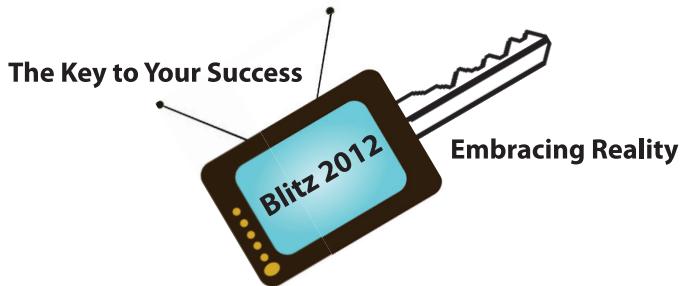


# Blitz 2012 • Blitz is a BLAST!

Thursday, March 8, 2012 • Marriott Madison West  
1313 John Q. Hammons Drive • Middleton, WI 53562



Be sure to mark your calendar for  
**Thursday, March 8, 2012** at the  
Marriott Madison West for Blitz 2012!  
It's a perfect way to spend time with peers  
and get reenergized for 2012.

The Blitz 2012 registration fee includes two Keynote Speaker general sessions, all workshop sessions, unlimited access to the Exhibit Hall, lunch and reception – a tremendous value for only \$50\*.

One of the best features of the event is the **Exhibit Hall**. If you've been to past events, you remember how much fun you've had! The exhibitors truly go all out with games, treats and giveaways. Many exhibitors will have fun with the theme and design their booths around a realty show, news program or game show. Remember – lunch is included and will be served in the Exhibit Hall!



### Suitcases for Kids

In 2006, RASCW joined the national service project designed to collect and distribute new and gently used suitcases, duffel bags and backpacks for foster children who are frequently forced to move

from home to home. To date, RASCW has donated 1300 suitcases for foster care programs throughout South Central Wisconsin. We will once again be collecting donations at the Blitz and distributing them within the RASCW jurisdiction. Please remember to bring a suitcase to the Blitz on March 8, 2012.



### Keynote Speaker Verl Workman:

Verl Workman, one of the nation's most sought after speakers, returns to Blitz 2012 as our featured speaker. Verl was so well received at last year's Blitz that Members asked us to bring him back. If you missed Verl last year, you won't want to miss him this year.

Over the course of a career now spanning nearly 20 years, Verl Workman has delivered more than 1,000 seminars, webinars, keynote addresses and other motivational messages to real estate and sales professionals worldwide. More importantly, he's also delivered remarkable results. His experience and expertise in all aspects of sales, marketing, promotion, management and technology have helped thousands of professionals to expand their knowledge and achieve their goals.

Verl's philosophy regarding professional training has always been, "If it's not fun, I'm not going!" and believes you deserve programs that live up to those expectations. Whether you're new to sales or a seasoned veteran, Verl's approach is bound to unleash your unique selling skills and uncover your profit potential. To learn more about Verl, visit <http://www.verlworkman.com/>.

### Verl will present two general sessions.

The morning session is titled **Get Your Head in the Cloud ... and Make it Rain!**

Cloud technology is changing the way the real estate business does business – for the better. But has anyone shown you how it works? More importantly, has anyone shown you exactly how to put it to work and put more money in your pocket? Verl Workman will! Paperless transactions, online data storage, contact management systems can all be done in The Cloud making our business systems more streamlined, reducing our costs and allowing us to work from virtually any setting. Making it rain is all about lead generation and conversion. Most agents have web sites but few really know how to drive real traffic and convert those clicks into cash. This program will show you the do's and don'ts of using the Cloud, learn about the critical features of a web strategy and how to make those clicks stick!

Verl's afternoon session is titled **Poke, Buzz & Tweet ... Just Don't Forget to Meet!**

Social media is all the rage – but can it really make you more money in real estate? Absolutely. Verl Workman will show you what works, what wastes your time and how to tell the difference. We'll also look at how to integrate it all into your current, overall marketing plan with very little time and effort.

SCHEDULE & REGISTRATION FORM ON THE BACK

Presented by: REALTORS® Association of South Central Wisconsin



## Schedule of Events

Exhibit Hall will be open from 8:30 a.m. – 4:00 p.m. Visit [www.rascw.org](http://www.rascw.org) for a complete list of Blitz 2012 Exhibitors.

**8:30 a.m.** - Registration and Exhibits Open

**9:30 a.m. – 11:00 a.m.** - **General Session, Keynote Speaker Verl Workman**  
**Get Your Head in the Cloud ... and Make it Rain!**

**11:00 a.m. -12:30 p.m.** - Visit Exhibits and Lunch in the Exhibit Hall

### Special Lunch Program for Managing Brokers

Managing brokers are invited to a special lunch session with Verl Workman as he discusses how to lead agents to the next level by empowering the agents. He will show brokers how to lead agents instead of pushing them to the next level.

**12:30 p.m. – 1:30 p.m.** - Workshop Session #1

### So You Think You Can Appraise?

Panelists:

Dave Beaumier, United Guarantee

Ronelle Escher, Monona State Bank

John Rock, Rock Appraisal and Bunbury & Associates

Kaye Stahr, Waterstone Mortgage

Moderator:

Christa Sweeney, River Valley Bank

Do you find yourself frustrated with appraisals these days? Wondering if the appraiser or underwriter knows what granite means let alone the value it adds? Come and hear from the experts why an appraiser has to use the comps they are using or why an underwriter won't accept a comp that an appraiser has used. There really are reasons and we have a panel of experts to help you understand.

### Survivor: Fire is Life! Keep Your Flame Burning!

Speaker: Bonnie Dixon, RASCW President, Stark Company, Realtors®

After this high energy and interactive workshop, you'll walk away feeling empowered! This session is specifically designed for agents in the business 18 months or less

### Man vs iPad

Speaker: Charlie Wills, Past RASCW President, First Weber Group, Inc.

iPad in Real Estate - Apps, tools and time saving techniques for today's real estate agent.

**1:30 p.m. – 2:00 p.m.** - Visit Exhibits

**2:00 p.m. – 3:00 p.m.** - Workshop Session #2

### So You Think You Can Appraise?

Repeat of Session #1 Workshop

### Who Wants to Break Records?

Speaker: Roger Seip, Freedom Personal Development

When it comes to breaking records, Roger Seip walks the talk. Freedom Personal Development has consistently grown and broken records for more than 10 straight years. In this session, you'll learn proven strategies to harness your mental power and achieve your personal best in business and in life. The process is simple. You'll identify a personal target, such as increasing sales or losing weight, and Roger Seip will teach you the action steps that will bring you closer to your goal and bring your goal closer to you. He will show how to shatter the walls of your comfort zone and take your level of commitment higher than before.

### The Real Brokers of Southern Wisconsin

Panelists:

Shawna Alt, First Weber Group

Sara Alvarado, The Alvarado Group

Trish Baehr-Schaefer, Prudential Community Realty

Dan Kruse, Century 21 Affiliated

Dave Stark, Stark Company, Realtors®

Moderator:

Kevin King, RASCW/SCWMLS Executive Vice President

Come and hear a panel of top area brokers discuss how they have survived and possibly thrived in this tough real estate market. What have they done to remain competitive? And, what's on the horizon for our industry?

**3:00 p.m. – 3:15 p.m.** - Break

**3:15 p.m. – 4:30 p.m.** - **General Session, Keynote Speaker Verl Workman**  
**Poke, Buzz & Tweet ... Just Don't Forget to Meet**

**4:30 p.m. - 6:00 p.m.** - Reception – Featuring appetizers, cash bar and prizes!



## Blitz 2012 Registration

Thursday, March 8th, 2012

Marriott Madison West

Name: \_\_\_\_\_

Company: \_\_\_\_\_ Office Phone: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

E-mail Address: \_\_\_\_\_

- Enclosed is the early registration fee of \$50.00\*.
- Enclosed is the registration fee after 2/23/12 of \$60.00\*.
- At-the-door registration of \$70.00
- Charge to my Visa/MC

Card#: \_\_\_\_\_

Exp: \_\_\_\_\_ 3 Digit CRV Code: \_\_\_\_\_ (on back of card)

Signature: \_\_\_\_\_

I am a Managing Broker and will attend Verl Workman's lunch program.

**Return this form and fee to the RASCW office:**

**4801 Forest Run Rd., Suite 101 • Madison, WI 53704 • Fax: 608.240.2801**

Registration fee allows attendance at any session, with size of classes limited to available seating capacity. There are no refunds after March 1, 2012.  
**Substitutes cannot be allowed.** Individuals may enter the Exhibit Hall only if they are registered for the event.

**Special Accommodations:** If you need special accommodations, please contact us by February 8th so we can make appropriate arrangements.