



2018 Conference Schedule

THURSDAY - June 21, 2018

"Taking Your Instruction to New Heights - IDW #1" | *Master The Principles of Creating a Dynamic Classroom*

8:00am–9:00am - IDW Registration Desk Open

- San Diego Association of REALTORS® - 4845 Ronson Ct., San Diego, CA 92111 | *see REEA Conference App for driving directions.*

9:00am–4:00pm - Full Day REEA IDW #1 - *separate ticketed item, see Registration fees below*

- **"Taking Your Instruction to New Heights - IDW #1"**, Instructor Development Workshop. This is a separate ticketed item. *Presented at and Sponsored by San Diego Association of REALTORS® - 4845 Ronson Ct., San Diego, CA 92111*

FRIDAY - June 22, 2018

"Taking Your Instruction to New Heights - IDW #2" | *Apply the Principles of Creating a Dynamic Classroom*

8:00am–9:00am - IDW Registration Desk Open

- San Diego Association of REALTORS® - 4845 Ronson Ct., San Diego, CA 92111 | *see REEA Conference App for driving directions.*

9:00am–4:00pm - Full Day REEA IDW #2 - *separate ticketed item, see Registration fees below*

- **"Taking Your Instruction to New Heights - IDW #2"**, Instructor Development Workshop. This is a separate ticketed item. *Presented at and Sponsored by San Diego Association of REALTORS® - 4845 Ronson Ct., San Diego, CA 92111*

- **2:00pm–5:00pm - Conference Registration Desk Open** Wyndham San Diego Bayside - Conference Center

- **5:30pm–6:00pm - 1st Timer Gathering** - Bay Front Terrace

Join some of your REEA Board of Directors for a quick meet & greet prior to the Welcome/Networking Happy Hour

6:00pm–8:00pm - Welcome/Networking Happy Hour

- Welcome/Networking Happy Hour on the patio at the Loma Vista Terrace at the Wyndham San Diego Bayside Sponsored by Dearborn Education

SATURDAY - June 23, 2018

6:00am - REEAWalkers - Wyndham San Diego Bayside hotel lobby

- Join the REEAWalkers in the hotel lobby for a beautiful bay walk to get your morning started.

7:30am-4:00pm - Conference Registration Desk Open

- Wyndham San Diego Bayside - Conference Center

SATURDAY - June 23, 2018 Continued

GENERAL SESSIONS

7:30am-8:30am - Continental Breakfast - Wyndham San Diego Bayside - Conference Center

8:00am-5:00pm - Exhibitors Open - Wyndham San Diego Bayside - Conference Center

8:00am-9:30am - REEA Annual Business Meeting & Installation - Main Ballroom

- Welcome, REEA Business Meeting and 2018-2019 Installation of REEA Officers and Directors. Exciting things are happening at REEA and will be announced! REEA Business Meeting is open to everyone.
- Stay for the end of this General Session for our **Rapid Fire Speaker Showcase** and hear a quick 2-minute presentation from each of today's session presenters to help you choose where you want to be and what you don't want to miss.

9:30am-10:30am - Opening Session with Ron White - Main Ballroom

- *Ron White is without question the nation's #1 Memory Expert and is one of the tops in the world. He has competed in the 2009/2010 USA Memory Championship and brought home the gold medal both years. He competed against 51 other mental athletes and was the last man standing. In the process of winning the tournament Ron set two new national records. He memorized a 167 digit number in 5 minutes and a deck of shuffled cards in only 1 minute and 27 seconds. Both are new national records and Ron is the only person to hold 2 national memory records in the United States. Ron joined the US Navy as a reservist after September 11th and completed a tour in Afghanistan during 2007.*

CONCURRENT SESSIONS

10:45am-11:45am - Ed Directors Panel - Pacific C Ballroom

10:45am-11:45am - Regulator Panel - Pacific D Ballroom

10:45am-11:45am - School Owners Panel - East Coast Ballroom

10:45am-11:45am - Instructor Panel - Main Ballroom

GENERAL LUNCH SESSION

12:00pm-1:30pm - General Lunch Session with Karel Murray, DREI - Main Ballroom

- *Karel Murray, DREI, Motivational Humorist, Communication/Leadership Strategist and Author Karel Murray's extensive business experience in community leadership and her professional speaking background, combine for an incredible attendee experience. Karel opens and closes conferences nationally and internationally with a memorable energy and impactful insight about personal accountability and success. She is a Past President of a national association and the author of four books and featured in four more. Attendees soon discover that they are learning how to be innovative and more open minded when it comes to problem solving, communication and leadership – laughing all the way.*

CONCURRENT SESSIONS - 1:45pm-2:45pm

- **T-3-Tech Tools for Trainers** with Jeremias JMan Maneiro - Pacific C Ballroom
 - *In this session Instructors will learn how to seamlessly implement technology into their presentations by learning the best tools, programs, equipment and apps to use in the classroom. Instructors will leave with the ability to enhance student engagement using technology, inject humor using video and avoid epic technology FAILS by having a tech emergency tool kit and backup plans already in place.*
- **Using History To Make Courses Come Alive!** with Bob Kutschbach, DREI & Len Elder, DREI - Pacific D Ballroom
 - *At the REEA Conference in Connecticut at UConn University, Bob and Len presented a number of stories about real estate history with videos and music. Join this squeal presentation and understand everything you never knew about real estate history and tell stories in class that will captivate your students and help them remember critical concepts.*

SATURDAY - June 23, 2018 Continued

- **Expansive Thinking** with Richard Gallegos, DREI - East Coast Ballroom
 - All real estate vocations incorporate varying degrees of experience that comes with application of work. There is typically a "base-Line" of familiarity within the basic variables of all real estate professions. Each application may change depending on the type of real estate practice. Expansive thinking utilizes these existing "base-lines" of familiarity to expand into new areas of learning and vocational knowledge.

CONCURRENT SESSIONS - 3:00pm–4:00pm

- **Alexa, Am I Still Relevant?** with Doug Devitre - Pacific C Ballroom
 - Learn to Program or Be Programmed by Artificial Intelligence. The naysayers argued real estate agents wouldn't take real estate education online and guess what happened. Then they said agents wouldn't take simulcast virtual and that model is exploding today. The naysayers now say you can't replace live instruction with artificial intelligence as a training delivery tool because they don't know the why, what and how. In this session, we take a deep dive into programming synthetic intellect, architecting the conversation, and building scalable change management solutions that support the talent management function specific to the real estate industry.
- **Social Media Story Telling** with Joe Sinnona - Pacific D Ballroom
 - Discover social media as an aid to assist you in the classroom You will walk away with new story telling techniques using a social media platform to enhance their story. As instructors, we need to provide examples to illustrate a story. Facebook live and other social media offer that to the instructor.
- **Mortgage Market News and Commentary** with Jerry Rutledge, DREI, CDEI, CMC - East Coast Ballroom
 - Real Estate Mortgage Finance is an ever changing industry which materially affects real estate practitioners and their road to success. Join this session and you will be provided knowledge which gives you confidence in class and student appreciation.

CONCURRENT SESSIONS - 4:15pm–5:15pm

- **State of the Industry Report: Biggest Challenges and Most Effective Marketing** with Toby Schifsky - Pacific C Ballroom
 - Discover the compelling challenges and trends that are moving the real estate education industry. We explore how to overcome regulatory, student, content and delivery challenges you and your peers face on a daily basis. Learn how technology is changing the marketplace with efficiencies and effectiveness and be ready to be shocked to discover how educators are finding the least expensive marketing strategies may ultimately be the most effective.
- **10 Digital Strategies for Classroom Instructors** with Andy Chen - Pacific D Ballroom
 - Join this session on how traditional instructors can make technology work for them in the classroom and out. Attendees would understand how and why technology solutions can enable blended learning strategies that will increase their revenues and re-engage their students.
- **Creating Synergy in The Classroom** with Evan Fuchs - East Coast Ballroom
 - Every single student bring value to the classroom. Learn how to create an environment conducive to sharing, where everyone benefits, and watch that value grow exponentially. Discover how to start strong, encourage sharing while adhering to your learning objectives, and produce "a-ha" moments that transfer learning into the field.

SATURDAY EVENING – On You Own, Enjoy San Diego

SUNDAY - June 24, 2018

6:00am - REEAWalkers - Wyndham San Diego Bayside hotel lobby

- Join the REEAWalkers in the hotel lobby for a beautiful bay walk to get your morning started.

7:30am–4:00pm - Conference Registration Desk Open - Wyndham San Diego Bayside Conference Center

8:00am–4:00pm - Exhibitors Open - Wyndham San Diego Bayside Conference Center

GENERAL SESSIONS

7:30am - 8:30am Continental Breakfast

8:30am–9:30am General Session

Sunday Morning Keynote Session “Collaboratively Being Your Authentic Self.” with Jared James - Main Ballroom

- *Jared James has become one of the most followed people in real estate today on places like Facebook, Twitter, Instagram and YouTube because of his no non-sense advice, motivation and real world sales tips and videos. He’s an in-demand speaker, entrepreneur and author of the book “Get out of YOUR way!” His company, Jared James Enterprises, has become one of the most effective coaching companies around, helping thousands of students learn how to create more predictable real estate businesses. In his previous career as a Realtor, Jared built one of the largest and fastest growing teams in the USA, earning him a spot in Realtor Magazine’s elusive 30 under 30 edition. To get his message out, Jared speaks all over North America to tens of thousands of professionals every year and was even named recently as one of the 25 most influential people in the real estate industry today.*
- Stay for the end of this General Session for our **Rapid Fire Speaker Showcase** and hear a quick 2-minute presentation from each of today’s session presenters to help you choose where you want to be and what you don’t want to miss.

CONCURRENT SESSIONS - 9:45am–10:45am

- **4 Reasons Why Live Online Education Will FINALLY Change the Marketplace** with Toby Schifsky & Melissa Kleeman-Moy - Pacific C Ballroom
 - *An instructor sharing their wisdom and teaching how to practically apply knowledge is still the single largest factor when students select in-person classroom education over asynchronous internet or home study courses. New technology now allows for the delivery of regulated licensing and continuing education in a "live online classroom" that not only allows for the real time sharing of wisdom but also affords a connectivity between instructor, students and teaching assets that can no longer be matched in a in-person classroom. The stage is changing, come and see how its being done!*
- **Secrets of Student Success, It's Not all About the Test** - with Cheryl Knowlton, DREI and Len Elder, DREI - Pacific D Ballroom
 - *Utilizing stunning scientific evidence in two ground-breaking books - "The Happiness Advance" and "David and Goliath", we will share with you how to totally elevate the students' classroom experience with an understanding of how critical the classroom environment is to the student experience, why building a student's self esteem is essential and how we can help students manifest their own success.*
- **Using Devices in the Classroom: Yea or Nay?** with Dr. Sam Martin, DREI - East Coast Ballroom
 - *Join this panel discussion led by Dr. Sam Martin, DREI and have a chance to listen to professionals discuss their experiences with devices in the classroom. Chime in with your own experiences and learn who allows students to use devices and why. You will discern the pros and cons of allowing students to use devices as well as list and integrate in the classroom modern tools that are being used.*

SUNDAY - June 24, 2018 Continued

CONCURRENT SESSIONS - 11:00am–12:00pm

- **The Impact Of The Tax Reform Act Of 2017 On The Real Estate Market** with Bob Kutschbach, DREI - Pacific C Ballroom
 - *This session will not only identify tax law changes but quantify impact on real estate markets in the US and how it might change the Benefits of Real Estate Ownership. The recent tax law changes will likely have little impact on areas of average income and property taxes but will have significant impact on high income value areas.*
- **Webinars: ARELLO - Compliant, Engaging and Awesome** with Mike Matoush and Jill Malloy - Pacific D Ballroom
 - *This presentation will focus on how to structure webinars. It will demonstrate effective use of inquiry based learning that can be applied to both live classroom presentation as well as via webinar. It will include exploration of the various uses of webinars and the benefits of extending classroom to webinar delivery. It will also include an examination of the recently revised ARELLO standards that allow for distance education certification of webinars.*
- **Caught In The Middle** with Corean Hamlin, DREI - East Coast Ballroom
 - *"The Challenges of and Strategies for Balancing your Responsibilities to the Regulators and Your Students While Delivering Regulatory Content". Teaching mandatory regulatory content in challenging. How can an instructor serve as the "face" of the regulatory agency and an advocate for the students at the same time? It doesn't have to be "us and them." During this session, we'll discuss the common challenges of teaching mandated regulatory courses and explore strategies for relaying mandated content in a positive, relevant, and engaging way.*

SUNDAY LUNCH - 12:00–1:30pm (Lunch on Your Own)

GENERAL SESSIONS

1:30pm–2:15pm - - Real Estate Commissioner's Update Panel Session - Main Ballroom

2:15pm–3:00pm - REEATalks - Main Ballroom

3:15pm–4:15pm - Closing Keynote Session "Tame Your Brain Game" with Jessica Rector - Main Ballroom

- *"Tame Your Brain Game: The Power of You, Your Thoughts, and Your Actions" You have that nagging voice inside your head! You know the one. It says, "I can't" or "I don't have the skills" or "What if I fail." You have 60,000 thoughts a day, and 80% are negative, affecting your motivation, students, and teaching. What thoughts do you listen to? Stop playing head games. Uncover the proprietary Tame Your Brain Game process and turn negative thoughts into positive action. Discover how to retrain your brain and reframe your thoughts! Let Jessica show you how create winning habits, develop a new actionable blueprint, and make a bigger difference to your students, career, and industry.*

CLOSING DINNER

5:30pm–8:30pm REEA Conference Closing Dinner - Maritime Museum of San Diego

- *Join us at the Maritime Museum of San Diego. A spectacular waterfront location on beautiful San Diego Bay, directly across the street from the Wyndham San Diego Bayside. Enjoy a self-guided tour of the museum's many historic vessels and exhibits and then join us for some fun and dinner on the upper deck of The Berkeley at 7:00pm. Ask a friend to join you on this beautiful evening, Guest Tickets will be available!*

The Maritime Museum of San Diego enjoys a worldwide reputation for excellence in restoring, maintaining and operating historic vessels. The museum has one of the world's finest collections of historic ships, including the world's oldest active

ship Star of India.

MONDAY, June 25, 2018

6:00am REEAWalkers - Wyndham San Diego Bayside hotel lobby

- Join the REEAWalkers in the hotel lobby for a beautiful bay walk to get your morning started.

"Taking Your Instruction to New Heights - IDW #3" | *Utilize Technology and Tools to Create a Dynamic Classroom*

8:00am–9:00am - IDW Registration Desk Open

- San Diego Association of REALTORS® - 4845 Ronson Ct., San Diego, CA 92111 | *see REEA Conference App for driving directions.*

9:00am–4:00pm - Full Day REEA IDW #1 - *separate ticketed item, see Registration fees below*

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Please NOTE *Anyone interested in attending REEA IDW Sessions must take them in sequence in order to receive REEA's Gold Standard Certification. Questions, contact REEA Headquarters at 520-609-2380.*

We look forward to seeing you in San Diego!

