

# 2019 STRATEGIC PLAN

## EDUCATE

### GOAL #1

#### Improve Ethical Standards

- A. Increase participation in the ombudsman program and continue to refine the process. Explain the purpose of the program and meaning of term, “ombudsman”.
- B. Solicit and train members to serve on Pro Standards and Grievance and encourage experienced members to continue to serve.
- C. Educate members and encourage them to report unethical violations.
- D. Provide a minimum of two educational scholarships

## OUTREACH

### GOAL #2

#### Enhance Consumer Outreach and Public Relations

- A. Be the “Voice for Real Estate” and promote market statistics.
- B. Enhance community involvement to promote the value and/or engage in community activities.
- C. Solicit compelling stories of REALTOR value to consumers from members and communicate to the public via social media.
- D. Boost consumer advocacy efforts and engage in public legislative/political issues that impact homeownership, real estate investment and related issues.

## COMMUNICATE

### GOAL #3

#### Improve the Quality of our Communications with the Members and the Public

- A. Incorporate key committee and association information members need to know on the website
- B. Separate websites for Members and the Public with a clear focus on each target audience.
- C. Encourage Staff and Committee Chairs to summarize action items occurring at the committee level and communicate this information to the members.

## ADVOCATE

### GOAL #4

#### Increase the Effectiveness of our Political Advocacy

- A. Raise 125% of RPAC goal.
- B. Achieve participation rates on NAR & CAR Calls-to-Action better than average.
- C. Be more vigilant: discover, provide education and take positions on new issues.
- D. Create talking points covering issues which the association has taken a position.
- E. Expand LGR to include Lincoln, Auburn & Rocklin.
- F. Develop & review policies to encourage influential members to serve locally.
- G. Invite more local dignitaries to make presentations at marketing and membership meetings.

## PROTECT

### GOAL #5

#### Support, Encourage and Protect Property Rights, Housing and Real Property Ownership

- A. Provide active campaign assistance for local political candidates friendly to REALTOR Party issues.
- B. Communicate to members regarding which candidates PCAR supports and encourage them to vote. Distribute voter registration materials.
- C. Encourage participation in the State and National lobbying days.

# Association *TASK FORCE/COMMITTEE CHART*

**Dayna Summers**  
2019 President

**Strategic Goals**

**EDUCATE**

**OUTREACH**

**COMMUNICATE**

**ADVOCATE**

**PROTECT**

◆ **Education Committee**

**Chair:** Gary Meek  
**BL:** Randy Stoops  
**SL:** Robin Howes

◆ **Grievance Committee**

**Chair:** John Hughes  
**BL:** Gail Hargis  
**SL:** Dulce Jaimes

◆ **Professional Standards**

**Chair:** Kim Tucker  
**BL:** Hayden Butterfield  
**SL:** Dulce Jaimes

◆ **Affiliate Committee**

**Chair:** Zack Finley  
**BL:** Zack Finley  
**SL:** Sheri Ebert

◆ **Communications**

**Chair:** Debbie Newton  
**BL:** Ashley Haney  
**SL:** Jessica Morales

◆ **Masters Club**

**Chair:** Tracy Young  
**Co-Chair:** Cheryl Keller  
**BL:** Tracy Young  
**SL:** Dulce Jaimes

◆ **Young Professional Ntwk**

**Chair:** Kevin McDonald  
**BL:** Kevin McDonald  
**SL:** Natalie Denney

◆ **Foundation**

**Chair:** Kevin McDonald  
**BL:** Kevin McDonald  
**SL:** Dean Anderson

◆ **Ambassador Committee**

**Chair:** David Uhte  
**BL:** Amy Rivers  
**SL:** Robin Howes

◆ **Auburn Marketing Mtg**

**Chair:** Taffy Maurer  
**BL:** Taffy Maurer  
**SL:** Dean Anderson

◆ **Lincoln Marketing Mtg**

**Chair:** Shaunda Holt  
**BL:** Amy Rivers  
**SL:** Jessica Morales

◆ **Rocklin Marketing Mtg**

**Chair:** Mike Bailey  
**BL:** Ashley Haney  
**SL:** Dia Divine

◆ **CAR Directors**

Dayna Summers  
Ashley Haney  
Kevin McDonald  
Cheryl Keller  
Kim Tucker  
Maxine Feil  
Geoffrey Poulos  
John Hughes  
Debbie Newton  
Ben Herb

◆ **NAR Director**

Kim Tucker (PCAR)

◆ **LCRC**

**Chair:** Geoffrey Poulos  
**BL:** Bryan Keeter  
**GAD:** Susan Rohan  
**SL:** Jessica Morales

◆ **REALTOR Action Fund**

**Chair:** Cheryl Keller  
**BL:** Cheryl Keller  
**SL:** Dean Anderson

◆ **LGR Committee**

**Chair:** Kim Tucker  
**BL:** Ken Dick  
**GAD:** Susan Rohan  
**SL:** Jessica Morales

◆ **Finance Committee**

**Chair:** Cheryl Keller  
**BL:** Cheryl Keller  
**SL:** Dean Anderson & Jessica Morales

◆ **Nominating Committee**

**Chair:** Dayna Summers  
**BL:** Dayna Summers  
**SL:** Jessica Morales

◆ **Past Presidents' Society**

**Chair:** Kevin McDonald  
**BL:** Kevin McDonald  
**SL:** Jessica Morales