



**ARELLO**<sup>®</sup>

**2013 Annual Conference  
Seattle, Washington, USA  
September 18 - 22, 2013**

**sharing ideas  
shaping regulation**



Program Booklet

September 18, 2013

Welcome Members and Guests!

It is my pleasure to welcome you to ARELLO's 2013 Annual Conference. Some of you have traveled across oceans to be here while others have just had to come down the street. What is important is that you have all arranged your schedules to be here in Seattle.

Last year at my Installation, I reflected on the changes I've seen in ARELLO® over the years and the challenges that ARELLO® faces, as well as its members in their own jurisdictions. What makes ARELLO® valuable is its unique ability to connect member-to-member to facilitate the flow of information, especially when we are all gathered together.

Use this conference to meet with Commissioners or Board members, administrators, executives, staff and affiliates from other jurisdictions throughout the world, and exchange ideas on how to work together to improve the administration and enforcement of real estate license and regulatory laws. While every jurisdiction is different, we all have common issues and concerns that we can solve together.

During my tenure as President of ARELLO®, I have had many occasions to thank those who have made, and continue to make, an impact in real estate regulation. I will be acknowledging many of those members during our time together as I think it is important to give kudos to those who so willingly share the lessons they have learned in order to protect the public.

I'd like to take a moment to thank the Program Committee for its work in assembling such an interesting array of speakers and events for our 2013 Annual Conference. We'll learn how flinging fish leads to improved cooperation in the workplace. Other sessions will address what we have learned from the real estate meltdown, scams involving resort property re-sales, and the impact of the Millennial generation on real estate transactions and licensing.

And finally, a thank you to our sponsors, whose generous support helps to underwrite the cost of our Annual Conference and events.

I hope at the close of the 2013 Conference that you leave feeling reinvigorated and well-prepared for the challenges ahead.

Sincerely,



Leon W. Lewis  
ARELLO® President



## wednesday, september 18

6:00 PM A Night at Casino ARELLO

## thursday, september 19

7:15 AM New Member Orientation  
Teresa Hoffman

6:30 PM Welcome Reception - Seattle Aquarium

## friday, september 20

8:00 AM Annual Conference kickoff!  
Opening Remarks - President Leon Lewis

11:45 AM Awards Luncheon

3:00 PM General Assembly

## saturday, september 21

6:00 AM Poker Run/Walk/Roll

1:00 PM Board of Directors Meeting

5:30 PM Officer Installation Reception and Dinner



The Experience Music Project Museum (EMP) is home to the famous three story guitar tower, a spiraling collage of musical instruments.

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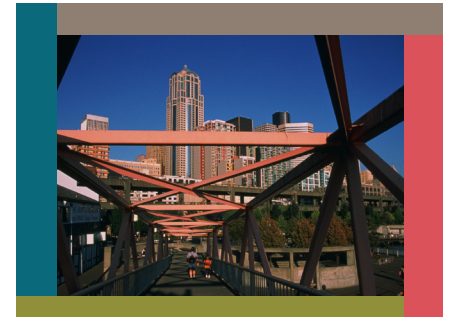


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*Directors*

### Mahmoud Al Burai

Real Estate Regulatory Agency of Dubai

### Yafea Faraj

Ajman Real Estate Regulatory Agency - ARRA

# wednesday, september 18

10:00 am–12:00 pm	Registration Desk - District 1	Cascade Foyer North	9:15–10:00 am	Exam Accreditation Committee	Vashon
11:30 am–3:00 pm	District 1 Conference	St. Helens		<b>*Open Session*</b>	
12:00 pm–4:00 pm	Registration Desk - Full Conference	Cascade Foyer North	10:00-10:15 am	Networking Break	Cascade Foyer North
3:30–5:00 pm	Program Committee Meeting	Vashon	10:15–11:30 am	Information Technology Task Force & Communication Task Force	St. Helens
5:00–6:00 pm	New Member and First Time Attendees Meet and Greet	Meet in Hotel Lobby		Investigator/Auditor Resource Committee	Adams
				Nominating Committee	Olympic
6:00–9:00 pm	<b>A Night at Casino ARELLO®</b> A fundraiser for the ARELLO® Foundation. Black and white apparel requested, but not required (this is NOT a formal event). Network and mingle while playing a variety of casino games (for entertainment only). You may also choose to participate in the raffle, silent auction, and 50/50 draw!	Grand 3	10:15–11:30 am	<b>“Reflecting the real world demand in licensing examination”</b>	Vashon

This education session, open to all, will help put the speculations surrounding licensing exams aside by providing an overview of the Exam Accreditation Program and its benefits; highlighting the importance of Job and Task Analysis in the development of licensing exams; explaining how tests are developed; stressing on key issues in developing math questions, and revealing fresh new ideas in the exam development.

Presenters:  
Dr. JoEllen Carlson, Larry Outlaw, Ward Weller and testing vendors’ representatives.

continued on next page...

# thursday, september 19

7:00–5:00 pm	Registration Desk	Cascade Foyer North
7:15-7:45 am	New Member Orientation	Vashon
7:45–8:15 am	District 1 Caucus	Vashon
	District 2 Caucus	Olympic
	District 3 Caucus	St. Helens
	District 4 Caucus	Blakley
	District 5 Caucus	Orcas
	District 6 Caucus	Adams
8:15-8:30 am	Networking Break	Cascade Foyer North
8:30–9:15 am	Exam Accreditation Committee	Vashon
	<b>*Closed Session*</b>	
8:30–10:00 am	Law and Regulation Committee	St. Helens
	Membership Committee	Adams
	Timeshare Advisory Group	Orcas
	Real Estate Practices Advisory Group	Stuart
	Joint Meeting: Auction & Home Inspection Advisory Groups	Olympic
	Mortgage Advisory Group	Blakely



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11:30 am–1:00 pm	Lunch on your own	
11:30 am–12:45 pm	Executive Committee Working Lunch	Blakely
1:00–2:30 pm	Governance Review Committee	St. Helens
	Appraisal Advisory Group	Blakely
	Education Certification Committee	Vashon
	Fair Housing Committee	Olympic
2:30–2:45 pm	Networking Break	Cascade Foyer North
2:45–4:30 pm	Finance Committee/Audit Committee	St. Helens
	Affiliate Forum	Vashon
	Global Regulatory Task Force	Olympic
	Commissioner Forum	Orcas

## welcome reception

6:30–8:30 pm	<b>Welcome Reception</b>	Seattle Aquarium
	Catch up with your ARELLO® friends-- old and new!	
	Welcoming Remarks from Kim Wyman, Secretary of State ~	
	Join us for a reception held at the Seattle Aquarium for an evening of aquatic life, delicious hors d'Oeuvres, and friendly conversation.	
	*Transportation will be provided by ARELLO®.	
	First bus leaves hotel at 6:15 pm and the second bus will leave at 6:30 pm.	

## friday, september 20

7:00 am–5:00 pm	Registration Desk Hours	Cascade Foyer North
8:00–8:15 am	<b>Opening Remarks</b>	Cascade Ballroom
	Join us as we officially kick-off Annual Conference 2013 with a Seattle greeting and welcome remarks from 2013 President Leon Lewis and Pat Kohler, Director of the WA Department of Licensing	

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11:30-11:45 am

## Current Issues Impacting Multiple Listing Associations

Tom Hurdelbrink

Cascade Ballroom

Northwest Multiple Listing Service

## awards luncheon

11:45 am–1:00 pm

Awards Luncheon

Grand 3

\*Open for All Attendees\*

1:15–2:45 pm

## Resort Property Resale Scams

Cascade Ballroom

For years, the resort industry has battled resale scams that have threatened both the consumer and the development of a viable secondary market for resort property owners. This session will highlight how consumer protection efforts are being engaged at both federal and state levels to crack down on resale scams and assist owners of resort property.

Presenters:

Lisa Erwin, *Senior Counsel,*  
*State of Washington Attorney General's Office*  
Mary Benfield, *Attorney, Federal Trade Commission*  
David Reardon, *Supervisory Postal Inspector,*  
*United States Postal Inspection Service*

8:15–9:45 am

## Loving What You Do - Doing What You Love

Cascade Ballroom

Pike Place Fish Market & Creative Business Futures

This opening general session is a session built around the work style and behavior of employees exhibited at the famous Pike Place Fish Market in Seattle and the book, "Fish," by

Stephen C. Lundin, Ph.D, Harry Paul, and John Christensen.

9:45-10:00 am

Networking Break

Cascade Foyer North

10:00–11:30 am

## The Role of Real Estate Professionals in the Aftermath of the Meltdown

Cascade Ballroom

Robert M. McKenna, partner in Orrick, Herrington & Sutcliffe LLP Seattle office, is co-head of the firm's Public Policy Group. The former Attorney General of the State of Washington, Mr. McKenna is accomplished in all areas of public policy, appellate law and

2:45–3:00 pm

Networking Break

Cascade Foyer North

3:15–4:15 pm

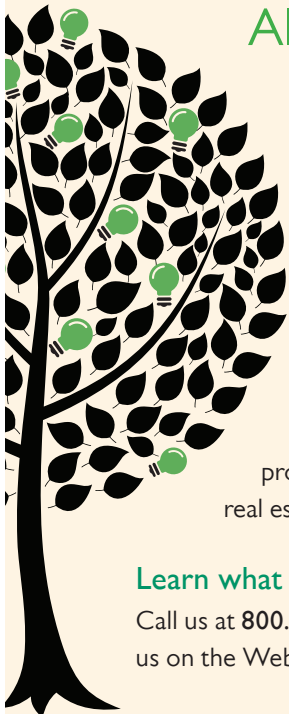
## General Assembly

Cascade Ballroom

continued on next page...

# saturday, september 21

6:00–7:00 am	Poker Run/Walk/Roll	Hotel Lobby
	Start off your day with a little exercise on a 2-mile (approximate) untimed loop. Go at your own pace, and draw a card at each station around the course. The best poker hand back at the hotel wins a prize!	
7:30 am–3:30 pm	Registration Desk Hours	Cascade Foyer North
8:30–9:30 am	<b>Generational Trends - Millennials Change Homeownership Rules...and Licensees</b>	Cascade Ballroom
	Media reports continue to focus on declining homeownership rates. Real Estate Commissions continue to wonder what this all means to licensee counts. This presentation will discuss recent research on the likely trends in homeownership by Millennials (Gen Y) and what that means in terms of the numbers of licensees and how regulatory needs may change.	
	Presenter: Glenn Crellin - Associate Director for Research Runstad Center for Real Estate Studies	
9:30–9:45 am	Networking Break	Cascade Foyer North
9:45–11:45 am	<b>Case Law Update</b>	Cascade Ballroom
	This always-popular conference session is presented by the Law Committee and features select case studies that always guarantee a lively discussion!	
	Presenters: Janet Thoren, Legal Counsel - North Carolina Real Estate Commission Don Harris, Board Counsel - Montana Board of Realty Regulation	
11:45 am–12:45 pm	ARELLO® Foundation Working Lunch	Adams
12:00-1:00 pm	Lunch On Your Own	



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1:00–4:00 pm	<b>ARELLO® Board of Directors Meeting</b>	Cascade Ballroom
	<i>Everyone is encouraged to attend</i>	
2:30–2:45 pm	Networking Break	Cascade Foyer North

### installation reception & dinner

5:30–6:30 pm	<b>Installation Reception</b>	Cascade Foyer North
6:30-9:00 pm	<b>Installation Dinner</b>	Grand 3
	Join us for this wonderful event that will begin another year of successful real estate regulatory practice. This evening will begin with cocktails and hors d'ourves with the reception followed by dinner and the installation of ARELLO's 2014 new Officers Dress: After 5 ~ <b>Formal</b>	

continued on next page...



**sunday, september 22**

7:00–8:15 am	Program Committee (working breakfast)	Vashon
7:00–8:15 am	Breakfast for all	Elliot Bay
8:30–11:30 am	Education Forum	Cascade 1
8:30–11:30 am	Administrators Forum	Cascade 2
8:00–8:30 am	Registration for Commissioner College	St. Helens
8:30–4:30 pm	Commission College 101	St. Helens

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### speaker bios

**Mary Benfield** has been an attorney with the Federal Trade Commission's Northwest Region since 1989. She received her J.D. from Seattle University School of Law (formerly University of Puget Sound School of Law). She has handled numerous consumer protection matters for the Commission, including scams involving debt relief, mortgage assistance, business opportunities, advance fee loans, and foreign lotteries, to name a few. She is the FTC's lead attorney in FTC and State of Florida v. Vacation Communications Group, LLC, et al., Civ. No. 6:13-cv-789-Orl-RBD-DAB, a case involving the marketing of timeshare resale services.

**Lisa Erwin** is currently a Senior Counsel in the State of Washington Attorney General's Office. She joined the Washington Attorney General's Office in 1986 as an attorney after being admitted to practice law in the State of Washington. A skilled litigator, she has extensive experience in protecting consumers and prosecuting those involved in unfair business practices and fraud. She has been actively involved in educating the citizens of the State of Washington to help them identify and protect themselves from scams. Lisa received her Bachelor's Degree from Gonzaga University and her Juris Doctor from Gonzaga University School of Law.

**David M. Reardon** is a Supervisory Postal Inspector with the United States Postal Inspection Service assigned to the Boston Field Division. The U.S. Postal Inspection Service is the primary investigative and law enforcement arm of the U.S. Postal Service. The Postal Inspection Service has a broad investigative mandate which includes the enforcement of over 200 federal statutes which include offenses related to; child exploitation, mail bombs, assault, robbery, homicide, identity theft and fraud.

Inspector Reardon is responsible for the activities of the financial crimes squad which conducts investigation of mail theft, identity theft, as well as mail and wire fraud offenses. This operational group includes the Massachusetts Financial Crimes Task Force to which members of the Massachusetts State Police and the Boston Police Department are assigned.

Inspector Reardon started his law enforcement career with the Milton Police Department, Milton, MA. On joining the U.S. Postal Inspection Service, he was assigned to the Baltimore Field Office investigating various financial crimes. Following his assignment in Baltimore, Inspector Reardon served in the Office of Counsel, Washington, DC. In this capacity Inspector Reardon provided legal advice and guidance on a host of issues and served as the primary legal instructor at the Postal Inspection Service National Law Enforcement Training Academy.

Inspector Reardon holds a Bachelor of Science degree from Suffolk University, Boston, MA and a Juris Doctor degree from Suffolk University Law School.

# *Congratulations!*

**MRIS CONGRATULATES  
PRESIDENT LEON LEWIS & THE ARELLO® BOARD  
FOR ANOTHER GREAT YEAR!**



## **housekeeping**

The registration desk will be located in the Cascade Foyer North for the entire meeting. Have any questions? Just ask us! Renee Corpus, Karen Gamperl, and Darren Whorton will be hosting this desk throughout the conference.

WiFi is complimentary for the ARELLO Annual Conference Attendees. There will be internet in the meeting rooms, sleeping rooms, and at the registration desk.

Don't Forget! The breakfast on Sunday morning, September 22 is open to all. Say farewell to your colleagues with this last networking meal!

Want to know what the ribbons mean?  
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**You will need your name badge to get into all networking events.**

**Have a great meeting!!**

# future conferences

2014 Mid-Year Meeting  
San Diego, CA - USA  
April 9–12, 2014

2014 Annual Conference  
Philadelphia, PA – USA  
September 17–21, 2014

2015 Mid-Year Meeting  
Albuquerque, NM - USA  
April 15–18, 2015

2015 Annual Conference  
Washington, D.C. – USA  
September 9–13, 2015

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