

# NAREB 2017 Mid-Winter Regional Conference & Community Wealth Building Day | Mid-West



**The Westin Hotel Downtown**  
**777 St. Clair Avenue NE**  
**Cleveland, OH 44114**  
**1-888-627-8085 or 216-771-7700**

**April 20-22, 2017**  
**Agenda**

<b>Wednesday, April 19, 2017</b>	
<b>Laelia - 7<sup>th</sup> Floor</b> 3:00pm - 4:00pm	<b>Conference Committee Meeting</b> <i>Presiding: Rose M. Dixon, Conference Chair</i>
<b>Laelia - 7<sup>th</sup> Floor</b> 4:00pm - 6:00pm	<b>Registration and Logistics Meeting</b> <i>Presiding: Dianne Simmons, Registration Chair &amp; Roland Somerville, Logistic Manager</i>
<b>Thursday, April 20, 2017</b>	
<b>Vanda Foyer- 6<sup>th</sup> Fl</b> 8:00am - 5:00pm	<b>Conference Registration</b>
<b>Laelia - 7<sup>th</sup> Floor</b> 8:00am - 5:00pm	<b>NAREB Green Room</b> <i>(Available for Partners/Affiliates/Committee Meetings upon request)</i>
<b>Orchid W- 6<sup>th</sup> Floor</b> 8:30am - 11:30am	<b>“Agency Law” 3-Hour Continuing Education Workshop</b> This class will provide insight and education on the how the new HB 532 legislation, effective April 6 2017, will impact real estate professionals. <i>**It meets Ohio core law requirement for continuing education. Agents will receive their CE Certificate at the end of the class.</i> <i>Presenter: Nancy Leirer, Director of Training, Keller Williams Greater Cleveland Southeast</i>
<b>Orchid W-6<sup>th</sup> Floor</b> 11:30am - 12:45pm	<b>Networking Luncheon</b> Join in for some progressive interaction with fellow Realtist, colleagues and partners.
<b>Orchid W- 6<sup>th</sup> Floor</b> 1:00pm - 3:00pm	<b>NU: The Elements of Power... “Networking Your Way to the Top”</b> Networking is one of the most powerful tools to accelerate and sustain business success. Amid today's Entrepreneurial landscape, knowing more people gives you much greater access. Are you making the most of business relationships, conferences, meetings and events? This session will provide attendees with proven methods and models to build strong relationships and networks that can assist in expanding your business; learning the fundamentals of establishing and maintaining meaningful business relationships, knowing what to say and when - and understanding how to effectively network both personally and professionally to make “real” connections for continued growth and success. <i>Trainer: LJ Jennings, President, NAREB Sales Division</i>
<b>Laelia - 7<sup>th</sup> Floor</b> 1:30pm - 3:00pm	<b>Women's Council of NAREB Membership Meeting</b> <i>Presiding: Rolanda Wilson, President, WC of NAREB</i>
<b>Orchid W- 6<sup>th</sup> Floor</b> 3:15pm - 5:00pm	<b>NU: 10 Steps to a 10 Million Dollar Business</b> <b>“A Transformation Conversation”</b> You'll learn that success is a journey...but a \$10 million business is within your reach. The real question...How do you get there? This comprehensive session dissects the secrets and unveils the myths of real estate success. Your success is all about taking action. Come and

	<p>learn about the tools to seize to complete the desired actions. Learn from Emerick Peace, a successful entrepreneur and proprietor of KW Preferred Properties with more than 450 associates and Leader of "The Peace Team" that closes more than 100 transactions annually.</p> <p><b>Presenter: Emerick Peace, Entrepreneur, National Speaker and NAREB Master Key Club</b></p>
Off-site 6:30pm - 9:30pm	<p><b>Welcome Reception -Ticketed Event</b></p> <p>Please join us for a tour of The Baseball Heritage Museum-League Park, 6601 Lexington Ave Cleveland OH 44103 (<i>original home to Negro League, Cleveland Indians and Babe Ruth's 500th home run!</i>). We will end the night with Cleveland's Line Dance King &amp; DJ.</p> <p><b>Complimentary food, wine &amp; beer. Transportation provided.</b></p> <p>Sponsored by the KeyBank and Cleveland Realtist Association</p>
<b>Friday, April 21, 2017</b>	
Vanda Foyer- 6 <sup>th</sup> Fl 8:00am - 3:00pm	<b>Conference Registration</b>
Laelia - 7 <sup>th</sup> Floor 8:00am - 5:00pm	<p><b>NAREB Green Room</b> (Available for Partners/Affiliates/Committee Meetings upon request)</p>
Orchid W- 6 <sup>th</sup> Floor 8:30am - 10:00am	<p><b>NAREB 2017 Mid-Winter Regional Opening Ceremony</b> Join us as we hear from expert presenters providing regional &amp; local market perspectives and trends on Black homeownership.</p> <p><b>Keynote Speaker: State Representative Stephanie D. Howse, House of Representatives, District 11, Ohio</b></p> <p><b>Speaker: LaRese Purnell, Managing Partner, Creating Leading Enterprises (CLE), Creator &amp; Co-Founder of the Real Black Friday</b></p> <p><b>Remarks: Olin Chamberlain, VP, NE Divisional Diverse Segments Manager, Wells Fargo</b> <b>Partner: Cerita Battles, SVP, Head of Retail Diverse Segment, Wells Fargo</b></p>
Orchid W- 6 <sup>th</sup> Floor 10:00am - 10:45am	<p><b>Designing the Black Wealth Blueprint for your Business and Community</b> <b>"The 2Mn5 Program"</b></p> <p>The momentum is building for NAREB's 2 Million New Black Homeowners in 5 Years (2Mn5) Program. This MUST ATTEND session details the steps each NAREB member must take to prepare for, and have the opportunity to prosper in NAREB's movement to increase Black wealth through homeownership. Your business efforts will be supported when you're armed with the 2Mn5 "Road to Homeownership" tools, approaches and strategies to build Black wealth in your community. Session shows you how to run with NAREB's vision for Black wealth!</p> <p><b>Presenter: Dr. Pamela Jolly, NAREB Strategist &amp; CEO, Torch Enterprises</b></p>
Orchid W- 6 <sup>th</sup> Floor 11:00am - 11:45am	<p><b>The State of Housing in Black America - "Where do we go from here?"</b></p> <p>The release of NAREB's 2016 edition of the <i>State of Housing in Black America</i> report made it shockingly clear that supportive public policy must be adopted to achieve meaningful economic growth for Black Americans and their communities. Session offers a glimpse into the past, an examination of the present, and informs advocate participants on how to help build Black wealth through homeownership.</p> <p><b>Presenter: Mark Alston, Chair, NAREB Public Affairs Committee</b></p>
Orchid W- 6 <sup>th</sup> Floor 12:00pm - 1:45pm	<p><b>Power Luncheon - "Relationship Building Exchange Mastermind"</b></p> <p>Luncheon is designed to build and promote stronger local level partnerships between Realtist and Partner representatives. Interactive table discussions positions this event as a step towards the collaborative effort needed to ensure the success of "Building Black Wealth thru Homeownership" for 2 million new Black homeowners. The "Action" begins at the local level with shared purpose and understanding what really works!</p> <p><b>Participating Partners: Chase, Equity Prime, Freddie Mac, PrimeLending, Radian, Ten-X and U.S. Bank</b></p> <p><b>Presenter: Mitch Gibson, SVP, Strategic Relationship Manager, Bank of America</b> <b>Partner: Glenda Gabriel, Neighborhood Lending Executive, Bank of America</b> <b>Moderator: C. Renee Wilson, Fundraiser &amp; Relationship Manager, NAREB</b> <b>Host: The State of Housing in Black America (SHIBA)</b></p>
Orchid W- 6 <sup>th</sup> Floor 2:15pm - 4:15pm	<p><b>NU: Package Your Genius - "Build Your Brand!"</b></p> <p>In this engaging workshop, you will learn the five elements of personal brand positioning and how to use them to identify the most unique aspects of your personal brand, clarify your</p>

	<p>marketing messages and position yourself as a leader in the real estate industry. If you're unclear on the specific niche you can dominate as a business professional, this workshop will help you recognize your target market as well as how to reach that market effectively through social media, marketing and public relations. You will learn how to narrow your focus so you can begin targeting and doing more business with the types of clients who will sing your praises, be a joy to work with, and refer you to their networks.</p> <p><b>Featured Presenter:</b> <i>Amanda Miller Littlejohn, Miller Littlejohn Media Group, LLC; National Speaker on personal branding, social media, small business marketing and PR expert.</i></p>
<b>Orchid W- 6<sup>th</sup> Floor</b> 4:30pm - 5:00pm	<p><b>HomeReady® by Fannie Mae - Built for today's home buyers.</b></p> <p>Meet the diverse needs of today's buyers and grow your business with the HomeReady® mortgage, Fannie Mae's enhanced affordable lending product. Designed for creditworthy low to moderate-income borrowers, HomeReady® offers expanded eligibility for financing homes in low-income communities. Plan to attend this informative session with <b>Evett Francis</b> of Fannie Mae for an interactive discussion about the key product features available to help your clients become HomeReady® and access affordable mortgage credit.</p> <p><b>Partner:</b> <i>Evett M. Francis, Sr. Business Manager, Fannie Mae</i></p>
<b>Saturday, April 22, 2017</b>	
<b>Off-site</b> 10:00am - 3:00pm	<p><b>Community Wealth Building Day will be held:</b>  <b>Fatima Family Center</b>  <b>6600 Lexington Avenue, Cleveland Ohio 44103</b>  <i>Courtney Johnson Rose, 3<sup>rd</sup> Vice President, NAREB, CWBD, Chair</i></p> <p><b><i>The agenda is subject to change!</i></b></p>