

## *The Outlook*

### A Message from the President

March, 2010

As we enter into March, I can see many good things on the horizon for us in the Real Estate Business. The Home Buyers Tax Credit will be in full swing, interest rates are at an all time low, and let's hope Spring will take care of the weather problems we have had.

A couple of things I would like to address... we had our legislative bus-in day on Tuesday, the 23<sup>rd</sup> of February. 42 Realtors joined us for the bus trip to Des Moines. We had the pleasure of hearing Laurie Janik, General Counsel for NAR, who gave us an update on the top ten legal issues within our associations. Lobbyist Jen Kingland briefed us on the

issues currently before **If it's to be, it's up to me** the legislature that may affect Realtors and our business. After a lunch at the Embassy Suites, we broke into groups to meet with our local legislators, which included Representatives Tyler Olson, Nick Wagner, Kirsten Running-Marquardt, Renee

Schulte, and Senators Robert Hogg and Swati Dandekar. Also, a dozen or so of our group got to spend 15 minutes with Governor Chet Culver, which I don't believe has ever happened before, so thanks Kay! We had the opportunity to express our views in person to our legislators. We went back to the Embassy Suites for a couple hour reception which was attended by approximately 450 Realtors from across the state...another great networking opportunity. Some of the legislators also attended the reception. We boarded the bus for our 2 hour trip back to Cedar Rapids. It was a long, but productive day. We took care of some business, made some new friends (there were several people attending their very first bus-in and they loved it), and had a lot of fun on the way home. None of this just happens. It takes a lot of preplanning. So thanks to Bob Hackney and his Government Affairs Committee for all their work and to Kevin! Next year let's do two buses – why don't you join us?!

A related topic – we as an association need to be more supportive of RPAC. Cherokee is chairing the RPAC Committee this year and has several events planned to raise money. Please support us in this effort. You will be billed \$52 in March as your fair share to invest in your future. I urge you to do your fair share. Don't wait for someone else to do it. The money you save may be your own. Get involved. Do your part. Our goal is \$25,000. Let's do it one dollar at a time. For those of us who have been fortunate enough to do very well in this business, give \$100... \$200... \$500!

My quote of the month says it all:  
“If it's to be, it's up to me.”

*Russ Nading*

**President, Cedar Rapids Area Association of Realtors**



### Quick Links

[www.ccrealtors.org](http://www.ccrealtors.org)

[www.iowarealtors.com](http://www.iowarealtors.com)

<http://cdr.mlxchange.com>

### The Mission of the CRAAR:

We are committed to progressive services, professionalism and integrity in serving the public

## 2010 Calendar of Events

March 12 - MLXchange 5.1.1 Training (Clarion Hotel)  
April 15 - Free Law Update (Kirkwood Training Center)  
April 16 - Free Ethics (Kirkwood Training Center)  
April 29 - Broker Breakfast (Marriott)  
May 13 - Bowling Party (Cedar Rapids Bowling Center)  
May 20 - RPAC Wine Tasting (First Ave Wine House)  
June 7 - Presidents Breakfast (Marriott)  
June 11 - New Member Orientation (Clarion Hotel)  
June 24 - Golf Outing (Hunters Ridge Golf Course)  
July 12 - Day at the Kernels (Veterans Memorial Stadium)  
July 29 - RPAC Grill Out (CRAAR parking lot)  
August 3 - Family Fun Night (Ushers Ferry Historic Village)  
August 19 - RPAC Auction (Marriott)  
October 7 - Broker Breakfast (Marriott)  
October 15 - New Member Orientation (Clarion Hotel)  
October 21 - Networking Night (Piano Lounge)  
October 28 - Free Law Update (Kirkwood Training Center)  
October 29 - Free Ethics (Kirkwood Training Center)  
November 18 - Inaugural (Cedar Rapids Country Club)



# MEMBERS

## *Meet the Members*

BOB HACKNEY, CRAAR PAST PRESIDENT  
SKOGMAN REALTY

**Hometown:** Cedar Rapids

**Start Date in Real Estate:** October 1992

**Family information:** Wife: Sandy, Daughter: Tara,  
Son: Drew, Daughter In Law: Amanda

**Previous employment background:** Penny Saver

**I'd like to trade places for one (1) day with:** Head  
Coach of the Green Bay Packers

**Past/Current Volunteer Involvement:** St. Jude's Sweet Corn Festival, Mount  
Mercy College 2010 Scholarship Chair, 2010 CRAAR Government Affairs Chair, IAR  
Board of Directors.

**Why do you feel CRAAR volunteerism is important:** You have to give back to  
make the CRAAR better.

**Hobbies/Leisure Interests:** Golf, Hawkeyes, Green Bay Packers

**Favorite Book:** When Pride Still Mattered - Story about Vince Lombardi

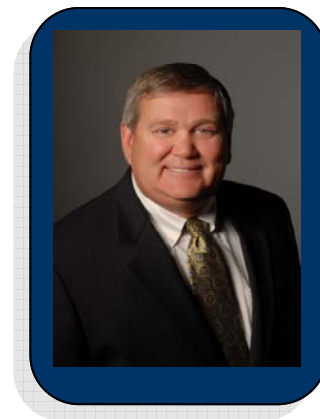
**Favorite Movie:** Rudy

**If you could spend 1 hour each with 3 people, at any time in history, who  
would you choose?**

- 1) Martin Luther King because of the work he did with the civil rights in the 60's  
which lead to the Fair Housing Laws we follow today when we sell Real Estate.
- 2) Henry Ford because of how he made cars affordable for everyone.
- 3) George Bush because of having to deal with the 9/11 attack on America.

**Tell us something interesting about you that not everyone knows:** When I was  
10 I fell off my bike and knocked out my two front teeth.

**Tell us about a significant event that happened during your Presidency:** I was  
the President when we conducted a search for a new Association Executive.



## Member Changes

Below is a list of new members, members who have moved offices, and member drops in the past 30 days.

### Inactive Members:

Jennifer Goble, Skogman Realty  
Rusty Peck, Prudential Partners Realty  
Annette Zink, Skogman Realty

### New Members:

Colette Burkle, Prudential Partners Realty  
Deanna Howard, Iowa Realty  
Sheila King, Iowa Realty  
Mike Mango, RE/MAX Associates Realtors  
Steve Phelan, Iowa Realty  
Matt Segreto, Skogman Realty

### New Affiliate Members:

Best of Iowa Community Credit Union  
Diane Potter, Mortgage Loan Officer  
405 S Blairsferry Crossing  
Hiawatha, IA 52233  
Office Phone: (319) 395.7670  
Office Fax: (319) 832.1298  
www.bestcomcu.org

### iWireless

Jayne Loesche, Business Dev. Manager  
375 Edgewood Road NW  
Cedar Rapids, IA 52405  
Office Phone: (319) 390.7221  
Office Fax: (319) 390.2026  
www.iwireless.com

# EDUCATION

## MLXchange Upgrade 5.1.1. Informational Sessions

On March 12<sup>th</sup>, Terry Fitzpatrick from MarketLinx will be in Cedar Rapids to hold two FREE training sessions (lecture style) to cover the changes from the upgrade! Free Continental breakfast is included. Both sessions will be held at the Clarion Hotel (525 33<sup>rd</sup> Avenue SW).

Session 1 – 8:30 to 10:00 a.m.

Session 2 – 10:30 a.m. to 12:00 p.m.

Reservations are REQUIRED online at [www.ccrealtors.org](http://www.ccrealtors.org):

1. Click on the Members Only tab
2. Enter in the Username (CR Realtors) and Password (location)...case sensitive
3. Click on "Click here to make an online reservation"

## Pre-License, First Time Renewal Mandatory or 12 Continuing Education Elective Hours

Developing Professionalism & Ethical Practices – Thursday & Friday (3/11-3/12)  
Are real estate agents really unethical? What are the ethical problems facing real estate practitioners today? These are some of the questions addressed in the 12-hour program.  
In addition to meeting Iowa's licensing requirements, this course also satisfies NAR membership renewal requirements.

9:00 a.m. to 4:00 p.m. each day

Location: Kirkwood Training & Outreach (3375 Armar Drive, Marion), room 100  
Member Price: \$130.00 if registered on/before two days prior to class or \$140.00 after  
Instructor: Judy Stevens

RESERVATIONS ARE REQUIRED – To register, please go to [www.iowarealtors.com](http://www.iowarealtors.com)



Topic: Helping Homeowners Faced with Difficult Housing Situations  
Featured Speakers - Scott Shook & Rebecca Lain, Horizons

Please forward any specific questions you may have for our speaker  
to [RealtorDevelopment@ccrealtors.org](mailto:RealtorDevelopment@ccrealtors.org).

This meeting is certified for one (1) continuing education hour

Wednesday, March 17  
A Touch of Class  
(5977 Mt. Vernon Road SE)  
Lunch: 11:30 a.m.  
Meeting: Noon - 1:00 p.m.  
Cost: \$9.00/person

Reservations are REQUIRED -  
Please state if you will or will not eat lunch.  
Final registration deadline is March 15 -  
please log on to [www.ccrealtors.org](http://www.ccrealtors.org)

# 2010 LEADERSHIP

## Board of Directors

Russ Nading, President  
Kevin Heinbuch, President Elect  
Cherokee Render, Past President  
Mike Shaffer, Treasurer  
Kay Baty (\*11)  
Kathy Carpenter (\*10)  
Amy Eaton (\*12)  
Renaef Forsyth-Christy (\*10)  
Kathy Hall (\*11)  
Les Marquart (\*12)  
Jill Monnahan (\*11)  
Lisa Nolan (\*10)  
Mitch Weideman (\*12)

## Committee Chairs

Mike Shaffer, Commercial Realtors  
Bob Hackney, Governmental Affairs  
Amy Eaton, Membership  
Kathy Carpenter, MLS  
Mitch Weideman, Professional Standards  
Renaef Forsyth-Christy, Program & Entertainment  
Lisa Nolan, Public Relations  
Judy Stevens, Realtor Development  
Larry Stevenson, Scholarship  
Jill Monnahan, Technology Training  
Cherokee Render, RPAC

## Staff

Kevin Platz, Association Executive  
[KevinPlatz@CRRealtors.org](mailto:KevinPlatz@CRRealtors.org)

Melissa Olson, VP of Operations  
[MelissaOlson@CRRealtors.org](mailto:MelissaOlson@CRRealtors.org)

Wannette Smith, Administrative Assistant  
[WannetteSmith@CRRealtors.org](mailto:WannetteSmith@CRRealtors.org)

Joan Holmes & Raychel Ellwood, MLS Services  
[MLS@CRRealtors.org](mailto:MLS@CRRealtors.org)



1860 First Avenue NE  
Cedar Rapids, IA 52402

On March 1st everyone was assessed a \$52.00 RPAC investment which shows on your March statement. This investment is optional, however it will appear on your statement that the amount is due and will be included in your total amount due. We strongly encourage everyone to invest in their business by making this minimum investment.

If you choose not to make this investment, we are asking you to please return the statement stub with your payment noting that you do not wish to invest. If you choose to make an investment of a different amount than the \$52.00, please include the amount in your payment and write the total amount paid to RPAC on the statement stub to make sure your account is assessed properly. You may also make a check out directly to RPAC and not have it go thru your CRAAR account...please submit any checks payable to RPAC to the CRAAR office.

If you are signed up for auto payment with your credit card, we are asking you to please let us know whether or not you are interested in investing to RPAC and if so, how much. By doing so, it will help me to make sure your account is properly assessed. Please send an e-mail to [MelissaOlson@crrealtors.org](mailto:MelissaOlson@crrealtors.org) stating your RPAC investment intentions.

Thank you for your assistance and patience during this month with the RPAC Investment billing.

To remove your name from our mailing list, please reply to this email with the word "unsubscribe in the subject line.

Questions or comments? E-mail us at [MelissaOlson@CRRealtors.org](mailto:MelissaOlson@CRRealtors.org) or call us at 319.363.9604