AREA

ASSOCIATED REALTY OF THE AMERICAS

Our members are 110% committed to excellence in our real estate profession.
Our mission encompasses: Sharing BEST Practices with our colleagues; treating all referrals with the utmost of care, honesty and integrity; and being involved in organized real estate for the betterment of our profession.

JANUARY 2017 NEWSLETTER

Carl A. Bosse, Green Valley; President
Suzanne Cooper, Ridgewood; Executive Vice President

ADVISORY BOARD
Members:

Diana Bull, Santa Barbara, Chair
Carlos Gutierrez, Miami
Linda Jones Neil, Los Cabos
Gail Hartnett, Boise
Ron Phipps, East Greenwich
Leslie Rouda Smith, Dallas; Vice Chair
Hagan Stone, Nashville
Jo Kenney, Atlanta
Ken Libby, Stowe
Craig Sanford, Phoenix

Comments from Diana Bull

Diana Bull, Chair
Chair, Advisory Board
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There was much to be thankful for in 2016 especially the on-going opportunity to be involved with all of you. This year we hope to enhance the opportunities afforded by your on-going participation. And the Liaison Committee will be creating special sub committees in order to accomplish those tasks. More about that later in this newsletter.

Also, special thanks to **Dennis Badagliacco** and **Jeanne Radsick** who continue to provide excellent content for us. Dennis has become an institution in his clear, concise, and always interesting assessment of the current legal issues involving the NAR. And Jeanne, how fun. You are such a good sport. We appreciate each and everything you do.

This year all of us gave a good bit of ourselves to enrich all of our experiences as real estate professionals. I want to individually thank each and every one of you for making 2016 such a huge success: *Leslie, Patti, Ken, Bunny, Ron, Seth, Elizabeth, Suzanne, Miriam, Simon, Heidi, Sarah, Scott, Carlos, Miriam, Kaki, Cindi, Missy, Craig, Gary B, Jo, Gail, Toni, Audrey, Dave, Yoshiro, Marianne, Micah, Phil, Ted, Martha, Meri, Hans, Tray, Fiona, Barbara, Vince, Colleen, Keith, Moana, Sherri M, Terry, Gail, Sonja, Leil, Sharon K, Trinkie, Betsy, Don, Paula, Mark, Chris,*

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Jeanne, Deena, France, Cynthia, Vicki C., John K, Suzanne, Bonnie, Doreen, Kathryn, George, Tammy, Cheryl, Deena, Irv, Christian, Brian, Rod, Pat F, Ellen, Chris, Sharon C., Vicky W, Dennis, Gary R, Randy, Sherri S, Pat P, John G, Clara, Vladimir, Jane W, Priscilla, Wes, B.J., Linda, Ellyn, John S, Jared, Ruth, Tom, Jay, Cheryl, Michael, Patti, Ryan, Doug, Peter, Chris W, Kristin, Sharon B., Christy, Judy, Ronna, Scott, Steve, Darryl, Leigh, Martha, Judith, Katy, Staci, Carl, Deborah, Shad, Kerri, Bradley, Russ, Marilyn, Joan, Pat O, Jeremy, Hagan, … and Harrison; all of whom deserve a pat on the back, particularly **Sherri Meadows**, who hosted us in Orlando.

I also wish to thank **Suzanne Cooper**, our executive vice president, who is doing some amazing things, mostly behind the scenes, that have really improved the quality of the service we receive as part of our membership. She is generous in so many ways and, this past year, she and her family suffered the loss of their home due to a fire. Even so, she never skipped a beat in serving us so well. Next time you feel "woe is me", she is a reservoir of resilience and persistence to draw upon.

Finally, we continue to add some great folks and it is a pleasure, as we begin this new year to open with this:

Welcome Our Newest Members

Michael Schoonover ALC. ACP
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John L. Scott Real Estate
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Michael, 2015 President of the Washington REALTORS®, has served on numerous Washington REALTORS® committees, PAG's, Task Forces and as the chair of the Legislative Steering committee as well as its Vice President of Government Affairs. He was awarded Washington REALTORS® " Commercial REALTOR® of the Year" in 2010, and received the REALTORS® Land Institutes "Washington State Land Broker of the Year" the same year. In 2012 Michael was recognized as the "Hugh Hawkins Instructor of the Year". Recently Michael received the National Association of REALTORS® "2013 National Commercial Award" for outstanding service in the field of Commercial Real Estate. Michael's service extends to the National level where he currently service on two committees.

As an instructor/speaker for Washington REALTORS®, REBAC® and the REALTORS® Land Institute Michael has taught classes and given keynote addresses around the country and at several national conventions. He recently co–wrote and developed the VA & Military Real Estate Specialist© certification and authored the PRIMETIME© Time Management and Business Planning Program.

Cheryl O'Brien
Gig Harbor, WA
Broker
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Cheryl is a residential Broker in the Gig Harbor office of John L. Scott and has been married to Mike Schoonover since January 1, 2016. HAPPY ANNIVERSARY! Her dad was a Fuller Brush Traveling Manager and so, like so many military "brats" she moved around quite a bit, in fact, attending 11 different schools during her upbringing. In college in New York State she was a business management major. Moving, with two children to the Puget Sound area in 1989, she began a career in real estate. She and Mike knew one another for 8 years before finally tying the knot. "He is such a great guy!" Her hobby? She is "a beer and wine snob" and, very recently, while in Portland on a brew hopping expedition, broke her (very fortunate if that has to happen) left arm, as she is right handed, while going from one brewery to another on the icy streets of that, otherwise, fair city. Amber is her favorite color and Fathead ESP, her beverage of choice. Cheryl has accepted the position as AREA's Chief beverage connoisseur advisor. Oh, yes, she also loves real estate and looks forward to meeting all of you in Santa Barbara this June.

The 2017 AREA Retreat

Associated Realty of the Americas June 20 to 23, 2017

You may now make your reservation at the Fess Parker Doubletree Hotel

Member Registration Fee $395

CLICK HERE TO MAKE YOUR RESERVATIONS

A dedicated website is now available for your attendees to book their hotel rooms online.
Reservations can be made starting now at this web address:
Booking Website: https://aws.passkey.com/e/15924109

For special questions please contact Jocilyn Schumacher, Sales Manager directly at (805) 884 8508.

Minutes
Advisory Board Meeting December 16, 2016

The meeting commenced at 4:00 P.M. Eastern and was attended by all members of the Advisory Board and Carl Bosse, President of AREA. Suzanne Cooper was excused from attending the meeting because of personal reasons.

Carl opened thanking everyone for being members of AREA and being willing to serve on the Committee. He then gave a brief background on his education and business experience prior to starting AREA ten years, ago. He mentioned that one issue deals with what happens to the group if he becomes incapacitated? He then discussed the status of Suzanne Cooper and the great service she already does behind the scenes and that she has a duplicate set of the documents and can take over with very short notice.

He then related the company's history starting with the early years and then discussed the impact on getting Ken Libby to join, which opened opportunities to attract other leaders within the NAR to join also join. Carl stated that the group consists of "the top one percent" citing the leadership of Ken, Ron Phipps, Diana Bull and Leslie Rouda Smith, especially, as being catalysts in the growth and ability to attract quality members with the character, ethics and values necessary for it work. He also noted that JoAnne Poole had decided not to renew her membership this year and what an outstanding person she is and of how her valuable service will be missed. No explanation for her decision, which was exclusively her own, was given.

Carl mentioned that philosophically, he believes AREA, in order to retain the level of intimacy a small group can have, needs to not exceed a total of 150 active members; keep the emphasis on low cost membership dues; reasonably priced retreats and continuously look for ways and means of enhancing the value to members by looking for revenue sources to augment the dues through other initiatives as rationale for some of the suggestions as to committee needs and assignments.

He then introduced Diana who commenced to conduct the meeting by reviewing first what the goals were organizational in nature but also to discuss wants and needs and then create:

a. Sub-committees to fulfill those wants and needs by accessing their purpose and goals
b. Assign chairs for each Sub Committee who will then add members to assist in vetting the purpose and then establishing goals.
c. To get the initial committees off the ground to assist in the preparation for the 1016-17 Retreat

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Minutes (continued)

d. During which permanent committees with be established with defined purposes and goals by the entire membership.

1. The initial Committees will be determined by the Advisory Board alone and will consist of the following (Recommended Initial Chairs). Carl Bosse and Suzanne Cooper are automatically members of each Committee. Hagan has agreed to be the Vice Chair effective the June Retreat.
   a. Membership – Chair: Gail Hartnett has agreed to chair the committee and Carl will be getting with her after the first of the year to review prime locations wanted and to assist in creating the game plan for accomplishing the goals.
   b. Retreat Program for the 2017 Annual Retreat – Chair: Ron Phipps has agreed to be the Chairman and several suggestions including committee functioning at the Retreat in order to jump start each group; An NAR Overview to make sure members understand the value by participating in other venues; separate, simultaneous gatherings of Residential, Commercial and Land Components during the event and Philosophy: Member Involvement and direct participation in each panel discussion wherever possible and other considerations were discussed
   c. Affiliate Sponsor Program – Chair Jo Kenney has agreed to chair. She gave an update on current recruitment activities and indicated interest on the parts of several entities to participate. Hagan Stone mentioned initiatives he is working on as did Carl regarding Lennar. All of the potential sponsors are still in the consideration mode.
   d. Business Development Opportunities such as Embrace and Connect, as well as other initiatives were discussed by Carl who repeated his belief is that revenue sources, outside the membership, should be a matter of priority. Diana recommended Brian Smith and Craig Sanford as potential chairs. Carl said he had spoken with Brian, who will serve but does not wish to chair the Committee. Discussions will continue.
   e. Nominating Committee (For the Annual Meeting) TBD (Advisory Board for 20167-17 and, thereafter a separate committee) was suggested. Gail Hartnett strongly recommended that the best source for these positions are probably the immediate past officers.
   f. Technology Committee: (e.g. Kristen, Carlos, Deena and Christian to include the millennials) were discussed. Carl stated that he has not spoken to any one about this, wanting the Committee to consider. Gail recommended that a survey of member interests be conducted. Suzanne will work on this. After further discussion, Carlos said he would like to be considered to be chair of the committee but gave the caveat that budgets and clear guidelines needed to be established so the committee would not be wasting its time by, for instance, considering a new website, when funds were not available to allow that to happen. Craig seconded that comment and thought that the Advisory Board should establish those guidelines. Carl interjected that he was always fearful of too many guidelines and committees institutionalizing themselves under arbitrary restrictions preventing open and free use of member imaginations. Gail suggested that committee be advised to handle all questions "as if money is no object", thus allowing for free thinking. If something is recommended that we should have, then, that is the time to think about how. Carlos was named Chair by Diana.
   g. Operations/Finance Committee: Advisory Chair and Co-Chair and Carl Bosse and Suzanne Cooper (This committee looks at costs (2017 Retreat) and dues/revenue analysis and consideration and how best we can provide service to the members.) Meri Crandall, Hans Hansson and Craig Sanford have agreed to serve. Carl is going to discuss this with Miriam Dunn.
2. Current Advisory Board will be increased to 9 Rotating Members at-large beginning in 2017-18 Plus the Advisory Chair and Co-Chair, who will assume the Chairmanship the following year and two members representing Commercial and Land of membership.

Board Members serving after the 2017 Retreat and their future years of service: Diana Bull (1); Leslie Chair 2017-18 (2); Ken Libby (1); Carlos (2); Ron (2); Gail (2); Jo (2); Linda Neil (2) Craig Sanford (2); Hagan Chair 2018-19 (2)

We need to add three new members, two of which represent Commercial and Land, one a residential person to be nominated for the Advisory Board. Suggest Scott Robertson, Brian Smith, Miriam Dunn. This was not discussed in detail.

The meeting adjourned at 5:15 EST.

The Jeanne Radsick "Sherlock Holmes" "She is well known for seeing things that others may miss"

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What is the truth!

Happy New Year! I hope your holiday was full of fun, excitement, peace, love and joy … and some really good food.

This year we begin a new contest. First, a little about how this column came to be. Those of us fortunate enough to attend our Retreat in Napa, hosted by the ever gracious, **Terry Wunderlich**, fondly remember that on the last day we boarded buses and headed off for first a wonderful lunch at a great restaurant, followed by a tour of the Culinary Institute, which was followed by a wine tasting at an incredible winery all ending up for a sumptuous feast at the Napa Country Club and a beautiful birthday serenade by **Audrey Novoa's** husband. opera singer, **Salvador**, for **Elizabeth Allardice**. It was quite an evening and when we boarded the bus for the return home I found myself seated next to Carl Bosse. It was then that I shared with him that in my family I am well known for making observations about less obvious truths. One, I said, I notice during this adventure was that each time we exited from the bus, when we returned, we always sat with someone different. I said this, in my opinion, is quite unusual. Carl then related his first flunk out class at college, where 300 students first, having been seated, were greeted by the professor, and, as an object lesson, told them that regardless of what they wished to do, no matter how hard they would try, the seat they were currently in, was their seat for the entire semester and not because he would require it. Turned out he was absolutely right and, thus, Carl was stunned when he heard the observation, and thus was born this column.

Beginning this month, for entry into contests throughout the following year, I am asking each of you to send me three things about you, two of which are true and one, of which is false. Here is a repeat of the example we used to begin our first contest, designed to get all of members to know one another on a higher plane: This was about Carl

1. I saw my first football game at Notre Dame Stadium where I shook hands with All-American, Leon Hart, in 1949.
2. I was a prison warden.
3. I play the flute.

I can tell you that Carl does not know how to carry a tune and he certainly doesn't play the flute. So here we go with Contest Number One. Here are the first five participants in 2017!

Contest Number One

Judith Bundschuh
Austin, TX
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512-329-5581

1. I have been in real estate for 20 years and started in real estate whole selling houses.
2. I was once detained, handcuffed, and interrogated for an hour and a half while showing houses while my clients waited in my car.
3. I was in commercials to market a local builder's homes that aired on a regular basis on TV.

Hagan Stone
Nashville, TN
hagan.realtor@gmail.com
615-423-6191

1. I have been selling residential real estate in Nashville, TN for 19 years and have represented over 20 Grammy/CMA/ACM award winning artists in those years.
2 I was first runner-up as a cast member on Disney's "New Mickey Mouse Club" in 1988. I was beaten out by Justin Timberlake.
3. I love to sky dive, hang glide and hike in the American southwest. I'm a huge thrill seeker.

Sonja Huntsman
Sun Valley, ID
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208-720-7125

1. I was on the US Ski Team
2. I was born in Jacksonville, Florida
3. I have gone SCUBA diving more than 200 times.

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The Jeanne Radsick "Sherlock Holmes" (continued)

Contest Number One

Shad Bogany
Houston, TX
Shad@bognay.com
713-828-6075

1. 16 years in a row I was Era 1# selling broker in Houston and Twice #1 selling broker in Texas.
2. I played High school baseball at Madison High school was drafted by the Texas rangers in the 22nd round.
3. I never was in military but I love collecting toy soldiers and GI Joes and I have about 800 soldiers from Crusades to desert storms.

Paula Kesner
El Paso, TX
Paula.kesner@ceentury21.com
915-799-8273

1. I have 10 siblings.
2. In 1983, I was the West of the Pecos Rodeo Queen.
3. My senior year of high school, I was the Student Council President, Editor of the Newspaper and marched in the band in my cheerleading uniform at half time of the football games.

Truth or Not?

	Statement 1.	Statement 2.	Statement 3.
Judith	Yes No	Yes No	Yes No
Hagan	Yes No	Yes No	Yes No
Sonya	Yes No	Yes No	Yes No
Shad	Yes No	Yes No	Yes No
Paula	Yes No	Yes No	Yes No

Please send your ballot to carl@areamericas.com for processing.

A Look on the Legal Side

with Dennis Badagliacco

Dennis Badagliacco
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Dennis Badagliacco, who is one of three members serving on the Legal Advisory Board of the NAR, as are other prominent members of AREA: **Diana Bull** and **Patti Lawton,** who is Vice Chair, made the following presentation about current legal considerations facing the NAR:

His column returns in February.