

The National Association of Real Estate Brokers Presents...

2020 Mid-Winter Conference


February 8-13, 2020

Mirage Las Vegas Hotel, Las Vegas, Nevada

Bet on Black



National Association of Real Estate Brokers



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The National Association of Real Estate Brokers Presents...

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February 8-13, 2020

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Get on Black





National Association of Real Estate Brokers, Inc.

9831 Greenbelt Road, Suite 309
Lanham, MD 20706

Office: (301) 552-9340 * Fax: (301) 552-9216

Dear Realtists and Friends,

I extend a warm and heartfelt Welcome to the 2020 NAREB Mid-Winter Conference. Your presence signifies that NAREB's charge to protect and defend against any assault on the growth of Black homeownership remains in the committed hands of Realtists and those who understand and value the significance of *Democracy in Housing*.



When I was installed last August, I asked in my speech, "Are You Ready?" I gathered from the enthusiastic audience response of "Yes" that you were ready for "a new direction, a bold step and a world premiere." The foundation upon which my administration rests are the three words guiding our efforts, **EDUCATE... EMPOWER... MOBILIZE**. With these three powerful words and now just six months into my term, together we have put into motion and actualized the first set of the NAREB 8 initiatives designed to have a meaningful impact upon increasing the Black homeownership rate.

Each of the initiatives targets a specific audience base from GenX-ers and Millennials with the House Then the Car (HTTC) campaign to recognizing the very different real estate and other economic decisions that face Black seniors. Hence, we're swiftly moving forward with the Realtist Opportunities for Seasoned Individuals (ROSI) program. The Civic Engagement programs continue to engage and energize the faith-based community along with expanding relationships with an ever-growing host of "allies" to spread the mantra of Black homeownership and why it matters not only to Black Americans, but also to America, in general.

What is written in this welcome letter is just a sampling of what is happening within NAREB and what is to come. Your attendance at the Mid-Winter Conference gives me the confidence that we are on the right road and you are preparing to be involved. The conference planners have worked overtime framing an agenda that aligns with this administration's vision. I hope that when the conference adjourns on February 13 you stand ready and primed to take advantage of new business opportunities that benefit the economic health of Black Americans through homeownership and real estate investment.

Thank you for joining your Realtist colleagues, NAREB Partners and friends at the Mid-Winter Conference. To turn a phrase commonly used in Las Vegas, I'm counting on you to *Bet on Black!* Our communities are counting on you.

In the Realtist Spirit,
Donnell Williams
President



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Greetings Realists and Friends:

On behalf of the Board of Directors of the National Association of Real Estate Brokers (NAREB), I bring greetings to our Realist family, friends and partners who have joined us in Las Vegas, NV. NAREB President Donnell Williams, leadership and the planning team have worked diligently to ensure you will have a memorable, beneficial and educational experience.

The "Realist" Spirit will be evident throughout this conference. Our mission is to keep issues affecting "Black Home Ownership" in the forefront of America.



President Williams and our leadership will share New Innovative Programs titled the NAREB 8 which are the next phase of the NAREB initiative "**2 Million New Black Home Owners**". This initiative is intended to create new and recapture black wealth lost during the recession that hit Black Americans disproportionately the hardest

Realists are optimistic about the direction of NAREB and our impact on the future of our communities. We are resolved that our programs, policies and partnerships will continue to be a positive example to forge our agenda of Democracy in Housing.

NAREB brings people and organizations together as a convener for getting things done. NAREB set "**2 Million New Black Home Owners**" initiative in motion and we have created partnerships throughout our community, "Collaboration is Key"

During this conference, we will present the NAREB 8 programs which include the House Then The Car (HTTC), Faith-Based and Civic Engagement Certification programs. All of the classes, sessions, speakers, facilitators and moderators will carry the message of "**2 Million New Black Home Owners**". Sessions will include professional and business development to ensure Black Real Estate Professionals are competitive in the marketplace.

I applaud President Williams and his leadership for the progressive programs which enable us to significantly teach more members, and raise our brand and value proposition to our communities.

While your days will be filled with business, we have entertainment planned for your relaxation and pleasure. Take advantage of the Las Vegas experience.

I thank everyone involved in the weeks, days and hours of planning and preparing for this Mid-winter conference. Your work has created this successful event.

Thank you members, friends and partners for joining us.

Sincerely,

Michele Calloway, Chairman

National Association of Real Estate Brokers



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February 8, 2020

Dear Realtists and Friends:

Welcome to NAREB's 73rd Annual Mid-Winter Conference, in Las Vegas, Nevada. NAREB, the nation's oldest, Black real estate trade association was founded in Tampa in 1947. We stand united in our commitment to "Democracy In Housing" in the U.S.



It is our hope that this conference will provide you with educational, training, and networking opportunities that will grow your business, organization and institution. The information from the speakers and presenters will provide you with cutting-edge information and tools that will help you to increase the Black homeownership rate in your community, create jobs and strengthen families. Together we can continue to "**Educate, Empower and Mobilize.**"

Again, thank you for attending the Mid-Winter Conference. I would like to thank Sonja Simpson-Gardner, Meeting & Conference Planner; Sharon Henry, Convention Committee Chair; Shanta Patton, Education Committee Chair for your leadership and hard work. I want to thank the NAREB National Office team members John Kelly, Dianne Little, Monica Lee, Rubye Wright, C. Rene Wilson, Joanne Williams, Attorney Aaron Easley, Amon Chafukira, Bishop Craig Worsham, Jill Forte-Jackson, Roland Somerville, and Lola Ajayi and James Privette.

NAREB is on the Move!

In the Realtist Spirit,

Antoine M. Thompson
National Executive Director



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Greetings Realtist Nation!!

As your 2020 National Convention Chair I am pleased and excited that you have joined us in Las Vegas, Nevada for the first NAREB Mid-Winter Conference of the year and of the decade!!! This year's conference is "power packed" with content-rich training and educational workshops, featured speakers, powerful networking opportunities, and opportunities to learn more about the new and exciting NAREB 8 programs and initiatives being rolled out by President Williams!

The location of this year's venue was selected for its value, excellent meeting spaces, central location and accessibility to the many attractions offered by the city. Please be sure to take advantage of all that this city and venue have to offer in terms of amenities, shows and attractions, which are many!

Take a moment to check out the agenda and the list of dynamic, hand-picked practitioners and industry thought leaders who will be pouring into you at the conference training sessions, in addition to the powerful keynote speakers who are lined up and ready to speak to enlighten you on topics that will help you recharge and refocus your business!



Last, but not least, plan to "mix it up" and "break the ice" at the exciting mixers, receptions, and signature events planned to provide you with opportunities to expand your net worth through your network. And we have secured vendor sponsors to help make the conference experience inspirational and memorable. During scheduled breaks we invite you to visit the exhibit area; learn more about the products and services offered by the vendors, continue conversations sparked in a workshop, or meet up with fellow NAREB members and/or leaders that you have met along your REALTIST journey. I can't stress enough the incalculable value of networking at a conference of this magnitude. There will literally be thousands of years of experience gathered in the same place with the sole purpose of sharing best practices and coming together as one body in support of the NAREB mission of advocating for "Democracy in Housing".

This conference promises to address the very real-time needs of our industry and of the diverse communities we serve. We are certain that you will find meaningful opportunities to enrich your business and guide you in the work that you do. On behalf of President Donnell Williams, the board of directors and the entire leadership team of our beloved National Association of Real Estate Brokers, welcome to the 2020 Mid-Winter Conference and to Las Vegas! "Bet on Black" with NAREB!

Respectfully,

Sharon Henry

Sharon Henry, NAREB Convention Chair



Greetings Fellow Realists,

It is my absolute pleasure to welcome you to what is sure to be an unforgettable experience at the Annual Mid-Winter Conference. I am certain that you will have an educational experience packed with excitement.

This year's conference will focus on promoting Black Wealth and Ownership. The details of this event have been meticulously prepared to make sure you leave with a plethora of business contacts, valuable resources, priceless information and meaningful connections. Our goal is to ensure you are provided with the tools that will allow you to have the very best Realist experiences.

We hope to impress you with the elite selections of profound speakers, educators, vendors, workshops, performances, excursions and much more. We invite you to explore this mesmerizing city. Enjoy the alluring splendor, exceptional cuisine, exciting entertainment and captivating nightlife that Las Vegas has to offer.

Tremendous gratitude to our phenomenal President Donnell Williams, Madame Chair Michele Calloway, Madame Sharon Henry, Chief of Staff William Collins, Executive Director Antoine Thompson, the entire Convention Staff, (second to none,) and the local Chapter of the Nevada Association of Real Estate Brokers. This time has been fulfilling as we have all worked together with professionalism and patience while arranging the tedious details of this event for all the attendees who have joined us from across the nation. The vision Shantfor this conference would not have been made possible without the dedication, participation, tireless efforts, and countless hours from our Partners, Sponsors, Members, and Volunteers.

Vegas is all about bets and deals. So, let's make a deal, promise to enjoy your stay at the Breathtaking Mirage Hotel & Resort and let's "Bet on Black" to promote Black Wealth and Ownership. Cheers to an unforgettable conference! **Viva Las Vegas!**

Your Realist Colleague,

Sonjia Simpson - Gardner

Sonjia Simpson-Gardner

Senior Event Planner

Infinity Consulting Services



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It is my great pleasure as NAREB Regional Vice President of Region XV and National Education Chair to welcome you all to Las Vegas, Region XV (Arizona, California, Colorado, Nevada, Oregon, and Washington) and the NAREB 2020 Midwinter Conference. It is time to *Educate... Empower... Mobilize* our efforts to increase Black homeownership.



I am honored for the opportunity to create an agenda focused on education, business practices, financial wealth building, niche development, technology and social marketing in addition to the NAREB staples of advocacy, community building, civic engagement and more. Agendas like this allow Realtist to continue to stay engaged and empowered in the ever-changing real estate market.

I want to thank the education committee. Your energy and support invigorated me and kept me focused. Your tireless effort and time given has not gone unnoticed. It is imperative and important that we never lose sight of those who support this organization. For those of you who do not always get acknowledged, we see you and we thank you.

A special thank you to the conference team lead by Sharon Henry. You all have worked nights, days and holidays to ensure a successful conference for Realtist. Your knowledge and patience are unmatched.

I will leave you all with my favorite quote from our First Lady Michelle Obama.

"You may not always have a comfortable life and you will not always be able to solve all of the world's problems at once but don't ever underestimate the importance you can have because history has shown us that courage can be contagious and hope can take on a life of its own."

Shanta Patton

National Education Chair

Regional Vice President – Region XV



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Welcome Message from the Las Vegas chapter President

As the local chapter president, I am pleased to welcome The Realtist Nation to fabulous Las Vegas, Nevada for the 2020 Mid-Winter Conference. The Las Vegas chapter is delighted to have our fellow Realtists in our beautiful and exciting city.

This conference is a great opportunity to celebrate the momentum the Realtist Nation is gaining in increasing Black homeownership, and we are proud to be a part of it.

Thank you to all of the conference committees, Chair and Co-chair persons, chapter presidents, Regional VP's and all of our fellow realtists for supporting the Realtist movement. To our conference partners and sponsors we thank you for your contribution and support to increase black homeownership.

Typically we say, "What Happens in Vegas Stays in Vegas" but my hope is that this conference info will not stay in Vegas. I hope that this wealth of information and fellowship will Educate, Empower, and Mobilize an awesome Realtist movement!



Most sincerely yours,

Mosi Gatling

President, NAREB Las Vegas



CAROLYN G. GOODMAN
MAYOR



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*From the Office of
Mayor Carolyn G. Goodman*

NATIONAL ASSOCIATION OF REAL ESTATE BROKERS, INC.



Greetings to the National Association of Real Estate Brokers, Inc.:

As Mayor, I am honored to welcome you to America's most dynamic, entertaining, and intriguing city! It is wonderful to have you back in our great city once again. I would especially like to recognize your organization and its members for the good work done in our community in assisting residents in the area of real estate. Thank you for your meaningful efforts in this worthwhile endeavor.

Las Vegas continues to capture the world's imagination as the city where anything is possible. With world-class hotels, award-winning restaurants, luxurious spas, fantastic shopping, the finest golf courses, and spectacular entertainment, Las Vegas remains one of the most electrifying destinations in the world.

At its heart Las Vegas is all about making sure residents and visitors are well taken care of, treated courteously, and shown a great time. Beyond the neon of the fabulous Strip and the Fremont Street Experience, there is another Las Vegas--one in which we are building a world-class city featuring the best in arts, culture, sporting opportunities, and quality medical care. The Smith Center for the Performing Arts has set a high standard for art and culture in our city, and I encourage everyone to take in a concert or Broadway show at this magnificent venue. Regardless of your age, a must-visit spot is the children's interactive Discovery Museum adjacent to the Smith Center. Buzzing with excitement and a great vibe is the Fremont East Entertainment District, a place with an energy and enthusiasm through its taverns, restaurants, and music venues.

The city also offers beautiful weather and outdoor activities, from top class golfing to opportunities for world-class hiking and rock climbing at the Red Rock Canyon National Conservation Area, to skiing at Mount Charleston, and a visit to the awe-inspiring Hoover Dam at the Lake Mead National Recreation Area. If history is more your speed, you are in luck because The National Museum of Organized Crime and Law Enforcement and the Neon Boneyard Museum are two of the most interesting and unique experiences in the country.

I want to thank you for choosing Las Vegas and look forward to seeing you around town. Please have a wonderful conference. I know you will have a fabulous time enjoying our great city and everything it has to offer. Now what are you waiting for? The party has already started! Welcome.

Sincerely,

A handwritten signature in black ink that reads "Carolyn Goodman".

Carolyn G. Goodman
Mayor, City of Las Vegas

Volunteers

Thank you Midwinter conference convention team and volunteers!

Sharon Henry
Conference Chairperson

Sonjia Simpson Gardner
Meeting planner

Shanta Patton
Education chair

Roland Somerville
Logistics Manager

Conference Team

Aisha Sotelo
Allen Shelton
Amy McCoy
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NAREB

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Amon Chafukira
Website/Social Media Coordinator

Sonjia Simpson Gardner
Meeting Planner

John Kelly
Finance Accounting Manager

Monica Lee
Membership Coordinator

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Marketing & Social Media

Dianne Little
Administrative Assistant

Aaron Easley
General Counsel

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Policy Advocacy Coordinator

Dianne Simmons
Realist Nation Editor

Joanne Williams
Public Relations Consultant

C. Renee Wilson
Relationship Manager

Bishop Craig Worsham
Civic Engagement & Faith-Based Partnerships

Ruby Wright
Executive Administrative Assistant

H I S T O R Y



After World War II, the nation found itself facing a mood of deep-seated social segregation it could no longer tolerate or afford. Yet the South, confidently proclaimed itself to be the new plus ultra (uppermost limits) of Southern tolerance. Thus, was born the Civil Rights movement- a period of the most difficult but necessary struggle to topple the crumbling walls segregation had erected between Americans who had fought- and died together.

The postwar years indeed gave African Americans inspiration, confidence, strength and hope for a better America. The United Nations had been formed, and Ralph J. Bunche had become the United Nations Division Trustee. African Americans were gaining better paying jobs, and the Supreme Court had finally passed a ruling that restrictive covenants and private agreement to exclude persons of designated race from the ownership of real property were not enforceable under the law.

Although the lives of African Americans were now changing for the good, and a few victories had been won, schools were still segregated under the “separate but equal” theory- and equal housing had yet to become a reality. This is what drove the men and women who met in Tampa, Florida, on the sweltering night of July 29, 1947, to form the National Association of Real Estate Brokers- NAREB.

These twelve pioneers, one woman and eleven men hailing from seven states across the country are NAREB’s recognized founders.

Nannie Black, Detroit, MI
Carleton Gains, Detroit, MI
O. B. Cobbins, Jackson, MS
George W. Powell, Jacksonville, FL
F. Henry Williams, Jacksonville, FL
J. W. Sanford, Oklahoma City, OK

Macco Crutcher, Detroit, MI
W. D. Morrison, Jr., Detroit MI
W.H. Hollins, Birmingham, AL
J. R. Taylor, Miami, FL
Horace Sudduth, Cincinnati, OH
A. Maceo Smith, Dallas, TX

On this night, these people dedicated themselves to fair housing for all. They began by electing temporary officers as follows:

- W.D. Morrison, President
- Horace Sudduth, Vice President
- W. H. Hollins, Treasurer

Word soon spread, and NAREB’s first convention was held in the basement of the Convention Hall in Atlantic City, NJ, on July 19-20, 1948. Lenerte Roberts from Philadelphia, PA served as the “first” Convention Chair. It was a resounding success- a moment of synergy when men and women across the country were able to come together to voice their opinions as one- and to take a stand against inequity and injustice.

Since then, NAREB and its REALTISTS® have gone on to win victory after victory in support of equal housing opportunities for all. We are an association proud of our past, relentless in our struggle, and 100% dedicated to the REALTIST® creed- Democracy in Housing.

NAREB Past Presidents



Jeffrey Hicks
2017 - 2019



Ron Cooper
2015 - 2017



Donnell Spivey
2013 - 2015



Julius Cartwright
2011-2013



Vincent Wimbish
2009-2011



Maria Kong Douglas
2007-2009



Clifford Turner
2005-2007



Ronald L. Branch
2003-2005



Edward C. London
2001-2003



*Ernest Clark, Jr.
1999-2001



H. Bernie Jackson
1997-1999



*Fred Blair
1995-1997



*Larry Cameron
1993-1995



*Frank A. Clay, Jr.
1991-1993



Evelyn A. Reeves
1989-1991



*Albert H. Johnson
1987-1989

*Deceased

NAREB Past Presidents



Thom L. Holmes
1985–1987



*Otis L. Thorpe
1983–1985



*Robert G. Buckner
1981–1983



James E. Haynes, Jr.
1979–1981



*Harold Dawson
1977–1979



*John D. Thompson
1975–1977



*Daniel Spalding
1973–1975



*Willis Carson
1971–1973



*William J. Hamilton
1968–1971



*Q. V. Williamson
1963–1968



*Charles L. Warden
1960–1963



*George Harris
1953–1960



*W. H. Aiken
1951–1953



*W. D. Morrison, Jr.
1947–1951

*Deceased

Regional VP's



Charles Cameron
Regional Vice-
President - I



Mayarani Smith
Regional Vice-
President - II



Arlene Wayns-Thomas
| Regional Vice-
President - III



Brandon Thorpe
Regional Vice-
President - IV



Sheryl Merritt
Regional Vice-
President - V



Sharon Henry
Regional Vice-
President - VI



Sherita McCray
Regional Vice-
President - VII



Jerry Isham
Regional Vice-
President - VIII



Jarrod Greer
Regional Vice-
President - XI



Bill Pitre
Regional Vice-
President - XII



Shanta Patton
Regional Vice-
President - XV



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MASSACHUSETTS

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GREATER DETROIT REALTIST ASSOCIATION

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QUEENS REALTISTS

President: AUDREY DEJESUS

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NORTH CAROLINA

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Mitch Gibson is a Strategic Relationship manager for Bank of America Home Loans Neighborhood Lending group. In this role, Gibson is responsible for the identification, negotiation, development and performance management of strategic partnerships, including low-to-moderate income (LMI) and multicultural (MC) sponsorships and outreach strategies with National and Regional trade organizations, faith-based organizations, and affinity groups. Prior to joining Neighborhood Lending, Gibson was owner/general manager of 1st Metropolitan Mortgage. Prior to this entrepreneurial venture, he was Director of Financial Planning and Analysis for the Commercial Bank within Bank of America. He began his career as an auditor with the Treasury Department and then held various positions of increasing responsibility in the private sector with several Fortune 500 companies such as General Electric and Sara Lee. Gibson is active his community and serves on non-profits boards including past Board Chair of the University City YMCA and current Treasurer of 100 Black Men of Charlotte. He has an undergraduate degree in Accounting from Furman University and an MBA from Winthrop University.



Cerita Battles is the Senior Vice President Head of Retail Diverse Segments Wells Fargo & Company. Cerita has been in the financial industry for over 31 years and 23 years specifically dedicated to mortgage. Cerita's team is responsible for the development, implementation and execution of national strategies to expand sustainable homeownership among first time homebuyers, low-to-moderate income (LMI) and minority borrowers and communities. Those strategies focus on four key pillars: mirror the segments we serve, be present in the market, build and enhance relationships with key referral sources and expand access to credit via product/programs, home buyer education and process.



Partners



Danny Gardner joined Freddie Mac in March 2015 as its new Vice President for Affordable Lending and Access to Credit. He is a 23 year veteran of the Mortgage Industry, focused on providing opportunities for families to purchase their first homes. He began this journey in 1995 when he took over management of the MRB Program Administration Division of Lomas Mortgage USA, primarily supporting Local Housing Finance Agencies and their constituents by acquiring and servicing mortgages originated through tax-exempt lending programs. Danny maintained this role for 13 years and through two acquisitions, eventually ascending to the title of SVP and National Director of Strategic Markets at Citimortgage, where he assumed accountability for the company's mortgage lending performance under the Community Reinvestment Act, including oversight of subsidy programs, non-profit partnerships, diverse segments strategies and LMI-focused portfolio programs. At the advent of the recent foreclosure crisis, Danny was given a unique opportunity to help build a new national non-profit intermediary organization: the National Community Stabilization Trust. Serving as its Chief Operating Officer, the Trust established a national infrastructure to help local municipalities and non-profits in their mission to reclaim neighborhoods devastated by the foreclosure crisis by providing priority access to properties that were vital to neighborhood stabilization efforts. Prior to joining Freddie Mac, Danny was Vice President of CRA Lending at Capital One Home Loans, where he built a diverse and LMI-focused loan origination team.



Dionne Cuello leads Diverse Market Segments at Citi focusing on growing multicultural markets client base and better serving clients. She is responsible for the development of internal and external relationships with Strategic Markets and Diverse Realtor Organizations. She oversees cultural marketing initiatives and diverse sales tactics to cultivate relationships with Realtors, housing non-profit organizations, affordable housing developers and consumers. Previously, Dionne served as a VP business development Officer for Texas to develop opportunities for low-to-moderate consumers to purchase single family homes. Prior to that, she was a Lending Manager for the DFW territory for Citi. Dionne has served numerous Executive Board positions for National and Local Realtor Trade Organizations. She also has held her Realtors license for the state of Texas, so she understands the dynamic from both a lending and realtor structure.



Partners



Dwight Alexander, Vice President and Director of Public Affairs and Industry Outreach for the Federal Home Loan Bank of San Francisco (FHLBSF). The FHLBSF is a wholesale banking institution with over \$100 billion in assets, providing liquidity for its over 300 member financial institutions. Mr. Alexander is responsible for representing the Bank before Congress and its regulators. Prior to joining the FHLBSF, Mr. Alexander spent 10 years as an investment banker and financial advisor for professional sports teams, states and local governments. Mr. Alexander specialized in the financing of stadiums, sports facilities and large transportation infrastructure. In that capacity he structured and managed the issuance of over \$10 billion in debt securities. He served as lead financial advisor or lead banker on 13 stadium and arena projects. He also served as lead financial advisor to the Bay Area Rapid Transit District (BART) on their SFO extension project as well as other general infrastructure and housing projects. Prior to his work in banking, Mr. Alexander was a judicial clerk to the Honorable Linda Taliaferro, Chairman of the Pennsylvania Public Utilities Commission and served on the economic development policy staff of the Honorable Rudy Perpich, Governor of the State of Minnesota. Mr. Alexander is very active in the community and has served on the boards of several Bay Area companies and non-profit organizations. Mr. Alexander holds J.D. degree from the Syracuse University College of Law, a Masters of Public Administration (M.P.A.) from the Syracuse University Maxwell School of Citizenship and Public Affairs and is a graduate of Carleton College where he received a B.A. degree in Political Science.



Eddy Perez, CMB, President Equity Prime Mortgage LLC, a proud co-founder of Equity Prime Mortgage LLC. Perez is a seasoned professional with experience holding multiple executive level positions. He has personally closed over 3000 loans since entering the mortgage business. He holds a Bachelor's degree in Finance, with a concentration in Mortgage Lending, from Georgia State University. As President of Equity Prime Mortgage, his responsibilities include overseeing sales, capital markets, finance and marketing.



Partners



Fred Underwood is Director of Engagement, Diversity and Inclusion at the NATIONAL ASSOCIATION OF REALTORS®. Since 1990, Fred staffed NAR's Diversity Committee, and led the development of NAR's policy on fair housing. Fred works closely with state and local REALTOR® Associations and multicultural real estate organizations to expand inclusion of diversity in Association leadership. Fred has a 40-year career in promoting fair housing and inclusive communities. Prior to coming to the NATIONAL ASSOCIATION OF REALTORS®, Fred was an Equal Opportunity Specialist in HUD's Chicago Regional Office. He previously coordinated the Fair Housing Program for the City of Evanston, Illinois, and was a tester and testing supervisor with the Leadership Council for Metropolitan Open Communities in Chicago. In the early 1980's, Fred was Director of the Southwest Community Congress, an interracial coalition of grassroots organizations on Chicago's southwest side. Fred has a Masters in Urban Planning and Policy from the University of Illinois at Chicago. Fred grew up in Seoul, Korea, where his parents, grandparents and great grandparents were missionaries for the Presbyterian Church.



Jason Riveiro serves as Director of Global Development and Growth Markets at Realogy Holdings Corp., the leading and most integrated provider of residential real estate services in the U.S. with brands like Better Homes & Gardens Real Estate, Century 21, Climb, Coldwell Banker, Corcoran, ERA, and Sotheby's International Realty. Prior to Realogy, Jason served as Chief Marketing Officer for the National Association of Hispanic Real Estate Professionals (NAHREP). Jason is also responsible for pioneering the launch of multicultural marketing departments at Big Lots, North America's largest closeout retailer and The Sherwin-Williams Co., the nation's largest specialty retailer of paint and painting supplies.

Riveiro has served on several boards including the Federal Reserve Bank of Cleveland's Business Advisory Board, WCPO Community Advisory Board, Southwest Ohio Regional Transit Authority's (SORTA) Board of Trustees, U.S. Global Leadership Coalition, Cincinnati Human Relations Commission's Board of Directors, Clear Channel's Community Advisory Board, Columbus Hispanic Chamber of Commerce and the Pittsburgh Pirates Diversity Advisory Board.

To commemorate his contributions, Riveiro has been awarded the Univision Communications' Fellow, NAACP Freedom Fighter Award, LULAC National Presidential Citation, Distinguished Hispanic Ohioan Award, Business Courier's Top 40 Under 40 and CityBeat Magazine's Person of the Year in 2007.

A native of Houston Texas, Jason was born to a Colombian mother and Venezuelan father. He spent 10 years living throughout México, in cities such as Torreon, Mazatlán, Tepic and Tijuana before returning to his native Houston to complete his professional studies. He holds an MBA from Xavier University, a bachelor's degree in International Studies and Business Administration from the University of St. Thomas in Houston, TX and has completed graduate courses at the Universidad de San Pablo-CEU in Madrid, Spain.



Partners



Viola Solomon joined BBVA Compass Bank team in 2014 as the National Community Lending Manager. She is based in Houston, Texas. Viola a 34 year mortgage services veteran served as a Regional Diverse Segments Manager prior to her current role. She reports to Eduardo Castaneda, EVP; Executive Director Real Estate Lending for the BBVA seven state footprint. She attended Wiley College in Marshall, Texas and Texas Southern University, where she majored in education. She was chosen to attend the African American Leaders Program hosted by University of California's, John E. Anderson Graduate School of Management in partnership with her former employer. She is active with several community organizations and her church. Viola serves on the boards of Avenue CDC; Houston Area Urban League CDC; Women of Virtue Experiencing Newness, God's Abundant Love Ministries. Viola also teaches financial literacy programs for Houston-based community development corporations. Additionally, she serves as an affordable lending partner, for the City of Houston Housing program. Viola is affiliated with the Houston Black Association of Realtors an African American Real Estate organization; the National Association of Hispanic Real Estate Professionals and the Asian American Real Estate Association. She is most proud of her two sons and family.

As a former wide receiver for the NFL's Indianapolis Colts and Detroit Lions (1993–2000), **Brian Stablein** knows a lot about successful offense. At The Ohio State University, Brian progressed from a "walk-on" member of the Buckeyes football team in 1988 to a scholarship athlete in 1990. He graduated in 1993 with a degree in business.

Brian joined Chase 19 years ago as a Home Lending Advisor. He quickly moved into management with a focus on business development. Now, with more than 20 years of home lending experience, he is Executive Director and National Purchase Director, responsible for purchase strategies in the Field and Centralized Sales channels.



Partners



Teresa Palacios Smith is the vice president of Diversity and Inclusion for HSF Affiliates LLC. She oversees the organization's commitment to increase diversity among the company, its broker network and the sales professionals affiliated with the brand with the goal of mirroring the diversity found in the communities they serve.

Teresa has extensive experience in sales and marketing. She is a graduate of Mississippi State University, where she received a Bachelor of Arts in broadcasting and public relations. She also has more than 20 years of experience working in the real estate industry and is a frequent speaker at national and local industry events.

In 2015, Teresa served as president of the National Association of Hispanic Real Estate Professionals (NAHREP), one of the largest minority associations in the country with more than 30,000 members. She is also one of the founding members of the NAHREP Atlanta Chapter, which launched in 2005. Teresa has held numerous leadership roles in

TERESA PALACIOS SMITH

the industry and currently serves on the board of some of the top housing organizations in the country. Teresa was named by the Atlanta Tribune magazine as one of Atlanta's "Superwomen" for her leadership and advocacy in the Hispanic Community and was featured

in Allan Dalton's 2015 book "Creating Real Estate Connections."

Prior to her current position, Teresa was vice president of Business Development and Cultural Initiatives at Berkshire Hathaway HomeServices Georgia Properties, where she was responsible for business development and marketing of corporate relocation services along with a portfolio of additional programs and products.

The daughter of Hispanic immigrants, Teresa has a strong commitment to traditional values, family, service and southern hospitality.



Partners



Alvin Odom – Senior Manager, Charles Schwab Bank

Alvin Odom is a Senior Manager with Charles Schwab Bank and is located in Henderson, NV. Alvin has been with Charles Schwab Bank since 2017, and has more than 13 years' experience in the banking industry. His objective at Charles Schwab Bank is to increase awareness of, and access to, bank mortgage lending solutions among multicultural communities.

Previously, Alvin spent 12 years at Bank of America where he served in roles including; Commercial Real Estate Banking Finance, Enterprise Profitability & Cost Measurement, Consumer Real Estate Finance, and Neighborhood Lending. Alvin received his Bachelors of Science from Florida A&M University. When not working, Alvin enjoys spending time traveling with his beautiful wife Jessica of 14 years.

Tai Christensen has been in the mortgage industry for over 15 years, specializing in working with the underserved. She has held positions as a loan processor, as the manager of a mortgage brokerage specializing in modifying loans for families facing foreclosure, as the manager of a law firm specializing in re-writing mortgages for loans with Trustee Auction dates, and, more recently, as the director of government affairs for CBC Mortgage Agency. Tai currently lives in Utah with her husband, three daughters, and her black lab Charley, and is passionate about helping her minority brothers and sisters become homeowners.



Partners



Lenny McNeill U.S. Bank – EVP, National Managing Director Strategic Markets & Consumer Lending

Lenny McNeill is the National Managing Director and Executive Vice President for US Bank's Strategic Markets and Consumer Lending businesses. As a member of the executive leadership team McNeill oversees the strategy, development, and implementation of the affordable lending sales process and expansion of enhanced product offerings catering to the diverse US Bank client base, as well as ensuring compliance with regulation in the mortgage lending space.

As a 32 year mortgage banking professional, McNeill leverages his unique expertise in the development of affordable lending programs to support US Bank's multicultural lending strategy. His vast experience has helped US Bank build sales distribution and strategic partnerships, apply advanced market analytics and support regulatory compliance to benefit the bank across business lines.

Joseph Gutierrez, Managing Director of Community Lending and Industry Relations. Gutierrez is responsible for directing the Community Reinvestment Act (CRA) and Multi-Cultural lending strategy for the bank's Residential Lending Division and engaging with trade groups and other industry organizations. Gutierrez began his time at Union Bank as Senior Vice President and Diverse Markets Manager for the Bank's Consumer Lending group where he was responsible for building real estate agent and broker relationships in California, Oregon, and Washington, as well as fostering relationships with national nonprofits in the bank's geographic footprint. In his previous capacity, Gutierrez was also responsible for developing and growing opportunities to implement Union Bank's Economic Opportunity

Mortgage program to meet the lending needs of low-to moderate-income and multicultural communities. Prior to joining Union Bank,

Gutierrez served as vice president and business development manager at Bank of America. Previously, he served at Wells Fargo as loan officer and at Bank One as their community development officer. Active in the community, Gutierrez serves on the Corporate Board of Governors of the National Association of Hispanic Real Estate Professionals (NAHREP) and on the Board of Directors of the Drug Elimination Family Awareness Program (DEFAP) –Fiesta Mexicana Dance Company organization. He is the current board chair of the Ventura County Community Development Corporation (VCCDC). Previously, he held the role of Vice President of the VCCDC and of NAHREP Inland Empire chapter. He is

the past President for the Phoenix NAHREP Chapter from 2008 to 2010. Fluent in Spanish, Gutierrez holds a bachelor's degree in business management from the University of Phoenix.



Partners



Latonia Donaldson joined PrimeLending in February 2012 and serves as Vice President – National Director of Multicultural Lending. She is responsible for creating mortgage opportunities within multicultural segments and underserved markets by providing homeownership education and financial literacy to potential homebuyers. She also provides training to PrimeLending loan officers on various down payment assistance and affordable housing programs, as well as coordinates educational events for homebuyers and real estate agents.

Ms. Donaldson has more than 20 years' experience in the areas of mortgage banking, management, and community development. Prior to coming onboard with PrimeLending, Latonia held a similar position focusing on Multicultural lending at a major national bank.

Latonia holds key positions with major Realtor trade associations in the DFW area and nationally. She serves as a board member and for the National Association of Hispanic Real Estate Professionals DFW Chapter, she is also a part of the Corporate Board of Governors for NAHREP National. Ms. Donaldson also serves as Assistant Secretary for Women's Council of DAREB, an African American Realtor Association. She attended Dallas Baptist University.

Latonia has been recognized for her community involvement by several major real estate and non-profit organizations. She was the 2014 Honoree for the prestigious Pinnacle award, the highest recognition given by Women's Council of DAREB. Latonia has also been recognized on Mortgage Professionals of America's Hot 100 List for 2017.

In all of her accomplishments, she is most proud of her role as a Mother.



THE WOMEN'S COUNCIL OF NAREB

EST. IN 1971



CHANDRA WARE
PRESIDENT
WOMEN'S COUNCIL OF NAREB



CASSIE STANLEY
CHAIR, BOARD OF GOVERNORS

The Women's Council wishes President Donnell William's and NAREB's leadership team success in the fight for democracy in housing.

The Women's Council leads the way by empowering and encouraging you to become leaders. We take pride in our community outreach through Generational Wealth Building, Youth Empowerment, Financial Literacy. We also offer Scholarships, Grant's and Mentoring.

**LEAVING A LEGACY OF
GENERATIONAL WEALTH!**

WWW.WOMENSCOUNCILOFNAREB.ORG



NAREB 2020 Mid-Winter Conference Agenda

Educate... Empower... Mobilize

The Mirage Las Vegas Hotel Las Vegas, NV

February 8th - February 13th, 2020

FRIDAY, February 7 th	
1:00pm – 5:00pm	Mid-Winter Conference Registration
SATURDAY, February 8 th	
8:00am – 5:00pm	Mid-Winter Conference Registration
9:30am – 12:30pm	<p>NAREB8 Initiatives Training* – (includes House then the Car Initiative - Course 1 of 3)</p> <p>DESCRIPTION: Learn in-depth about the eight (8) initiatives that will arm the #REALTISTNATION in the war against the decline of Black Homeownership in America and further the progress of the 2mn5 program.</p> <p>*This class is part of the 3-course certification to become a House then the Car Ambassador (includes use of the HTTC logo/marketing material)</p> <p>ROOM: Grand Ballroom A</p>
12:30pm-1:30pm	Lunch on your own
1:45pm – 3:15pm	<p>Communication Styles – Representing Generations of Buyers (Generation Z, Millennials, Gen X & Baby Boomers) – (House then the Car Initiative – Course 2 of 3)</p> <p>DESCRIPTION: Millennials remain the largest generation of buyers, but how do they want to be communicated with? Even with the iBuyer craze, 92% of millennials want to be represented by an agent. Learn the similarities and differences between generations and their communication styles. Be a part of the HTTC movement and 2mn5</p> <p>SPEAKER: Landi Spearman – Multigenerational Change Expert & Executive Growth Coach</p> <p>*This class is part of the 3-course certification to become a House then the Car Ambassador (includes use of the HTTC logo/marketing material)</p> <p>ROOM: Grand Ballroom A</p>
3:30pm - 4:30pm	<p>Opportunity Zones</p> <p>DESCRIPTION: With affordable housing declining every day, learn how to invest in opportunity zones. It's time to buy back the block.</p> <p>ROOM: Grand Ballroom A</p>
5:30pm – 8:30pm	<p>Elevate and Excel Leadership Training – RVPs, Local and State Presidents, Board Members and Future Leaders – MANDATORY (Open to all)</p> <p>DESCRIPTION: This leadership workshop will help transform culture and develop the next generation of leaders by providing the strategy and structure to shift. Increasing membership,</p>
	<p>effective event planning, media relationships, social media presence, fundraising plans, building a solid board, fostering new leadership, and executing the NAREB8 initiatives will also be a part of the discussion.</p> <p>SPEAKER: Landi Spearman – Multigenerational Change Expert & Executive Growth Coach</p> <p>PARTNER: Darrell Wills – ADT Safe Home Team</p> <p>ROOM: Grand Ballroom A</p>
8:30pm – 9:30pm	Elevate and Excel Networking Mixer – Open to all RVPs, Local and State presidents, Board Members and Future Leaders who attended the training

AGENDA

SUNDAY, February 9 th	
8:00am – 5:00pm	Mid-Winter Conference Registration
9:30am-11:30am	Opening Ceremony SPEAKER: Bakari Sellers - CNN Political Analyst & Former Representative from South Carolina ROOM: Grand Ballroom A
11:00am – 4:30pm	Exhibitors Setup ROOM: Grand Ballroom F
11:45am-1:45pm	dFree Initiative – (LUNCH Provided) DESCRIPTION: The only faith-based, wealth building system specially designed with the Black community in mind. The dFREE Financial Freedom Movement offers a 12-step training program designed to help individuals become debtfree, avoid financial pitfalls, and create savings and investment plans to ensure better financial futures, including funding their retirement dreams. SPEAKER: Janiah L. Lake, Director of Training, Engagement & Support dFREE Global, Inc ROOM: Grand Ballroom A
2:00pm - 6:00pm	NAREB Affiliate/Committee Meetings ROOM: Andros A & B / Grand Ballroom D
2:00pm – 3:00pm	Battle of the CRMs – Live Demos of the Top Client Relationship Management Software for Agents and Brokers DESCRIPTION: The best CRM is the one you use. Live Demos from the top CRM companies. Streamline and automate your follow up. Stay organized. Increase your deals. SPEAKERS: LionDesk, Realvolve, Wise Agent and Rocket Agent ROOM: Grand Ballroom A
3:15pm – 4:15pm	Facebook Series #1 – Facebook Business - (House then the Car Initiative – Course 3 of 3) DESCRIPTION: There are 2.7 billion active Facebook users. Create and update business pages, increase likes, track engagements, become a local celebrity. Build community pages and showcase your neighborhood knowledge. SPEAKER: Travis Thom – Facebook Marketing Strategist / Founder of Elevated REM & Co-founder of three tech companies *This class is part of the 3-course certification to become a House then the Car Ambassador (includes use of the HTTC logo/marketing material)
	PARTNER: Michael L. Jackson, VP, Sr. Diverse Markets Manager, Business Development, Union Bank ROOM: Grand Ballroom A
4:15pm – 5:00pm	Facebook Series #2 – Funnels, Ads and Audiences DESCRIPTION: Facebook ads are an essential marketing tool. Target the right audience and build ads that attracts buyers and sellers. SPEAKER: Travis Thom – Facebook Marketing Strategist / Founder of Elevated REM & Co-founder of three tech companies ROOM: Grand Ballroom A

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AGENDA

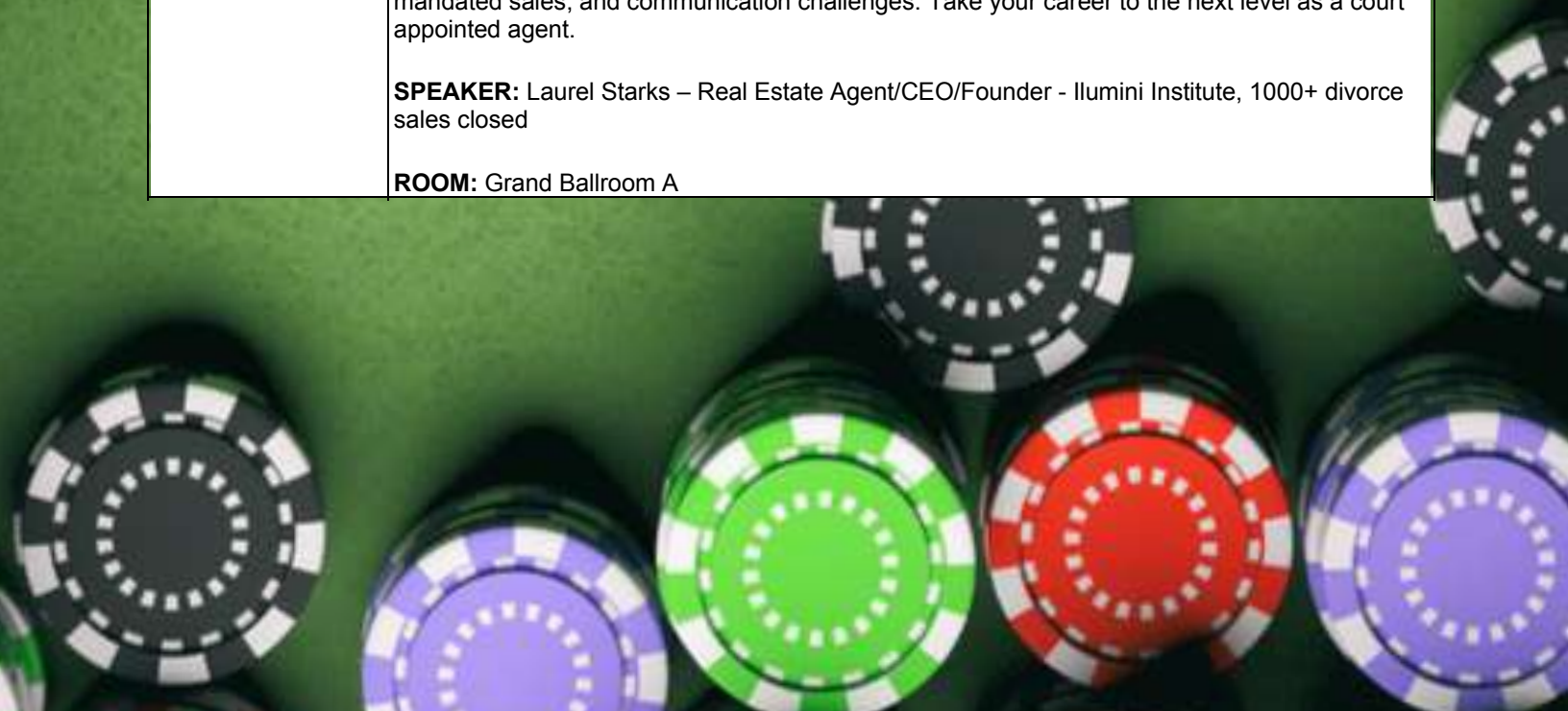
9:30am-10:30am	<p>Video marketing – How to Generate Leads In 60 Seconds</p> <p>DESCRIPTION: Interviews, testimonials, local business reviews, live stream, listing highlights, informational, neighborhood specialists, community, “how to”, and housing market updates. There are advantages to using video marketing in real estate. Connect with leads. Bring your personality to the digital world. Video accounts for 85% of internet traffic in the US.</p> <p>SPEAKER: Marki Lemons-Ryhal – Social Media Expert, Facebook LIVE Host and Inman Keynote Speaker</p> <p>PARTNER: Ryan Gorman, NRT, Inc. President and Chief Executive Officer</p> <p>ROOM: Grand Ballroom A</p>
10:45am-12:00pm	<p>Master Your Marketing Plan – Marketing Automation, Lead Generation, Conversion, Virtual Assistants and more</p> <p>DESCRIPTION: Leverage is the new hustle. You can no longer harness your business with just human interactions. Learn how to convert more leads, close more deals with automation and virtual assistants.</p> <p>SPEAKER: Tristan Ahumada – CEO/Founder of Lab Coat Agents</p> <p>ROOM: Grand Ballroom A</p>
12:00pm – 1:00pm	<p>Lunch on your own</p>
1:00pm – 5:00pm	<p>Faith Based Certification Training – Course 1 of 2 - Engaging Black Churches</p> <p>DESCRIPTION: This course is designed to equip members with tools needed to engage the Black church properly as we strive to create 2 million new homeowners. Course will cover:</p> <ol style="list-style-type: none">1. Culture & Context of the Black church.2. Understanding denominational structures.3. Understanding the political structure of the church.4. Coalescing resources and efforts to have a greater impact.5. How to properly approach a Pastor/ Bishop. <p>SPEAKERS: Lora L. Washington, NAREB Civic Engagement Chair Courtney Johnson-Rose, NAREB 2nd Vice President Bishop Craig Worsham, NAREB Faith-based Ambassador Charaka Cook, NAREB Director Katrenia Kier, NAREB Secretary</p> <p>PANELIST: Reverend Jesse L. Jackson, Sr., President & Founder, Rainbow PUSH Coalition Reverend S. Todd Yeary, Vice President, Rainbow PUSH Coalition</p> <p>MODERATOR: Deborah Canady</p> <p>ROOM: Grand Ballroom A</p>

AGENDA

5:00pm – 5:30pm	Facebook Series #3 – Messenger Bots, Watch Parties, and FB Live DESCRIPTION: Generate and pre-qualify leads with chatbots. Host homebuyers' workshops using FB Live. Share market updates via watch parties. SPEAKER: Travis Thom – Facebook Marketing Strategist / Founder of Elevated REM & Co-founder of three tech companies ROOM: Grand Ballroom A
5:45pm – 6:30pm	Property Management – Backdoor Software DESCRIPTION: Compare the best Property Management Software to track rentals, vacancies, payments, and more. ROOM: Grand Ballroom B
5:45pm – 6:30pm	Brokers/Teams - Taking the leap – Teams to Brokerages – The good, bad and ugly DESCRIPTION: Informative panel on the ins and out of taking your successful team to a brokerage model and/or expanding to a team. ROOM: Grand Ballroom D
5:45pm – 6:30pm	Lenders - Non-Conforming Loan Products DESCRIPTION: How to qualify the non-traditional borrower. Explore the tools available to make this happen. (Bank statement programs, jumbo and stated products) ROOM: Grand Ballroom C
8:00pm – 11:00pm	President's "Wine Down" Welcome Reception – NAREB's Got Talent Show DESCRIPTION: Calling all performers! Join us at the President's "Wine Down" Reception and the first NAREB's Got Talent Show. Open to individuals and chapters. Fun, music, raffles, grand prizes and surprise judges. It's time to show what your chapter and members can do! Grand price is \$1000! PERFORMER: Vivien Green - American R&B singer-songwriter and pianist ROOM: Grand Ballroom A

MONDAY, February 10th

8:00am – 5:00pm	Mid-Winter Conference Registration
8:30am – 10:30am	Financial Overhaul (Hands on Workshop) - Back to the Basics with Lynn Richardson DESCRIPTION: – Reduce your tax liabilities by hiring your children. Debt reduction and establishing business credit. Create successful personal and business budgets. Compare the financial benefits of LLCs and corporations. Protect your assets. Master the 10-10-30-50. Work on your financial health and set your 2020 business up for success. SPEAKER: Lynn Richardson - Author, Celebrity Financial Coach, Personal Finance Expert, Entertainment Executive, and Electrifying Speaker ROOM: Grand Ballroom A
10:45am - 11:45am	Branding – Your Company Logo Is Not Your Brand DESCRIPTION: What does your brand say about you? Authentic branding leaves a deep and lasting impression. Explore how to build a successful brand for your real estate business, team or brokerage. <i>“Your brand is what other people say about you when you leave the room.” – Jeff Bezos, CEO and Founder of Amazon</i> SPEAKER: Jonathan Breslow – Field Marketing, Prime Lending ROOM: Grand Ballroom B
12:00pm – 1:30pm	Fair Housing Legislative Luncheon ROOM: Grand Ballroom A
2:30pm - 3:45pm	Financing in Black America – (panel discussion) DESCRIPTION: Candid discussion on the obstacles and solutions to the decline in financing in Black America. ROOM: Grand Ballroom A
4:15pm – 5:15pm	What’s your niche? Divorce Real Estate DESCRIPTION: Learn how to foster relationships with divorce attorneys, generate leads, court mandated sales, and communication challenges. Take your career to the next level as a court appointed agent. SPEAKER: Laurel Starks – Real Estate Agent/CEO/Founder - Illumini Institute, 1000+ divorce sales closed ROOM: Grand Ballroom A



AGENDA

5:30pm – 7:30pm	NAREB Executive Committee Meeting ROOM: Nassau
5:30pm – 6:30pm	Property Management – Lead Generation DESCRIPTION: Create effective marketing strategies to generate more leads for your company. SPEAKER: Jason Hull – CEO/Founder – DoorGrow ROOM: Grand Ballroom B
5:30pm – 6:30pm	Brokers/Teams – Recruitment DESCRIPTION: Convey your value proposition. Track your recruitment efforts. Develop strategies to recruit and retain. Using technology to support expansion. Discover what agents are looking for in a brokerage/team. ROOM: Grand Ballroom D
5:30pm – 6:30pm	Lenders – Uncovering the Mystery of Desktop Underwriting DESCRIPTION: The industry is changing. Hear from underwriter managers and Freddie Mac about guideline changes. Why 2018 borrowers won't be approved in 2020. How to close successful loans in 2020. SPEAKER: Freddie Mac ROOM: Grand Ballroom C
7:30pm - 9:30pm	NATPAC 1947 Reception (TICKETED EVENT)
TUESDAY, February 11th	
8:00am – 5:00pm	Mid-Winter Conference Registration
8:30am – 9:30am	Social Media Roadmap (LinkedIn, Instagram, Canva, and more) DESCRIPTION: Generate leads with branded photos from Canva and hashtags on Instagram. Host engaging Q&A sessions on the home buying and selling process using IGTV. Learn how to optimize your LinkedIn profile, drive leads to your inbox, and network with high net worth customers. SPEAKER: Marki Lemons-Ryhal – Social Media Expert, Facebook LIVE Host and Inman Keynote Speaker ROOM: Grand Ballroom A
9:30am-10:30am	Video marketing – How to Generate Leads In 60 Seconds DESCRIPTION: Interviews, testimonials, local business reviews, live stream, listing highlights, informational, neighborhood specialists, community, “how to”, and housing market updates. There are advantages to using video marketing in real estate. Connect with leads. Bring your personality to the digital world. Video accounts for 85% of internet traffic in the US. SPEAKER: Marki Lemons-Ryhal – Social Media Expert, Facebook LIVE Host and Inman Keynote Speaker ROOM: Grand Ballroom A

AGENDA

10:45am-12:00pm	<p>Master Your Marketing Plan – Marketing Automation, Lead Generation, Conversion, Virtual Assistants and more</p> <p>DESCRIPTION: Leverage is the new hustle. You can no longer harness your business with just human interactions. Learn how to convert more leads, close more deals with automation and virtual assistants.</p> <p>SPEAKER: Tristan Ahumada – CEO/Founder of Lab Coat Agents</p> <p>ROOM: Grand Ballroom A</p>
12:00pm – 1:00pm	<p>Lunch on your own</p>
1:00pm – 5:00pm	<p>Faith Based Certification Training – Course #1- Engaging Black Churches</p> <p>DESCRIPTION: This course is designed to equip members with tools needed to engage the Black church properly as we strive to create 2 million new homeowners. Course will cover:</p> <ol style="list-style-type: none">1. Culture & Context of the Black church.2. Understanding denominational structures.3. Understanding the political structure of the church.4. Coalescing resources and efforts to have a greater impact.5. How to properly approach a Pastor/ Bishop. <p>SPEAKER: Lora L. Washington, NAREB Civic Engagement Chair, Courtney Johnson-Rose, NAREB 2nd VP, Bishop Craig Worsham, NAREB Faith-based Ambassador, Charaka Cook, NAREB Director, Katrenia Kier, NAREB Secretary</p> <p>ROOM: Grand Ballroom A</p>
1:00pm - 5:00pm	<p>Grant-Writing and Capacity Building Training by HUD</p> <p>DESCRIPTION: Strategic plan, budget structure, elements of a successful proposal, read grants as if you were the funder, steps to packaging the proposal, and more. You do not want to miss this opportunity to be taught by HUD.</p> <p>SPEAKER: Dr. B.J. Douglass – Senior Project Officer - Housing and Urban Development</p> <p>ROOM: Grand Ballroom B</p>
4:00pm - 7:00pm	<p>NAREB Board of Directors' Meeting</p> <p>ROOM: Grand Ballroom C & D</p>



WEDNESDAY, February 12 th	
8:30am-10:00am	<p>Prayer Breakfast - (TICKETED EVENT)</p> <p>ROOM: Grand Ballroom A</p>
10:30am – 2:30pm	<p>Faith Based Certification Training – Course #2- Civic Engagement</p> <p>DESCRIPTION: The Civic Engagement course will equip members with key tools to transform underserved communities. Members will also be trained on how they can become full partners in social change through community development and civic engagement work with HBCU's, Civic & Community Organizations, and Political structures.</p> <p>NOTE: Must complete Course 1 prior to taking Course 2.</p> <p>SPEAKER: Lora L. Washington, NAREB Civic Engagement Chair, Courtney Johnson-Rose, NAREB 2nd VP, Bishop Craig Worsham, NAREB Faith-based Ambassador, Sherita McCray, NAREB Regional VP, Dr. Najuma Smith-Pollard</p> <p>ROOM: Grand Ballroom A</p>
10:30am – 12:30pm	<p>FICO Boot Camp</p> <p>ROOM: Grand Ballroom C</p>
3:00pm – 6:00pm	<p>NID Training - Course for Counselors and Interested Counselors</p> <p>DESCRIPTION: The Winning Combination for Increased Branch Funding</p> <ol style="list-style-type: none"> 1. Learn how your Workplan + Funding Opportunities + Partnerships = Winning Proposals 2. Topics Covered: 3. Who funds nonprofit housing counseling agencies and what are their motivations? 4. What do funders of NID Housing really want to know about the organization they are interested in funding? 5. How do you identify potential funders and make the first approach? 6. Local Funding Opportunities & Resources. 7. Tips for Proposal & Sponsorship Writing. 8. Understand how to write and submit a standard event or project proposal. 9. Know how and when to follow up with funders after submitting a proposal. 10. NID Sub-Grant Process and Procedures to Fast track your local branch application approval. 11. Sponsorship and Proposal Writing Goals for 2020. <p>SPEAKER: Latisha Carlisle, VP of Housing NID- Housing, a National HUD Intermediary</p> <p>ROOM: Grand Ballroom A</p>



AGENDA

10:30am – 6:00pm

Day #1 - United Developer's Council (UDC) Certification #100 - Series 1 of 3 - THE DEVELOPMENT PROCESS (TICKETED EVENT)

DESCRIPTION: This introduction course is certified by United Developers Council of the National Association of Real Estate Brokers as fourteen (14) hours of classwork and training in the Real Estate Development Process and Urban Corp Development key factors. Students will learn to identify Urban Corp development needs and opportunities in their community.

Introduction to Development - Market Analysis, Land Control, Governmental Regulations Development Team – Pre-Financing and Construction Phase, Selecting the Team Members, Site Planning and Product Design.

Financing Process - Financial Feasibility Analysis and Financing, Estimated Development Costs Summary Statement, Proposed Sale Prices/or Rent Schedule, Pro-Forma Operating Statements, Preparation of Mortgage Package

Construction - Construction Phase

Marketing - Marketing the Project

Property Management - Management and Operation

This course will give students the fundamental principles and tools necessary to begin their transition into the development niche. They will understand the importance in proper planning, research and collaboration with community partners and stakeholders.

RealtistNation members who complete this course will be empowered to participate as Community Development Specialist.

ROOM: Grand Ballroom B

10:30am - 6:00pm

REO Certification Course #1 - (TICKETED EVENT)

DESCRIPTION: Are you ready for the comeback of REO's? Be part of the first wave of REO brokers ready for the next wave. It has been more than 10 years since the last REO wave, and some say we are due for a market correction. Whether that correction will take place this year, next year or the year after, brokers need to be positioned to take advantage of the many opportunities available when the REO market returns. This day and a half session will prepare you for the next wave. Participants will learn:

1. Important aspects of operating an effective and thriving REO operation
2. Strategies that set you apart from your competition
3. What it takes to become an REO broker
4. Out market your competition
5. Building a book of business
6. Networking and Marketing in the REO space

ROOM: Grand Ballroom D

THURSDAY, February 13th

8:00am – 5:00pm

REO Certification Course #2 (TICKETED EVENT)

DESCRIPTION: Are you ready for the comeback of REO's? Be part of the first wave of REO brokers ready for the next wave. It has been more than 10 years since the last REO wave, and some say we are due for a market correction. Whether that correction will take place this year, next year or the year after, brokers need to be positioned to take advantage of the many opportunities available when the REO market returns. This day and a half session will prepare you for the next wave. Participants will learn:

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4. Out market your competition
5. Building a book of business
6. Networking and Marketing in the REO space

ROOM: Grand Ballroom D

8:00am – 6:00pm

Day #2 - United Developer's Council (UDC) Certification #100 - Series 1 of 3 - URBAN CORE REDEVELOPMENT (TICKETED EVENT)

DESCRIPTION: This introduction course is certified by United Developers Council of the National Association of Real Estate Brokers as fourteen (14) hours of classwork and training in the Real Estate Development Process and Urban Corp Development key factors. Students will learn to identify Urban Corp development needs and opportunities in their community.

In-Fill Development – Vacant Lots, Size Constraints

Boarded & Abandoned Assets - Land Trust, Banks, Local Government, Investors

New Construction – Condos, Townhomes 1-4 Units

This course will give students the fundamental principles and tools necessary to begin their transition into the development niche. They will understand the importance in proper planning, research and collaboration with community partners and stakeholders.

RealtistNation members who complete this course will be empowered to participate as Community Development Specialist.

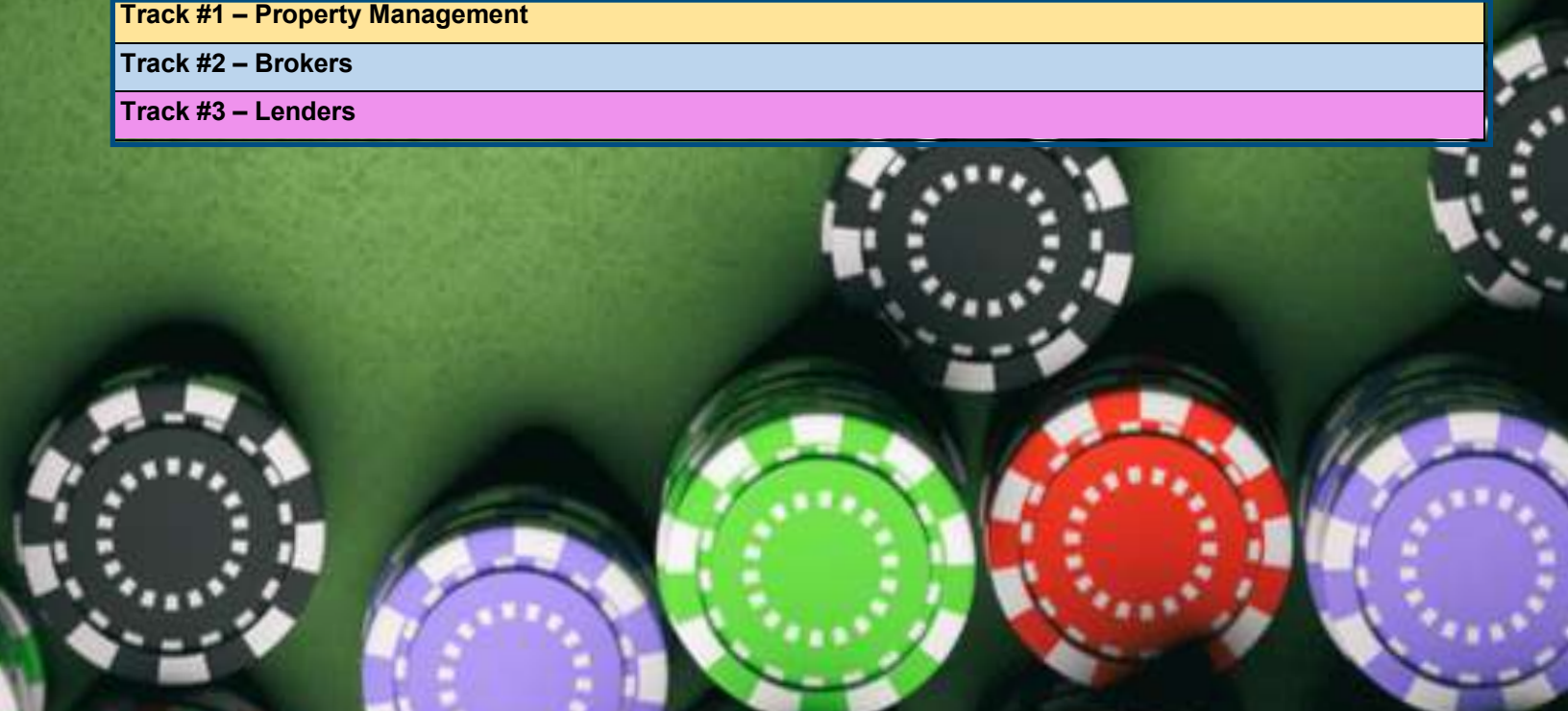
ROOM: Grand Ballroom B

Agenda subject to change without notice.

Track #1 – Property Management

Track #2 – Brokers

Track #3 – Lenders



**THE NATIONAL ASSOCIATION OF
REAL ESTATE BROKERS**



Invites you to the
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*President's
Prayer Breakfast*

"UNPRECEDENTED SUCCESS"

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FEBRUARY 12, 2020

7:30 - 9:30 a.m.

Mirage Hotel - Las Vegas

Guest Speaker

Special Greetings by



REV. JESSE JACKSON
PRESIDENT & FOUNDER
RAINBOW PUSH COALITION



DR. FREDERICK DOUGLASS HAYNES III
SENIOR PASTOR
FRIENDSHIP WEST BAPTIST CHURCH

Psalmist



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Tickets \$35

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Presenters



The Reverend S. Todd Yeary, J.D., Ph.D.

Senior Vice-President and Chief of Global Policy, Rainbow PUSH Coalition, Inc.
Chicago, Illinois & Washington, DC

Senior Pastor, Douglas Memorial Community Church
Baltimore, Maryland

The Reverend S. Todd Yeary is Senior Pastor of the Douglas Memorial Community Church of Baltimore, and is the Senior Vice-President and Chief of Global Policy at the Rainbow PUSH Coalition, Inc., He also serves as chief executive officer of DMCC's two community development entities – Douglas Village and Camp Farthest Out. Dr. Yeary is also an adjunct professor in the College of Public Affairs at the University of Baltimore, teaching courses on Race, American Government, American Politics, and Community Building Strategies.

Dr. Yeary's social justice work includes serving on the national board of National Action Network, past Political Action Chair for the Maryland State Conference NAACP, as co-founding principal of Community Churches for Community Development, Inc., and as the founding principal of SALT (Strategic Advocacy and Legislative Thinktank), a faith-based public policy collaborative that works on regional and national empowerment strategies impacting disaffected communities. From 2000-2010, Dr.

Yeary served as associate director of the Center for Black Studies at Northern Illinois University. He is often called upon to facilitate creative conversations that solve challenging public policy problems.

Dr. Yeary believes honest dialogue creates opportunities to form strategic partnerships that strengthen families and communities. He exemplifies his community commitment through public participation. He served as the past chair of the board of trustees of Baltimore City Community College, is the current chair of the Community Relations Commission of Baltimore City, vice-chair of Behavioral Health Systems Baltimore, and as co-chair of the Center Steering Committee for the Flint Center for Health Equity Solutions at Michigan State University, an institutional public health research collaborative established to help in the response to the ongoing Flint water crisis.

Dr. Yeary holds a Bachelor's Degree in Management from National-Louis University, a Master of Divinity Degree from Garrett-Evangelical Theological Seminary, the Graduate Certificate in African Studies from Northwestern University, the Doctor of Philosophy Degree (Ph.D.) in the area of Religion in Society and Personality from Northwestern, and the Doctor of Law (JD) from the University of Maryland Francis King Carey School of Law. Dr. Yeary is a member of the 2012 class of the Board of Preachers of the Martin Luther King, Jr. College of Preachers and Laity of Morehouse College.

Dr. Yeary is married to Rhonda, and is the father of four children. Pinnacle Sales Club award for exceptional sales. Arness Blake is based in Austin, Texas.



Presenters



Rev. Dr. Frederick Douglass Haynes III is a prophetic pastor, passionate leader, social activist, eloquent orator, and educator engaged in preaching the gospel of Jesus Christ, and fighting against racial injustice. Dr. Haynes is also committed to economic justice and empowerment in under-served communities and touching and transforming the lives of the disenfranchised. For the past 35 years, Dr. Haynes has served as a visionary and innovative senior pastor of Friendship-West Baptist Church in Dallas, Texas. Under his servant leadership, the ministry and membership of the church has grown from less than 100 members in 1983 to over 12,000.

After experiencing racism in the segregated south Dr. Haynes' father decided it was best to move his family to San Francisco where his father, Dr. Frederick D. Haynes Sr., pastored the historic Third Baptist Church. At the age of 14, Dr. Haynes' life took a drastic turn when his father passed away on his first day of high school. Following his father's death, Dr. Haynes encountered many difficulties but with the help of mentors, his family, and God, he was able to overcome every obstacle. Dr. Haynes continued his education at Bishop College in Dallas, TX and graduated with honors in 1982. While a student at Bishop College, he also became a member of Alpha Phi Alpha Fraternity, Inc. In 1996, he earned a Master of Divinity degree from Southwestern Baptist Theological

Seminary. In 2005, Dr. Haynes received his Doctorate in Ministry from the Graduate Theological Foundation where he was afforded the opportunity to study at Christ Church, Oxford University in Oxford, England. His dissertation, "To Turn the World Upside Down: Church Growth in a Church Committed to Social Justice" reflects his commitment to faith based social activism.

A committed community activist, Dr. Haynes has formed alliances and partnerships with local community leaders and Dallas city officials to fight social injustice, domestic violence, and poverty. He worked with the Center for Responsible Lending in order to fight economic predators in Texas and across the nation that engage in predatory lending. Under the previous presidential administration, Dr. Haynes was frequently invited to the White House in order to address issues ranging from the state of the economy to voting and civil rights. He was publicly applauded by President Barack Obama for developing the THRIVE Intern and Leadership Program which employed nearly 100 young black males between the ages of 16-19. Since its inception, the program has expanded and now employs both young men and women with local businesses and at the church at a pay rate above minimum wage.

A life-long learner, Dr. Haynes is committed to education and has led Friendship-West to donate over two million dollars to Historically Black Colleges and Universities and students who are members of the church and the greater Dallas community.

As a reflection of his commitment to community transformation and social consciousness, Dr. Haynes serves in various leadership capacities in organizations that champion social change and education. Among them the Samuel DeWitt Proctor Conference, the Conference of National Black Churches, the National Action Network, and 100 Black Men of America. He also serves as a member of the Board of Trustees of Paul Quinn College, an HBCU in Dallas.



Presenters



Gaye is currently the minister of music of Concord Church in Dallas, Texas where she leads praise and worship on any given Sunday. The founder and president of the Gospel Music Workshop of American, (GMWA), the late Reverend James Cleveland, in New Orleans presented her to the gospel world at a very young age. Since that time, she has been a featured soloist on two GMWA albums. Was also a featured soloist on the Mississippi Mass Choir album with the late Rev. James Moore singing "Have Faith in God", on Meeks Records' Pastor Clay Evans' project singing "Oh how much He Cares" and on the 2011 Bishop TD Jakes "Woman thou art Loosed" live at Lakewood" project singing more than a few songs. Gaye was also a guest soloist on Anthony Brown & group Therapy singing "Deserved". Last but certainly not least, in 2016 she sung before the world for President Barack & Michelle Obama, Vice President Biden & his wife, President George & Laura Bush in honor of the fallen soldiers that were killed in Dallas, Texas.

In addition to her album "Holy" which made it to the second round of the 2011 Stellar Awards, that same year she was also nominated for Songwriter of the Year. She

received second Place for Female Vocalist of the Year for Bobby Jones Gospel, performances on Trinity Broadcasting Network (TBN), "The National Anthem for a NBA game, the guest artist for the Martin Luther King Celebration at the Myerson Symphony Center and participated in the Aretha Franklin tribute at the Kennedy Center.



Presenters



The Reverend Jesse Louis Jackson, Sr., Founder and President of the Rainbow PUSH Coalition, is one of the foremost civil rights, religious and political figures of our time. For nearly 50 years, he has played a pivotal role in virtually every movement for peace, civil rights, empowerment, gender equality, and economic and social justice the world over. A testament to the breadth and depth of his works can best be expressed by two of the greatest honors he has received. In 2000, President Bill Clinton awarded the nation's highest civilian honor, the Presidential Medal of Freedom, to Reverend Jackson; and, in 2013, the South African government bestowed upon him their highest civilian honor, their National Order, the Companions of OR Tambo.

Reverend Jackson has been called the "Conscience of the Nation" and "the Great Unifier," challenging America to be inclusive and to establish just and humane priorities for the benefit of all. He is known for bringing people together on common ground across lines of race, faith, gender, culture, and class.

Born on October 8, 1941 in Greenville, South Carolina, Reverend Jackson was a standout student-athlete who graduated from the public schools in Greenville, who, after turning down a contract to play baseball for the Chicago White Sox, enrolled in Big 10 football powerhouse, the University of Illinois, on a football scholarship. He later transferred to North Carolina A&T State University and graduated in 1964. He then accepted the Rockefeller Foundation scholarship to pursue his theological studies at the University of Chicago's Chicago Theological Seminary, deferring the completion of his Master's Degree one semester shy of his graduation to begin working full-time for Rev. Dr. Martin Luther King. Ordained to the Ministry on June 30, 1968 by Rev. Clay Evans, he eventually earned his Master's of Divinity degree from Chicago Theological Seminary in 2000.

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For his work in human and civil rights and nonviolent social change, Reverend Jackson has received more than 40 honorary doctorate degrees and frequently lectures at major colleges and universities including Howard, Yale, Princeton, Morehouse, Harvard, the University of KwaZulu-Natal in South Africa, Columbia, Stanford and Hampton. He was made an Honorary Fellow of Regents Park College at Oxford University, and received an Honorary Fellowship from Edge Hill University in Liverpool, England. In March 2010,



Presenters



Arness Blake is the Community Development Lending Sales Manager for BBVA Bank. He oversees and supports the Community Development throughout the Texas market to enable sustainable home-ownership and grow the BBVA portfolio. He is responsible for expanding sustainable home-ownership for first time home-buyers, low-to moderate income (LMI), minority borrowers and communities. He also works with nonprofit and faith-based organizations and has taught financial literacy classes open to the community. Arness Blake has over twenty years of experience as successful sales professional, a million-dollar producer, a member of the Presidential Gold Sales Club, a recipient of numerous Sammy Awards for top sales and BBVA Pinnacle Sales Club award for exceptional sales. Arness Blake is based in Austin, Texas.





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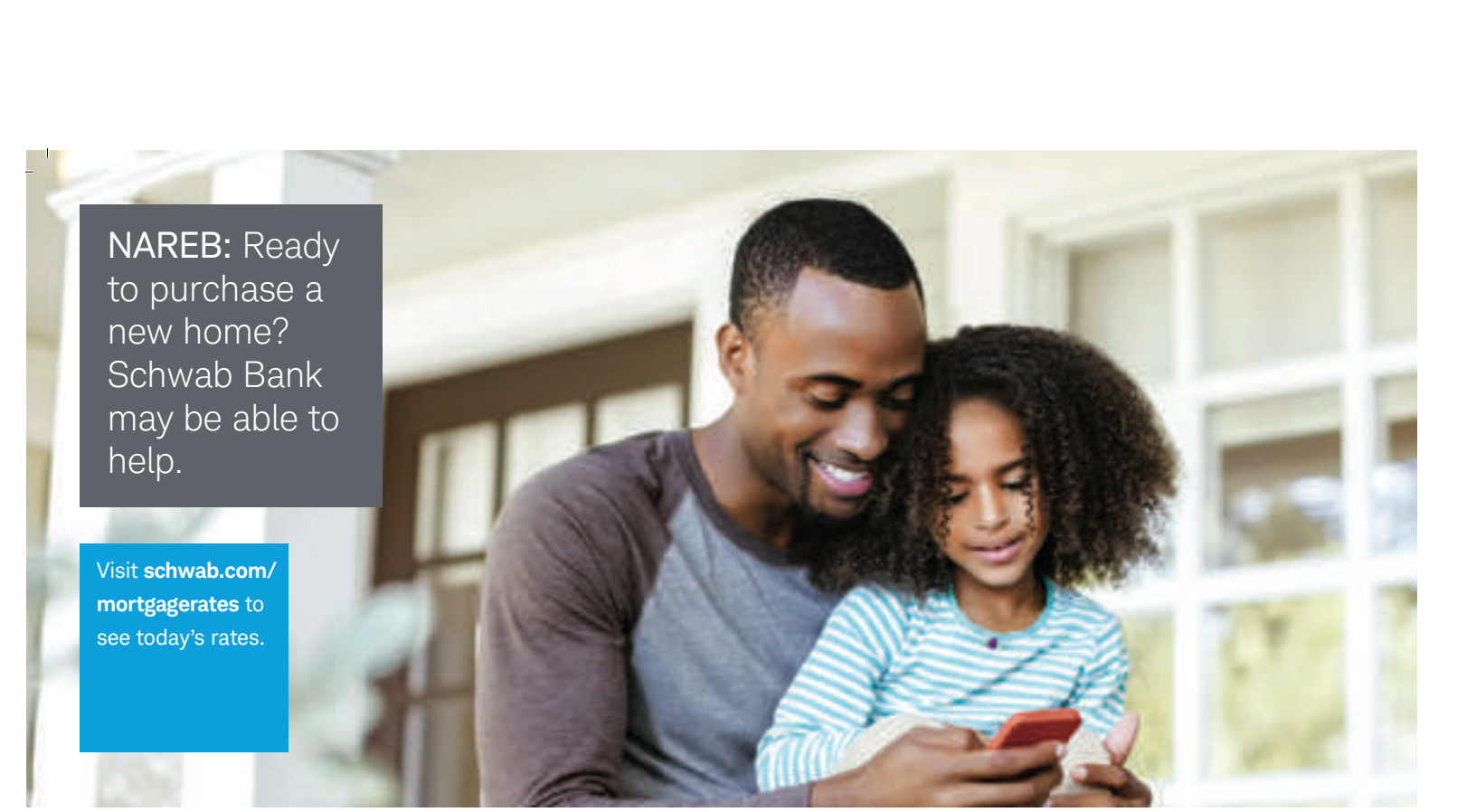


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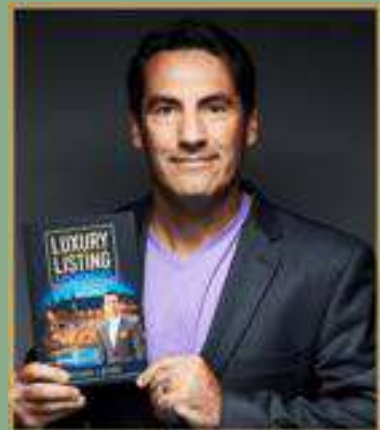
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Teresa Palacios Smith is the vice president of Diversity and Inclusion for HSF Affiliates LLC. She oversees the organization's commitment to increase diversity among the company, its broker network and the sales professionals affiliated with the brand with the goal of mirroring the diversity found in the communities they serve.

Teresa has extensive experience in sales and marketing. She is a graduate of Mississippi State University, where she received a Bachelor of Arts in broadcasting and public relations. She also has more than 20 years of experience working in the real estate industry and is a frequent speaker at national and local industry events.

In 2015, Teresa served as president of the National Association of Hispanic Real Estate Professionals (NAHREP), one of the largest minority associations in the country with more than 30,000 members. She is also one of the founding members of the NAHREP Atlanta Chapter, which launched in 2005. Teresa has held numerous leadership roles in

the industry and currently serves on the board of some of the top housing organizations in the country. Teresa was named by the Atlanta Tribune magazine as one of Atlanta's "Superwomen" for her leadership and advocacy in the Hispanic Community and was featured in Allan Dalton's 2015 book "Creating Real Estate Connections."

Prior to her current position, Teresa was vice president of Business Development and Cultural Initiatives at Berkshire Hathaway HomeServices Georgia Properties, where she was responsible for business development and marketing of corporate relocation services along with a portfolio of additional programs and products.

The daughter of Hispanic immigrants, Teresa has a strong commitment to traditional values, family, service and southern hospitality.

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Teresa Palacios Smith

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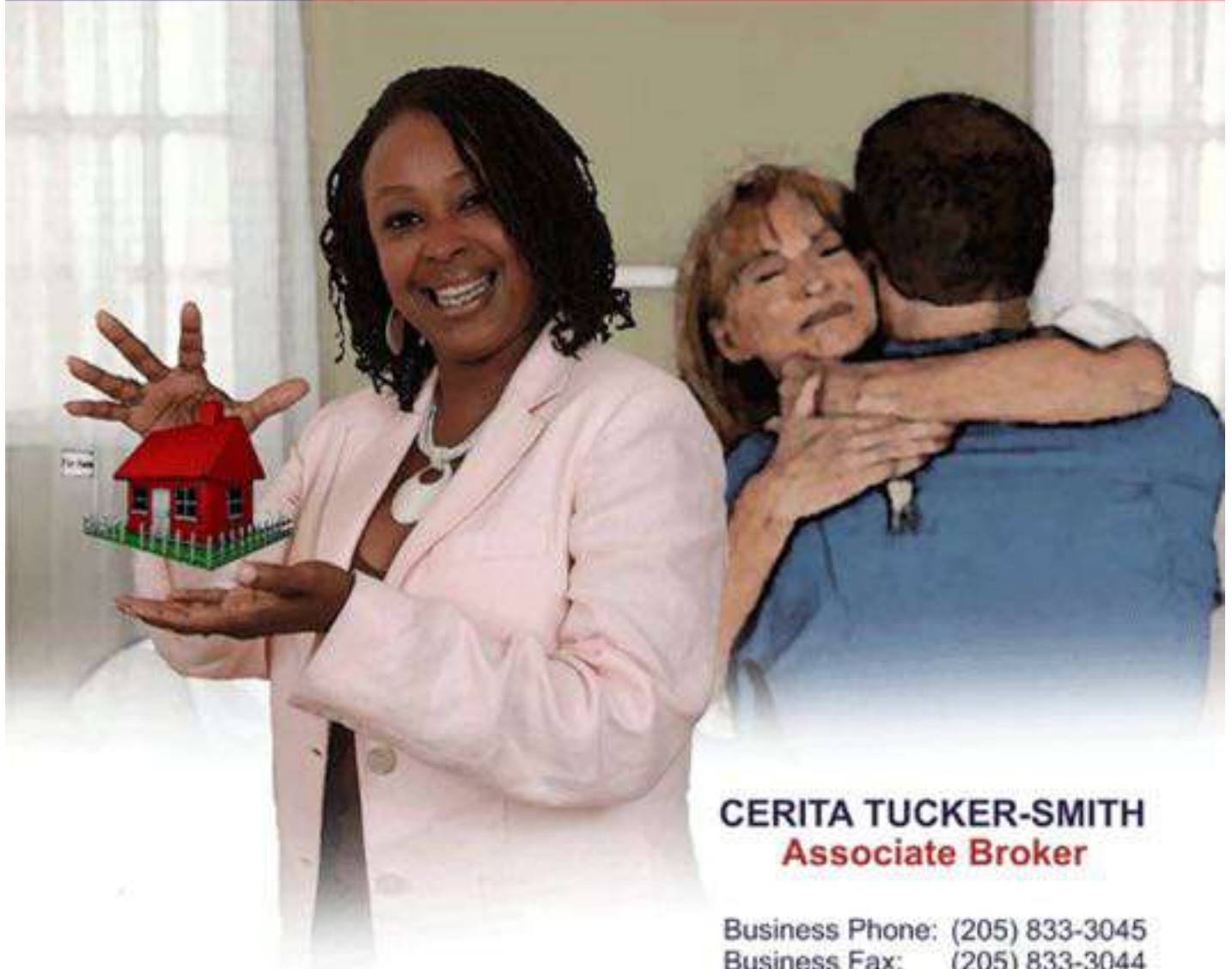
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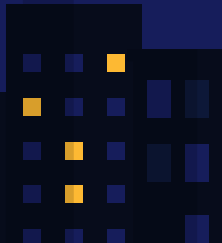
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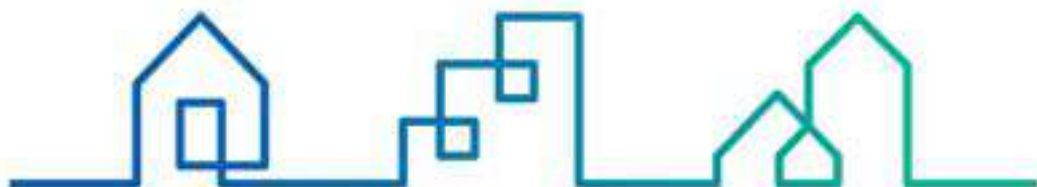
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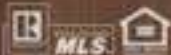
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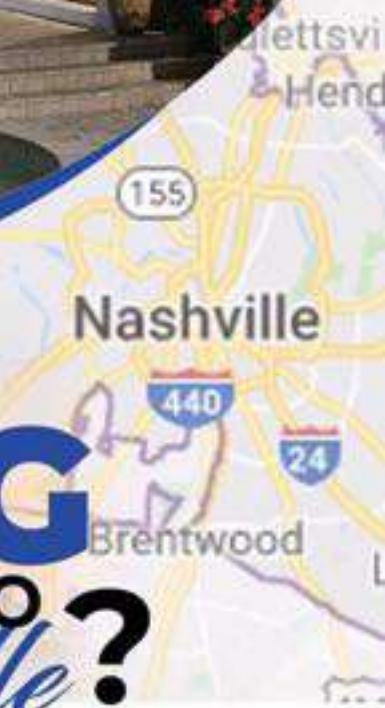


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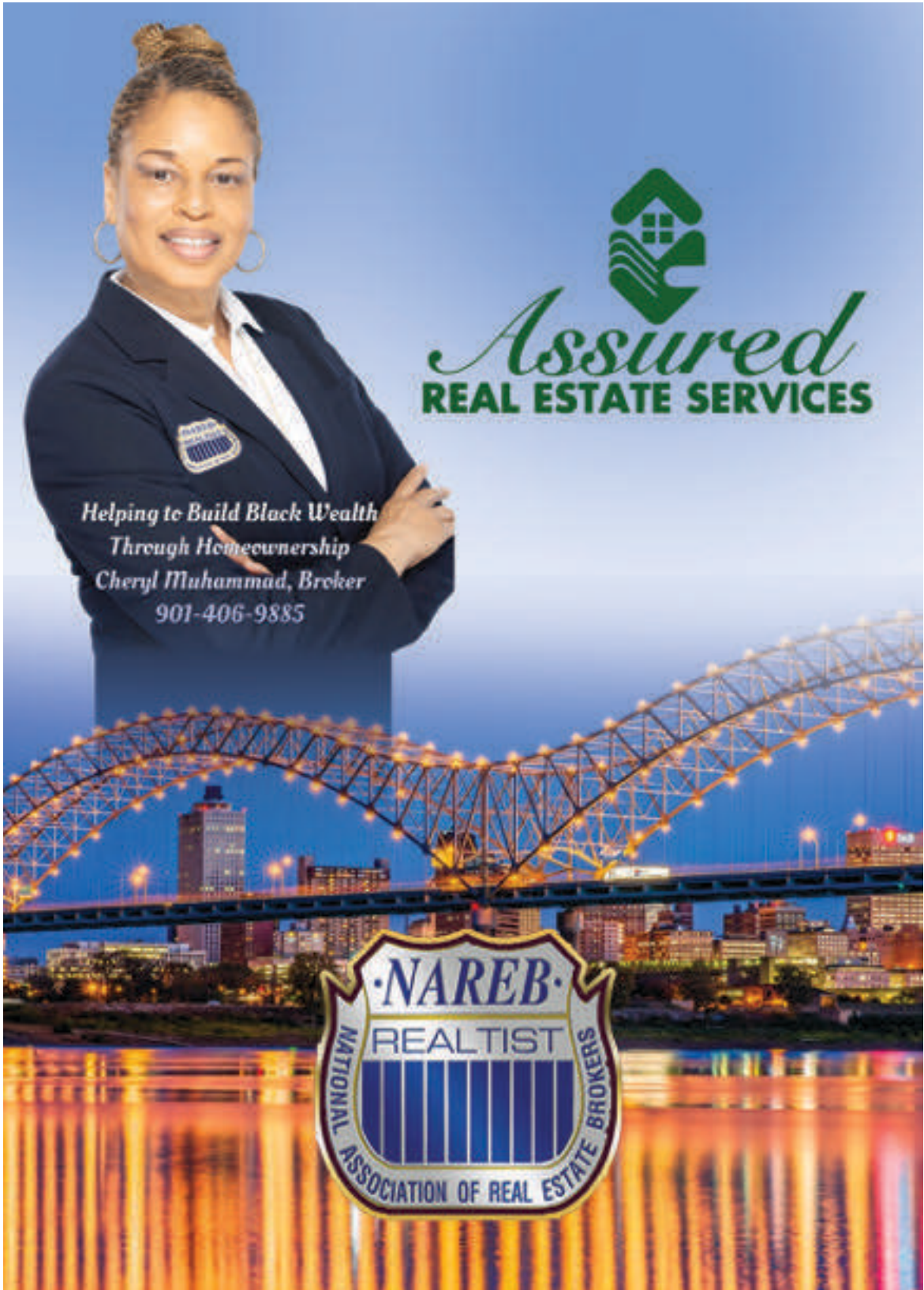
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