

# REEEA

Real Estate Educators Association

## 2013 Annual Conference



# ENGAGE

Envisioning a New **REEA**lity

## June 21-24, 2013

### Ames, Iowa

On the Campus of Iowa State University  
Iowa State Center, Scheman Bldg,  
Ames, Iowa



Real Estate Educators Association

## Conference Programming Schedule

### Friday – June 21, 2013 - Pre-conference

8:00 AM – 5:00 PM	Registration Open
9:00 AM – 4:00 PM	IDW “30 Great Things Every Instructor Should Know”
1:00 PM	Exhibitor Set Up
5:30 – 8:00 PM	Welcome Networking Event

**Gateway Hotel and Conference Center, 2100 Green Hills Dr.**



### Scheman Center

The Scheman Conference Center is the perfect blend of indoor and outdoor spaces, located just minutes from one of the most beautiful university campuses in the nation, the Iowa State Center is the ideal location for business meetings, corporate events, tradeshow, weddings, and conferences from small to large-scale. The educational venue offers:

A complete audio-visual center is located in Scheman, with up-to-date equipment and personnel to handle its operation. Overhead projectors, slide projectors, projection screen and microphones are included with each meeting room at no charge. Other Scheman equipment and services are available.

The Scheman kitchen provides a diversity of food and beverage services for all events. Our conference menu offers many attractive and delicious foods, whether it be for a coffee break or complete banquet. Gourmet dinners and wedding receptions overlooking the ISU campus are popular Scheman events.

What you'll find here...

- 25 room conference facility including a 450 seat auditorium and an executive board suite
- 8,000 square feet of exhibit space in the large, comfortable lobby areas with complete booth set up, drapery, tables, and chairs are available and two loading docks simplify the transportation of equipment and exhibits.
- Ample free parking next to the building is available
- Technology support and service
- Full-service catering

### Saturday – June 22, 2013

7:00 AM	REEA Wakers
8:00 AM - 5:00 PM	Registration Open
8:00 AM - 5:30 PM	Exhibitors open for the day
8:00 AM - 8:45 AM	First Timer gathering
	Meet the Board of Directors
9:00 AM - 10:30 AM	<b>INSIGHT</b> Opening Session with Mark LeBlanc
	<i>“Never Be The Same!! Growing Your Business by Setting The Fun Meter”</i>
11:00 AM - 11:45 AM	<i>* Game Changers: How To Position Yourself as a VIP Player</i>
11:00 AM - 11:45 AM	<i>* Are Real Estate Auctions Changing the Future of Real Estate?</i>
11:45 AM - 1:30 PM	Lunch on your own
2:00 PM - 2:45 PM	<i>* It's as Easy to Show &amp; Tell: Navigating the Obstacles of Online Training</i>
2:00 PM - 2:45 PM	<i>* From Socrates to Dale Carnegie: Learning From the Past</i>
2:00 PM - 2:45 PM	<i>* 2013 Mortgage Market Update</i>
2:45 PM - 3:00 PM	Break
3:00 PM - 3:45 PM	<i>* The Reality of Real Estate as a University Education</i>
3:00 PM - 3:45 PM	<i>* The Reality of Real Estate in the Real World</i>
3:45 PM - 4:00 PM	Break
6:30 PM - 8:30 PM	Dinner on your own

### Sunday – June 23, 2013

7:00 AM	REEA Wakers
8:00 AM - 5:00 PM	Registration Open
8:00 AM - 5:30 PM	Exhibitors open for the day
8:30 AM - 9:30 AM	General Session - REEA Business Meeting
9:30 AM - 9:45 AM	Break
9:45 AM - 10:30 AM	<b>ACTION</b> General Session with Karen Becker
	<i>“Sinners and Saints – A Look at the Do's &amp; Don'ts of Working with Education Directors”</i>
11:00 AM - 11:45 AM	<i>* The Truth About Lying: Envision Agents That Can Spot a Lie &amp; Protect Everyone's Bottom Line</i>
11:45 AM - 12:45 PM	Box lunch on Site-Panel Session “Best Practices” & Networking
12:45 PM - 1:00 PM	Break
1:00 PM - 1:45 PM	<i>* Setting the New Standard for Digital Delivery</i>
1:00 PM - 1:45 PM	<i>* Niche Courses; The Reality of Instructing for the Future</i>
1:00 PM - 1:45 PM	<i>* This Instructor Is On Fire: Be the Firework That Ignites Student Success</i>
1:45 PM - 2:15 PM	Break
2:15 PM - 3:00 PM	<i>* DISCover Resources to Maximize Individual Sales &amp; Leadership Effectiveness</i>
2:15 PM - 3:00 PM	<i>* BOOKENDZ – Great Sorties for Presenters, Instructors &amp; Trainers</i>
2:15 PM - 3:00 PM	<i>* Teaching Adults with Learning Disabilities</i>
3:00 PM - 3:15 PM	Break
3:15 PM - 4:00 PM	Tax Update - Presentation
4:00 PM - 5:00 PM	Break
5:00 PM – 6:00 PM	Registration Closed
6:00 PM – 8:30 PM	<b>GROWTH</b> Dinner Session with Doug DeVitre
	<i>“Positioning For The Future”</i>

\* Indicates Education Session

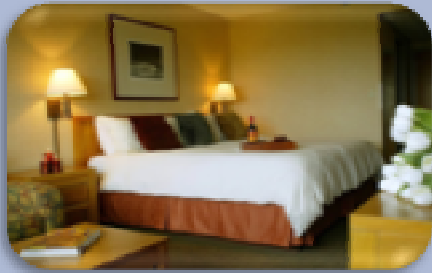
### Monday – June 24, 2013 – AM only

8:30 AM – 11:30 AM	DREI Council Event – Open to Everyone, please join us!
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# ACCOMODATIONS



Gateway Room Example



Gateway Hotel Lobby



Gateway Hotel Indoor Pool



## Gateway Hotel and Conference Center

2100 Green Hills Drive, Ames, Iowa 50014

515-292-8600

<http://www.gatewayames.com>

To register for a hotel room at the negotiated REEA

\$92.00 per night block rate on or before

May 31, 2013

Call 1-800 -FOR-AMES

Room Block Code: Real Estate Educators Association

### Enjoy Gateway Hotel and Conference Center's Award Winning Service

Gateway Hotel and Conference Center is a full service hotel located within walking distance of Iowa State University in Ames, Iowa and is just 30 minutes north of Des Moines, Iowa. Guests will find all they need for a wonderful and relaxing business or leisure stay.

Each of our 187 non-smoking guest rooms and suites have been comfortably appointed with guests' needs in mind. Relax with a swim in our heated indoor pool, or enjoy a workout in our fitness center. Other amenities include a whirlpool and sauna, free parking, free wireless internet, and room service. Dine in The IowaStater, a casual comfort food restaurant located within the hotel.



Ames™

CONVENTION & VISITORS BUREAU

We are grateful for the support and coordination efforts provided by the Ames Convention and Visitor Bureau. This organization is working out transportation arrangements from the airport and between the hotel(s) and the Scheman Center. In addition, they have committed to providing an intern or two to assist with our registration or anything else that is needed by REEA. Please take a moment to send your thanks to Ginger Burrell [gingerb@amescvb.com](mailto:gingerb@amescvb.com) or (515) 520-2111

Real Estate Educators Association

7739 E. Broadway Blvd., #337 • Tucson, AZ 85710 • 520-609-2380



# REGISTRATION INFO & CONFERENCE CENTER

## REGISTRATION

Register Online @ [REEA.org](http://REEA.org) "Events"  
Questions: 520-609-2380 Fax: 520-296-6006

### Individual:

- Early Bird Registration** on or before May 10, 2013 **\$325 per person**  
**Registration between** May 11-May 31, 2013 **\$350 per person**  
**Registration After** June 1-June 14, 2013 \* **\$425 per person**  
**One Day Registration Fee**  Saturday  Sunday **\$200 per person**  
**1 Day IDW**  REEA Member \$65.00  Non REEA Member \$85.00

### Organizations or schools with multiple members registration

- Early Bird Registration** - on or before May 10, 2013 **\$325 Primary Registrant**  
**\$300 per person** for any subsequent registrations of member of that organization or school  
**Registration between** May 11-May 31, 2013 **\$350 Primary Registrant**  
**\$325 per person** for any subsequent registrations of member of that organization or school  
**Registration after** June 1-June 14, 2013 \* **\$425 Primary Registrant**  
**\$400 per person** for any subsequent registrations of member of that organization or school

\*All Registrations submitted after June 14, 2013 are not guaranteed Conference Materials

**\*\*New Member Discount - Use Coupon Code (call for Code) for New Membership discount**  
(Applies to all Non-Members attending the 2013 REEA Conference and submit an Individual REEA Membership within 30 days of 2013 Conference)

FAX (520) 296-6006 OR EMAIL YOUR REGISTRATION to [Kris@REEA.org](mailto:Kris@REEA.org)

Name: \_\_\_\_\_ Nick Name: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_ Phone (\_\_\_\_) \_\_\_\_\_

Email: \_\_\_\_\_

I will be flying and need a Shuttle  Be Driving to the Conference

Payment Type:  MC  Visa  Check Name on Card: \_\_\_\_\_ (please print)

Credit Card No.: \_\_\_\_\_

Expiration Date: \_\_\_\_/\_\_\_\_/\_\_\_\_ Security Code: \_\_\_\_\_

Billing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_ Phone (\_\_\_\_) \_\_\_\_\_



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REAL ESTATE EDUCATORS ASSOCIATION

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### Instructor Development Workshop - IDW

June 21, 2013  
Scheman Center  
9:00 AM – 4:00 PM

### "30 Great Things Every Instructor Should Know"

Great instruction is based on well established principles of education known as GAPE (Generally Accepted Principles of Education). You are invited to join 6 of the top instructors in the country as they lead you through the five categories of GAPE as it applies to education and the teaching of students. Regardless of the level or length of your teaching career, we guarantee that you will leave this session with new ideas, insights and practical tools to elevate the level of your instruction. Come and join us and learn how to:

- Present material in accordance with the way adult students learn
- Use visual aids and technology to bring new life to your classroom
- Create learning environments that truly facilitate education
- Implement proven ways to increase student engagement
- Master delivery techniques that make your presentation memorable

**Register Today @ REEA.org**  
**\$65 – REEA Member Registration**  
**\$85 - Non Member Registration**

*Interested in becoming a member of REEA? Join us at the 2013 Annual Conference and become a New REEA Member within 30 days and receive a SPECIAL DISCOUNT! \*\**