



MINUTES

Information Management Advocacy Group

Date: Feb. 8, 2007

10:15 a.m.

VAR Legislative Conference

Presiding: Al Patel, 2007 Chair

In attendance: Sam Mayo, Julie Emery, Lisa Markham, Winsome Sears, Sha Williams, Penny Traber, Alecia Moroz, Matt Gavano, Scott Rogers, Deborah Lesyshyn, Al Patel, Vinh Nguyen

Excused: Peggy Holloway-Burke

Staff Liaison: Lisa Noon

Others: Communications Work Group Chair Arleen Yobs

Old Business:

Minutes were approved from previous meeting.

Code is Good Business Campaign: Staff updated members on the Code campaign. Members suggested that a good follow-up to the campaign might be a "Giving Back is Good Business" campaign (giving back to the organization in terms of volunteerism, and giving back to the communities they serve and that provide their incomes).

New Website: Staff reported that the new website is on track for a mid-March soft launch.

New Business:

2007 Programs & Budget: Members reviewed updates to the VAR Strategic Plan and made additional suggestions for areas where IMAG could make an impact.

2007 Work Plan: Staff advised members that a work plan would be created based on the AG members' input; all AG members will review prior to presentation to Policy Board in May.

Economic Summit: The 2007 Economic Summit will take place again just prior to the May Policy Board meeting, with a format similar to last year's program.

VAR Convention Marketing: A theme is being developed based on the concepts of service, and the location in Colonial Williamsburg.

Online database: Staff reported that the Living Network will be making changes in the spring to the Find A Realtor function so that email addresses will not be shown (and thus not harvestable by spammers).

Adjournment

With no further business, the meeting was adjourned at 11:45 a.m.