

MINUTES

Professional Development Advocacy Group

Date: Wednesday, April 11, 2007

VAR Headquarters

Glen Allen, Virginia

Presiding: Katy Gilliam, 2007 Chair

In attendance: Katy Gilliam, Chairman; Amy Gianniny, Vice-Chairman (by phone); Wes Atiyeh; Gail Belt; Candice Bower; Bitsy Davis; Frank Hughes; Dempsey Jones; Barbara LeFon; Kathy Nunnally; Matthew Rathbun; Drake Van de Castle

Members Absent: Sherry Bailey; Dennis Davis; Linda Martin; Linda McCauley; Julie Pearson; Janice Soto; Nancy Walker; Laura Flournoy, AE Liaison

Staff Liaison: Tracey Florida

Call to Order

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

Approval of Minutes

It was MOVED, SECONDED and PASSED to approve the minutes of the February 8 meeting as distributed.

Chairman's Remarks

Chairman Gilliam welcomed AG members noting that as various issues are discussed, it is important to take information back and share it with the local associations and to involve others in what VAR is doing for its members.

Old Business

REALTOR® Institute – Attendance figures for the year-to-date were reviewed. A slight decrease in average attendance is occurring in some parts of the state, however the increase in the number of modules being presented likely accounts for some of that shortfall.

Curriculum Update - The group reviewed a revised timeline for delivery of the newly updated REALTOR® Institute materials. The projected final delivery date is August 1 with the roll-out to follow.

2008 GRI Co-sponsorship - Applications for co-sponsorship for 2008 will go out to local associations in May to be returned in early June for formulation of next year's budget.

Refund request - It was MOVED, SECONDED and PASSED to deny a refund request from a student attending a recent REALTOR® Institute module. The student will be notified accordingly.

Convention - The proposed schedule for the Annual Convention was reviewed noting the theme for this year's Convention is "Sterling Service: Proving Your Worth, Protecting Your Clients". It is

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expected that information and registration will be available on the VAR website in early May with hard copy promotional materials to follow.

Broker/Manager Conference – Evaluations from the spring Broker/Manager Conference held in Hampton on March 29 and featuring the first in the Strategic Management Series were reviewed. The course was well-received, and the evaluations overall were very positive.

Webcasts - It was reported that the first installment of both the Manager's and Rookie's webcast series were released as links in the appropriate online newsletters – the Broker's Digest for Brokers and Managers, and the Rookie Report for new agents. A feature of these webcasts is the ability to put a link to an evaluation on the final PowerPoint screen so those watching have an opportunity to evaluate what they've seen. While not many evaluations have been posted as yet, those that have been are very positive. These webcasts will be archived in the appropriate sections of the website for 24/7 on-demand access.

Convention Model Work Group – The AG reviewed the minutes of the work group meeting held in March.

New Business

2008 Budget Development - AG members reviewed current programs and discussed changes and enhancements for the 2008 budget cycle. Staff will do the required research, formulate the budgets and bring them back to the group for approval at the June meeting.

Strategic Initiatives – The AG specifically discussed their charge to provide tools that enable members to target their services culturally and generationally as stated in the Strategic Plan. Noting that an "Expand Your Market" course is scheduled for the convention, the group was encouraged to continue to seek ways to fulfill this charge. As well, continued support of new agents in helping them to be successful is an ongoing charge of the group. Information from the new member survey being conducted by the Communications Group will help identify ways that VAR can help them. The AG will email their ideas on both of these issues in an online discussion with a possible conference call prior to the next meeting to discuss the input received.

Other

Quality Service Certification – It was reported that the first offering of the QSC designation course and Train the Trainer will be held May 23 at VAR Headquarters. Using this QSC presentation as an opportunity to train Virginians to teach the course will be helpful in reducing expenses for local associations and companies in sponsoring this course. As well, the course is being submitted for continuing education and post-licensure credit to help increase its marketability.

The next meeting of the Professional Development Advocacy Group is scheduled for Wednesday, June 20 at 10:00 a.m. at VAR Headquarters.

Adjournment

There being no further business to come before this group, the meeting was adjourned at 12:50 p.m.