

in review **AREA**
RETREAT
2018
NEWPORT, RHODE ISLAND



Another Successful Retreat!

Comments by
Leslie Rouda Smith

Legal Commentary,
Dennis Badaglicacco

Sherlock Holmes...

A Word Contest from Jeanne Radsick



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Leslie Rouda Smith

Thank you for a fabulous retreat! A lot of work went into this event and the feedback has been very positive. Thanks again to **Ron, Susan** and **Matthew Phipps** for an awesome Clambake and a great AREA program in beautiful Rhode Island. **Sue Swenson**, Chair of FirstNet, our inspiring keynote speaker and our AREA band, made up of **Roger Foster, David McKey, Bonnie Smith** and **Seth Task**, were two of the most memorable events of our retreat! And, a huge thank you to **Leigh Thomas Brown** who always does a phenomenal job emceeing and speaking! We are fortunate to have so many talented members of AREA!

This marks my swan song as Chair of the Advisory Board. Next month, my friend, the highly talented **Hagan Stone**, from Tennessee, takes the reigns. **Gail Hartnett**, "the QUEEN of Happy" will be our Vice Chair and we all know what a powerhouse Gail is! We are also adding 4 new members to the Advisory board. They are **Hans Hannson, Ryan Asao, Gloria Cannon** and **Andrea McKey**.

It has been my privilege and pleasure to head up our wonderful organization this year, following in the footsteps of **Ken Libby** and **Diana Bull**. Diana and Ken led the way and will remain members of the Advisory Board, along with me, this coming year. I also want to thank **Carl** and **Suzanne**, whose behind the scenes efforts, make this great association possible. But, I also want to thank each and every one of you, our members, as well as your wonderful partners and spouses. You know the heart of our group begins with you; and each of you, in your own special way, is such an important part of this organization. I look forward to being in this group for a long time to come. The spirit, the friendships and the love within our group, makes this special organization so powerful and uplifting. Many thanks to all!

AREA Retreat Newport, Rhode Island May 28-31 2018

INTRODUCTION BY CARL A. BOSSE

The afternoon of May 28th was full of promise as our Uber driver confidently drove us; Susie, Craig Sanford and me to our rendezvous for a "New England Clambake", which had been arranged by the Phipps' family of East Greenwich, Rhode Island, prior to the opening of the 2018 AREA Retreat, set to occur the following day in Newport, R.I.

After a time, we drove down a tree lined road, which appeared to turn into a lane that ended at the base of a cul de sac in front of a stately residence. This certainly was not the park I had been told where the event would occur and with some trepidation we got out, asking the driver to stay until we were sure, and then approached the front door, where a bevy of wonderful hosts and hostesses, friends and guests ushered us in to what can be described as a splendid country residence, beautifully appointed and so full of spirit.

We were given a quick tour of the home and then escorted to a wonderful and expansive back yard, whose northly edge fronted on, yet, another cul de sac. And, there to the west, and beyond, but a few short steps away, we saw the wonderous Narragansett Bay in all its magnificence and glory.

Surely, I thought, there are few such places in the entire world, laden with such beauty and history; for this was the home of John Smith and Pocahontas. Jamestown, the first permanent settlement of the new

world, and lay centered in the cradle of democracy, the land of the free and the home of the brave, a nation of immigrants. A Union that has lasted 242 glorious years.

I thought, as I looked out over the expanse, that we have come this far. This is not the time to lose our way. Said a little prayer and returned to the festivities.

As the afternoon unfolded I had occasion, shortly after dinner, to sit and reflect upon something that will be forever one of the most significant and wonderful events of my entire life.

It was only twelve years ago that I began what has become an incredible organization. There, in front of me, as we had supped on lobster, clams, corn on the cob, white fish, potatoes and all that makes up a New England Clambake, I was with Susie, the love of my life, and 80+ of what have become some of my dearest friends, hosted by the incredible Phipps family, several generations present, including those two gorgeous sets of twins, looking out over the vast and beautiful vista, knowing it could not possibly, ever, get better than this on earth.

To **Susan, Ron, Matthew** and the entire family and organization of Phipps' Realty, on behalf of us all, thank you. I, for one, will never forget what happened on that magical day and I have a strong feeling that I am not alone.

May 28th - AREA Members Gather at the Phipps' Residence for a New England Clam Bake



Small part of the gathering while listening to Moana

Moana Andersen, flanked by Ron Phipps begin the festivities with a traditional Hawaiian greeting.



And then to the Retreat



Ron Phipps, Hagan Stone, Leigh Brown, Leslie Rouda Smith, Suzanne Cooper and Carl Bosse At the onset, Leaders each said a few words. Suzanne Cooper – later received AREA's Member of the Year Award

We began our meeting with our **Mistress of Ceremonies, Leigh Brown**, inviting everyone to stand and introduce themselves. That was followed by our keynote speaker, FirstNet Chair, **Sue Swenson** who gave a wonderful talk about the trials and tribulations involved in making sure that first responders can communicate amongst themselves during periods of emergency anywhere in the USA. Her talk was about having an idea and then following through to completion regardless of the obstacles encountered. **Chris McElroy**, of the Group, spoke about the innovative "Ninja program" and opened a lot of eyes to some new, highly successful and innovative approaches to becoming and maintaining a prospering real estate professional. And he gave each attendee a hard copy of all those secrets. (On our June phone call shortly after the meeting, a very excited **Gary Nelson** told about "the best sales meeting he has ever conducting, right from the book, "Ninja Selling, subtle skills, big results." As one can guess, getting a copy of the book was well worth the price of admission! This followed by a series of break out group discussions considering the best marketing ideas of 2018. **Matthew** and **Ron Phipps** gave a resounding account of what they do in their market to be so successful as part of Best Practice sharing. **Ken Libby** and his group: **Jon Lin**, **Shad Bogany** and **Carl Bosse** spoke about the

extraordinary reach of the group as a whole and how important it is for every member to be aware of their position when a serendipitous action occurs that could lead to many bigger and better opportunities for the group. Ken emphasized that "in those cases, everyone involved gets paid". One example cited was being at the Captain's table on an ocean liner when a seatmate turns and confesses that his biggest wish in life is to own a winery in Napa. AREA members are entitled to ask "Why" and then respond by saying I can help. Don't downplay yourself. You have the entire AREA team behind you. The days final presentation was an informative discussion led by **Hagan Stone** and **Cindy Sweeney** and company on dealing with Millennials. This and cyber security, two very important topics.

The next morning **David McKey** and **Donna Smith** gave a highly informative presentation opening our eyes to the very big-time issues surrounding flood insurance and how those subjects both directly and indirectly may affect each of us both personally and professionally. Please refer back to David's article in the May edition of the Newsletter. This was followed by the Rousing Presentation by **Leigh Brown** and the Finale! Thanks to All.

Service Awards



AREA'S HONORARY CONSUL ROGER FOSTER



HANS HANSSON
10 Years and Distinguished Service Award

Special Thanks to our Sponsors RPR and Pillar To Post

Silva Stermasi (Toronto) of Pillar To Post joined the festivities and was introduced by **Jo Kenney** of Atlanta. Silva, who migrated to Canada from Albania, was present for all of the events and thanked The Group for their warmth and kindness. **Diana Bull**, Santa Barbara, representing RPR, gave a splendid overview of the wonder services offered by this great organization.



Silva Stermasi of Pillar To Post, joins 2018 California Association REALTORS® President, Jeanne Radsick, (Bakersfield) for the Awards Dinner held Thursday evening where a number of AREA Members were honored for their Service to the Organization.



PETER PATOUT
Service to City of New Orleans



CHRIS MCELROY
Distinguished Service Award

Service Awards



KERRI HARTNETT ACCEPTS FOR HER MOM, GAIL
Membership Committee Chair



JO KENNEY
Sponsor Committee Chair



DIANA BULL
Distinguished Service Award



MIRIAM DUNN AND ANDREA MCKEY
Co-Chair and Chair of the National Heritage Awards

Missing from these photos are Hagan Stone and Leigh Brown, both Distinguished Service Award Winners



As the band plays "La Bamba"...



Leslie, Brian and Susie buy the group a round.



While our Sgt of Arms checks ID's.



Kaki and friends await another year.



Shad Bogany and Vernice Ross



Cheryl O'Brien and Michael Schoonover



Colin Mullane Kerri Hartnett Peter Kopf

And a special thank you to Shad Bogany, our official Photographer



Best Friends, of Course



There is Magic in the Rockies!



A Couple of Very Talented Guys



New Orleans Dreams, San Francisco Flare ... Peter and Christine Having Some Fun.



Peter Patout is honored by Bonnie, Roger, David and Seth (shy, so not in the shot) with a rendition of "When the Saints Go Marching In" played in his honor as he received a special Award for his efforts in helping New Orleans celebrate its 300th Birthday this year.

**And A Salute From
All Including...!**



Southern Charm



They Conquered the West



Vicki Fullerton at the Woodlands



**Vail's Betsy Bradly and
Cindi Bulla of Amarillo**



East Coast Buds



Yoshiro Takita in New York City

**Thank You!
Ron, Susan, Matthew
and All!**



Thrilled to be here!

AREA LEGAL UPDATE

June 2018

WITH DENNIS BADAGLIACCO



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Nobody knows exactly how much security is enough but we do know many more steps need to be taken than most Realtors or firms are taking. Cybercrime is so prevalent reports are saying the FBI can't help on matters much under \$1,000,000! The FBI can help if the fraud is reported and handled within 24 hours. Delaying the reporting hurts the victims and only benefits the criminals. Funds are grabbed from accounts and shipped to intermediary places such as an innocent person on the East Coast. By the time the person on the East Coast turns on their computer in the morning, the money has been moved to an offshore account out of the control of the American Banking system.

Consider the case of a large Silicon Valley real estate company. Their system was attacked through the deleted items files of one of the agents. Deleted item files are ideal for criminals because they contain the same information as the files one is currently examining, but the victim doesn't see the file being attacked. Once the information was obtained ransom ware was installed on ALL the company computers demanding \$14,000,000.

Paying the ransom is pretty dumb according to NAR because there is no guarantee the ransom ware can or will be removed. The Silicon Valley company in question did not pay the ransom but incurred over \$500,000 in expenses to correct the problem. 1200 computer hard drives had to be replaced. Only 80% of their original data was recovered.

Potential mitigation issues for all of us to consider:

1. Back up your computer at least every other day. This allows you to recover almost all of your data if attacked by simply getting a new hard drive.
2. Make sure your virus scan software is up to date.
3. Make sure your virus scan software scans your computer in real time.
4. Change passwords often.
5. Consider 2 or 3 factor authentication when you sign on to your computer.
6. Remember, 43% of cybercrime is against small or medium size companies. These companies often lack the resources to fight back.

60% OF SMALL BUSINESSES WHO ARE ATTACKED GO OUT OF BUSINESS.

Obtain and maintain cyber insurance.



A R E A B O A R D

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Diana Bull, Santa Barbara

Jo Kenney, Atlanta

Ken Libby, Stowe

Craig Sanford, Phoenix



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The Jeanne Radsick "Sherlock Holmes" contest

She is well known for seeing things
that others may miss"

Word of the Month:



"Better than a besthete, perhaps?"

May's winning entry came from Jay West..