



# AREA

## ASSOCIATED REALTY OF THE AMERICAS

[www.reamerikas.com](http://www.reamerikas.com)

October 2014 Newsletter



### **Diana Bull, Chair**

AREA Liaison Committee  
*Santa Barbara, California*

### A Message from Diana Bull

## It's not what you know, it's who you know!

Our Napa Retreat was OUTSTANDING! Many said it was, " Exceptional. Well worth the investment of time and travel." Let's give it an A+ and special thanks to both: **Terry Wunderlich** and **John Bergman** for their outstanding leadership. The venue was classy, the programs imaginative, the food over-the-top, and 70% of our membership attended - making our Napa Retreat a crowning success! The ambiance was awesome! Everyone's participation was genuine. The group came together like a fine orchestra - in harmony, professionalism, and friendship! It was such a grand retreat! Thank you all who came and participated!

Truly,  
Diana



### In this issue:

AREA Retreat Review	<b>Page 2-14</b>
Letters to the Editor	<b>Page 15</b>

# AREA Retreat Highlights

## The Opening - Sunday and Monday



The Embassy Suites Napa

Do you see the black swan swimming in the foreground of this photo? That is a very rare black swan imported from Australia twenty six years ago to grace the gardens and waters of the Embassy Suites in Napa, and there are two of them. **Steve Goddard** (*Huntington Beach, LA, California*) after noticing them mused that black swans have long been known as are foretellers of future events and should be taken seriously. Well, they set a positive stage...and stuck around for the entire event. And, what a grand time we had.

**Hans Hansson** of *San Francisco* provided the opening salute to the City by the Bay and the Wine Country as, he took credit for bringing the Blue Angels to San Francisco, apparently to salute the attendees of the conference. (Why else would they be there?) It was a wonderful show as we drove into the city and across the bridges to see them fly low, then explode to great heights and then join up again in perfect formation with 18 inches of separation, on that glorious Sunday afternoon.

The opening session on Tuesday, followed a cocktail reception on Monday afternoon, as folks picked up their packets for the conference.



Photo Courtesy of ABC/News 7 San Francisco

## Wow! All the Way from New York City!



**Audrey** and **Salvador Novoa** (*New York City*) receive their packets from **Suzanne Cooper** (*Ridgewood*)

## Hi Mom! We're Having Fun!



**Ellyn Mendham** (*Calgary*), **Laurie Schaeffer** (*Santa Ana*), **Tom Westcott** (*Calgary*), **Phil Schaeffer** (*Santa Ana*), and **Judy Zeigler** (*Palm Desert*)

**Nice to see you, again!**



Carl Bosse along with Bernadette Cormier welcome Rich Gumbiner of (Marin County)

**The gangs' all here!**



Sue and Dana Harris (San Diego) and Joan Mantecon (Stinson Beach)

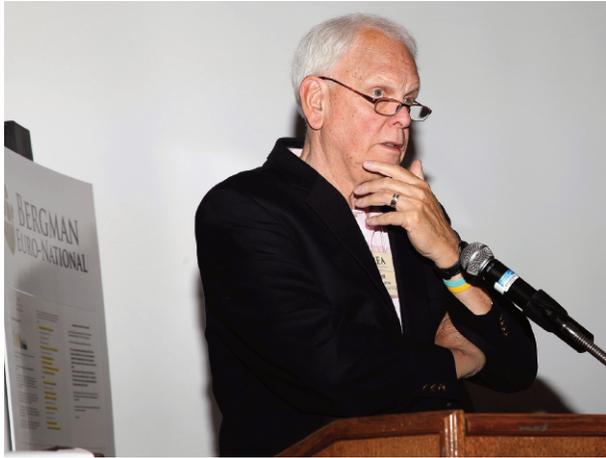


Trinkie Watson (Lake Tahoe), Linda Celestre (Reno), and John Krolick (Incline Village)

## *The Opening Session - Tuesday Morning*

The Session began with M.C., **Jay West** welcoming us all and setting the stage for the big opening debate to determine the relative positions of French wines vs. those of the California Wine Country.

**Let the debate begin!**



**Jay West** introduces **Pierre S. Cargot** and his plotting wife, **Desiree**

**S. Cargot on the attack!**



**"How dare this man compare his wine to those of France..."**

## *The Real Story - Just the Way it Was!*

Pierre, giving brief opening remarks, began by being semi-polite while berating the quality of California wines. He then sat and waited for **John Bergman's** opening remarks. But, as John began, Desiree', the protective and passionate wife of Pierre S. Cargot, charged the dais with a can of whipped cream only to be intercepted by AREA President, **Carl Bosse**, who was showered with the rich, velvety layers of smooth and tasty cream shot from the canon like projectile Desiree' carried. As this travesty unfolded to the absolute astonishment of the amazed audience, **Diana Bull** rose and shouted "This is getting out of hand. Ken, blow your whistle!" **Ken Libby**, then jumped out of his seat, whistle in hand and, dutifully, blew it loud and clear. Just then the doors to the great hall burst open and in came the police, as Jay West approached the microphone and announced "Ladies and Gentlemen, it is an honor and a privilege to introduce the **Chief of Police of the City of Napa, Chief Richard Melton**". There was stunned silence as the Chief approached the dais and asked **Ken** and **Bunny Libby** to join him...

This, of course, was all an elaborate prelude to the **awarding of Ken a lifetime achievement Award for his many accomplishments during his wonderful career in service of**

**others**. But that was not all. In addition to the award, Ken, former Police Chief of Stowe, Vermont, was given the extraordinary honor of being named "**Honorary Chief of the Napa Police Department**".

### Lifetime Achievement Award



Carl, Napa Police Chief Richard Melton, Ken Libby and Jay West

## The Programs

There were a total of eight presentations made during the first day and half of the Retreat. Here is a synopsis of each:

## Ronna Mee Brand introduced Betty Graham and Ellen Francisco



Ronna Brand with a photo of Betty Graham



**Betty**, the former President of Coldwell Banker Previews International was unable to attend the event, for which she had prepared a truly remarkable speech. A copy will be forthcoming in the near future. Her good buddy, **Ellen Francisco** of Malibu and, a truly wonderful person in her own right, flawlessly delivered the wonderful talk to a very appreciative audience. It is not possible to do it justice by writing a synopsis. Please take some time and drink in her words, which, as **George Harvey** rose and stated: "**Becky** and I have been to many meetings over the past 20 years. Of all of those, this is the finest presentation we have ever heard." The audience wore pink that morning in honor of Betty and we wish her a quick and speedy recovery as we did member, **Laurie Wing** of Park City, Utah who is also convalescing and was unable to attend.

## Threads of Success ... Chris McElroy

The amazing panel members who participated were **Heidi Rickerd-Rizzo** (Sonoma), **Mark Casey** (Denver-Boulder), **Steve Goddard** (Los Angeles), **Tom Westcott** (Calgary), **Susie Jordan** (San Francisco), **Elizabeth Allardice** (Raleigh), **Don Bullock** (Orlando) and **Ellen Francisco** (Malibu). We asked some questions and these were the results: When asked, **"What values are most important to you?"** they all felt **family, friends, good health, and giving**. When speaking of ethics, here is what they said: *Ethics has to be more than good intentions. Lead by example. No excuses. Ethics has the biggest role in a transaction. Transparency and trust are the foundation of our business. Ethics must be the culture of a company. It is always better to do the right thing than the easy thing. The most difficult thing to handle is an unethical client. ETHICS IS WHO YOU ARE.*

**"...And so I turned and said..."**



**Don Bullock** (Orlando) listens as **Susie Jordan** (San Francisco) tells a personal story as **Elizabeth Allardice**, (Raleigh), also enjoys the moment

## Taking it all in: a Prime Location - the Choicest Seats at The Retreat



Event Co-Chair, **Scott Bergman** (The Wine Country), **Tom Westcott** (Calgary) and **Ellen Mendham** (Calgary)



## George Harvey, Jr. and some pretty interesting questions

Panelists **Pat Pipkin** (Santa Fe), **Pili Meyer** (Port Angeles), **Dennis Badagliacco** (Silicon Valley), **Hans Hanson** (San Francisco) and **Dana Harris** (San Diego County) shared their views about how much they

spend annually on marketing, advertising, and networking as a percentage of their gross commission income, how did they pick their brand affiliation, how do you discuss your fee or commission with your client, and what luxury magazines do you advertise in if any and do those magazines generate any buyers? What is great about a forum like this is the exchange of information attendees feel comfortable sharing with everyone. Generally speaking, most of us wouldn't share this information with our competitors in our own markets, but in this environment we are eager to learn from each other.

## Gail Hartnett introducing her panel discussing income producing strategies

A discussion, led by **Gail Hartnett**, centered on individual strategies for income production used by members in their personal business endeavors producing some outstanding concepts as well as insights. The panel included **Terry Anderson**, (Chicago), **Colleen Badagliacco** (San Jose), **Sharon Cohan** (Naples), **Jeanne "Sherlock Holmes" Radsick** (Bakersfield), **Trinkie Watson** (Lake Tahoe), **Scott Bergman** (The Wine Country) and **Patty Kelley** (Las Vegas).



**There are no secrets!** **Terry Anderson** (Chicago) lets the cat out of the bag!

## One other thought...

The interesting aspect about each of the panels included the fact that all regions of North America were included; the panels consisted of the very best in their fields; and everyone shared openly and freely. This was, truly, an extraordinary experience for all panel members as well as those listening.

### It's not what you know! It is ALL about who you know!

On Tuesday afternoon Carl gave a brief presentation entitled "Thinking outside the Box" where he reiterated the theme of the "It is not what you know, it is who you know". Basically, he pointed out that we all know folks who buy big homes and also invest and sometimes are in need of a 1031 Exchange; or may know an individual with a start-up company who needs to find prime locations throughout the country over a very short period of time (just like the lady that **Suzanne Cooper** ran into at the San Francisco Airport – ask her about that encounter); who knows? If you listen you could be in a position to help and you don't have to have any special knowledge to do so, because **within our group someone has that knowledge**. So listen and when you hear something of interest that you would normally not respond to, think; I'll bet I know someone in AREA who could help. Then call AREA!



Pretty in Pink

### Lawsuits to love

Typically, laid back, **Harrison Bull**, a product of beautiful Benton Harbor, once was the lead attorney in a real estate dispute involving his wife to be, and won. He was so impressed, he asked her for a date. Flustered for the first time, she accepted. Marriage was the result. Apparently, he then differed the damages, which are still outstanding. Asked about this, Harrison was overheard saying "It was the perfect settlement."



Lawyer, **Harrison Bull**, adoring wife **Diana**



### Napa Police Chief Richard Melton addressing the 8th Annual AREA Retreat

We invited the Chief to return and visit with the group about issues of the day dealing with law enforcement and how situations like what happened in Ferguson

affect local police forces nationwide. He gave a wonderful talk opening our eyes to many issues we seldom think about in these times of instant news and analysis that can overwhelm the senses while only providing a very limited viewpoint. Chief Melton noted that there are 34 large metro areas in the country with huge police forces and that overall policy tends to be generated through the issues those communities are dealing while the thousands of small municipalities, with totally different issues, are sometimes forced to follow, at their local level, these otherwise meaningless policies. For example, he noted that crimes in Napa deal more with small town issues like cars parked illegally, trash not collected, and messy yards. Murder is not a major problem in these towns yet they are required to maintain certain levels and standards independently when a more economical solution would be a regional requirement to meet those standards, which could more reasonably bear for those costs on a regional level necessary for skills to be available. It was an eye opener from a very enlightened law enforcement officer and a proud public servant.

### Party night, best buds.

Tuesday evening, **Co-Chair Terry Wunderlich** had organized a series of very fine restaurants for us to attend in small groups; all with great care. All went smoothly and the attendees had a most enjoyable evening dining at some of the Wine Country's finest restaurants.



**Co-Chair Terry Wunderlich** with best friend **Judy Zeigler**

## Wednesday

The first order of business was to celebrate Elizabeth Allardice's birthday.



The whole group, including Bunny Libby, Jeanne Radsick, Gail Harnett and Pat Pipkin, sang HAPPY BIRTHDAY ELIZABETH!

This was followed by the introduction of the real Pierre S. Cargot, masquerading as one of America's foremost linguists and cultural training experts, the President of Auracom International, **Mr. Gordon McDermott**.



**Gordon McDermott** (Stowe)

"It was an absolute pleasure to have met so many incredible professionals at the AREA 2014 conference. Summarizing our session, the global real estate market is improving however trends vary depending on the region. The US, market is steady, while seeing an impressive 35% increase in purchases from international buyers in 2014. The US international

market can be segmented in many ways, but there is one common denominator that is key to access this lucrative market. One must adapt a Multilingual / Multicultural Communication approach. The quickest and most cost effective method to get started is to make sure that your website is not a barrier to this market.

It was truly an honor to be invited to the 2014 AREA conference and our Auracom team is looking forward to helping AREA members turn their language and cultural barriers into marketplace advantages. Phone: 888-671-8911 Ext: 708"

## Enthralled!



Trinkie Watson (Tahoe), Gabriel Rojas (San Francisco), Bunny Libby and Ken Libby (Stowe), take copious notes on the comments of Gordon McDermott

## International discussion with Ken Libby

Ruth Kruger (Aspen), Gail Harnett (Boise), Gordon McDermott (Stowe), Ryan Asao (Pasadena), Jay West (Cabo San Lucas), Audrey Novoa (New York City) and Joan Mantecon (Stinson Beach) made up this well qualified panel. In a nutshell here are some of their thoughts following Gordon's fine presentation:

- Attend and be involved in FIABCI
- Be Involved in VAR's Global Business Alliances Committee
- Get to know the person in your state government that is responsible for greeting in-bound foreign nationals for commercial projects
- Discussion about INV-America to inform all the new members about this opportunity;

All members on the panel mentioned the need to make contacts and STAY IN TOUCH; it was clearly the posture of those on the panel that "IT IS NOT WHAT YOU KNOW BUT WHO YOU KNOW"!!

## Venues

Wednesday, promptly at noon, we were escorted into luxurious buses for transport to the selected venues. The first stop was lunch at the beautiful and charming **Tra Vigne Restaurant in St. Helena**.



The suggestion of John Bergman, this “European Country Experience” was a delightful family style lunch served in an elegant country estate setting. We originally were going to dine in the garden, but, believe it or not, a small rain storm (so happy to see that) squelched that idea and quick reacting folks at the restaurant did a superb job. The main entrée consisted of beautifully prepared pork and chicken dishes served on platters with additional platters of fresh vegetables, very nicely prepared. A beautiful salad began the event and an elegant dessert rounded out the meal.

### Tres Vigne Restaurant



**BACK ROW: Gail Harnett, Ronna Brand Eileen Burns and Bernadette Cormier. FRONT ROW: Iris Riley, Steve Goddard, Tammy Newland Pili and David Meyer**

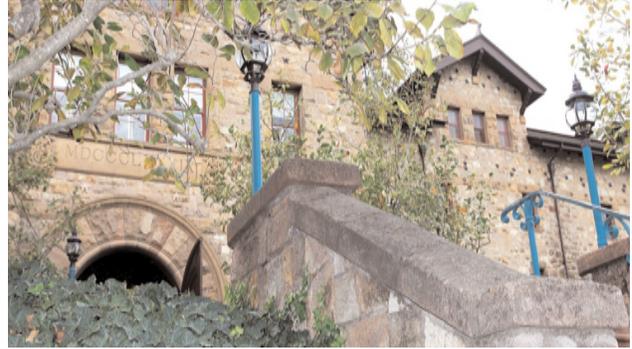


**BACK ROW: Jeanne Nicastrì, Terry Anderson and Michael Huntsman. FRONT ROW: Ruth Kruger, Diana Bull, Elizabeth Allardice, Linda Celestre and Sonja Huntsman**

## The Culinary Institute of America

After a brief trip we arrived at "Greystone", the former Christian Brothers Winery now home to the CIA (no relation) where we were given a tour of this wonderful school. If and when you get to the wine country, it is a requirement

To see the exquisite setting. **Carl Bosse** said that he would have become a Monk had he known about this place 50 years ago prompting another to quip: "You wouldn't have qualified!"



## Chateau Montelena Winery - Wine Tasting

Another short ride and we arrived outside of this beautiful winery to be greeted, as we got off the buses, by a drone that looked more like a Martian invasion scout vehicle. Operated by Steve Lambesis, the highly sophisticated camera carrying aircraft flew in around us and, no doubt will provide some very interesting video.



Steve Lambesis' robotic camera captured this view of the Montelena Winery. (Steve a professional photographer, was brought along by AREA to cover the event and to prepare a video for distribution to our members.)

## Welcome!



World Leader's **Teresa McElroy**, (Fort Collins) and **Keith Kelley**, (Las Vegas) flanked by Security Chief **Jim Osgood**, (Seattle) wave to the adoring members of AREA as they prepare to enter the Chateau Montelena Winery to attend the wine tasting event

Inside the Chateau, which was situated high above the valley below, we entered what appeared to be the great hall and it was here that (this is the same winery that defeated the French in a blind taste test in Paris in 1976) were served and what a delightful time it was.



TOP: Host **George** and **Becky Harvey**, **Jim Osgood**, **Sharon Cohan**, **Tammy Newland**, **Ryan Asoa** and **Ruth Kruger**



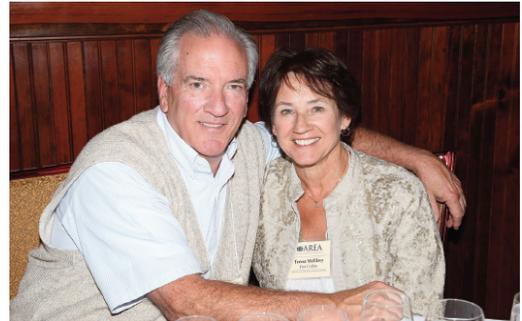
LEFT: **Mark Casey** and **John Krolick**

## Napa Country Club

The trip to the Napa Country Club took another half hour or so and when we arrived we found ourselves in another breathtaking setting. The main dining room, highlighted by a roaring fire place, was elegantly set up with tables of 8-10. The views of the golf course and surrounding forest were wonderful and very serene and after cocktails we all were seated wherever we wished and were served an incredible meal highlighted by a signature menu with three elegant entrées all of which were beautifully prepared and masterfully served. Entrées included seared and seasoned prime sirloin of beef; baked pacific salmon; and baked chicken breast in an elegant wine sauce.



Reviewing the menu at the Napa Country Club are **Jeanne Nicastri** (*Miami*) and **Ruth Kruger**, (*Aspen*)



**Chris and Teresa McElroy** (*Fort Collins*)



**Bunny and Ken Libby** (*Stowe*)



**Laurie and Phil Schaeffer** (*Santa Ana*)



**Russ and Meri Crandall** (*St. George*)



**Judy Clark-Monroe and Jim Monroe** (*Plano*)

## Event Highlight

During the wine tasting event at the Chateau Montelena, Carl spoke with **Salvador Novoa**, a very nice man, married to an equally nice woman, **Audrey**. He knew that **Audrey had been a ballerina with the Met**, and when he asked **Salvador what he did, he said he was an opera singer**. (And, Carl was to learn later, one of the best.) Carl has no idea why he told him about his father making flutes and piccolos in Indiana and hiring the first Flutist of the "Voice of Firestone", a very popular musical program on CBS on Monday evenings during the "50's" immediately preceding the "I love Lucy" show. Upon learning this, Salvador lit up like the candle. And, Carl began to sing the opening song which opened with "If I could tell you ..." and darn, if Salvador didn't join in for a second or two and they both enjoyed a very good laugh. Later Carl was to mention this at dinner and then, as to prove a point, he walked over to Salvador's table and asked if he would join him in a duet ... He did (Carl can't sing), so after the first couple of notes he dropped out and Salvador finished that wonderful song for all to hear. The result: thunderous applause from a standing crowd.



He then, when the surprise 3rd cake of the day arrived for the stunned **Elizabeth**, serenaded her with greatest rendition of **Happy Birthday** many of us have ever heard. And so it ended, right on time and on the very highest note possible, Thanks to all and, especially that night, to very good sports and very special people: Elizabeth, Audrey and Salvador!



Happy Birthday ...  
to you!

## Awards

Several members of AREA as well as our guest speakers were honored with special awards. They included:

### Outstanding Service Awards



**John Bergman**  
(Forestville, California)  
Co-Chair of the 2014  
Retreat, John was vital  
in assisting in helping  
with venues



**Betsy Bradley**  
(Vail Colorado)  
Her outreach to  
fellow members



**Dana Harris**  
(Del Mar, California)  
His special involvement



**Don Bullock**  
(Orlando, Florida)  
His capacity to  
follow through and  
close transactions



**Jay West**  
(Cabo San Lucas, Baja Ca. Sur)  
How high do you want  
me to jump award

**Awards** *continued*

**Special Achievement Awards**



**Ronna Mee Brand** (Beverly Hills, California)  
Securing our Keynote Speaker and getting AREA involved in supporting the Special Olympics



**Steve Goddard** (Manhattan Beach, California)  
Hosting the AREA reception during the 2013 NAR Convention

**Honored Service Award**



**Diana Bull** (Santa Barbara, California)  
The remarkable things she does for the group 365 days a year, always giving a 110%.  
Confidant, advisor and friend - our Liaison Chair



**Ken Libby** (Stowe, Vermont)  
A modest individual who gives a great deal more than he takes as our Vice Chair of the Liaison Committee



**Gail Hartnett** (Boise, Idaho)  
For creating fun, commitment and content with an attitude that makes us all smile

**Member of the Year**



**Terry Wunderlich** (Napa, California)  
As Co-Chair of this year's event, Terry was there from the beginning in planning, arranging and executing and in the aftermath of the earthquake was a calming force of reason, good will and incredible hospitality



**Dennis Badagliacco** (Silicon Valley, California)  
His monthly column in the AREA newsletter, about things legal affecting our industry, is interesting, insightful and very cleverly presented and done for the sole and exclusive benefit of the members of AREA

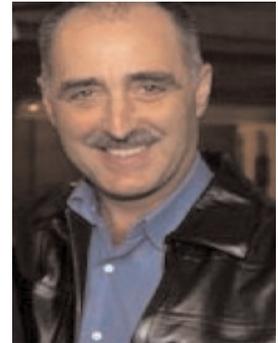
*In presenting the awards, Carl noted that there are many others in the organization, who have done a great deal to move us forward. He hopes to acknowledge each of them over the coming year for their personal assistance.*

## Special Olympics Contest



The AREA Membership joined together and raised \$2,100 for the Special Olympics. All one had to do was identify two folks in a photo, put up \$50.00 and sit back and pray that you won the fabulous vacation to Tubac, Arizona.

**Gordon McDermott** agreed to pull out the winning name and it was **Hans Hansson The Grand Prize Winner!**



### THE PRIZE

Two nights lodging, 36 holes of golf plus two individual breakfasts and dinners at the TUBAC GOLF RESORT – Founded by Bing Crosby in 1959, as the Tubac Country Club it is now a world class resort and is where the movie "Tin Cup" was filmed located in historic Tubac, Arizona, "Where Arizona Began!" [www.tubacgolfresort.com](http://www.tubacgolfresort.com) as guests of this classic property and AREA member and **Russ Lyon's Sotheby's International office at the Tubac Golf Resort, managed by AREA member Gary Brasher.**

*Suave –Debonair-A Real Winner!*  
**Congratulations Hans**

Best of Luck to the Great  
Rafer Johnson 2015 Chairperson of  
the Los Angeles Special Olympics

Now You Know:  
Beverly Hill's Ronna Mee Brand and the great Rafer Johnson



## Letters to the Editor

**Dear Editor,**

Thanks to all so very much for an amazing retreat in Napa. The quality of people AREA has amassed is quite wonderful. Until you are in the midst you really have no clear comprehension. I look forward to more times together and open communication and deeper relationship building with the group.

Thanks,

Ruth

Ruth Kruger, CCIM, FIREC, CIPS, RSPS, TRC  
FNAIM, AMPI, AREA, NAR, CAR, ABOR, FIABCI

*Editor's note: Ruth is the 2015 President Elect of FIABCI-World*

**Dear Editor:**

I wanted to personally thank AREA for bringing such a great conference to the Napa Valley...

Heidi Rickerd-Rizzo  
Vice President/Principal  
Terra Firma Global Partners, a real estate company for life

**SYNOPSIS**

The following letter, is a composite of many similar one's received and were simply too numerous to add to this very lengthy newsletter.

**Dear Editor:**

...Ellen Francisco did a fabulous job of presenting Betty Graham's amazing presentation, Programs featuring members are really worthwhile, and the theme...."it's who you know" rang out loud and clear!!!

The Group

---

*To send us your comments, simply write an email and note it is for letters and send it to [carl@areamericas.com](mailto:carl@areamericas.com). We will make every attempt to publish them.*