

# SCHEDULE OF EVENTS: 2007 CONFERENCE & EXPO

Wednesday, November 14

## WEDNESDAY IS REBAC DAY



Special sessions  
for buyer reps!

## WEDNESDAY IS COMMERCIAL DAY



Special sessions  
for  
commercial  
real estate  
professionals!

8:30 am - 9:45am

### EES: Establishing a Meaningful Relationship With People

The Venetian Resort Hotel Casino  
Venetian Ballroom F, Level 2



Coach, sports analyst and author, Lou Holtz, In-Person! The Coach has inspired many to achieve greatness both on and off the football field. During his distinguished career, he has also bought and sold many houses. His stories will reflect those experiences. His leadership principles and teamwork principles are being transplanted from the sports arena to the workplace by audiences across the country. You will understand how to apply his definition of meaningful relationships as you assess your strengths to achieve ever greater success.

Speaker: Lou Holtz, Washington Speakers Bureau, Alexandria, VA



Lou Holtz

9:00am-4:00pm

### REALTORS® Expo

The Sands Expo & Convention Center  
Halls A - C, Level 2

More than 650 exhibitors are ready to share new productivity ideas, discuss product features and make deals.

Be sure to complete and turn in your Cash In and Win! cards for drawings at 12 noon and 3:30pm!

9:00am-10:30am

### How To Work The Conference To Build Referrals

The Sands Expo & Convention Center  
Hall G, Level 1



Whether you're a first time attendee or a veteran, this dynamic and interactive session will provide the essential tools to build relationships that blossom into referrals. Learn how to make a positive, memorable impression and converse with strangers, beginning with 'breaking the ice' to exiting conversations graciously. Discover how to make your conversations count by establishing common bonds and turning small talk into THE BIG TALK that builds collegial networks. Repeat on Tuesday 9am.

Speaker: Susan RoAne, The RoAne Group, Greenbrae, CA



Susan RoAne

9:00am-10:30am

### REBAC Day: Skills and Tools for Putting On A Homebuying Seminar

The Venetian Resort Hotel Casino  
Veronese 2501B, Level 2



Learn how to deliver a successful homebuyer seminar, implement ideas from experienced REALTORS® who deliver homebuyer seminars and share the benefits that results from successful seminars including client acquisition and community exposure.

Speakers: Randy R. Templeman ABR, CRS, CRB, PMN, PREMIER Group, Endicott, NY

Peter West ABR, CCIM, CRS, Premier Realty Concepts, North Adams, MA



9:00am-10:30am

### Commercial Day: Demystifying Commercial Real Estate Part I; Due Diligence

The Venetian Resort Hotel Casino  
Marco Polo 803, Level 1



Learn from a seasoned land veteran about the surprises encountered in his transactions. Share in due diligence issues, seek out and eliminate the delays in land deals, and learn to spot the deal killers.

Speaker: Bill Eshenbaugh ALC, CCIM, Eshenbaugh Land Co., Tampa, FL



Bill Eshenbaugh

9:00am-10:30am

### Marketing 2.0: Technology Driven Results

The Venetian Resort Hotel Casino  
Casanova 503, Level 1



Strategically use your marketing budget to build more traction and convert more leads using the Internet. You will learn how to market in the digital age, gain exposure to different marketing mechanisms, and gain an understanding of the need for determining return on investments (ROI) of marketing dollars.

Panel Moderator: Christopher McKeever, NAR's Center for REALTOR® Technology, Chicago, IL

Panelists: Frank Breithaupt, Homescape.com, Chicago, IL  
Brendon Kraham, Google, Fairfax, CA

Alexandra K. Green, Real Living, Inc., Columbus OH

Adam Goldberg, ClearSaleing, Dublin, OH

Derek Overbey, Intero Real Estate Services, Coopertino, CA



**DON'T MISS A SESSION!**

Audio MP3s and CDs  
of most sessions  
will be available



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CONFERENCE GUIDE