



SCHEDULE-AT-A-GLANCE®

- Real Estate CE
- Real Estate and Appraisal CE
- Non-Credit
- Special Event

Tuesday, December 6, 2011

9 - 10:30 a.m.

- An Agent's Dirty Dozen of Do Nots - *Karel Murray*

9 a.m. - Noon

- Ethical Behavior in a Wired World - *Melanie Mclane*
- Fair Housing: REALTORS® and Residents - *Brett Woodburn*
- RESPA: Is There Any Such Thing as a Free Lunch? - *Chandra Hall*
- Tech Agent: Managing Your Risks & Reputation - *Amy Chorew*
- Things Just Don't Gotta Get Better - You Do - *Jerry Rossi*
- Warding off the USPAP Police - *Michelle Bradley*

9:30 - 11 a.m.

- Eight Doors to Success - *Ellen Boyle*
- Global Awareness: Your Local Market Went Global - *Roseann Farrow*
- Street Smart Recruiting - *Joe Meyer*
- The Google Universe - *G. William James*

9:30 - 11:30 a.m.

- Click. Think. Sell. - *Brian Copeland*

10 - 11:30 a.m.

- Real Estate Road Warrior - *Shannon King*

10 - Noon

- The Power of Vertical Markets - *Dwayne Carte*

11 a.m. - 12:30 p.m.

- A Broker's Dozen: 13 Productive Culture Trends - *Karel Murray*

11:30 a.m. - 12:30 p.m.

- International/Resort Networking Session

12:15 - 12:45 p.m.

- Blogging for Dollars - *ActiveRain* **CANCELLED**

1 - 2 p.m.

- Next Generation Marketing Using Video - *Chris Smith*

1:30 - 3 p.m.

- Dialogues for Dollars - *Ellen Boyle*
- Resort & Second-Home Panel - *Roseann Farrow*
- To the Cloud - Using Cloud Computing to Manage Your Business
Amy Chorew

1:30 - 3:30 p.m.

- Owning Your Online Brand: Digital Reputation Management
Brian Copeland

1:30 - 4:30 p.m.

- It Didn't Appraise - Now What? - *Michelle Bradley*
- Minding the Gap: Apply Generational Concepts & Get Results - *Karel Murray*
- Minimize Taxes, Maximize Wealth: Understanding Tax Deferral Strategies - *Todd Pajonas/Matthew Scheriff*
- New Financing Realities for a New Market - *Chandra Hall*
- Short Sales: The Big Foreclosure Secret - *Phil Tesoriero*
- The Power of Non-Selling - *Jerry Rossi*

2 - 3:30 p.m.

- Marketing Mojo - *Shannon King*

2 - 4 p.m.

- NJAR Awards Session
- OMG! Who Did I Just Hire? - *Dwayne Carte*

2:15 - 3:15 p.m.

- Realize Your Value - *S. Nicolai Kolding*

3:30 - 4:30 p.m.

- Your 2012 Technology To-Do List - *Stefanie Hahn*

3:30 - 5 p.m.

- Agent Success Panel - *Roseann Farrow*
- LEAD-Leadership, Empowerment, Accountability, Development
Joe Meyer
- Mojo to Go - *Ellen Boyle*
- Tablets and Smartphones: The Only Tools You'll Need to Carry
G. William James

4:45 - 5:45 p.m.

- Mergers, Acquisitions & Strategic Ventures - *S. Nicolai Kolding*

6 - 9 p.m.

- NJAR President's Gala
Ticketed Event - \$65 (Pre-registration required.)

9 p.m. - Midnight

- Icebreaker Reception

Wednesday, December 7, 2011

8:30 - 9:30 a.m.

- Listing Syndication - What is Really Happening to My Data?
Celeste Starchild

8:30 - 10 a.m.

- Always Communicate Value - *Melynn Sight*
- Commercial/Investment Networking Session - Bring Your "Haves" and "Wants"
- Selling with Style - DIScovering Your Client's Needs
Jackie Leavenworth

8:30 - 11:30 a.m.

- 11 Ways to Lose Your License - *Trista Curzydlo*
- Case Studies in 1031 Exchange - *David Gorenberg*
- Priority Pricing: Are Your Properties Positioned to Sell?
Pamela Erman
- Tax Strategies for Real Estate Professionals - Part I - *Sandy Botkin*
- The ABCs of SOPs: Are You in Compliance? - *Roseann Farrow*
- Top Legal Issues Facing Real Estate Agents - *Dale Carlton*

8:30 - 5:30 a.m.

- USPAP Update - *Jim Murrett* (\$125 Pre-registration required)

9:15 - 10:15 a.m.

- Beyond NY - *Steve Kliegerman*

9:30 - 11 a.m.

- Getting Your Short Sale Proposal to the Front of the Line
Phil Tesoriero
- Marrying TECHNOlogy & TECHniques to Produce More Transactions - *Joe Meyer*

10 a.m. - Noon

- Does Your Website Homepage Scare People? - *Jack Lindberg*

10 a.m. - 6 p.m.

- RPAC VIP Lounge

10:30 - 11:30 a.m.

- Resurgence of New Developments in a Recovering Market
Steve Kliegerman

10:30 a.m. - Noon

- Listings by the Dozen: Control the Process, Control the Inventory
Jackie Leavenworth
- The Distressed Market and the Year Ahead - *Peter Mosca*
- Why Mobile: From Apps to Maps - *Joseph Sabella*

11 a.m. - Noon

- Create Your Association's Promise - *Melynn Sight*

12:15 - 1:45 p.m.

- Keynote Presentation Sponsored by Century 21: The Future of Real Estate in America as We Know It - *Bill Rancic*

1 - 2 p.m.

- Generating Increased Revenue in Today's Commercial Market
Peter Mosca

2 - 3 p.m.

- MLS Listing Syndication - Defining Standards and Making Decisions - *Celeste Starchild*
- I Don't Give a Twit...Social Media Risk Management - *Trista Curzydlo*

2 - 4 p.m.

- Photos are the First Showing - *Dale Carlton*

2 - 5 p.m.

- Fix and Flip or Hold for Gold - Real Estate Investment Strategies
David Gorenberg
- New Normal = New Skills - *Melanie McLane*
- Short Sales: The Big Foreclosure Secret - *Phil Tesoriero*
- Tax Strategies for Real Estate Professionals - Part II - *Sandy Botkin*
- The Reverse for Purchase Mortgage - *Roseann Farrow*

2:30 - 4 p.m.

- Soft Market Strategies for Persuasively Overcoming Objectives
Joe Meyer
- Who's Driving the Bus? - *Jackie Leavenworth*

2:30 - 4:30 p.m.

- Become the CEO of Your SEO - *Joseph Sabella*

3 - 5 p.m.

- Communicate Effectively with Your Members - *Jack Lindberg*
- The Principles of Profit: This is No Time to "Practice" Real Estate
Pamela Erman

3:15 - 4:15 p.m.

- Creating Career Karma - *Melynn Sight*

4:30 - 5:30 p.m.

- Social Media Reboot - *Bennie Henderson*

6 - 7:30 p.m.

- Appy-Hour
- Tri-State GRI Graduation Reception
\$20 / FREE to 2011 grads (Pre-registration required)

Thursday, December 8, 2011

8 - 9 a.m.

- Coffee with the NJ Real Estate Commission

8:30 - 10 a.m.

- Staging Your Listings to Sell Quicker - *Jennie Norris*

9 - 9:50 a.m.

- 20 Must-have Mobile Tools - *Max Pigman/Steve Pacinelli*

9 - 10:30 a.m.

- NJAR Legal Update - *Barry Goodman*
- PAR Legal Update - *James Goldsmith*

9 a.m. - Noon

- Consult Your Way to More Income - *Melanie McLane*
- How Not to be a Social Media Car Wreck - *Bill Lublin*
- Letting Go: Counseling Boomers on Winding Down Their Real Estate Portfolio - *Judy Wetzel/Margo McDonnell*
- Misrepresentation: What it is and What it Leads To
Joseph Marovich

10 - 10:50 a.m.

- Google-tastic Goodness - *Stefanie Hahn*

10:30 a.m. - Noon

- NAR Legal Update - *Laurie Janik*
- Staging Key Market Niches Successfully - *Jennie Norris*

11 - 11:50 a.m.

- Does Your Online Reputation = Your Offline Reputation?
Max Pigman/Steve Pacinelli

"Year after year, Triple Play has been the best bang for the buck. It's a one-stop opportunity for gathering vital information that helps me maintain a competitive edge in the real estate business."

- Edward Jenkins
Century 21 Park Road, PA

CONTINUING EDUCATION CREDIT

Many sessions have real estate and/or appraisal CE credit pending for New Jersey, New York and Pennsylvania licensees.

- CE credit is noted on the schedule, but be sure to visit www.realtorstripleplay.com for the most current CE credit information by state.
- Select and register for the sessions you wish to attend.
- Reserved seating is available for those who pre-register and arrive prior to scheduled start time.
- You must attend 100% of the session to earn CE credit.

PA licenses initially licensed on or after December 1, 2009, are required to take specific, mandatory courses which are not being offered at Triple Play 2011.



2011 Triple Play Sponsors:

DIAMOND SPONSORS



DELUXE SPONSOR





EMBARK ON A BOLD NEW DIRECTION WITH A BRIGHT NEW OUTLOOK.

REGISTRATION

Registration opens in September.

- Save \$10 when you register at www.realtorstripleplay.com.
- To register via mail or fax, download and print the registration form.
- Register for sessions online or by using the registration form.
- Seating will be reserved for those who pre-register for their sessions and arrive prior to the scheduled start times.
- **New in 2011** - CE credit, where applicable, is free for registered attendees of convention sessions and pre-convention NAR designation programs.
- Registration options include early-bird, regular and on-site.

Member Rates	Online	Fax/Mail	On-site
Now - October 14	\$79	\$89	
October 15 - November 18	\$89	\$99	
After November 18			\$99

(Non-member and guest rates are available online.)

PLANNING YOUR CONVENTION EXPERIENCE

Visit www.realtorstripleplay.com for:

- Hotel, travel, parking, shopping, discount coupons and dining options.
- A complete list of all convention program tracks and descriptions.
- The trade expo exhibitors, links to their websites and the show floor plan.
- An online planning tool to build your Triple Play schedule including education sessions to attend and booths to visit.
- Detailed continuing education credit information by state.
- Frequently asked questions and contacts for your specific questions.

For more information, contact Triple Play at **888.818.4922**.

TRADE EXPO

Plan ahead and map out the vendors you want to visit. Go to www.realtorstripleplay.com to see the most up-to-date exhibitor list, complete with floor plan and vendor booth locations.

- See the latest products and services available.
- Meet one-on-one with vendors to discuss their products.
- View demonstrations of the latest tools vendors have to offer.

Trade Expo Hours

December 6	Noon - 6 p.m.
December 7	9 a.m. - 6 p.m.
December 8	9 a.m. - Noon

NATIONAL DESIGNATION PROGRAMS

Come to Atlantic City early and take advantage of pre-convention designation programs.

Monday, December 5 8:30 a.m. - 5:30 p.m.

ABR Designation Elective Course - Real Estate Marketing Reboot
Randy Templeman Fee: \$95

e-PRO Certification Course - Day One
Amy Chorew Fee: \$95

RSPS Certification Course - Resort & Second-Home Markets
Roseann Farrow Fee: \$95

Monday, December 5 and Tuesday, December 6 8:30 a.m. - 5:30 p.m.

CRB Designation Course - Technology Management
Jonathan Nicholas Fee: \$299

CRS Designation Course - 204 - Wealth Building
Dale Carlton Fee: \$274 by October 14; \$299 thereafter

Enhance your career by taking a designation program. Pre-registration and additional fees apply. Visit www.realtorstripleplay.com for CE availability and other details.

RPAC VIP LOUNGE

Relax and recharge at Triple Play while supporting the REALTORS® Political Action Committee (RPAC). The RPAC VIP Lounge will be open on Wednesday, December 7, from 10 a.m. - 6 p.m. Choose the all-day VIP pass for unlimited access to food, beverages, laptops, printers, shoe shine and massages with a \$250 RPAC contribution. Or, for a \$125 RPAC contribution, you'll gain access to the Red, White & Brew Happy Hour to enjoy beer, wine and snacks from 4 - 6 p.m. The entrance cost will count toward your 2012 RPAC total. For more information about the RPAC VIP Lounge, visit www.realtorstripleplay.com.

Contributions are not deductible for federal income tax purposes. Contributions to RPAC are voluntary and used for political purposes. The amount suggested is merely a guideline and you may contribute more or less than the suggested amount. You may refuse to contribute without reprisal and the National Association of REALTORS® or any of its state associations or local boards will not favor or disfavor any member because of the amount contributed. 70 percent of each contribution is used by the State PAC to support state and local political candidates. Until your state reaches its RPAC goal, 30 percent is sent to National RPAC to support Federal candidates and is charged against you limits under 2 U.S.C. 441a; after the state reaches its RPAC goal, it may elect to retain your entire contribution for use in supporting state and local candidates.

VENUE

The Atlantic City Convention Center is the site of most of the convention events. Complimentary shuttle service is provided from the official headquarters hotels to and from the Convention Center during convention and trade show hours. Headquarters hotels are Bally's Park Place, Caesars Atlantic City and the Sheraton Atlantic City Convention Center Hotel.