

NAREB 2022 Mid-Winter Conference
San Antonio Marriott Rivercenter Hotel
101 Bowie Street
San Antonio, TX 78205

March 1, 2022 - March 4, 2022

CONFERENCE AGENDA

Tuesday, March 1, 2022	
7:00am - 2:00pm	Golf Tournament The Golf Club of Texas 13600 Briggs Ranch San Antonio, TX 78245 Shotgun Four Man Scramble Cost - \$125 - This includes entry into all events, 18-holes of golf, riding cart, breakfast, lunch and a chance to win prizes. Bus pickup 7:00am. Hosted by: San Antonio Association of Real Estate Brokers (SAAREB)
1:00pm - 5:00pm	Conference Registration
1:00pm - 3:00pm	Women's Council of NAREB Local Chapter Presidents' Leadership Training Presenters: LaTisha Grant, Women's Council President and Cassie Stanley, Board of Governors' Chair
2:00pm - 4:00pm	Real Estate Management Brokers Institute (REMBI) Training Presenter: Joyce Gibson, REMBI President
3:00pm - 6:00pm	Women's Council of NAREB Executive Committee Meeting Presiding: LaTisha Grant, President
4:00pm - 6:00pm	Regional Vice Presidents (RVP) Update
7:00pm - 10:00pm	First Gentleman's Reception It's Par-Tee Time! Join us for the 2022 Mid-Winter Conference Welcome Reception where NAREB will honor its "First" Gentleman. Enjoy an evening of music, dancing, food and a special video tribute. Attire: Suits & Sneakers or After Five Partner: Ewunike Brady, VP, Home Lending African American Segment Strategy Leader, Wells Fargo
Wednesday, March 2, 2022	
8:00am - 10:00am	Legislative Breakfast Partner: Leslie Rouda Smith, President, National Association of Realtors, NAR <hr/> General Session NAREB 74th Mid-Winter Conference Opening Ceremony & Celebration! Partner: Cerita Battles, Managing Director, Head of Community & Affordable Lending, Chase
10:30am - 12:00pm	Breakout Leverage Track - Canva Masterclass - Branding and Marketing Design and schedule social media posts, create presentations, landing pages and trackable QR codes. Presenter: Lakisha Sarbah, Canva Certified Creative/Online Marketing Consultant @lakishasarbah
10:30am - 12:00pm	Breakout Brokerage Track - You're a Broker, Now What? Creating a Success Plan Taking the leap from a team to a brokerage requires a plan. Create your value proposition, prepare your brokerage for recruitment and plan your success. With over 100 agents, Legacy Homes & Properties, LLC is the largest Black real estate office in the state of Texas! Presenter: Derek Boles, Broker, Legacy Homes & Properties, LLC IG @brokerboles

	<i>Continued/Wednesday, March 2, 2022</i>
10:30am - 12:00pm	<p>Breakout Get Plugged with NAREB Partner Live Polling!!! Be the REALTIST PLUG (PLUG- Providing Leverage Understanding and Guidance). Get Plugged With Partners Products that support Black Wealth Creation.</p> <p>Partners: Janaye Ingram, Director, 21st Century Communities Initiatives, Airbnb; Alex Islas, Vice President, Community Outreach Officer, East West Bank; Latonia Donaldson, VP, National Director, Multicultural Community Lending, PrimeLending; Tyeisha Velasquez, M.B.A., National Account Manager, Home Partners of America; Benaisha Poole-Watson, Owner, Team Leader, Prime One; Tai Christensen, Director, Government Affairs/Diversity, Equity & Inclusion Officer, Chenoa Fund; April Alexander, National Community Development & Outreach Manager, Prosperity Mortgage; Carmen Mercardo, Senior Affordable Lending Manager /Single Family, Client & Community Engagement,</p>
10:30am - 12:00pm	<p>Women’s Council General Membership Meeting Presiding: LaTisha Grant, President</p>
12:00pm - 1:30pm	Lunch on your own
1:30pm - 3:30pm	<p>Breakout Pillar Track - Diversity, Equity and Inclusion REALTIST Leveling the Playing Field African American are underrepresented in Commercial Real Estate, Government contracting, Appraisals, and Mortgage Lending. Learn how we are creating opportunities for our members that will promote change and introduce a new diverse group of industry professionals.</p> <p>Presenters: Danny Felton, NAREB 3rd Vice President; David Wilson, CLU, ChFC, President, DLW Enterprise; Labrescia Dawson, President/CEO, Dawson Management; Mark Alston, NAREB Political Action Committee Chair, President/Owner, Alston & Associates Mortgage Company; Thaddaus Dawson, Owner, Quest Valuation & Advisors, Inc.</p> <p>Partner: Tamela Thurman, Director, Single Family Equitable Housing, Freddie Mac</p>
1:30pm - 3:30pm	<p>Breakout Investment Track - Business Credit Powered by Commercial Industrial Division (CID) and the Investment Committee Create your business entity and establish business credit worthiness. This class will prepare you to purchase real estate through your business.</p> <p>Presenters: Courtney Jones, Co-Owner, Re-CHRG, NAREB Investment Committee Chair; Shawneequa Badger, President, Commercial Industrial Division</p>
1:30pm - 3:30pm	<p>Breakout Leverage Track - Becoming an Influencer - TikTok and Instagram Hear from top influencers on how they identified their niche, created relevant content, and converted followers to closed transactions. Learn how to master your influencer marketing.</p> <p>Presenters: Sean Christopher Cochran, @thecowboyrealtor, 298K TikTok Followers; Mickey Wright, @mickeywrightrealtor, 31K TikTok followers</p>
1:30pm - 3:30pm	<p>Breakout - Pillar Track - Faith-Based and Civic Engagement Certification Class Description: Earn your Certification as a NAREB Community Engagement Specialist. The class will focus on Black Wealth Building Through Real Estate in collaboration with key NAREB partners: The AME Church, Alpha Phi Alpha Fraternity (Divine 9), United Negro College Fund, HBCU’s, and the African American Mayor’s Association.</p> <p>Presenters: Frank Jackson, Former Mayor of Prairie View, VP of Institutional Relations and Public Service for Prairie View A&M University; Courtney Johnson Rose, NAREB 1st Vice President; LaDonna Parker, NAREB Faith Based and Community Engagement Chair; Deborah Canady, NAREB Faith Based and Community Engagement Chair; Bishop Craig Worsham, NAREB Director of Faith Based and Community Engagement</p>

	<i>Continued/Wednesday, March 2, 2022</i>
3:45pm - 5:00pm	General Session 2022 Top Tech and Lead Generation Trends Find out what new technology and lead generation trends are impacting the real estate market in 2022. Presenter: Jeff Pfizer, Labcoat Agents Podcaster/Facebook Group Drunk on Social @jeffpfizer 34.5k Partner: Donald Bell, Community Lending Officer, Bank of America
6:00pm - 8:00pm	NAREB Board of Directors' Meeting Presiding: Derrick Luckett, Chair, NAREB Board of Directors
7:00pm - 10:00pm	REALTIST Night on the Town On your Own
Thursday, March 3, 2022	
8:00am - 5:00pm	Conference Registration
8:00am - 8:45am	Mimosa & Pastries to change your mindset!
9:00am - 10:15am	General Session Change your Mindset, Change the Culture. Presenter: Marc Coley, The Marc Coley Business Academy, IG @marc.coley
10:30am - 12:00pm	Breakout Investment Track - CDFI Learn how to purchase properties in economically distressed communities across the country with the Community Development Financial Institutions Fund (CDFI) Presenter: Courtney Jones, Co-Owner, Re-CHRG, NAREB Investment Committee Chair
10:30am - 12:00pm	Breakout Brokerage Track - Expanding and Recruiting the Next Generation of Real Estate Professionals Identify the ideal agent to recruit, which tools to offer, appealing to younger agents and more... With over 100 agents, Legacy Homes & Properties, LLC is the largest Black real estate office in the state of Texas! Presenter: Derek Boles, Broker, Legacy Homes & Properties, LLC IG @brokerboles Partner: Viola Solomon, Texas Community Lending Manager, US Bank
10:30am - 12:00pm	Breakout Leverage Track - Video Marketing and Apps Drive reliable lead generation with video marketing. Learn about the best free and low-cost ways to produce professional quality videos. Presenter: Jeff Pfizer, Labcoat Agents Podcaster/Facebook Group Drunk on Social @jeffpfizer 34.5k
12:00pm - 1:30pm	Lunch on your own
1:30 pm - 3:30pm	General Membership Meeting Presiding: Lydia Pope, NAREB President
3:45 pm - 5:00pm	General Session Women Investing in Real Estate (W.I.R.E.) Introduction of NAREB's - The W.I.R.E. Report. This white paper document was developed by NAREB to clearly identify the barriers that Black women face on their home ownership journey and outline strategies and solutions to help Black women overcome these obstacles. NAREB has identified Black women as a high-potential target market group of consumers to reach and penetrate to focus their attention and spending power on investing in real estate and pursuing home ownership to increase the Black home ownership rate. Presenters: Dr. Vickie McBride, Ph.D, Urban Planning Consultant; Dr. Sheri Smith, Ph.D, AICP Interim Chair, Urban Planning and Environment Policy, Texas Southern University; Courtney Johnson Rose, NAREB 1 st Vice President Partner: Dionne Cuello, SVP, National Diverse Market Segment. Citi
5:00pm - 6:00pm	Young REALTIST Division (YRD) Local Chapter Installation Presiding: Tamesha Wells, President
7:00pm - 10:00pm	Wild Wild West REALTIST Casino Night/Mixer Game on! Join us for a fun filled evening of games, dancing, food and fun hosted by NAREB's Membership Committee. It's time to roll the dice. Blackjack, Craps, Poker or Roulette, maybe you will be the lucky winner. Information on the membership contest will also be announced! <i>*Note: Casino night is for entertainment purposes only. Prizes will be available but currency has no actual cash value.</i>

Friday, March 4, 2022	
8:00am - 5:00pm	Conference Registration
8:00am - 10:00am	Women's Council of NAREB 23rd Prayer Breakfast Guest Speaker: Pastor Shalondria Taylor, Shalondria Taylor Ministries, Houston, TX
10:00am - 3:30pm	NID-HCA Training - Powered by NCRC, a HUD approved Training Institute Come learn funding opportunities available to leverage your NID branch and how to develop a sustainable rental counseling program.
10:30am - 12:00pm	Breakout Community Development through Receivership Powered by The Young REALTIST Division and the Investment Committee Buy back the block after learning these steps to becoming a developer. Presenters: Courtney Jones, NAREB Investment Committee Chair, Co-Owner Re-CHRG; Tamesha Wells, President, Young REALTIST Division; Bobby Simmons, Retired NBA Player @succezz_; Dykema Law Group
10:30am - 12:00pm	Breakout Appraisal Gaps.... Protecting our Community Wealth Join us as we discuss racial and ethnic bias in appraisals. Learn how to combat a biased appraisal and advocate for your client. Examine the lasting effect of these gaps on the black community. Presenters: Robbie Wilson, President, National Society of Real Estate Appraisers (NSREA); Sidney Loiseau, Appraiser, Southshore Appraisers; Mark Alston, NAREB Political Action Committee Chair, Alston & Associates Mortgage Company; Lisa Foster, NAREB Mortgage Committee Member, Regional Manager, Amerifirst Financial, Inc.
12:00pm - 1:30pm	Lunch on your own
1:30pm - 3:30pm	Breakout Pillar Track - Legislative - Activate Your Advocacy/NAREB Policy Positions Learn how to advocate on a local level to better your community and your business. A deep dive into understanding the policy positions of NAREB and the barriers that still exist. Presenters: Ashley Thomas III, NAREB 2nd Vice President; Courtney Jones, NAREB Investment Committee Chair, Co-Owner Re-CHRG; Marcus Brown, NAREB Regional Vice President, Region VI; Mark Alston, President/Owner, Alston & Associates Mortgage Company, NAREB Political Action Committee Chair
1:30pm - 3:30pm	Breakout Brokerage Track - Developing Top Producers To become a top brokerage, you must master the art of developing top producing agents. Presenter: Sanina Jones, Broker, Co-Owner-Re-CHRG Partner: John Mwemba, Account Executive, Midwest Region, New American Funding
1:30pm - 3:30pm	Breakout Grant Writing Done Right In this interactive workshop, Kenadie Cobbin-Richardson presents strategies for planning, writing, and editing grant proposals to maximize your chances of winning! There are right and wrong ways to write a grant proposal. Competition for major grants can be intimidating, and grant writing can be time-consuming. If you tackle the grant writing process smartly and have strong resources in place, you'll go a long way toward boosting your application's odds for success. Presenter: Kenadie Cobbin-Richardson, Kengen, LLC
3:30pm - 5:00pm	Closing Session - Redefining Wealth: A Blueprint for Creating Success on your Own Terms As featured on The Steve Harvey Morning Show, Dr. Oz, Fox and Friends, Forbes.com and Essence... We all know intuitively that wealth is more than mere budgets and bank accounts. This soul-searching session will help you identify the 6 core areas that you must build your foundation upon if you have a genuine and burning desire to truly be wealthy and master money once and for all. Speaker: Patrice Washington, America's Money Maven Partner: Rocket Mortgage
7:00pm - 10:00pm	NAREB Got Talent Show Reception and Awards What time is it? It's SHOWTIME! Back by popular demand, it's "NAREB's Got Talent". NAREB's talent will be on full display. Come out and support your fellow REALTIST as they bring their show on the road and vie for the title. This is a must-see event. Partner: Lenny McNeill, EVP, National Strategic Markets, Consumer Lending, US Bank

Saturday, March 5, 2022

800am - 4:00pm	NAREB Board of Directors' Training Presiding: Derrick Lockett, NAREB Board of Directors Chair
	<i>The agenda is subject to change - Safe travels</i>