

# Ready Set Spring Steering Committee

Lawrence Board of REALTORS®

9:00 am, Thursday, June 23, 2022

## **2022-2023 RSS Steering Committee Roster:**

Josh Reazin	BHG Kansas City Homes (Co-Chairperson)
Michelle Fales	RCB Bank (Co-Chairperson)
Renee Barrett	Crystal Clear Realty
Janet Breithaupt	McGrew Real Estate
Austin Harkrader	Realty Executives HRE
Brooke Hothan	Realty Executives HRE
Stacie Hulshof	Crystal Clear Realty
Abigail Hummel	Stephens Real Estate
Erin Maigaard	Realty Executives HRE
Jill Stueve	KW Integrity
Ashley Zeller	Bank Midwest

## **I. Discuss Speakers for RSS**

- Discuss Speakers and Topics
- Create/Rank a top 5-7 to contact
- Staff will reach out to learn availability and contract terms/costs

## **II. Finalize Details for 2023 RSS**

- Date – Thursday, February 23, 2023
- Location - Abe & Jakes
- Format – One Day Event from 9am to 1pm  
Options:
  - Three 60-minute Sessions with 30-minute breaks?
  - Three 75-minute Sessions with 15-minute breaks?
  - Two 60-minute Sessions and one 90-minute keynote session with 15-minute breaks?
- Schedule –
  - Opening Session \_\_\_\_\_
  - Break
  - Middle Session \_\_\_\_\_
  - Break
  - Closing Session \_\_\_\_\_
  - Networking Lunch?
- Sponsorship Levels
  - Title Sponsor - \$1,500 – Truity Credit Union is Committed!
  - Session Sponsor - \$500 per Session (for 3 sessions?)
  - Food Sponsor - \$500 each for 2 sponsors – totalling \$1,000
  - Table Sponsors - \$200 each for up to 15 – totalling \$3,000
  - Networking Lunch after RSS - \$500 each for 3 – totalling \$1,500
  - i.

6. Marketing Timeline

- a. Save the Date Announcement - August
- b. Registration Opens – November
- c. Other suggestions

7. Marketing

- a. Media Relations to Coordinate a Social Media Campaign targeting membership and KS REALTORS®
- b. Flyers/Handouts Available – Produced by 3 Clever Broads (Janella Williams)
- c. Other suggestions?

**III. Other Items**

**IV. Adjourn**

### **RSS Speaker List: Last Modified 6.23.2022**

- [Ifoma Pierre](#) - New Recommended by
- [Bobbi Howe](#) – Lives in Kansas City area.
- [Trista Curzydlo](#) – lives in Kansas City area.
- [Carl Carter Jr. - Safety](#)
- [Beth Z \(Your Nerdy BFF\)](#)
- [Brian Balsko](#)
- [Adrian Manzanares](#)
- [Chris Westfall](#)
- [Paul Dizmang](#) - Recommended by REALTORS® of South-Central Kansas
- [Lisa Betts](#)
- [Greg Glosson](#)
- [Steve Scanlon](#)
- [Elliott Eisenberg \(Bowtie Economist\)](#)
- [Diane Disbrow](#)
- [Cheryl Knowlton](#)
- [John Gillam](#)
- [Mark Given](#) – Recommended by Greater Lehigh Valley REALTORS®
- [Dale Carlton](#)
- [Travis Everette](#)
- [Sean Carpenter](#)
- [Brandon Johnson](#)
- [Paula Monthofer](#) - Recommended by Prescott Area Association of REALTORS®
- [Brent Lancaster](#) - Recommended by REALTORS® of South-Central Kansas
- [Darryl Davis](#)
- [Robert Siciliano](#) – Recommended by Monmouth Ocean Regional REALTORS®
  - Social Media Security: Marketing, Extending and Defending Your Online Reputation
- [Clint Skuthan](#) - Recommended by the MN Association of REALTORS®
- [Dave Phillips](#) - Recommended by the MN Association of REALTORS®
- [Dave Mitchell](#) - Recommended by the MN Association of REALTORS®
- [Julia Lashay](#) – Recommended by the MN Association of REALTORS®
- [Julie Funt](#) – Recommended by the NW Montana Association of REALTORS®
- [Kevin Knebl](#) – Recommended by Erin Maigaard
- [Valerie Garcia](#) – Recommend by REALTOR® Association of the Sioux Empire
- [Monica Neubauer](#) – Recommended by Prescott Area Association of REALTORS®
- [Evan Fuchs](#) – Recommended by REALTORS® of South-Central Kansas
- [Mandy Neat](#) - Recommended by REALTORS® of South-Central Kansas
- [Maura Neill](#) – Atlanta GA REALTOR® with Re/Max

### **Past RSS Speakers: Last Modified 6.13.2022**

[Boom Team](#) – Podcast out of Indianapolis

[Chelsea Peitz](#)

[Chandra Hall](#)

[Jeremias “JMan” Maneiro](#)

[Michael Maher](#) – RSS 2020

Jessica Lautz (NAR STAFF) – RSS 2020

[Leigh Brown](#) – RSS 2020 & 2021

[Marki Lemons Ryhal](#) – RSS 2021

[Shay Hata](#) – RSS 2021

**From:** [Lisa Betts](#)  
**To:** [Rob Hulse](#)  
**Subject:** Feb 23 Speaker Possibilities  
**Date:** Friday, June 10, 2022 1:52:55 PM  
**Attachments:** [image001.png](#)  
[IfomaPierreOverview\\_6-2022.pdf](#)  
[BOOMTeamOverview\\_3-2022.pdf](#)  
[TristaCurzydloOverview\\_3-2022.pdf](#)  
[BobbiHoweOverview.pdf](#)  
[MauraNeillOverview.pdf](#)

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Hi Rob,

Thanks for talking today about the next Ready Set Spring Education Summit. As we discussed, there are a LOT of possibilities.

Please feel free browse [www.RealEstateSpeakers.com](http://www.RealEstateSpeakers.com) , download the most recent [catalog of overviews](#), or watch a [Speaker Showcase](#) for a quick tour.

I'm happy to share additional information and tips based on what interests you and the committee.

Attached are 4 one page overviews regarding the speakers we discussed specifically for the Summit: [Ifoma Pierre](#) (\$5200 full day; \$4200 half; NYC), [The BOOM Team](#) (\$6000 half day; Indianapolis), [Trista Curzydlo](#) (\$4,800 full; \$3800 half; Basehor, KS), [Maura Neill](#) (\$5200 full; \$4000 half; Atlanta), and [Bobbi Howe](#) (\$4500 full; \$3000 half; St. Joe). Fees are good for 30 days—pls check again later to make sure they're still accurate. All fees are plus travel.

I brought up this session from [Monica Neubauer](#) as an intriguing way to include affiliates & you were interested in it:

### **The 3 C's of Agent Relationships: Communication, Collaboration and Closing**

The real estate professional is the only person who walks with the buyer or seller through every part of the transaction – consultation, searching, contracting, financing, inspecting, closing, and sometimes even the moving. How can you work with other professionals to benefit your mutual clients as well as help to keep the process focused and moving forward? Communication is crucial! Monica Neubauer will explore how agents and vendors can be a powerful team for real estate consumers in this fast-moving marketplace. ***This program has versions for lenders, appraisers and closing companies to help fine-tune their level of service as well as their bottom line. 1-2 hours***

Let me know if you'd like a 1pg overview and/or more information about Monica.

Please also let me know if you & the committee would like to place a hold on any of these speakers.

Thank you again for considering folks from our team. I appreciate the opportunity to work with you again.

Have a great weekend, Rob.



## Lisa Betts

President, RealEstateSpeakers.com / BettsWorks, Inc.

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**W** www.RealEstateSpeakers.com





## BOBBI HOWE

**REALTOR® Leader, Mental Health & Time Management Specialist**

Bobbi is a second generation real estate professional with over 20 years of experience as an active REALTOR®. She was the 2020 Kansas City Regional Association of REALTORS® President, National Association of REALTORS® Immediate Past Chair of Strategic Thinking Advisory Committee, and Missouri REALTORS®' 2020 Chair of Strategic Planning. She is passionate about mental health for those in the real estate industry. In her spare time, she loves running marathons and being an Association junkie.

"Bobbi's talk was not only amazing content that brought value to the Chicago Association of REALTORS® members but also real content that saved people's lives." - Tommy Choi, President, Chicago Association of REALTORS®

"Bobbi was a hit! I received numerous emails from agents saying they found her inspirational. Thank you so much for this presentation. You were really great. Our leadership team is on track with the 4DX program, so it was a great fit! Your tips and stories were so valuable." - Cathy Harrington, VP of Marketing, Lyon Real Estate

### SESSION TITLES

**All Sessions Available in a Virtual Format Unless Noted**

- **Lessons from the Other Side: Protecting Your Self and Your Mindset** KEYNOTE
- **Block Your Way to Success: Time Blocking**
- **Goals, Time Blocking and Self Care**
- **Show Me the Money: Agent Financials**
- **Teams vs Solo: Build It and Success Will Come**
- **Your Path to Success: Goal Setting**

### VIEW DESCRIPTIONS

#### PAST CLIENTS INCLUDE:

Coldwell Banker Mid America  
Gallatin Association of REALTORS®  
Georgia Association of REALTORS®  
Lyon Real Estate  
Montana Association of REALTORS®  
Sunset Realty  
Triple Play (New Jersey, New York, Pennsylvania REALTORS®)  
Wisconsin REALTORS® Association  
WCR (Women's Council of REALTORS®)



**SEND AN EMAIL INQUIRING ABOUT BOBBI**

### Teach Others How to Treat You



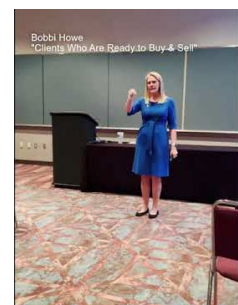
### Lessons from the Other Side



### Comparison is the Thief of Happiness



### Work with Ready Clients







*Todd Ferris, Megan Ferris, Terry Waggoner*

## THE BOOM TEAM

### Training Agents How to Have Amazing Businesses AND Amazing Lives

Todd and Megan Ferris and Terry Waggoner are the owners/operators of Ferris Property Group, a dynamic real estate brokerage in the greater Indianapolis area. They lead their company to the top of the market and enjoy growing with their agents. The trio also co-host the Boom Real Estate Podcast in which they focus on helping agents build an amazing business while building an amazing life! The trio trains, coaches, and teaches agents throughout the country—both at individual brokerages, and the industry's top conferences and events, while still staying active as real estate agents, working in the trenches with buyers and sellers day in, day out. [BIOGRAPHY](#)

"If you are looking for fresh content, fast-paced delivery, creativity and some very big belly laughs, Terry, Todd and Megan are your go-to speakers. They are fun, smart and will uplift your audience ... I promise." - Patrick Lilly, Real Estate Success Rocks

"The BOOM Team was terrific! They were professional, engaging, and entertaining. Their presentations not only kept our attention, they were cutting edge." - Mary Manatos, 2019 Wyoming Convention Chair

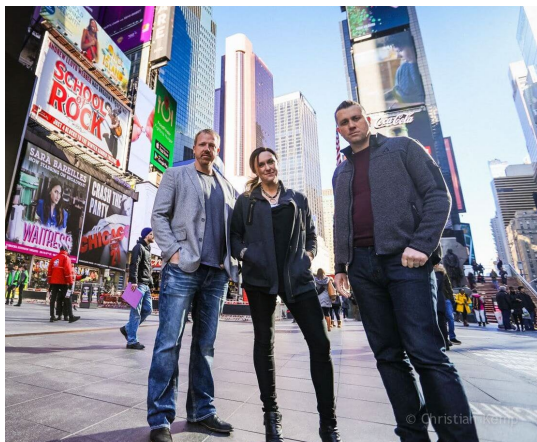
"WOW – How could someone NOT be excited and renewed by your content and style? Beyond me." - BethAnn Neynaber, Dir. of Pro. Dev/Member Services, Tucson Association of REALTORS®

### SESSION TITLES

All Sessions Are Available in a Virtual Format Unless Noted

- 7.5 Personal Jedi Tricks to Ignite Your Business [TRAILER](#)
- Building a Killer Business Plan [TRAILER](#)
- Curating a Fantastic Team Culture [TRAILER](#)
- Real Estate on Purpose: Hacks & Systems to Go NEXT LEVEL! [TRAILER](#)
- Running a Successful Virtual Brokerage or Team
- Social Media Blueprint [TRAILER](#)
- Take Your Business to the Next Level with Video [TRAILER](#)
- The Hustle Myth [& Other Real Estate Fairy Tales] [TRAILER](#)

### VIEW DESCRIPTIONS



**"One of the new wave of brokers who are choosing to zig when the rest of the real estate industry zags."**

- National Public Radio (NPR)  
"Under the Influence"

### Meet The BOOM Team



### A Snippet from Social Media Blueprint



### Virtual Presentation



With 7.5k views... ["Don't Be Weak"](#)



### MORE VIDEO



[SEND AN EMAIL INQUIRING ABOUT THE BOOM TEAM](#)



## IFOMA PIERRE

### Marketing, Technology, Motivation

After surviving three near death encounters in his native country of Trinidad—including almost losing his ear at age 14 in a gang fight—a 17 year old Ifoma Pierre turned his life around. From selling clothes on a wall in Tobago to having his clothing featured in fashion shows; and from using discarded computer parts to learn about technology in New York City to launching 360i Virtual Events, Pierre's entrepreneurial determination eventually led him to real estate. Now an Associate Broker with 15+ years' experience in Queens, New York, Pierre has created a G.E.M., complete training system, has earned the prestigious International John Maxwell Certified Speaker Trainer & Coach designation, and is an in-demand national speaker.

Designations: ABR, GRI, MCNE, SRS, PSA, ePRO, CBR, ITI

"Our members were thrilled with both of Pierre's presentations. They found him engaging, funny, and very motivating. Even between his sessions, people were saying he was a great find and how applicable his presentation to the market right now. He even researched our event sponsors and had their websites in his presentation. He is fantastic!"

– Erin O'Brien, CMP, C2EX, Program & Event Coordinator, Northeast Association of REALTORS®

### SESSION TITLES

*All Sessions Available in a Virtual Format Unless Noted*

- **Agent Extinct: How to Survive the Ever-Changing Real Estate Market**
- **Adapt or Evaporate**
- **Hot Sauce Please!!! Proven Strategies to Spice Up your Real Estate Marketing**
- **15 Invaluable Laws of Growth**
- **Everyone Communicates, Few Connect**
- **From LIKES to LISTINGS: A Facebook Marketing Workshop**
- **Good Leaders Ask Great Questions**
- **Identify & Capture Your Niche**
- **Leadershift**
- **Offer Accepted! How to Work with Buyers in a Hot Seller's Market**
- **Silly Rabbit, It's a Turtle Race**
- **Social Ninja Media: Advanced Lead Generation Strategies**
- **Sometimes You Win, Sometimes You Learn**
- **S.O.S How to Survive Overwhelming Social Media**
- **Stop Recruiting and Start Attracting!**
- **Techniques to Boost Your Productivity**
- **Think like a Marketer, SELL like an Agent**
- **The Experience Factor: How to Connect Better Using Technology**
- **Today Matters! 12 Daily Practices for Tomorrow's Success**

### VIEW DESCRIPTIONS



"All of Pierre's sessions at our Winter Conference were standing room only. His content was fresh, his delivery was highly engaging and entertaining, and he was wonderful to work with! The evaluations were so good we're inviting him back again this year for Convention."

– Kristi Mikalsen, VP Prof. Development, Wisconsin REALTORS®

"This presenter is top notch. Very funny, great energy. Most importantly gets you thinking outside of the box!"

"Phenomenal speaker!! I filled out 4 full pages of notes!"

"Gave way more than I expected. The 2 hours flew by!"

[SEND AN EMAIL INQUIRING ABOUT PIERRE](#)

### Real Estate is a Contact Sport



### Invest in You



### John Maxwell Certified Speaker



### New York State REALTOR® Keynote



### MORE VIDEO







## MAURA NEILL

### Award-Winning Experience meets Real Life Leadership & Business Building

ABR, CRS, CDPE, e-PRO, MRP, MA • A second-generation REALTOR® • Former instructor for Florida State University and the University of Phoenix • Top producing, multi award-winning Atlanta agent • Featured speaker for RETSO, Inman, CRS, NAR, and numerous national franchise events • 2015 Atlanta REALTOR® of the Year • NAR Leadership Academy Graduate • Board of Directors, Local and State REALTOR® organizations • Member of 2017 & 2021 NAR Leadership • Member of 2017 CRS Leadership • RPAC Hall of Fame, Platinum R Investor, RPAC President's Circle • 2020 CRS National President's Award Harvard • Negotiation Institute at Harvard Law School Graduate

#### BIOGRAPHY

"Maura brings her real estate experience and creativity to her speaking and training. Instantly engaging, her students are riveted to her presentation. She delivers instant takeaways which real estate professional so desperately need when they attend training on technology. Maura brings great value to any event you hire her for." - Amy Chorew, VP of Learning, Realogy

"Maura is a great presenter, but more than that —she's a doer. Sharing valuable ideas, tips, and tactics is one thing. Doing them is another. Maura is the rare combination of quality presenter and expert practitioner. She does what she shares."

- Brad Nix, Founder of RETSO

#### SESSION TITLES

All Sessions Are Available in a Virtual Format Unless Noted

- A New Leadership Perspective: Composing a Memorable Year
- Agent Before Association: Revolutionize the Nordstrom Way
- Ask the Right Questions: Problem Solving and Goal Setting
- Co-op(eration): Improve Customer Service with Your Competition
- Create the WIN: New Negotiation Strategies
- Creating Engaging Education for the Next Generation of REALTORS®
- Customer Before Company: Revolutionize Your Business the Nordstrom Way **KEYNOTE**
- Great Questions and Difficult Conversations
- Navigating Co-op(eration) for Brokers/Managers
- Once Upon a Time Marketing for Brokers/Managers
- Once Upon a Time: Stories that Stick **KEYNOTE**
- Perception and Reality: Composing Your Leadership's Perfect Year
- Perception, Reality, & Your Emotional Intelligence **KEYNOTE**
- Put Your Best Foot Forward: Lessons in Online Customer Service
- Running Your Business in a Low Inventory Market **BEST SELLER!!!**
- The Perceptive Leader **KEYNOTE**
- What's Your Story? Storytelling Marketing for Associations

#### Storytelling As Marketing Ted Talk



#### 3 Pillars of My Real Estate Business



#### MORE VIDEO

#### VIEW DESCRIPTIONS

#### As Featured In

The  
New York  
Times



"The entire session was packed with useful information. Typically, I'm happy if I walk away with one great idea. With Maura, I have a big list! She's energetic, articulate, and knowledgeable."

- Christine Pappas, Chair, Ohio REALTORS® Pro. Development Committee

[SEND AN EMAIL INQUIRING ABOUT MAURA](#)





## TRISTA CURZYDLO, J.D.

### When Hearing from a Lawyer is a Good Thing!

Graduate of Washburn University, School of Law • Served as Assistant Legal Counsel to a Kansas Governor • Former Assistant District Attorney in a Consumer Fraud Division • Former Government Affairs Director and Legal Counsel for the Wichita Area Association of REALTORS® and South Central Kansas MLS • [BIOGRAPHY](#)

Not only did we love her...the students gave rave reviews too. What a joy to work with. She is not only smart but has a great sense of humor. I can't say enough good about her!!" – Michele Stoeger, Executive Officer, Otsego-Delaware Board of REALTORS®

"If you're running a real estate company right now, it would be in your best interest to let Trista bend your mind a little bit with her challenging questions and tips on the risk and management. **This girl isn't just the smartest kid on the block, she's also wildly entertaining with the ability to create fun where there's usually fear and boredom.**" - Joanna Williams, Better Homes & Gardens, Kansas City

### SESSION TITLES

All Sessions Are Available in a Virtual Format Unless Noted

- 11 Ways to Lose Your License
- Data Security in a Virtual Environment
- Everything Old is New Again: Fair Housing, Anti-Trust and the Data Deluge
- Get Your Geek On: What You Don't Know Can Hurt You
- Go Forth & Sin No More: The Code of Ethics
- How's That Working Out for You? Hot Legal Topics in Real Estate
- I Don't Give a Twit: New Media Risk Management
- Intellectual Property ... It's Not Just for Nerds Anymore
- Intellectual Property Law for AEs Who Hate Lawsuits
- It's 2 a.m., Do You Know What Your Data is Doing?
- I've Got my Eye on You! Surveillance and Real Estate
- Let Me Tell You About the Man Cave: The Fair Housing Act
- Life's Not Fair, But Digital Advertising Must Be
- Listen to This! Website Accessibility in Real Estate
- Put an Attorney Out of Business
- Real Estate Karma: Unethical, Illegal or Just Plain Rude?
- Smart AND Sensitive: You, Technology, & the Law
- Smart Phones, Smart Policies: Social Media Risk Management for Brokers
- The Fair Housing Act: Where it Started & How it's Going
- There's No Font for Sarcasm ... Managing a Multi-Generational Workplace
- Up in Smoke: Cannabis & Real Estate [Commercial Version Available](#)
- Well, THAT Escalated Quickly ... Recent Lessons for Real Estate Practitioners
- Who Let the Dogs Out? Reasonable Accommodations and the Fair Housing Act

### THE CODE OF ETHICS



### REAL ESTATE KARMA



### MORE VIDEO

### VIEW DESCRIPTIONS

"You're an excellent public speaker, very knowledgeable on the topics, and you always kept it interesting. Besides all of that, you had me cracking up the whole day." - Michael Costello, RE/MAX Accomplished Realty

"Just wanted to say I thought you were the best presenter and most organized speaker of all events that I attended at the NAR Convention in New Orleans. Thanks for making learning easy."

- Marty Sherrer, Alabama Coastal Properties Inc.



### ABOUT TRISTA

With the knowledge you expect from an attorney and the sense of humor you wish your attorney had, Trista Curzydlo brings a fresh perspective to education classes for real estate licensees. Her career as an attorney both in the courtroom and the Statehouse provides her with a strong grasp on the "why" behind difficult legal topics while her experience as Legal Counsel for a REALTORS® association allows her to provide the "how" for risk management in a manner that everyone can grasp and enjoy.



[SEND AN EMAIL INQUIRING ABOUT TRISTA](#)