

## 2010 Fall Convention - Tentative Schedule

### Sunday, October 17, 2010

- 12:00 pm – 3:00 pm     **Exhibitor Set Up – Presidential Foyer**
- 2:00 pm – 6:00 pm     **Registration Desk Open – Main Lobby**  
**Canvas Welcome Bags – Sponsored by Bank of America**
- 5:00 pm – 8:00 pm     **Exhibitor Grand Opening & Festivities** including carving stations, pasta stations  
and hors d' oeuvres amongst exhibitors **(Registration Required)**
- 8:00 pm                 **RPAC Function**

### Monday, October 18, 2010

- REALTOR® Image Contest  
Wear your official REALTOR® “R” pin  
–10 Winners to be randomly selected  
**Sponsored by – Regency Mortgage**
- 7:00 am – 9:00 am     **Breakfast – Dining Room**
- 7:45 am – 8:45 am     **Eye Opener – Jefferson Room**  
**“True Forms” – Steve Wostenberg, Reveal Systems**  
Steve will give a presentation on the more advanced features of TrueForms  
Online including creating forms packages, templates and clause libraries among  
other features. We will also discuss what’s coming down the pike with  
TrueForms 5.0!
- 8:00 am – 3:00 pm     **NHAR Registration Desk Open – Main Lobby**
- 8:45 am – 9:45 am     **Keynote Address – Munroe/Madison Rooms**  
**“Leadership Isn’t for Cowards – How to Lead Courageously in a Turbulent Age”**  
**Mike Staver, The Staver Group**  
We live in an age when it is more and more challenging to manage all of the  
information, demands and challenges that are coming at us. It takes real  
courage to stand firm in what you believe and then to get your followers to  
understand what really matters and how to execute effectively. Your ability to  
influence your followers is key to every step of creating significant results.  
Courage is the key element in that process. **Sponsored by – Market Street  
Settlement Group**
- 9:45 am – 10:15 am     **Exhibitor Showcase**
- 9:45 am – 10:15 am     **Break amongst Exhibitors – Garden Corridor/Presidential Foyer**  
**Sponsored by – Laconia Savings Bank**

- 10:00 am – 2:00 pm ***AE Forum – Washington Board Room***
- 10:15 am – 12:15 pm ***Breakout Session – Munroe/Madison Rooms***  
***“Diversity – It’s not just Black and White”***  
***Tony Macaluso***  
 This fast paced, upbeat session will address ways to increase your business by reaching out and servicing a more diverse customer base, which includes many protected classes (Disabilities Act, Women’s Rights, Families with Children, etc.) The global economy has resulted in customers with customs and cultural differences beyond racial color differences. This program includes tips for compliance and expanding your services. **NH – 1 hr. approved elective continuing education credit; ME – 2 approved clock hrs. elective continuing education credit; VT – 2 hrs. approved elective continuing education credit**
- 10:15 am – 12:15 pm ***Breakout Session – Adams Room***  
***“Harnessing the Power of Outlook & Excel”***  
***Amy Chorew (Pre-registration is required)***  
***A Hands-on Workshop (Bring Your Laptops Please)***  
 Outlook is one of the most popular email tools on the market. This program uncovers some of the really great features that are built into Outlook – some of which you may not even know exist. We’ll take you on an exciting Outlook tour, starting with some basic organization tools, such as creating folders and contact groups. We’ll then show you how to quickly create mail merges, send messages to groups and create email rules to help you stay organized. And we’ll top all this off with some great ways to build a marketing message into every email you send, simply by creating signature files.
- 12:15 pm – 1:15 pm ***Exhibitor Showcase – Garden Corridor/Presidential Foyer***
- 12:15 pm – 1:15 pm ***Box Lunches – Sponsored by – MLS Property Information Network***
- 1:30 pm – 3:30 pm ***Breakout Session – Munroe/Madison Rooms***  
***“How It Was Is Not How It Is – How to Create An Exceptional Customer Experience” – Mike Staver***  
 Are you creating a world-class customer experience? Please read that carefully. Then read it again. When all extraneous issues are stripped away, the customer experience is the single most critical factor in determining your success. In a very real sense, nothing else matters. How that experience is defined is the key to success. **ME – 2 approved clock hrs. elective continuing education credit**

- 1:30 pm – 3:30 pm      **Breakout Session – Adams Room**  
**“Video Testimonials – The New Referrals that Keep on Giving” – Cyndee Haydon**  
87% of buyers are online and NAR says 43% chose by referral! Learn how video testimonials will make this math work in your favor even while you’re sleeping. Quickly master 7 easy steps to dominating your local real estate market. Enjoy having buyers and sellers now asking to work with you. Learn these no cost ways to become your own best referral source. You’ll learn how to easily capture, upload and leverage your happy client’s testimonials forever. It’s important to note that even if you have no website or no blog, this is the session for you – no previous experience needed. When was the last time one of your clients actually introduced you to 6500 people in 24 months? You’ll learn Cyndee’s secrets that have her clients doing that for her regularly! Become the master of putting “social proof” into your social media.
- 1:30 pm – 4:30 pm      **Breakout Session – Jefferson Room**  
**“NH Core Course” – Kathy Roosa**  
This is the required course to prevent licensees from having their license expire. Topics include agency, fair housing, legislative updates and much more will be covered and discussed. Please join Kathy to review so many topics of state laws, rules & regulations. **Sponsored by – NH Housing Finance Authority; NH - Approved for 3 hrs. NH core continuing education credit**
- 4:30 pm – 5:30 pm      **NHAR Registration Desk Open – Main Lobby**
- 3:30 pm – 5:00 pm      **Exhibitor Showcase with Vendor Drawings – Garden Corridor/Presidential Foyer**
- 5:00 pm – 5:30 pm      **Cash Bar**
- 5:45 pm – 9:15 pm      **REALTOR® of the Year/Installation Banquet – Grand Ballroom**  
**White Wine – Sponsored by – Greater Manchester/Nashua Board of REALTORS®**  
**Red Wine – Sponsored by – MarketLinx, Inc.**  
**Banquet Flowers – Sponsored by – Public Services Company of NH**
- 9:15 pm – 12:00 am      **Entertainment – Music and Dancing to Club Soda – Grand Ballroom**  
**Sponsored by – Stewart Title**

**Tuesday, October 19, 2010**

REALTOR® Image Contest  
Wear your official REALTOR® “R” pin  
–10 Winners to be randomly selected  
**Sponsored by – Regency Mortgage**

- 7:00 am – 9:00 am      **Breakfast – Dining Room**

- 8:00 am – 2:00 pm **NHAR Registration Desk Open- Main Lobby**
- 9:00 am – 11:00 am **Breakout Session – Adams Room**  
**“Creating PowerPoint”**  
**Amy Chorew (Pre-registration required)**  
**A Hands-on Workshop (Bring Your Laptops Please)**  
 Many of the consumers you deal with use technology every day in their jobs. Consider that doctors, lawyers, sales people, teachers and managers may be familiar with or using Microsoft PowerPoint. Now ask yourself: What happens if I arrive to do a “presentation” to a consumer who is used to using PowerPoint themselves to do the very same thing? Microsoft PowerPoint is a powerful tool for organizing and communicating complex information – such as the content of a listing presentation! As a sales tool, it can streamline and support your sales demonstration process when you meet with new seller and buyer prospects. Be prepared to share and learn. **Bring a PowerPoint presentation of five (5) slides. You will leave this course with a truly enhanced presentation.**
- 9:00 am – 11:00 am **Breakout Session – Madison Room**  
**“Social Media Liability”**  
**Katie Raynolds – NAR Staff Attorney**  
 This presentation will help you understand the potential legal liabilities of hosting a blog, posting on a blog and communicating through other social networks. Katie will identify key steps to systematically manage your risk related to social networking. She will also discuss ethical issues associated with Internet communications and how the REALTOR® Code of Ethics may apply.  
**Sponsored by – St. Mary’s Bank**
- 9:00 am – 11:00 am **Breakout Session – Munroe Room**  
**“The Delicate Art of Client Vocabulectomy”**  
**Linda O’Connor**  
 This motivationally-based program is designed to present concepts as well as practical skills that participants can immediately put into practice in their day-to-day real estate communications. Through a series of interactive exercises and real-life examples, the students will be able to experience, first-hand, the powerful, albeit often unconscious, connection between language and relationships. **ME – 2 approved elective clock hrs. continuing education credit; VT – 2 hrs. approved elective continuing education credit**
- 11:30 am – 12:45 pm **Honor Awards Luncheon – Grand Ballroom**  
**Sponsored by - Coldwell Banker Residential Brokerage**

- 1:00 pm – 3:00 pm      ***Breakout Session – Adams Room***  
***“The Truth About Mold In Indoor Environments”***  
***Regan Robbins***  
Learn to take a comprehensive look at the biology of mold, acknowledge mold as part of our everyday environment, remediation of mold from properties, effect of mold on buildings and occupants and the impact of mold on the real estate industry. Having a building properly inspected and tested can lead to the detection of many unforeseen or undiscovered problems. Don't let mold cost you a sale! **Pending 2 elective ME clock hrs. continuing education credit; Pending 2 hrs. NH and VT elective continuing education credit**
- 1:00 pm – 3:00 pm      ***Breakout Session – Munroe/Madison Rooms***  
***“How Social Media Can Impact Your Web Traffic and Your SEO”***  
***Bobby and Brad Carroll***  
Let's face it, real estate professionals are flocking to social media. Did you know your participation in social media can increase your traffic to your online hub – your website and your blog? Here's the problem, most agents and agencies don't know what it takes to successfully take advantage of their social media marketing plan. Attend this informational rich session. You will walk away not only with a better understanding on how to leverage your social media engagement, but you'll have a rock-solid plan how to drive more traffic to both your website and blog thus creating many more opportunities for lead generation. That is social media marketing with a swift kick in the pants!  
**Sponsored by – Keller Williams Realty**
- 3:00 pm – 4:30 pm      ***Breakout Session – Munroe/Madison Rooms***  
***Todd Carpenter - NAR***  
***“How to Win Friends and Influence People Online”***  
Learn how to leverage social networks to create real world relationships that lead to clients and referrals. Discover the unwritten rules of social networks and how to use them to guide your sphere of influence into a place where you can ask for their business.
- 5:00 pm                      ***“Tweet Up” to kick off Bar Camp***  
  
***Dinner – On your own***