



REALTOR[®] UPDATE

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Slate of Officers and Directors of the Board Announced

The Nominating Committee has submitted the following slate of candidates for the Board of Directors for your consideration:

2010 Officers

Pres.-Elect - Mary Canavan (Thornwall Properties)

Sec/Treasurer - Lori Lombardo (Pacific Union)

As 2009 President-Elect, Helen Walker (Thornwall Properties) will automatically become the 2010 President while our 2009 President Timothy Cassidy (Coldwell Banker) will become 2010 Immediate Past President.

Directors for 2010 - 2011

Gene Della Maggiora (The Grubb Co.)

Anita Thede (Northbrae Properties)

Jennifer Fickenscher (The Grubb Co.)

Kathie Longinotti (Coldwell Banker)

Lois Kadosh (Lois Kadosh)

Kristi Roberts (Prudential California Realty 2)

Continuing Directors for 2010 include: MLS Chair Heidi Abramson (Northbrae Properties); Arlene Baxter (Berkeley Hills Realty); Diane Verducci (Pacific Union); Elizabeth Stevens (Windermere Bay Area); Judy Boe (Red Oak Realty); Tracy Sichterman (Berkeley Hills Realty).

Official ballots will be mailed on Tuesday, July 28, 2009.

Ballots must be faxed (510-848-2439) or mailed or delivered to the BAR (1553 MLK Jr. Way, Berkeley, CA 94709) no later than 4:00 PM on Friday, August 14, 2009.



July's Brown-Bag Luncheon
RESCHEDULED



Ownership Issues Update

Guest Speaker:
John Gutierrez with the Gutierrez Law Group

WHEN:
Wednesday, August 5, 2009

TIME:
Networking - 12:00PM,
Presentation - 12:15 to 1:30PM

WHERE:
1553 MLK Jr. Way, Berkeley

*Snacks for this event will be provided by
 Al Caruso with
 Al Caruso Insurance Agency -
 Farmers*

Attendees are encouraged to bring a brown-bag lunch; coffee and water will be available.

To reserve your space please contact the B.A.R. office at 510.848.4288

Ashby Village comes to BAR Membership Luncheon - August 26, 2009

Seniors have very few options when they can no longer live independently. They can move to a retirement community, hire someone to care for them or move in with their families. The first two options can cost up to \$10,000 per month and most seniors do not want to live with their kids. A group of Berkeley residents have been working to establish a program that will enable seniors to stay in their own homes as they age. It is called Ashby Village and is modeled on Beacon Hill Village, a similar program in Boston.

Ashby Village is a community based non-profit organization serving senior residents of Berkeley and Rockridge. It is a membership program which will provide the services and programs necessary to make aging in place a viable cost-effective option. Members of Ashby Village will be able to remain in their own homes and to be independent and comfortable rather than move to retirement communities.

Ashby Village will begin in January 2010. Members of their Board of Directors have been having Sunday afternoon house parties for the past several months to tell Berkeley and Rockridge residents about the program. They will be coming to the BAR Membership Luncheon on August 26 to tell us about their program.

Ashby Village is a cutting-edge approach to caring for seniors as they age. If you work with senior clients, have senior family members or friends, or are thinking about what you are going to do as you get older, do not miss this program.

For more information about Ashby Village, go to <http://www.ashbyvillage.org> or to learn more about resources for seniors in the East Bay, <http://www.eastbaysmartsenior.com/>.

Marketing Yourself on the Web

How to Maximize Your Full Potential on the Internet



Presenter : Amos White, CEO

What you'll Learn:

- Increase your internet leads and website hits.
- Increase your Search Engine Ranking.
- Get organized in scheduling your online strategies.
- Understanding the different Social Media outlets vs Online Marketing
- How to Maximize your Business Potential on the Internet.
- Learn business strategies using Twitter and Facebook.

**Wednesday, September 16, 2009
10AM - 12Noon
1553 MLK Jr. Way, Berkeley**

To reserve your space please contact the B.A.R. office at 510.848.4288

**COMPUTER & PARAGON
TRAINING AT THE B.A.R.**

FREE for MLS Members!!

For reservations, contact EBRD at
925.906.5200 or visit them online at

www.ebrdi.com

Thursday, August 13, 2009

Paragon Essentials

9am - 1pm

CMA

1pm-4pm

Thursday, August 27, 2009

Paragon Essentials

9am - 1pm

Listing Load

1pm-4pm

**Now
Available!**

Gently Used
Supra iBoxes at
the B.A.R.

Limited Supply!



SALE

\$59 + tax

\$54 + tax for 5 or more

Call the BAR Office for details
510.848.4288

**The Work Force Housing and Homeless Fund &
The Youth Arts and Education Fund Donations**

We would like to thank the following Brokers and Agents, who have generously donated to The Workforce Housing and Homeless Fund and The Youth Arts and Education Fund .

**Nacio Brown
Amy Robeson
Jack McPhail
Ira & Carol Serkes
Diane Verducci
Stina Charles-Harris**

**Bill McDowell
Jane Allen
Maya Trilling
Donna DeBardi
Denise Milburn**

THANK YOU FOR YOUR SUPPORT!!!

REALTOR® UPDATE
Berkeley Association of REALTORS®
 1553 Martin Luther King, Jr. Way
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2009 EXECUTIVE BOARD

- Tim Cassidy**
2009 President
- Helen Walker**
President - Elect
- Mary Canavan**
Secretary/Treasurer
- Gene Della Maggiora**
Immediate Past President
- Heidi Abramson**
MLS/Technology Committee Chair

2009 BOARD OF DIRECTORS

- | | |
|-------------------|-----------------------|
| Anita Thede | Kathie Longinotti |
| Diane Verducci | Matt Cord |
| Elizabeth Stevens | Jennifer Fickenschier |
| Lori Lombardo | Melissa Milton |
| Nancy Taussig | Arlene Baxter |
| Norm Williams | Tracy Sichterman |
| | Judy Boe |

The REALTOR® UPDATE is published by the Berkeley Association of REALTORS®. The REALTOR® Update is designed to serve as a resource for important industry news and information, a forum for member recognition, and to promote programs and services that enhance the professional effort of the Berkeley Association of REALTORS® and its members. Members are encouraged to write to the REALTOR® Update and participate in active, thoughtful dialogue. Defamatory and derogatory commentary will not be published. BAR reserves the right to edit or refuse any article or letter (letters to the Editor should not exceed 150 words). The opinions expressed are those of the authors alone and do not necessarily reflect the opinions of Association officers, members or staff. Address your articles and letters to: Editor, REALTOR® Update, 1553 Martin Luther King, Jr. Way, Berkeley, CA 94709-2023.

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The Berkeley Association of REALTORS® is dedicated to serving its members by providing programs and services to enhance their ability to conduct business with integrity and competence, assuring a high level of professional conduct which benefits the community, and encouraging the preservation of real property rights.

BE SEEN!

By 600+ REALTORS® & Affiliates

Place your ads in the weekly At a Glance and/or the B.A.R. Newsletter

At a Glance - \$30
Full page newsletter - \$50



For more information contact Lea Mathewson with the B.A.R. office at 510.848.4288.

REALTOR Safety Tips

Tip #7

Try to Avoid Working Alone.

If you encounter an individual while working late or alone in your office, indicate to that person that you are not alone. Say something like, "My supervisor will be right with you and should be able to assist you."

Tip #8

Carry only the essentials for safety.

While you shouldn't carry unnecessary cash or valuables with you, here are several items you should keep on you—not in your handbag! Your cell phone with a fully charged battery, your wallet or simply an ID, and your car key. Everything else should remain at home or locked in the trunk of your car.



AUGUST CALENDAR



MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
03	04	05 Rescheduled July's Brown-Bag Monthly Luncheon 12:00PM Community Funds Committee Meeting 12:00PM	06 Tour Day	07
10	11 MLS Committee Meeting 3:00PM	12 Education & Professional Dev. Committee Meeting 1:00PM Green Council Meeting 3:00PM	13 Tour Day Paragon Training	14
17	18	19 Board of Directors Meeting 12:00PM	20 Tour Day Paragon Training	21
24	25	26 August's Brown- Bag Monthly Luncheon 12:00PM	27 Tour Day	28
30	31			