



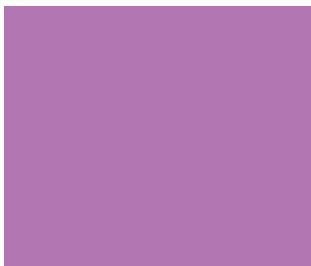
AREA

ASSOCIATED REALTY OF THE AMERICAS

www.areamericas.com

February 2016 Newsletter

Mark Your
Calendars

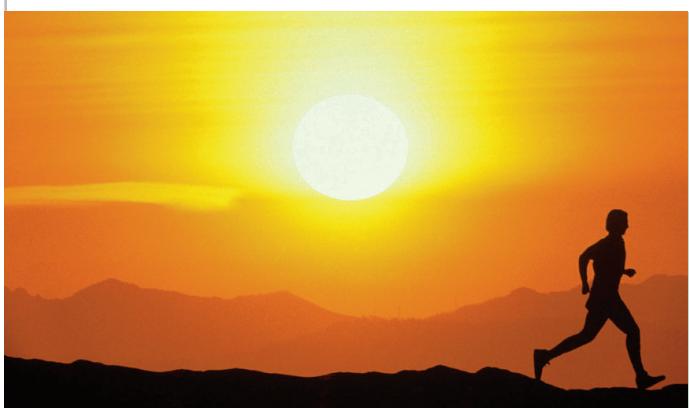


2016 AREA Retreat

April 17-18-19 | Santa Fe, New Mexico

- Registration Fee: \$395 includes six meals and two cocktail receptions plus a whole lot more.
- Hotel: \$169 per Night Minimum 3 Night Stay

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Welcome AREA's Newest Members



Jane Woolley
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 TCN Starboard - Commercial
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Jane is a leading commercial real estate broker in San Francisco. She has a B.S. in Business Administration, from the University of Vermont, an MBA, from Suffolk University, and a degree in Land Use Development, from Harvard. She is a retail specialist who has been instrumental in creating synergy to shopping center tenant mix for local and national developers. This has included historic district rehab in downtown Boston and suburban markets, mixed use development, and as a consultant to the lifestyle development model. Jane plays an active volunteer advisory role with Foster-A-Dream whose mission is to provide programs and resources for Bay Area foster children and as liaison to Blue Star Moms in the Tri Valley area. She is an active member of the Pleasanton Chapter of National Charity League.



Kerri Hartnett
Portland, Oregon
 Principal Broker Keller Williams
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 503-893-9090

Kerri is the 2016 President-Elect of the Portland Association of REALTORS! Born and raised in Ft. Lauderdale, Florida, Kerri is the proud daughter of Gail Hartnett a long standing member of AREA from Boise. She moved to Portland in 1997 from Boise and resides in beautiful NE Portland with her son and animal friends. Kerri is a third generation REALTOR®, with over ten years of experience as a REALTOR®. Kerri is education based and prides herself with being "in the know" of the latest real estate market trends. In addition to many designated real estate courses, Kerri completed the Earth Advantage sustainability training for accredited real estate professionals and has made it a personal mission to raise awareness throughout the community on issues that impact our local and global environment. She is very active in the Women's Council, serving as a member of the Board.



Doreen Roberts
Fremont, California
 Broker/Owner Master Key
 Real Estate Mission
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 510-378-2651

Doreen will be celebrating 29 years this year in the real estate business. She got her brokers' license in 1991 and started her own boutique brokerage, MasterKey Real Estate Mission in Fremont. She doesn't have any agents working for her except for her life partner and husband who is also a licensed broker. His participation in her real estate business has made it possible for her to become more involved with my local, state and national associations. She has served on the NAR Professional Standards Committee member since 2006. And, among many other accomplishments she authored and presented several topics to leadership and membership including: Advertising in compliance with the Code of Ethics & Fair Housing; Procuring Cause; Compensation; Short Sales REOs & "The Rules; Professional Standards Overview for Brokers & Managers; When Things Go Wrong in Transactions.



Carlos Gutierrez
Miami Beach, Florida
 Keller Williams Miami
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 305-710-9655

Currently serving as the 2016 Residential President of the Miami Association of Realtors, the largest local REALTOR® association in the United States of America, Carlos graduated from Florida International University in 2002 with a B.A. in international business and a second B.A. in management information systems, and did so through the Honors College. He serves his community and his country through his voluntary service in the United States Coast Guard Auxiliary as an interpreter in 3 languages and as a Flotilla Staff Officer. He has been a long time member of BNI (Business Network International) and in 2011 became the founding president of his own successful chapter and won the "Member of the Year" award for 2012. Carlos has been elected to the 2013 - 2016 Board of Governors of the Miami Realtors where he now serves as President.

Comments by Diana Bull



Diana Bull, Chair
AREA Liaison Committee
Santa Barbara, California
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AREA Retreat to be held in Santa Fe this coming April 17, 18, and 19. I think this gives all of us, in a nutshell, why this event is most assuredly is one of the most important Retreats we have ever had and I would like to present it for us all:

As to the content of the 2016 AREA Retreat, which was worked out in concert with our Liaison Chair, **Diana Bull**, past President of the California Association of REALTORS®, and vice-chair, **Ken Libby**, current President of the Vermont Association of REALTORS® and **Suzanne Cooper** of New Jersey, our Executive Vice President.

There are four sections this year to be covered over a day and a half followed by other related events and then our Awards Dinner. (There will be a surprise or two along the way that will be, if nothing else, fun. For instance, in New Orleans, we all marched, with a New Orleans Jazz Band in the lead, down Bourbon Street to member **Peter Patout's** home for a dinner party a full six blocks away. It turned out to be illegal (I had no idea we needed a permit) and the police kindly said nothing, and joined in by directing traffic. We began the parade with our members (about 50-60) and at the end of the parade over 500 were in it.

To begin the event and to be sustained throughout, we have leased the Presidential Suite and it will remain open, with refreshments, during the entire time, 14 hours a day. This is a gathering place so members can mingle at their leisure and was inspired during our Napa meeting when, on the bus back to the hotel following our Gala, I happened to sit next to **Jeanne Radsick**, Bakersfield, who told me she was known as the Sherlock Holmes of her family because she always saw things from a different perspective than the rest of the family. Case in point: she noted that we had taken two buses and had stopped, gotten off and then back on four times. At least on the bus she was riding she said

First, I would like to offer a hardy welcome to our new and highly distinguished members. The older this organization gets the younger it is becoming and this is great news for all of us as we begin to understand the real differences between the Millennia's and the Boomers and, therefore, concentrate our efforts in bridging the gaps wherever they may exist. Carl was recently asked by a newer member to give an overview of the upcoming

human nature dictated that people will always return to the same seat in such a situation. However, on her bus everyone changed seats at every stop and rode the next stage with someone new. So, the concept of making sure there is a place and time for members to meet amongst themselves became paramount for these gatherings.

Section One will be chaired by **Ron Phipps**, Greenwich, Rhode Island and 2011-12 President of the NAR, with a select group of members on a panel to discuss the dramatic changes that will soon overtake our industry and what we can and should do to catch the wave and be a part of the solution as opposed to being victims of the new foreign environment we are about to enter.

Section Two will be chaired by **Leslie Rouda Smith**, Chair of the Texas Association of REALTORS® and daughter, **Kristin Smith**, Dallas, and will deal with millennia's and boomers and how to traverse the chasm. There will, of course, be simultaneous texting of everything said.

Section Three will be chaired by **Jo Kenney**, Atlanta, 2014 President of the Women's Council and will deal with members discussing "Defining Moments" in their personal lives that made a real difference. (We inaugurated this at our 2013 Retreat in New Orleans and it was really something. For example, one member talked about his father in Arkansas, a very poor but proud farmer, who raised his family in a traditional manner, always being there for everyone. He used to keep all of his excess cash in a metal box underneath his bed because, after the great crash of 1929 where millions lost everything, he had no faith in banks. One day he called his son and told him that he wanted him to know that he had taken all of that cash and "...and given it to this man." The son, **George Harvey, Jr** of Telluride, was aghast and then he asked who he gave it to. "Son, I gave it to this guy I truly believe in. His name is Sam Walton."

Section Four will be a meat and potatoes program discussing two concepts we have been working on for over a year with a goal to effectively create long term, near passive income for the membership. Suzanne and I will chair this section."

So this event will, indeed be special. Hope to see you there!
Diana

The Jeanne Radsick "Sherlock Holmes" Let's Make A Difference!



Jeanne Radsick
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Last month we began a new contest designed to match members with something in their background. If you play and send your list to carl@areamericas.com You will be placed in a pool for a special drawing at year's end that is so cool I am not going to give it away until our phone call the first week in February.

The Answers to Last Month's Contest

MATCH THE NUMBER TO THE PERSON – EMAIL YOURS TO CARL

Meri Crandall, St. George
Tiffany Curry, Houston
Jay West, Cabo San Lucas
Ted Dawson, Jackson Hole
Tom Wescott, Calgary
Cindy Bulla, Amarillo
Linda Jones Neil, Mexico
Dana Harris, Del Mar
Ellen Francisco, Malibu
Ann Cummings, Portsmouth
Susanna Madden, Tampa
Adrienne Loughery, Philadelphia

1. She danced with Lawrence Welk
2. Best telephone Answering Message
3. Rock N Roll Radio Station Owner
4. Started Stephen Covey Australia
5. Married a Philadelphia Socialite
6. Former Screen Actors Guild member
7. World REALTOR® of the year 2012
8. Been an AREA Member 8 Years
9. Married A UCLA Football Hero
10. Caught a pass thrown by Jack Kemp
11. Cyprus Gardens Performer
12. Former Loan Collector

Unfortunately no one got all 13 correct so the prize, like the Power Ball, simply is rolled over until next month. Persons who entered the contest are in the year end drawing automatically.

Doug Azarian, Falmouth
Doreen Roberts, Fremont
Kaki Lybbert, Denton
Sharon Bowler, Covina
Elizabeth Allardice, Raleigh
Audrey Novoa, New York City
Darryl Baskin, Oklahoma
Mia Burmeister, Alabama
Chris Wunderlich, Napa Valley
Jeremy Starr, Eugene
Bunny Libby, Vermont
Irv Ridd, British Columbia
Barry Beitler, Marin County

February's Contest

1. Member: NYC Radio City Music Hall Junior Rockets
2. Ballerina at the NY Met
3. Vancouver skyline architect
4. Hollywood heart throb
5. Baking is her hobby
6. Member Women's Pro Rodeo Assoc.
7. Former Under Cover Cop
8. 2015 REALTOR® of year Napa Valley
9. Gets a Five Star rating from Zillow
10. Historic Preservation is her hobby
11. Former President of the Oregon REA
12. Had 3 birthday parties same day
13. Knows a guy

And if you don't believe we give out cool awards, check out below the photo **Ken Libby** sent of his new Lamborghini, which he won last year by making a correct guess that many others also got, only to arrive too late since we could only afford one. Tax payment was included in the prize.



Ken Libby's Lamborghini. Photo by Theresa Merelman

The National Heritage Awards 2016

Katy Bullock has received a nomination made by **Trinkie Watson** of a very special property, the **Nixon Ranch, located in Reno, Nevada**. The committee has accepted this property as qualifying for the award in 2016. The committee will name all of the recipients in the December edition of the AREA Newsletter. Thanks to Trinkie and her great team for providing this nominee.



A Look on the Legal Side

with Dennis Badagliacco

Dennis reminds us that he is not an attorney. "I work for a living". He is one of three members of AREA honored to be serving on the NAR Legal Action Committee, the others being **Diana Bull** and Vice-Chair, **Patti Lawton**.

Dennis Badagliacco

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Dennis' column will return in March!