



# MINUTES

Professional Development Advocacy Group  
Date: Monday, October 1, 2007  
Williamsburg Lodge  
Williamsburg, Virginia

## **Presiding: Katy Gilliam, 2007 Chairman**

In attendance: Katy Gilliam, Chairman; Amy Gianniny, Vice Chairman; Wes Atiyeh; Sherry Bailey; Gail Belt; Candice Bower; Bitsy Davis; Frank Hughes; Dempsey Jones; Linda McCauley; Kathy Nunnally; Julie Pearson; Matthew Rathbun; Janice Soto; Drake Van de Castle; Laura Flournoy, AE Liaison

Others attending: Laura Bryant; Pat Jensen; Dee Spraker; Joe Vita

Members Absent: Dennis Davis; Barbara LeFon; Linda Martin; Nancy Walker

Staff Liaison: Tracey Florida

## **Call to Order**

Chairman Katy Gilliam called the meeting to order at 10:00 a.m.

## **Approval of Minutes**

It was MOVED, SECONDED and PASSED to approve the minutes of the June 20 meeting as distributed.

## **Chairman's Remarks**

Chairman Gilliam thanked members for the opportunity to Chair this year and for making a difference with their service on the group.

## **Old Business**

REALTOR® Institute – Year-to-date attendance figures were reviewed. It was noted that attendance has moderated, but no modules have been canceled to date. The eastern market average has actually improved over last year, but every other area has seen a decrease in student numbers.

Curriculum Project Update – The AG heard a report on the curriculum re-write project. Since the project has been delayed due to unavoidable circumstances with the project manager, it was requested that the local associations be given a progress report to give them the information they need to handle inquiries from members.

Instructor Request – The AG reviewed a request from a former REALTOR® Institute faculty member. Following discussion, it was MOVED, SECONDED and PASSED to reinstate Alan Thompson to full instructor status.

Broker/Manager Conference – The AG reviewed the brochure for the fall conference noting its name change to the Market Leader Symposium. The name change accompanies a change in

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focus from managerial skills training to industry trends and an effort to provide member brokers and managers with a strategic perspective of the marketplace. The Symposium will be held on October 30 at the Jepson Alumni Center at the University of Richmond in Richmond.

Convention Model work Group Update – Minutes from the last meeting of the work group were reviewed. The AG provided the following input for consideration by the work group:

- Consider providing incentives for members who bring other members.
- Themes don't strike a chord with agents on the street -- consider something less intimidating.
- Inclusive registration fees put the convention out of reach for some – consider a la carte pricing.
- Consider providing a “CE only” registration fee.
- Use technology to extend the reach of the convention – both geographically and over time.
- Make the registration process easier.
- Consider holding a “GRI Boot Camp” in conjunction with convention.

Webcasts – The AG received an update on discussions with Roger Turcotte regarding the handouts that accompany the webcasts currently in production. It was noted that the handouts which accompany the managerial segments would be made more robust to provide additional background on the topic without making the segments longer. Additionally, it was noted that the Rookie handouts are deliberately vague and the Broker companion piece is designed to help start the dialogue between broker and rookie on the “how” of the material presented. This allows brokers to use it as a true training tool and provide the guidance specific to his/her brokerage environment.

### **New Business**

2008 REALTOR® Institute Schedule – The AG approved the proposed 2008 REALTOR® Institute schedule. Staff will work with the local associations to determine actual module dates and develop a comprehensive, statewide calendar.

### **Other**

The AG considered an inquiry from an at-large member regarding the ability of a West Virginia local association to co-sponsor and host a Virginia GRI module. After discussion it was decided that since at-large status generally denotes an area where the density of membership isn't such that it can support a separate local association, it is unlikely such an area could support a module, particularly when offered through an association that is not a Virginia association. Additionally, it was decided that since our local associations already compete for a limited pool of modules, it would be unwise to introduce additional competition for an already limited number of modules into the mix.

There being no further business to come before this group, the meeting was adjourned at 10:55 a.m.