

**REALTOR® Party**  
**Government Affairs Directors & Association Executives Orientation**  
**September 21 & 22, 2017**  
**\* A G E N D A \***

**Thursday, September 21**  
**Hyatt Regency Washington on Capitol Hill**  
**400 New Jersey Avenue, NW, Washington, D.C.**

<b>8:00am – 8:30am</b>	<b>Breakfast – Thornton C, 11<sup>th</sup> Floor</b>	
	<p><b>Welcome – Thornton AB,</b></p> <ul style="list-style-type: none"> <li>• Introductions</li> <li>• Agenda for Class</li> <li>• Logistical Info</li> <li>• Materials</li> </ul> <p>What You Can Expect from NAR</p> <ul style="list-style-type: none"> <li>• Communication</li> <li>• Social Media</li> <li>• Meetings</li> <li>• Education</li> <li>• Support (Resource Guide &amp; R® Action Center and success stories)</li> </ul>	<p>Kyle Lambert London, NAR REALTOR® Party Education Mgr.</p> <p>Cady Thomas, Sr. Vice President, Government Affairs Director, North Carolina REALTORS®</p> <p>Justin Allen, REAL Strategies Consultant &amp; contract GAD, Utah</p>
	Core Standards for Associations – brief overview and Orientation Exercise Set Up	Kyle Lambert London
	<p>You Are a New GAD or AE; Now What?</p> <ul style="list-style-type: none"> <li>• Role of GAD</li> <li>• I am an AE without a GAD, What Do I Do?</li> </ul>	Cady Thomas
	<b>BREAK</b>	
	<p>“The Things You Need to Know About Advocacy and Your Role”</p> <ul style="list-style-type: none"> <li>• GADs role in REALTOR® Party – What’s possible</li> <li>• How to Utilize Your Members for a Powerful Advocacy Partnership</li> </ul>	Justin Allen
	<p>Community Outreach</p> <ul style="list-style-type: none"> <li>• <i>Grants, Classes, Technical Assistance, Resources</i> <ul style="list-style-type: none"> <li>○ <i>Smart Growth</i></li> <li>○ <i>Placemaking</i></li> <li>○ <i>Land Use Initiative</i></li> <li>○ <i>Housing Opportunity</i></li> </ul> </li> <li>• <i>Diversity &amp; Fair Housing</i></li> </ul>	<p>Hugh Morris, Manager Smart Growth</p> <p>Fred Underwood, Director Diversity &amp; Inclusion</p>
	<p>Member Involvement</p> <ul style="list-style-type: none"> <li>• <i>REALTOR® Mobilization</i></li> </ul>	<p>Jim MacGregor, Managing Director, Communications and</p>

	<ul style="list-style-type: none"> <li>• REALTOR® Action Center</li> <li>• Federal Political Coordinators</li> <li>• Broker Involvement Program</li> <li>• REALTOR® Party Hub</li> </ul>	Advocacy
<b>12:00pm – 12:45pm</b>	<b>LUNCH – Thornton C, 11<sup>th</sup> Floor</b> (with Exercise Discussion at your tables – with help from Orientation staff)	
	Consumer Advocacy Outreach	Erin Murphy, Sr. Representative, Consumer Advocacy Outreach
	RPAC – RPAC Grants & Fundraising Programs <ul style="list-style-type: none"> <li>• RPAC Fundraising Overview</li> <li>• RPAC Fundraising Programs</li> <li>• Soft-Dollar Fundraising</li> <li>• Corporate Ally Program</li> </ul>	Lauren Facemire, Managing Director RPAC Fundraising  Liz Demorest, RPAC Fundraising Manager
	Exercise Discussion – at your tables <b>PLUS BREAK</b>	
	Campaign Services Programs <ul style="list-style-type: none"> <li>• Voter Registration</li> <li>• Issues Mobilization</li> <li>• Candidate Independent Expenditure Races</li> <li>• Polling and Research</li> <li>• Direct Mail, Phone Calls/Banks, Social Media</li> </ul>	Gerry Allen, Managing Director, Campaign Services
	Building a Culture of Advocacy and Meeting Your Core Standards Requirements	A Group Discussion – facilitated by presenters
	Build Your Group Advocacy Presentation – Use the assigned scenario and the REALTOR® Party Resource Guide to meet your Association’s needs. Don’t forget to identify the Core Standards these programs can meet!  Attendees will use the provided laptops, loaded with Power Point to build out their association’s advocacy and community involvement plan.	Orientation staff will be able to assist with your questions
<b>4:30pm – 6:00pm</b>	<b>Cocktail Reception – NAR Building Rooftop</b> (weather permitting) 500 New Jersey Avenue, NW Washington, DC	Attendees & NAR Staff
<b>6:30pm</b>	<b>Dinner and Networking – The District Chop House</b> 509 7th Street, Washington District of Columbia 20004	Attendees and NAR Managers
<b>Friday, September 22</b> <b>Hyatt Regency Washington on Capitol Hill</b> <b>400 New Jersey Avenue, NW, Washington, D.C.</b>		
<b>8:00am – 8:30am</b>	<b>Breakfast – Room Thornton C, 11<sup>th</sup> Floor</b>	

	<b>Presentations – Thornton AB, 11<sup>th</sup> Floor</b> Groups will present their 10-minute advocacy plan to the REALTOR® Party Judges.	REALTOR® Party Judges will provide feedback.
	<b>BREAK</b>	
	NAR Government Affairs	John DiBiase, Communications Director, Government Affairs Division  Maggie FitzGerald, Political Representative
	NAR Research	Dr. Lawrence Yun, Sr. Vice President/Chief Economist, NAR Research
	NAR Communications –  <i>What the Consumer Advertising Campaign Does for You And How to Leverage Social Media to Engage Members</i>	David Greer, VP Consumer & Media Communications  TJ Doyle, Director, Executive and Digital Communications
<b>12:00 noon</b>	<b>Conclusion &amp; Lunch – Thornton C, 11<sup>th</sup> floor</b> (Following lunch, you may stay for the optional training below, schedule individual meetings with staff, or head to the airport).	
<b>1:00 pm – 2:00 pm</b>	<b>OPTIONAL Training</b>	
	<b>9<sup>th</sup> Floor Media Room, NAR Building</b> PAC Management Training (Aristotle) - Communicating to & fundraising with your members – bring your laptops!	Peter Kelly, RPAC Online Fundraising Director