

# MINUTES

Information Management Advocacy Group

Date: April 20, 2007

10:00 a.m.

VAR Headquarters

## **Presiding: Al Patel, 2007 Chair**

In attendance: Sam Mayo, Julie Emery, Winsome Sears, Scott Rogers, Deborah Lesyshyn, Al Patel, Vinh Nguyen, Gregg Holman, Michael Guthrie, Brian Sivak

Excused: Penny Traber, Lisa Markham, Sha Williams, Penny Traber, Matt Gavano, Alecia Moroz  
Michelle Robertson

Staff Liaison: Lisa Noon

Other: Dewey Reynolds

## **Old Business:**

Minutes were approved from previous meeting.

Staff updated group on the "Living the Code" Campaign. Members suggested that Ted Truitt 'sponsor' the next management series education session to continue the promotion efforts.

Economic summit has been postponed; staff is attending NVAR's event and gathering information.

Email policy is in revision and being presented to Policy Board for approval. Member emails will be closely guarded and not provided to any outside entities.

REALTOR Image funding is proceeding with three requests granted to date. Two additional requests have been received and are in review by the sub-committee. Members suggested we request NVAR to share their translated VAR-provided materials for possible use by other local associations. Michael Guthrie will take Carl Pautlitz's place on the sub-committee.

## **New Business:**

New website promotion activities are planned for this spring with a web rally event and a member postcard in the works. Staff will research whether we can also provide links to local association newsletters.

Tech Hotline pay per call service is being proposed by Matthew Ferrara (former providers of VAR Tech Hotline). No agreement is between VAR and Ferrara is forthcoming; we are being offered new technology articles for use in Commonwealth or Tech Tips e-newsletter with one-sentence link at end to Ferrara's service.

New member survey is planned for this year; members suggested that we won't get the full breadth of member feedback by going to those in the business less than one year as the fallout rate is high. It was also suggested that we look at targeting productive new members who have been in the business one year or more; also that we promote the survey at our rookie day during

**MINUTES / Name of Committee****Date****Page 2**

the VAR Convention and ask locals to distribute to their new members. Gregg Holman will be added to this work group for review of the survey.

VAR Convention promotion begins this spring; members previewed the new logo.

The NAR Survey of members is being released later this month; there is an oversample for Virginia that will be distributed to members and summarized in Commonwealth.

Planning for 2008 began with a review of a draft work plan (attached). There was a M/S/A to request that the word "affordable" be changed in the VAR Strategic Plan to "workforce" to reflect new thinking about affordability issues.

**Other Items**

The next meeting date is tentatively planned for July 26.

**Adjournment**

With no further business, the meeting was adjourned at 1:30 p.m.