

## Re-imagining What Can Be... (part two) aka Help Wanted.

***If everyone will give a little, we can create something of great value.  
If some give more for a limited period of time we can improve dramatically.***

**Website & Communications:** Help us build a valuable communications tool for YCAR members, rich with tools & resources, and promoting the value of using a local real estate professional. We want 5-8 believers in this technology to help direct its development, create policy, and approve and contribute content. If you like what you see so far and see the vision of what this can be, we want you!

**Jon Triest Memorial Habitat For Humanity Build:** 3-4 people can make a immense difference! Help promote this project this year, track its accomplishments, communicate the goals, and liaison with Habitat. This is a unique opportunity to help us all learn more about the work of Habitat, showcase Realtors® giving back to the community especially in affordable housing, and honor the memory of a colleague.

**Marketing, Advertising, and Recruiting:** Are there any **sales people** available? There is great potential for value in our Association; let's find ways to communicate this to our members and potential members. There are dozens of businesses who would love to be an affiliated business with YCAR but they do not yet know why. Our committees will enrich all of us but we need to show what can be done and how simple it can be. We live in a great area, can we work together to promote that for the betterment of us all? Additionally, there are times when we need to recruit talent; for example for our annual Board of Directors election. What is traditionally known as 'public relations is another venue. Great opportunities for each of us take promotion; great promotion takes dedicated talent. Who is up for the challenge?

**Community Involvement:** Giving back to the communities from which we draw our income is the measure of a consummate professional. We are looking for some people who can assemble information and resources about all the opportunities in our communities for charitable giving, service club involvement, worthy causes to support financially, community events, and sudden needs to be met, so that Realtors®, and the public, can be encouraged to work together to build better communities.

**Administrative Services:** It is always that the 'behind the scenes work' is what makes success possible. We have one administrator for YCAR, Diana, who works part time. Tracking membership, maintaining files, auditing, being a distribution center for key information, updating this and that, functioning as a hub, plus many more small projects that really do make a difference. We need a team to support her, cover for her, and help accomplish more administrative services than she can with her limited hours.

**Writers Guild:** Are you a good writer? There is so much good a team of you could do for the rest of us. You can write crucial articles, keep us up to date on current issues, interview members and affiliates, report on classes, and interact through the website. Someone could be a reporter covering the NAR and their website, another OAR, another could write a series on our Code of Ethics. We can develop professionalism through the written word. We can highlight the personal side of real estate through your efforts.

**Member Recognition:** We currently recognize Realtor® of the Year. But could we promote a wider array of specific values by recognizing the contributions that many make to our industry, association, and our communities? Would this not make an excellent method of floodlighting our principles, standards, and ethics? Is there a place to remind us of the personal side of our work as we acknowledge the special events and key milestones of our lives (like weddings, babies, graduations, awards, etc)?

**Event Planning:** is this in your background. Do you love organizing and planning events and for meetings? We could use your expertise. Our chief value is in the professional relationships we build, our meetings and events can help facilitate this. The better you do your job the more effectively this can happen

**The World of Politics:** There are many and varied ways for you to get involved in the political world. Most of this activity is initiated by OAR and NAR. Several of our members are active in OAR but there is room for many more. Awareness is valuable and education is interesting. There is room to give beyond our local association but also opportunity to help us understand what is going on in those realms.

What else do you think should be considered? Remember, your voice is as important as any other voice. We want to hear from you. Contact us any time!

*Randy McCreith, 2010 YCAR President*

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