

In January, the Board of Directors for YCAR endorsed and adopted of the following goals for 2010:

1. To significantly improve communications with our membership

Some ideas being worked through include a YCAR website as a hub of local news & issues and a traffic director to the finest resources our associations, social networking, regular informative emails, quarterly membership meetings in a *'business-after-hours'* format, semi-annual social events, and the establishment of a Principal Broker Forum.

2. To promote the value & benefits of our associations for our members (YCAR, OAR, NAR)

We are wealthy but may not know **where** our wealth is stored. Our Associations each provide unique resources and opportunities; we may not know **what** they are. Our local association provides the best refreshment; perhaps we have never tasted what can be served-up.

3. To build unity in YCAR especially between the east and the west

Historically the county breaks in two halves. Over time, too many problems were blamed on the other half and some isolationism resulted. In an age when globalization is characteristic, and I can form relationships anywhere in the world and communicate instantly, visually, and audibly, does it make sense that we cannot work cooperatively with Realtors® 10 miles apart? We can do much better!

4. To achieve greater membership involvement for mutual benefits

We must see the value of what we can do together. We have a wealth of diversity and talents among us. We can create better opportunities, solve problems better, do more good for our clients and our communities, assist more Realtors® to reach their professional potential, and build more satisfying and rewarding relationships with those who share our profession.

5. To continue to develop & upgrade Realtor® projects & events:

We are building on the diligent efforts of those who have gone before us. The Realtor® Auction is an amazing accomplishment each year. Let's expand its reach and its contribution to our communities. Our education committee people offer value second to none. Let's 'raise the bar' of professionalism among our Realtors® so that our reputation in Yamhill County is exceptional. Let's recognize those whose work and lives are truly outstanding and an inspiration to upcoming Realtors®. Let's support our communities with our involvement and our money. Let's find ways to better protect our clients, and let's find ways to help each Realtor® become as successful as he or she desires to be.

6. To Build relationships with other local boards and our counterparts

We have not cornered the market on good ideas. Let's be willing to break the mold if profitable to implement ideas we learn from sister associations. We should connect with our counterparts all over the state for better development; we can do so easily with technology. We also can contribute to others and make for a stronger state.

7. To grow membership in YCAR

Our wealth is not in our technology, our educational resources, or the organization; it is in our people and the relationships that are built. We can work together and enjoy the effort! Together we can do what no one alone could dream of accomplishing. Let's build it and then share it with more people.