

MINUTES

Professional Development Advocacy Group
Date: Thursday, February 8, 2007
Omni Richmond Hotel
Richmond, VA

Presiding: Katy Gilliam, 2007 Chair

In attendance: Katy Gilliam, Chairman; Amy Gianniny, Vice-Chairman; Wes Atiyeh; Sherry Bailey; Candice Bower; Bitsy Davis; Frank Hughes; Dempsey Jones; Barbara LeFon; Linda McCauley; Matthew Rathbun; Janice Soto; Drake Van de Castle; Nancy Walker; Laura Flourney, AE Liaison

Members Absent: Gail Belt; Dennis Davis; Linda Martin; Kathy Nunnally; Julie Pearson

Others attending: Sue Goldman; Fred Morgan

Staff Liaison: Tracey Florida

Call to Order

Chairman Gilliam called the meeting to order at 10:15 a.m.

Approval of Minutes

It was MOVED, SECONDED and PASSED, to approve the minutes of the December 14 meeting as distributed.

Financial Review

The AG reviewed year-end financial statements for PDAG programs, noting PDAG programs are positive to budget overall, and noting that participation in the REALTOR® Institute Program was such that the entire curriculum re-write was funded entirely from 2006 revenues.

Old Business

REALTOR® Institute – Year-end registration figures for the REALTOR® Institute were reviewed. While year-end figures revealed that the average class size (except in the west) has declined slightly, more students were served in 2006 than in any previous year. The increase is likely attributable to the fact that more modules were scheduled in 2006 than in previous years.

Curriculum Project Update - It was reported that the curriculum project continues with an anticipated roll out of the new curriculum beginning by the end of the first quarter.

Affordable Housing Course Update – It was reported that a Train the Trainer for this course was held on January 24 training 12 new instructors. Now that the training has been held, the course will be finalized and made available to local associations along with a list of those who were trained to teach it.

New Business

Convention Model Work Group – VAR President Melanie Thompson reported that she was appointing a work group to look at the convention model with an emphasis on increasing

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participation in VAR's annual convention. Members of the work group have not yet been appointed, but the Chairman will be Mary Dykstra of Roanoke. Recommendations of the work group will come to the PDAG for input prior to reporting to the Policy Board.

Strategic Initiatives – The AG reviewed the proposed revisions to the Strategic Plan/Scorecard taking time to discuss some of the specific charges of the group. The group discussed projects already in the works as well as those for which more planning is needed. Between now and the next meeting, AG members are encouraged to review the plan and give specific thought to how we might best provide tools that enable members to target their services culturally and generationally.

Other

Instructor Training - It was reported that the 3-day Instructor Training course has been scheduled for April 17-19, 2007, at VAR Headquarters.

Quality Service Certification – As an informational item, the AG reviewed a summary of the Quality Service Certification. As noted above, the VAR Strategic Plan speaks to elevating the professionalism of our membership both to address the competence of new folks entering the business, as well as the image problem that the real estate industry faces in the media. As part of an ongoing campaign to address these issues, VAR has created a partnership with Larry Romito and his Quality Service Certification. Visitor Fred Morgan, who is quality service certified, shared some insights about the certification and the AG will hear more about the program going forward.

The next meeting of the Professional Development Advocacy Group is scheduled for Wednesday, April 11 at 10:00 a.m. at VAR.

Adjournment

There being no further business to come before this group, the meeting was adjourned at 11:35 a.m.