

# ORGANIZE. ADVOCATE. LEAD.

## GAD INSTITUTE 2021

JULY 20-22 | DENVER, CO

### Agenda

#### Tuesday, July 20th: NAR DAY

8:30 am - 3:30 pm

Registration Open

8:30 am - 11:30 am

Pre-Conference Optional Workshops

8:30 am - 9:20 am

**Apex Session I: How to successfully apply for and use NAR's State and Local Independent Expenditures and Issue Mobilization Programs**

**Location:** Colorado EF

**Description:** In this session you will learn how to bring money and resources from NAR back to your association to support your advocacy goals.

**Getting your RCE Designation as a GAD**

**Location:** Colorado A-D

**Description:** Looking to enhance your understanding of the REALTOR® universe? By becoming a REALTOR® Association Certified Executive (RCE) you will gather industry knowledge to make you a GAD in the know. This designation is specifically for leaders who are committed to the REALTOR® organization. Consider this for your next professional development opportunity!

9:20 am - 9:40 am

BREAK

9:40 am - 10:20 am

**APEX Session II: Mobilizing Members and Consumers through Advocacy Everywhere**

**Location:** Colorado EF

**Description:** Advocacy Everywhere is designed to expand the influence of NAR and REALTOR® Associations on public policy at the local and state level through calls for action (CFA). Come hear from fellow GADs on how to utilize this free service and shape legislation.

10:20 am - 10:40 am

BREAK

10:40 am - 11:20 am

**Secrets of the Media: How you too can be prepared to leverage the media in your advocacy**

**Location:** Colorado A-D

**Description:** Have you ever wondered why some story pitches land in the media, while others are ignored? Learn from two seasoned media veterans the secrets of the media - and how you too can leverage earned media in your advocacy efforts.

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11:30 am - 12:00 pm

### New GAD Welcome - Location: Denver Ballroom

GAD Advisory Group will lead this pre-conference session for new GADs and those who are attending the Institute for the first time on what it means to be a GAD, what resources are available and intro to the organization and people.

11:45 am - 12:15 pm

### Lunch: Box Lunches compliments of NAR's Advocacy Department

**Location:** can take lunch outside, anywhere else in the hotel, Colorado A-D, Colorado E and Denver Ballroom (New GAD's will eat in their welcome session)

12:15 pm - 1:15 pm

### Welcome: Institute Welcome & Overview to REALTOR® Party Day

- State or Local REALTOR association welcome GADs to the city of Denver
- NAR and the GAD Chair welcome attendees to kick off an afternoon of three REALTOR® Party professional development tracks, sure to interest all GADs.

**Location:** Colorado EF

**Speakers:** J.J. Ament, CEO of the Denver Metro Chamber of Commerce  
Nobu Hata, CEO Denver Metro Board of REALTORS®

1:15 pm - 1:30 pm

BREAK

1:30 pm - 4:10 pm

CONCURRENT TRACK SESSIONS (attendees may attend any session in any track)

6:00 pm - 8:00 pm

### Come out for an evening of networking and fun hosted by the NAR Political Reps.

**Location:** The ViewHouse • 2015 Market Street, Denver

The ViewHouse is a vibrant and casual restaurant located in the heart of Denver's Ballpark district.

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|                   | RPAC TRACK  | CAMPAIGNS & ELECTIONS TRACK   | MEMBER & CONSUMER/COMMUNITY ADVOCACY ENGAGEMENT TRACK   |
|-------------------|---|---|---|
|                   | Location: Colorado EF   | Location: Denver Ballroom   | Location: Colorado A-D  |
| 1:30 pm - 2:10 pm | <p><b>RPAC Event Fundraising through the PAC Management System</b></p> <p><b>Description:</b> Join us for a moderated panel featuring fellow GADs and how they have effectively used the PAC Management System and online fundraising tools to track, promote, and collect funds for their virtual and in-person events. Additionally, we will share success stories and allow time for your questions.</p> | <p><b>Using NAR's Independent Expenditure Program to Change Your Legislative Environment</b></p> <p><b>Description:</b> Nathan Gorton, Washington REALTORS®, and Robert Procter, REALTORS® Association of South Central Wisconsin, will discuss how they have worked with NAR's Independent Expenditure program, staff, and consultants to augment their electoral activities, work with coalitions, and successfully get pro-REALTOR® candidates elected in Washington and Madison, WI.</p>  | <p><b>Giving Consumers a Voice: Grassroots Outreach for the Win.</b></p> <p><b>Description:</b> Hear how to include consumers in your grassroots real estate fight, so they add their voices to the public policy debate and say to their lawmakers: "this real estate issue is important to me."</p> <p><b>Speakers:</b></p> <ul style="list-style-type: none"> <li>• Greg Addington, Rogue Valley Association of REALTORS</li> <li>• Jamie McMillen, Akron Cleveland Association of REALTORS</li> </ul> |
| 2:30 pm - 3:10 pm | <p><b>RPAC's Impact on Election 2022</b></p> <p><b>Description:</b> Join Political Representatives Kristian Hoysradt, Jack Greacen, and Patrick Wohl for a look into key races in the 2022 cycle as well as an overview of the RPAC disbursement process and forthcoming grassroots political activity.</p>   | <p><b>Using NAR's Issue Mobilization Program to Pass REALTOR Friendly Legislation</b></p> <p><b>Description:</b> Alissa Dailey, Utah Association REALTORS®, Cate Klundt, Utah Association of REALTORS®, and Betsy Schultz, Eugene Association and Springfield (OR) Association of REALTORS®, will show how they have used issue mobilization grants, polling, and campaign tactics to shape the issue environment and push for legislation in Utah and Eugene, Oregon that addresses the housing affordability crisis in their areas.</p> | <p><b>Champion Industry Issues with Community Outreach</b></p> <p><b>Description:</b> Learn how to leverage REALTOR® Party Community Outreach grants and resources to help your association engage in addressing affordable housing challenges, community planning and development issues, revitalization opportunities and fair housing education, initiatives and activities.</p>   |



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|                   | RPAC TRACK  | CAMPAIGNS & ELECTIONS TRACK   | MEMBER & CONSUMER/COMMUNITY ADVOCACY ENGAGEMENT TRACK   |
|-------------------|---|---|---|
|                   | Location: Colorado EF   | Location: Denver Ballroom   | Location: Colorado A-D  |
| 3:30 pm - 4:10 pm | <p><b>Navigating The New World of Fundraising</b><br/> <b>Description:</b> Learn from fellow associations who adapted to the elimination of in-person fundraising options and created fun experiences that exceeded RPAC expectations. This discussion will cover GADs' innovative approaches to raising money and NAR resources available to help you succeed.</p> | <p><b>Training your Volunteer Leadership and Members How to Get Involved in Local Elections or Run for Office</b><br/> <b>Description:</b> Jaime Horbach, Iowa Association of REALTORS®, will discuss how Iowa has made it a priority to get REALTORS® to run for local office and how they recruit and train members to run and get involved. Kelli Walker Starrett, New Orleans Metropolitan Association of REALTORS®, will talk how about she uses NAR's Best Practices for Choosing REALTOR® Champions Course and other tactics to lead her members into making good electoral decisions.</p> | <p><b>Community Outreach Grants: Impact Stories</b><br/> <b>Description:</b> Hear from fellow GADs how REALTOR® Party Community Outreach grants and resources supported innovative housing and community development related initiatives.</p> |



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### Wednesday, July 21st: Professional Development Day

8:30 am - 4:30 pm

Registration Open

Location: Central Registration

7:45 am - 9:00am

Breakfast Served - Continental

8:00 am - 8:45 am

Welcome back message from GAD Chair

Logistics and overview for the day

Nomination of 2021 - 2022 GAD Vice chair - 5 minute speeches from each nominee.

Location: Colorado Ballroom

Introductions: GAD Chair

9:00 am - 10:00 am

Policy Keynote Address: Michael Steele and Tom Perez

9:00 am - 9:45 am: Speakers

9:45 am - 10:00 am: Q&A

**Description:** This keynote will be a back and forth discussion between two highly esteemed members of the political community. Both individuals having served as chair of their national political party (RNC and DNC), and have served in a variety of senior roles under presidential administrations. You are not going to want to miss this candid dialogue between two political heavy-weights.

10:00 am - 10:15 am

BREAK

10:15 am - 11:15

A Tale of Two Jobs

**Description:** It was the best of times, it was the worst of times, an unvarnished look at the path from GAD to AE from our peers who have made the journey and ways to better the GAD/AE relationship.

12:00 pm - 1:45 pm

Leadership Luncheon

12:15 pm - 12:45 pm: Lunch

12:45 pm - 1:45 pm: Panel

Location: Colorado Ballroom

Moderator: Kelli Walker Starrett

Speakers: Charlie Oppler & Bob Goldberg

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1:45 pm - 2:00 pm

BREAK

2:00 pm - 3:00 pm

**Cancelling the REALTOR® Voice: Dealing With Cancel Culture in Advocating for the REALTOR® Perspective**

**Description:** As the narrative changes and cancel culture broadens, learn from three of your GAD colleagues on the effect it has on REALTOR® advocacy efforts. Share your experience and let's collectively create solutions.

3:00 pm - 4:00 pm

**Overcoming the False Narrative: How to re-define reputation in advocacy**

**Description:** How do you protect yourself and your Association from false narratives and negative messaging that can arise during advocacy efforts. This session will show you hands-on ways for you to defend your brand - and compete in the media landscape.

4:00 pm - 4:15 pm

BREAK

4:15 pm - 5:15 pm

**From REALTOR® or GAD to Elected Official**

**Description:** REALTOR® world by day, elected official world by night. Hear first-hand how those in the REALTOR® family navigate their industry, constituents, the party and more. How did they get started in elected office and what has their experiences taught them, both in their profession and public service.

5:15 pm - 5:30 pm

**Closing remarks with logistics for the Reception and what to expect tomorrow**

**Speaker:** Kelli Walker Starrett

6:30 pm - 8:30 pm

**President's Reception**

**Location:** The Alley at Dairy Block

Heavy apps served, Beer, wine, soda bar

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### Thursday, July 22nd: Policy and Politics Day

8:30 am – 12:00 pm

Registration

8:00 am - 9:00 am

Networking Breakfast

8:00 am - 9:00 am: Breakfast

8:50: Opening Remarks

9:00 am - 10:00 am

**A 30,000 Foot View from Local to Federal Advocacy**

**Description:** Join NAR's Chief Advocacy Officer, Shannon McGahn, Michigan State GAD, Brad Ward, and Local Columbus, Ohio GAD, Brent Swander for a dialogue moderated by Bill Malkasian. This session will focus on the cohesive advocacy relationship at all levels of the organization.

**Introduction:** Kelli Walker Starrett

**Speaker:** Shannon McGahn, Chief Advocacy Officer

**Panelists:** Brad Ward, Vice President of Public Policy, Michigan Association of REALTORS®

Brent Swander, Vice President of Government Affairs, Columbus Association of REALTORS®

10:00 am - 11:00 am

**Redistricting: The Big Picture**

**Description:** A look at the national redistricting process and data collection during COVID, how will it affect state legislatures and how the GOP and DEM plan to react.

11:00 am - 11:15 am

BREAK

11:15 am - 12:15 pm

**Adaptive Re-Use: Commercial to Housing**

**Description:** Denver has been on the leading edge when it comes to adaptive reuse and our idea is to put together a panel that would take a look at these projects from all angles.

12:15 pm - 1:30pm

**Box Lunches and Breakouts Introduction: Brad Ward**

\*TWO SEPARATE ROOMS

1:30 pm - 1:45 pm

BREAK

1:45 pm - 2:45 pm

**Housing Supply: How to Talk Beyond Density**

**Location:** Colorado Ballroom

**Description:** As housing inventory becomes a scarcer resource countrywide, what policy solutions can be done at the local and state level to incentive production. This session will review the current state of affairs with housing inventory



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and examine ways to bring production up. We will hear from local and state GADs as well as local and state representatives from the Homebuilders Association.

**2:45 pm - 3:45 pm**

**Big Brother, Creepy Data, Moody Voters, and Polarizing Politicians – how to succeed in winning over the new electorate**

**Description:** Learn from polling and campaign experts and operatives about how we reach voters after the past few election cycles when voters and polls are changing the way we operate campaigns.

**3:45 pm - 4:00 pm**

**BREAK**

**4:00 pm - 5:00 pm**

**KEYNOTE II ADDRESS: Carlotta Walls LaNier (the youngest of the Little Rock 9)**

**Description:** A Mighty Long Way: My Journey to Justice at Little Rock Central High School

A key protagonist in one of the most gripping watershed moments of the Civil Rights Movement, Carlotta LaNier delivers powerful keynotes that reflect on history while inspiring hope for the future. An icon of perseverance and strength, in her lectures LaNier revisits the journey of the “Little Rock Nine” who led the nation on a turbulent path that challenged prevailing attitudes, broke down barriers, and forever changed the landscape of America. Her fascinating talks reflect on the history and current state of civil rights, race, and diversity.

**5:00 pm - 5:30pm**

**Thank you message from Chairwoman of the GAD Advisory Group, Kelli Walker Starrett**

**6:00 pm - 9:00 pm**

**GAD NIGHT OUT**

Come out for an evening of networking and celebration generously hosted by the Colorado Association of REALTORS® at one of Denver's premier venues.

**Location:** Number 38

**Dress Code:** Fun Casual

**RSVP Required**