



## COMMERCIAL RETAIL ADVISORS, LLC

April 11, 2019

Region 2 CCIM Chapter Presidents and President Elects,

RE: Application for CCIM Region 2 First RVP 2020 and RVP 2021

It is my pleasure announce my application for the office of Region 2 Regional Vice President for 2021. In order for me to attain this position, I first need your support for the position of First Regional Vice President for 2020.

I believe that the success of the CCIM Institute is primarily derived from the strength of its Chapters and the desire of the individuals running the Chapters to strengthen, improve and grow their Chapters. Having strong Chapters benefits the Institute as well as each of the Members.

I am proud of having achieved the CCIM Designation and belonging to an organization made up of so many truly professional and great people. I have a strong desire to move forward in a leadership position in the CCIM Institute and helping this organization grow and prosper.

My CCIM Involvement History is as follows:

2001	CCIM Designation
2007	CCIM Southern Arizona Chapter Treasurer
2016	CCIM Southern Arizona Chapter Treasurer
2017	CCIM Southern Arizona Chapter Vice President, President Elect
2018	CCIM Southern Arizona Chapter President <sup>2</sup>
2018	CCIM Institute University Outreach Subcommittee Task Force
2019 - 2021	CCIM Institute Designation Committee
2019 - 2021	CCIM Institute Chapter Activities Subcommittee

As First RVP and RVP my primary goals will be to help each of you grow your Chapter's Membership and Sponsorships. This can be accomplished, in part, through streamlining new and existing marketing practices, enhanced communication between the Chapter leaders and the Institute and sharing experiences and Best Practices used throughout the Institute. It is my strong belief that this is a team effort that improves through collaboration, communication, and inclusion.

My approach to Chapter leadership has been to promote greater participation on all levels. First, it was to recruit more Committee Members, emphasizing younger Members who are CCIM Candidates. Bringing younger Members into these roles is a key to continuity of leadership and making the Chapter more fun and helping us grow.

During my tenure on the Southern Arizona Chapter leadership, we developed the successful Rookies and Rock Stars mentor/mentee program to promote the Chapter and the Designation.

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We offered a dozen or so scholarships every year since its inception to young professionals to be used for a local CI course, which was sponsored by our Chapter. This helped us double the number of Candidates in our Chapter and offer the benefit of refresher courses to our Designees. We also developed BYOB (Bring Your Own Broker) a program to attract new real agents to join the Chapter by inviting them to attend a monthly luncheons at no cost through invitation by an existing Member. We also focused on improving the quality of our other programs - our annual Forecast, monthly luncheons, and social networking events. These efforts were rewarded with dramatic increases of the number of Candidates, Membership, Sponsorship, Revenue, Net Income and average attendance of luncheons and social events.

In addition to increasing participation at the leadership level, enhancing our marketing efforts was also a big factor in the recent successes of our Chapter. We created a chapter newsletter, created a Social Media Committee to create and implement a social media program, and email systems were improved. Currently, our Chapter is working with the Silva Institute on creating and implementing a marketing program at the chapter level. I had the opportunity to sit in on meetings with the executives of the Silva Institute at the recent annual CCIM Governance meetings in San Antonio. I will assist in getting the Silva Institute to work with your Chapter to create and implement a new marketing program.

While recognizing that each Chapter is unique and has their own well established and successful programs, new Best Practices can be introduced. My involvement as the Chapter Activities Subcommittee and Designation Committee will enable me to communicate new ideas to help you and each of the Region 2 Presidents and President Elects achieve new levels of success and to make Region 2 the best Region in the CCIM Institute.

It would be my honor to represent you as your next Region 2 First RVP for 2020 and RVP of 2021. I would appreciate your support by voting for me for this position and I look forward to working with you.

Truly yours,



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Enclosures