fellowship. Proceeds benefit local organizations.

Chair: Michele Cooper, San Joaquin Valley Mortgage

Vice-Chair: Tim Roberts, Watson Realty ERA

BRINGING HOME THE CURE

■ Relay for Life

■ Campout Against Cancer

■ Wine Tasting Event

Each year our members come together to raise funds and awareness to save lives from cancer through the Relay For Life movement and the Campout Against Cancer Event.

Co-chair: Ronda Newport, Miramar International, Mill Rock

Co-chair: Debi Roberson, Miramar International, Mill Rock

Vice-Chair: Michele Cooper, San Joaquin Valley Mortgage

Association Committees / Task Force

The following committees are open to all REALTOR® and Affiliate members

I. EDUCATE 2017 Oversight Officer Ronda Newport Secretary- Treasurer	II. ENGAGE 2017 Oversight Officer Athena Collup Vice President	III. LEAD 2017 Oversight Officer Derek Sprague President Elect	IV. ADVOCATE 2017 Oversight Officer Bill Redmond Immediate Past President	V. SERVE 2017 Oversight Officer Wayland Louie Director
<ul style="list-style-type: none"> ■ Educational ■ Commercial Investment ■ Diversity ■ Membership/Orientation ■ Technology 	<ul style="list-style-type: none"> ■ Affiliates ■ Attendance & Reception ■ CPR ■ MLS Open Forum ■ YPN ■ Brokers Forum* (Brokers & Sales Managers Only) 	<ul style="list-style-type: none"> ■ Grievance* ■ Professional Standards* ■ Strategic Planning/Finance* ■ Nominating* ■ YPN Advisory* ■ Leadership Academy* 	<ul style="list-style-type: none"> ■ RGR ■ LCRC* 	<ul style="list-style-type: none"> REALTORS® CARE ■ Equal Opportunity ■ Sally's Place ■ Golf Tournament ■ Bringing Home the Cure: <ul style="list-style-type: none"> ❖ Campout Against Cancer ❖ Relay for Life ❖ Wine Event ■ 501(c)(3) Directors*

I would like to serve on the following task force/committee(s).

1. _____

2. _____

3. _____

Name: _____ Office: _____

MBR# _____ e-mail _____

DRE License: Broker _____ Broker Associate _____ Sales Manager _____ Sales Associate _____

Language spoken other than English: _____

***Please note that the following task force/committees are by appointment only.**

If you would like to be considered for 2016, please mark your selection below.

- Brokers Forum
 Grievance
 Professional Standards
 Strategic Planning/Finance
 Nominating
 YPN Advisory
 Leadership Academy
 LCRC
 501(c)(3) Directors

Please return this form to Cindy Kiser:

Cindy@bakersfieldrealtor.org or 661.635.2315



2017-2020 Strategic Plan/Goals

I. EDUCATE

2017 Oversight Officer
Ronda Newport

GOAL #1

Professionalism
and Standards

Maintaining REALTOR® ethics and standards through education and knowledge.

- A.** Increase compliance with the Code of Ethics.
- B.** Enhance competence and knowledge through education and training.
- C.** Promote the benefits of ethical practice.
- D.** Deliver timely, relevant programs to support professional excellence.
- E.** Enhance educational offerings by investing in strategic speakers.
- F.** Create a Leadership Academy and mentoring model.
- G.** Maintain a centralized online resource to promote educational programs.

II. ENGAGE

2017 Oversight Officer
Athena Collup

GOAL #2

Member Service
and Value

Serving the needs of members by providing programs, products and services that positively impact professional success.

- A.** Provide a superior membership experience for all members.
- B.** Maintain productive and responsive relationships within the industry, including brokers, agents and affiliated organizations.
- C.** Expand and provide relevant and high quality programs, products and services to meet the demands of an evolving marketplace.
- D.** Set growth metrics to monitor recruitment, retention and market share; focus on quality over quantity growth initiatives.
- E.** Develop forums and advisory groups to engage the varied interests of members, transforming their discussions into educational content as applicable.
- F.** Promote available resources and value of C.A.R. and NAR.
- G.** Identify and build relations with allied organizations, i.e. property management, commercial brokers, new construction as well as geographic opportunities (for statistical gathering.)

III. LEAD

2017 Oversight Officer
Derek Sprague

GOAL #3

Association Leadership
and Operations

Leading a state and nationally acclaimed REALTORS® Association.

- A.** Maintain efficient programs and best use of resources to serve the members and advance the mission.
- B.** Rely on metrics and performance measures to monitor strategic plan progress.
- C.** Invest in the Association office to maintain a sense of professional pride; explore investing in additional parking and classroom space to accommodate growth.
- D.** Position REALTORS® in volunteer leadership roles who have completed the Leadership Academy and other paths to leadership.
- E.** Invest in the technology necessary to support Association functions.
- F.** Maintain professional staffing sufficient to support Association growth and advancement of the strategic plan.
- G.** Align committees with strategic plan to produce significant results.

IV. ADVOCATE

2017 Oversight Officer
Bill Redmond

GOAL #4

Governmental Relations
and the Voice of
Real Estate

Vigilant in monitoring and influencing issues impacting real estate.

- A.** Maintain policy platforms that correspond with the strategic plan on issues impacting our industry.
- B.** Lead coalition efforts with industry partners.
- C.** Support RPAC, "The voice and muscle of the REALTOR®"
- D.** Increase awareness and grassroots involvement of members.
- E.** Allocate sufficient resources to support an effective government affairs program.
- F.** Enhance involvement as a leader and stakeholder in economic development and local public policy.
- G.** Educate membership to be Ambassadors in the community and to increase the REALTOR® brand awareness.
- H.** Be cognizant of resources from C.A.R. and NAR that can be used to support local advocacy.
- I.** Consider feasibility of developing a task force or coalition of members dedicated to advancing public policy programs, working within approved messaging and channels of communication.
- J.** Include a module on "advocacy and government relations" in the training of future leaders.

V. SERVE

2017 Oversight Officer
Wayland Louie

GOAL #5

Community Service

Positively impact our community through goodwill and campaigns lead by REALTORS®.

- A.** Position REALTORS® as a positive force in the community; and a means to engage members.
- B.** Evaluate and strategically coordinate fund raising efforts and philanthropic giving, being sure to allocate overhead costs appropriately.
- C.** Develop a strategic plan for the Bakersfield Association of REALTORS® Foundation that will advance member awareness and raise adequate funds.
- D.** Provide scholarships for students pursuing a course of study in real estate or a related field at college or graduate levels.
- E.** Maintain the integrity and innovation of the MLS.
- F.** Rely on open channels of communications (i.e. suggestion box, social media, etc.).



BAKERSFIELD ASSOCIATION OF
REALTORS[®]
GROWING A STRONGER COMMUNITY