Tuesday, July 19: NAR Day
(session location is Millennium Hall, unless otherwise indicated)

8:30am - 3:30pm
REGISTRATION OPEN
Location: Millennium Prefunction

9:00am - 9:45am
OPTIONAL WORKSHOP: HOW TO SUCCESSFULLY APPLY AND USE NAR’S COMMUNITY OUTREACH GRANTS AND RESOURCES
Location: Commonwealth Hall C & D

Description: During this introductory session, you will learn how to bring money and resources from Community Outreach back to your association to support your advocacy, engagement and education goals. Learn the steps to success for developing ideas and writing a compelling application.

Speakers:
- Greg Herb, REALTOR® Party Community Engagement Liaison
- Helen Devlin, Vice President, Strategy and Advocacy Operations
- Christine Windle, Director, Community Outreach
- Hugh Morris, Manager, Community Development and Growth
- Catherine Mesick, Coordinator, Advocacy Operations

9:45am - 10:00am
BREAK

10:00am - 10:45am
OPTIONAL WORKSHOP: TACKLE TOP-OF-MIND REAL ESTATE ISSUES WITH TRANSFORMING NEIGHBORHOODS
Location: Commonwealth Hall C & D

Description: Learn how associations worked to address declining housing stock and downtown disinvestment through NAR’s Transforming Neighborhoods in partnership with the Counselors of Real Estate Consulting Corp.

Speakers:
- Christine Windle, Director, Community Outreach, National Association of REALTORS®
- Samantha DeKoven, Director of Public Service Initiatives, The Counselors of Real Estate®
- Darin Watkins, Government Affairs Director, Spokane Association of REALTORS®

10:45am - 11:00am
BREAK
11:00am - 11:45am
NEW GAD WELCOME

**Description:** 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. *(First time Institute attendees will receive a special outreach regarding this session).*

11:45am - 1:00pm
LUNCH: BOX LUNCHES COMPLIMENTS OF NAR'S ADVOCACY GROUP

12:15pm - 12:45pm
INSTITUTE WELCOME & OVERVIEW TO REALTOR® PARTY DAY

**Description:** NAR and the GAD Chair welcome attendees to kick off an afternoon of three NAR Advocacy professional development tracks, sure to interest all GADs.

**Speakers:**
- Brad Ward, GAD Advisory Group Chair
- Jon Waclawski, Vice President, Political Advocacy, NAR

12:45pm - 1:00pm
BREAK
# 2022 GAD INSTITUTE AGENDA

**1:00pm - 4:00pm**

**CONCURRENT TRACK SESSIONS** *(attendees are welcome to attend any session in any track)*

<table>
<thead>
<tr>
<th>TRACK LOCATION</th>
<th>RPAC TRACK LOCATION: MILLENIUM HALL</th>
<th>CAMPAIGN &amp; ELECTIONS TRACK LOCATION: COMMONWEALTH C &amp; D</th>
<th>MEMBER &amp; CONSUMER/COMMUNITY ADVOCACY ENGAGEMENT TRACK LOCATION: COMMONWEALTH B</th>
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<td><strong>TITLE / TIME</strong></td>
<td>Recruiting the Next Generation of RPAC Investors 1:00pm – 1:45pm</td>
<td>Independent Expenditures: How to Get REALTOR® Champions Elected 1:00pm – 1:45pm</td>
<td>3 is the Magic Number for Consumer Advocacy 1:00pm – 1:45pm</td>
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| **DESCRIPTION** | Building a strong culture is pivotal to the continued success of RPAC, but how do you recruit the next generation of investors to be your future champions? Learn from GADs who’ve successfully tapped into their Young Professionals Network to continue their RPAC leadership pipeline. **Moderator:** Lauren Colicelli, Director, Political Fundraising, NAR  
**Speakers:** Catrin Latham, Government Affairs and Policy Specialist, Knoxville Area Association of REALTORS®  
Danielle Blake, Chief of Public Policy, Miami Association of REALTORS®  
Veronica Dickerson, Government Affairs Director, Northern Kentucky Association of REALTORS® | Have a member or someone friendly to your members running for office? Learn about the tools NAR provides to help get those REALTOR® Champions elected to state or local office. Hear from your fellow GADs about how they have successfully used these tools to shape their governor’s mansions, state legislatures, county commissions, city council and so much more. **Moderator:** Mitchell Norton, Manager, State & Local Independent Expenditures Program, National Association of REALTORS®  
**Speakers:** Aly Perkins, Government Affairs Director, Phoenix REALTORS®  
Mike Kelly, Director of Government Affairs, New York State Association of REALTORS® | Our land, properties, and homes are an essential source of refuge and stability. Learn how state and local associations are advocating, educating and reaching homeowners and non-homeowners on important housing related issues in their communities. **Moderator:** Erin Murphy, Senior Strategist, Consumer Advocacy, NAR  
**Speakers:** Rian Barrett, Government Affairs Director and Staff Vice President, Pasadena-Foothills Association of REALTORS®  
Charlie Hinderliter, Director of Government Affairs, St. Louis REALTORS®  
Doug Merriam, REALTOR® Party Advocacy Director, Michigan REALTORS® |
<p>| <strong>1:45pm – 2:00pm</strong> | BREAK | | |</p>
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<td>2:00pm – 2:45pm</td>
<td><strong>RPAC Federal Programs</strong>&lt;br&gt;Join Political Representatives April Gavin, Drew Myers and Patrick Wohl for a look into key elections, in 2022, as well as an in-depth overview of RPAC dollars at work and our forthcoming grassroots political activity on behalf of federal candidates. <strong>Speakers:</strong>&lt;br&gt;• April Gavin, Senior Political Representative, NAR&lt;br&gt;• Drew Myers, Political Representative, NAR&lt;br&gt;• Patrick Wohl, Political Representative, NAR</td>
<td><strong>(Rent) Control Alt Delete</strong>&lt;br&gt;Rent Control sounds like a good idea to legislators who are pushed to address affordable housing options, but these policy proposals can have negative impacts on the housing market and often hurts those intended to help. Join the discussion as our panel of experts discuss what is working (and not working) that you can copy/paste to reset the conversation in states and communities and “(Rent) Control Alt Delete” to take rent control policies off the table. <strong>Moderator:</strong>&lt;br&gt;• Melissa Horn, Policy Representative, State and Local Government, NAR <strong>Speakers:</strong>&lt;br&gt;• Beth Wanless, Director of Government Affairs, Ohio REALTORS®&lt;br&gt;• Christine Schachter, Government Affairs Director, Pacific West Association of REALTORS®</td>
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| 2:45pm – 3:00pm | **Lay the Groundwork and Advance Industry Issues with Community Outreach**<br>Hear from fellow GADs how REALTOR® Party Community Outreach grants and resources supported affordable housing challenges, community planning and development issues, revitalization opportunities and fair housing advocacy and engagement initiatives. Session includes opportunity to meet one-on-one with grant staff to brainstorm ideas on how your association can leverage a grant. **Speakers:**<br>• Greg Herb, REALTOR® Party Community Engagement Liaison<br>• Hancen Sale, Government Affairs and Policy Director, Knoxville Area Association of REALTORS®<br>• Joshua Veverka, RCE, Government Affairs Director, Northern Virginia Association of REALTORS®<br>• Chuck Liedike, Field Operations and Grassroots Manager, Pennsylvania Association of REALTORS®<br>• Michael Cooper, Michael Cooper, Shared & Regional Government Affairs Director, North Carolina REALTORS® | **BREAK**
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| How to Achieve your RPAC fundraising goals with the help of the PAC Management System 3:00pm – 3:45pm | Join the Aristotle team as we share case study examples to achieve your RPAC goals with the help of our data, technology, and consulting expertise. The PAC Management System is a free resource that is available to all state and local associations. New and seasoned GADs will find this information valuable. **Speakers:**  
  - Laura Bailey, Vice President of Consulting, Aristotle International, Inc.  
  - Jennifer Hamilton, Vice President of Consulting, Aristotle International, Inc. |
| Try, Try, and Win: Using Issues Mobilization Advocacy Campaigns to Stop Attacks on Short Term Rentals 3:00pm – 3:45pm | Over the last 6 years the Michigan Government Affairs team has worked to pass statewide legislation that would stop all the local attacks on short term rental for the last three sessions. They will share with you what they learned about the issue, what worked and didn’t work with the various advocacy campaigns, and how they finally broke through. **Speakers:**  
  - Brad Ward, Vice President of Public Policy and Legal Affairs, Michigan REALTORS®  
  - Brian Westrin, General Counsel, Michigan REALTORS® |
| Become a Fair Housing Champion in Your Community and at the State House 3:00pm – 3:45pm | Hear from fellow GADs about opportunities, challenges, and lessons learned in state and local fair housing advocacy. Learn about how NAR Fair Housing grants and resources can support your initiatives that advance fair housing and help close racial and ethnic homeownership gaps. **Speakers:**  
  - Lacey Everett, Director of Political Affairs, MIBOR REALTOR® Association  
  - Marlo Paventi Dilts, Senior Director of Public Policy & Government Affairs, Long Island Board of REALTORS®  
  - Sanjay Wagle, Senior Vice President Governmental Affairs and Chief Lobbyist, California Association of REALTORS®  
  - Alexia Smokler, Director, Fair Housing Policy & Programs, NAR  
  - Catherine Mesick, Coordinator, Advocacy Operations, NAR |

4:00pm - 5:00pm  
**FEDERAL LANDSCAPE**

*Description:* NAR staff and consultants will address the real-time climate in Washington and will discuss the federal electoral landscape ahead of the November elections.  
**Moderator:**  
- Joe Harris, Vice President, Government Advocacy, NAR  
**Speakers:**  
- Mary Beth Stanton, Partner, Invariant Group  
- Brendan Dunn, Partner, Akin Gump
6:00pm - 8:00pm
**NAR WELCOME RECEPTION - Sponsored by NAR Political Representatives** *(Dinner on your own)*

*Location:* Spin Philadelphia, 211 S 15th St, Philadelphia, PA 19102 *(Corner of 15th & Walnut)*

*Description:* At SPIN, we come together to socialize and celebrate play. At our core is the drive to connect through ping pong—a game that transcends age, gender, ethnicity, and all physical boundaries. We are the original ping pong social club, your offline social network, a place to call home. We welcome diversity and embrace the unconventional.

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**Wednesday, July 20: Professional Development Day**

*(session location is Millennium Hall, unless otherwise indicated)*

8:30am - 1:00pm
**REGISTRATION OPEN**

*Location:* Millennium Prefunction

8:30am - 10:00am
**CONTINENTAL BREAKFAST**

9:00am - 9:45am
**DAY 2 WELCOME**

*Speakers:*
- Brad Ward, GAD Advisory Group Chair
- Councilmember Allan Domb

9:45am - 10:00am
**BREAK**

10:00am - 10:45am
**STRATEGIC PLANNING IS YOUR FRIEND - GROW YOUR ADVOCACY PROGRAM AND YOURSELF**

*Description:* Taking a strategic approach to advocacy (and the way you do your job) is key to providing value to your association. Hear from Bill Malkasian and a panel of state and local GADs about best practices for building an advocacy plan within your association's strategic plan, engaging volunteer leaders (and your AE) and leveraging national and state resources to create a comprehensive, Rockstar advocacy program.

*Moderator:*
- Bill Malkasian, Senior Advisor, NAR

*Speakers:*
- Veronica Dickerson, Government Affairs Director, Northern Kentucky Association of REALTORS®
- Tom Larson, Executive Vice President, Wisconsin REALTORS® Association
- Matthew Leger, Sr. Vice President of Public Policy & External Affairs, Broward, Palm Beaches & St. Lucie REALTORS®
• David Stark, Chief Public Affairs and Communications Officer, Bay East Association of REALTORS®
• Mark Zimmerman, Senior Vice President of External Affairs, North Carolina REALTORS®

10:45am - 11:00am
BREAK

11:00 am - 11:45 am
TELLING YOUR OWN STORY

Description: Getting your story told has become among the biggest hurdles in our advocacy efforts and many associations are bypassing traditional media and doing it themselves. This session will reveal how you can get your story told; with a checklist of solutions you can use immediately.

Moderator:
• Marta Golding Brown, Vice President of Advocacy & Public Affairs, Ventura County Coastal Association of REALTORS®

Speakers:
• Caitlin Donahue, CEO, Seven Star Strategies
• Darin Watkins, Government Affairs Director, Spokane Association of REALTORS®

11:45am - 2:00pm
LUNCH ON YOUR OWN

2:00pm - 2:45pm
USE DATA LIKE A BOSS

Description: Head spinning? Don't know where to start? Level up your training and learn how to strategically use data to gain an edge. This session trains you on how to find, analyze, and implement the data like a boss.

Moderator
• Neely Erickson, Government Affairs Director, Illinois REALTORS®
• Veronica Dickerson, Government Affairs Director, Northern Kentucky Association of REALTORS

Speakers:
• Marlo Paventi Dilts, Senior Director of Public Policy & Government Affairs, Long Island Board of REALTORS®
• Dirissy Doan, Government Affairs Director, Orange County REALTORS®
• Karen France, Senior Vice President, Market Engagement, REALTORS® Property Resource, LLC

2:45pm - 3:00pm
BREAK
3:00pm - 4:00pm
**BREAK-OUT SESSIONS**  
*State Break-out Location:* Millennium Hall  
*Local Break-out Location:* Commonwealth Hall B, C & D

4:00pm - 5:30pm
**BREAK**

5:30pm - 7:30pm
**President's Reception**  
*Location:* 33rd Floor of the Loews Philadelphia Hotel

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**Thursday, July 21: Policy and Politics Day**  
*(session location is Millennium Hall, unless otherwise indicated)*

8:00am - 9:00am
**CONTINENTAL BREAKFAST**

8:30am - 12 Noon
**INFORMATION DESK**  
*Location:* Millennium Prefunction

9:00am - 9:45am
**SHIFTING DEMOGRAPHICS - LESSONS LEARNED**

*Description:* Many of our state and local communities are experiencing a shift in demographics leading to new dynamics in government. Associations across the country cannot conduct advocacy as usual- how do we ensure REALTORS® are being heard, our issues are being advocated for, and our membership is on board? Raymond Glendening, Founder and CEO of Scarlet Oak Strategies, will present on best practices for securing wins amidst changing demographics.

*Speakers:*
- Raymond Glendening, CEO & President, Scarlet Oak Strategies

9:45am - 10:00am
**BREAK**
10:00am - 10:45am

**LICENSING REGULATIONS**

**Description:** Many states are examining their occupational licensing requirements in an effort to reduce barriers to employment. Unfortunately, these well-intentioned proposals can diminish the professional standards each state's real estate licensing body (and REALTOR® associations) have worked hard to create and maintain. We will look at how state associations have dealt with this legislation and protected the high professionalism in our industry.

**Speakers:**
- Beth Wanless, Director of Government Affairs, Ohio REALTORS®
- Clarke Wise, Vice President of Government Relations, Mississippi REALTORS®
- Matt Contorelli, Government Affairs Director, Arizona REALTORS®

10:45am - 11:00 am

**BREAK**

11:00am - 11:45am

**YEARS IN THE MAKING: FACING DOWN THE AFFORDABILITY & AVAILABILITY GAP**

**Description:** Inventory is at all-time lows, driving prices through the roof. Metro regions are facing shortages of developable land, while rural and suburban areas face backlash against development. We'll share different tools that jurisdictions have utilized to effect policy, and focus on ways to communicate while building towards change.

**Speakers:**
- Bryan Greene, Vice President of Policy Advocacy, NAR
- Tracy Loh Hadden, Fellow, The Anne T. and Robert M. Bass Center for Transformative Placemaking, BROOKINGS Metro

12:00pm - 1:30pm

**2022 GAD INSTITUTE LUNCHEON**

**Description:** NAR Leadership will participate in a casual Q&A and open the floor for questions from GADs.

**Speakers:**
- Leslie Rouda Smith, President, NAR
- Kaki Lybbert, Vice President Advocacy, NAR
- Hagan Stone, REALTOR® Party Director, NAR

1:30pm - 1:45pm

**BREAK**
1:45pm - 2:45pm
FAIR HOUSING AND THE APPRAISAL GAP

**Description:** Join us for a discussion about appraisals and if there are direct or indirect practices affecting communities of color. Improper valuations can impact the promise of fair housing and restrict one of the greatest promises of real estate: generational wealth. Professor Junia Howell, an urban sociologist, will discuss her years of research on wealth inequality, housing policies and appraisals. Maureen Sweeney will discuss her experience as an appraiser and what she is seeing in the field.

**Moderator:**
- Katharine Wendt, Grassroots Operations Director, North Carolina Association of REALTORS®

**Speakers:**
- Dr. Junia Howell, Urban Sociologist, University of Illinois, Chicago
- Maureen Sweeney, Real Estate Appraiser

2:45pm - 3:00pm
BREAK

3:00pm - 4:00pm
KEYNOTE ADDRESS

**Moderator:**
- Brad Ward, GAD Advisory Group Chair

**Speakers:**
- Bakari Sellers, CNN Political Analyst
- Amy Holmes, Acclaimed Political Commentator

4:00 pm - 4:30pm
CLOSING OF THE GAD INSTITUTE

**Speakers:**
- Brad Ward, GAD Advisory Group Chair

6:00pm – 9:00pm
GAD NIGHT OUT (RSVP Required)

**Location:** Victory Brewing Company, 1776 Benjamin Franklin Pkwy, Philadelphia, PA 19103

**Dress code:** Fun Casual