

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



Residence Inn | Hotel Accommodations
192 Waterfront Street, National Harbor, MD 20745
301-749-4755 or 800.331.3131

Gaylord Hotel | Educational Sessions
201 Waterfront Street, National Harbor, MD 20745

April 5-8, 2017 Agenda

Wednesday, April 5, 2017	
Residence Inn 1:00pm - 3:00pm	Conference Committee Meeting <i>Presiding: Rose M. Dixon, Conference Chair</i>
Residence Inn 3:00pm - 5:00pm	Registration and Logistics Meeting <i>Presiding: Dianne Simmons, Registration Chair & Roland Somerville, Logistic Manager</i>
Thursday, April 6, 2017	
Eastern Shore Foyer Gaylord Hotel 8:30am - 5:00pm	Conference Registration
Eastern Shore 3 Gaylord Hotel 9:00am - 5:00pm	NAREB Green Room <i>(Available for Partners/Affiliates/Committee Meetings upon request)</i>
Eastern Shore 2 Gaylord Hotel 9:30am - 11:30am	Accelerated Business Quick-Start 2017 - "Clarity is Power" Has your business decreased? Have you considered getting out of the real estate business? If you are looking to step up your game and make money...this workshop is designed specifically for you. Join Tyrone for an action-packed defying moment in your real estate career. Learn proven success habits and strategies and how to focus on your 20% to help you make more money. <i>Presenter: Tyrone Whitby, National Trainer & Productivity Coach</i>
11:30am - 1:00pm	Lunch - own your on
Eastern Shore 2 Gaylord Hotel 1:15pm - 3:15pm	NU: An Intro to Commercial Real Estate This interactive introductory course will teach attendees the fundamentals of commercial real estate. Learn the essentials tools and tips you need to know about to grow and succeed in the commercial real estate business with confidence. Whether a novice or experienced commercial practitioner, the class will provide a strong knowledge base of leasing, property types and characteristics, and fundamentals of investment. Additionally, you will be given proven strategies and approaches to build a profitable and sustainable commercial real estate career. <i>Presenter: Lorenzo Wooten, Jr, The Wooten Group & CCIM Member</i>
Eastern Shore 3 Gaylord Hotel 1:30pm - 3:00pm	Women's Council of NAREB Membership Meeting <i>Presiding: Rolanda Wilson, President, WC of NAREB</i>

Eastern Shore 2 Gaylord Hotel 3:30pm - 5:15pm	NU: 10 Steps to a 10 Million Dollar Business <i>“A Transformation Conversation”</i> Success is a journey.... and no matter what your field of business, a 10 Million Dollar Business is within your reach. The real question, how do you get there? Business success is driven by proven models and systems applied to an otherwise ordinary business. This comprehensive session will dissect the secrets, and myths of real estate success, and clarify the 10 proven steps to a 10 million dollar brokerage or business. Your success in business is all about taking action. This session will give you the necessary tools to seize, to complete the desired actions ...to get to satisfaction. Presenter: Kymber Menkiti, The Menkiti Group, LLC
Friday, April 7, 2017	
Eastern Shore Foyer Gaylord Hotel 8:00am - 3:00pm	Conference Registration
Eastern Shore 3 Gaylord Hotel 8:00am - 5:00pm	NAREB Green Room (Available for Partners/Affiliates/Committee Meetings upon request)
Eastern Shore 2 Gaylord Hotel 8:30am - 10:00am	NAREB 2017 Mid-Winter Regional Opening Ceremony Join us as we hear from expert presenters providing regional & local market perspectives and trends on Black homeownership. Keynote Speaker: Honorable Rushern L. Baker, III, County Executive, Prince George's County Remarks: Brigitte M. Killings, VP, SE Divisional Diverse Segments Manager, Wells Fargo Partner: Cerita Battles, SVP, Head of Retail Diverse Segment, Wells Fargo
Eastern Shore 2 Gaylord Hotel 10:00am - 10:45am	Designing the Black Wealth Blueprint for your Business and Community <i>“The 2Mn5 Program”</i> 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! Presenter: Dr. Pamela Jolly, NAREB Strategist & CEO, Torch Enterprises
Eastern Shore 2 Gaylord Hotel 11:00am - 11:45am	The State of Housing in Black America - “Where do we go from here?” 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. Presenter: Mark Alston, Chair, NAREB Public Affairs Committee
Eastern Shore 2 Gaylord Hotel 12:15pm - 1:45pm	Power Luncheon – “Relationship Building Exchange Mastermind” 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! Presenter: Mitch Gibson, SVP, Strategic Relationship Manager, Bank of America Partner: Glenda Gabriel, Neighborhood Lending Executive, Bank of America Moderator: C. Renee Wilson, Fundraiser & Relationship Manager, NAREB Host: The State of Housing in Black America (SHIBA)
Eastern Shore 2 Gaylord Hotel 2:15pm - 4:15pm	NU: Package Your Genius <i>“Build Your Brand”</i> 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 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 business professional, this

	<p>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>Featured Presenter: Amanda Miller Littlejohn, Miller Littlejohn Media Group, LLC; National Speaker on personal branding, social media, small business marketing and PR expert.</p>
Eastern Shore 2 Gaylord Hotel 4:30pm - 5:00pm	<p>HomeReady® by Fannie Mae - Built for today's home buyers.</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 Tracy Evans 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>Partner: Tracy A. Evans, Sr. Business Manager, Fannie Mae</p>
Saturday, April 8, 2017	
Off-site 10:00am - 3:00pm	<p>Community Wealth Building Day will be held at: Southern Regional Technology & Recreation Complex 7007 Bock Road, Fort Washington, MD 20744</p> <p><i>Courtney Johnson Rose, 3rd Vice President, NAREB, CWBD, Chair</i></p> <p><i>The agenda is subject to change!</i></p>