



**Now is the time to sign up for the 2010  
Convention and Trade Show in Juneau!**

**September 14 through 17**

**[www.AlaskaREALTORS.COM](http://www.AlaskaREALTORS.COM)**

We have a brand new [Convention website](#) which makes it easy peasy to register for the Convention and Trade Show, get your reservation in the main Convention hotel, and take advantage of the special Convention rate through Alaska Airlines!

*This is one Convention you will not want to miss; we have something for everyone.....residential, commercial, property managers and affiliates.*

In addition, the theme “**Growing Beyond Green**” will provide everyone with information to take advantage of this nationwide, worldwide trend.

Each newsletter will highlight some of the main reasons you will want to sign up for this Convention. This newsletter we are concentrating on ...

[Adorna Carroll](#), ABR, ABRM, GRI, SRS, SRES, SFR, PMN, ePRO



Adorna is considered one of the most effective facilitators of Strategic Planners for MLSs, Local Associations, State associations and Real Estate Firms in the US. She is a nationally recognized expert in Buyer Agency, Seller Agency and Agency Relationships - and was honored as Connecticut's Trainer of the Year in 1999 and named to the Real Estate Buyer's Agent Council (REBAC) Hall of Fame in 2001.

Adorna is also one of the owners of Realty3 Inc. a large multi-office firm in Connecticut. Along with her team, Adorna continues to represent buyers and sellers, counsels her agents in resolving field issues and specializes in implementing efficient systems, policies and infrastructure for the firm.

Adorna was the President of the Connecticut Association of REALTORS® in 1997, was the NAR Region 1 Vice President - 2001; Liaison to the Association Leadership Group - 2002; Liaison to Education, Communication & Information - 2003; RPAC Trustee - 2004; Vice President and Liaison to Committees - 2005; Chief Political Fundraiser - 2006; Liaison to Real Estate Services - 2007 and the 2010 Vice-Chair to the State Leadership Forum.

Adorna has been to Alaska twice to conduct leadership training during our January Leadership Conference.

On Wednesday, Adorna will be holding a 3-hour pre-course for [NAR's Green Designation](#). (We will be applying for elective continuing education credit for her course).



For your information, NAR's Green Designation Core Course provides real estate professionals with knowledge and awareness of green building principles applied in residences, commercial properties, developments, and communities so that they can help consumers in purchasing, retrofitting, and operating green properties. The course encourages the real estate professional to be an advocate for green principles in the design and use of homes and commercial buildings and a positive force for creating sustainable communities.

In order to earn NAR's Green Designation, you must successfully complete the Core Course and one of three elective courses. Elective courses are Green Residential Real Estate, Green Commercial Real Estate, and Green Property Management.

As a certified Green instructor and co-writer of these courses, Adorna's course is designed to give everyone whether in residential, property management or commercial an introduction to the goals and objectives of the Green designation and to give you tools you can use now in each of your disciplines.

The learning objectives for the main core course are as follows:

- ✦ Integrate green concepts and benefits into a personal viewpoint that informs choices in real estate business practice.
- ✦ Acquire the concepts and vocabulary of the green paradigm as applied in real estate and use this terminology correctly in interactions with customers and clients.
- ✦ Recognize, validate, and respond to concerns and priorities of the green-generation consumer—seller, buyer, tenant, builder, developer.
- ✦ Make the appropriate disclosures consistent with NAR Code of Ethics and state regulations.
- ✦ Describe the interrelationships of sustainable communities, smart growth, natural habitat conservation, New Urbanism, and land planning with green homes and buildings.
- ✦ Acquire awareness of trends in public and consumer sentiment on quality of life issues and community economic development.
- ✦ Identify how the green philosophy can be employed in housing of all types.
- ✦ Recognize the features that make a home or building green and resource efficient in construction or remodeling, use, and operation.
- ✦ Recognize and respond to obstacles—regulatory, zoning, building codes, costs, perceptions, lack of knowledge—that can impede green development and construction.
- ✦ Inform customers and clients of the significance of LEED, Energy Star, and other rating systems.
- ✦ Discuss the cost-benefit of resource-efficient building and home systems, materials, land usage, and maintenance.
- ✦ Adapt listing presentations and buyer-counseling sessions to address concerns and priorities of the green consumer.
- ✦ Price and market resource-efficient properties.
- ✦ Guide buyers in finding and making an offer on a resource-efficient property.
- ✦ Guide consumers in finding qualified professionals who are familiar with and practice green home/building principles.
- ✦ Inform customers and clients of green mortgage options and state/local incentives that encourage and enable resource efficiency.
- ✦ Use the course material and green designation as marketing tools.
- ✦ Implement resource-efficient and green practices in the real estate office environment.
- ✦ Form coalitions with community planners and groups to foster resource-efficient communities and lifestyles.

For more information on the Convention, visit our website [www.AlaskaREALTORS.com](http://www.AlaskaREALTORS.com) today and take advantage of the early bird discount!

For questions on registration, sponsorships, or trade show, e-mail: [PeggyAnn@ACHConsulting.com](mailto:PeggyAnn@ACHConsulting.com)

***More next week!***

FYI...

- [Alyeska Title](#) is doing our cool convention badges

- [Alaska USA](#) is doing the welcome gift ☺
- [Stewart Title](#) is doing the great bags!
- [Wells Fargo Home Mortgage](#) is handing the entertainment!

### Convention Snapshot:

#### ✚ Tuesday:

- **12 Registration Opens at Centennial Hall**
- 1:30 [Prudential SE AK Real Estate](#): BOD Meeting – Baranof Hotel
- 1:30 – 4:30 **Trade Show Grand Opening** (make sure you arrive in time for the Trade Show!)
- 5:00 [SE Alaska MLS](#): Ice Breaker Baranof Hotel

#### ✚ Wednesday:

- All Day [Homes and Land](#) Bloggers/Internet Lounge
- 8:00 – 9:00 [Alaska MLS](#): Continental Breakfast
- 9:00 – 9:30 [Alaska MLS](#): Opening Ceremony
- 9:30 – 12:30 [Residential Mortgage](#): [Adorna Carroll](#) – Opening Speaker
- 12:30 – 2:00 [AHFC](#): Trade Show Lunch
- 2:00 -5:00 Education
  - [Alaska USA Mortgage](#) – Residential
  - [Century 21 Totem Properties](#) – Property Management
  - [Coldwell Banker Race Realty](#) - Commercial
- 2:00 – 4:30 [Coldwell Banker Race Realty](#) Interest Roundtables for Affiliates and REALTORS not taking courses
- 4:30 – 5:30 Trade Show
- 6:00 [State Farm Insurance - Jim Kelly](#): Affiliate Night

#### ✚ Thursday:

- All Day [Homes and Land](#) Bloggers/Internet Lounge
- 8:00 – 9:00 [Alaska MLS](#): Continental Breakfast
- 9:00 General Membership Meeting
- 12:00 – 1:30 [Pacific Northwest Title](#) / [Fairbanks Title Agency](#) / [TIA](#) / [South Central Title Agency](#): Celebration of Past Presidents/REALTOR’S of the Year Lunch
- 1:30 – 4:30 Education
  - [Alaska USA Mortgage](#) – Residential
  - [Century 21 Totem Properties](#) – Property Management
  - [Coldwell Banker Race Realty](#) - Commercial
- 1:30 – 5:00 Trade Show

- 2:00 – 4:30 [Coldwell Banker Race Realty](#) Interest Roundtables for Affiliates and REALTORS not taking courses
- 6:-00 [First American Title](#): ARPAC Night / Auction

 **Friday:**

- All Day [Homes and Land](#) Bloggers/Internet Lounge
- 8:00 – 9:00 [Alaska MLS](#): Continental Breakfast
- 9:00 – 12:00 Education
  - [Alaska USA Mortgage](#) – REALTOR.COM Course
  - [Century 21 Totem Properties](#) – Property Management
  - [Coldwell Banker Race Realty](#) - Commercial
- 9:00 – 12:00 [Coldwell Banker Race Realty](#) Interest Roundtables for Affiliates and REALTORS not taking courses
- 9:00 – 12:00 Trade Show
- 12:00 – 1:30 [CRS](#) / [Capital City Weekly](#): ISC Lunch (Institutes, Societies, and Councils of NAR) Featuring CRS
- 1:30 -4:30 Closing Speaker [Karel Murray](#)! – Closing Speaker
- 5:00 – 6:00 [First American Title](#): ARPAC \$99 Club Cocktail Party (must have contributed \$99 in 2010)
- 5:00 – 6:00 Open Cocktail Party, Centennial Hall Lobby
- 6:00 [First Bank](#): Awards Night Dinner / Awards Centennial Hall