



Dakota CRS Chapter

North and South Dakota

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Dakota CRS Chapter
Strategic Planning Session
September 30, 2007
Seven Seas, Mandan, ND

Present: Diana Zietz, Bruce Curington, Ninetta Wandler, Hap Hilbish,
Sandy Meyer, Kim Smith, Carol Lawhun, Jill Beck, Moni Krantz

Introductions of the group were made. The session was facilitated by the Regional Vice President Hap Hilbish. Several areas were mentioned in regards to the Progress Report for the Chapter: Business Plan, CRS Awareness Grant, posting upcoming events on the website, and Policy & Procedures.

The group worked together through brainstorming and discussion to come up with the following list of Goals:

Members

1. Benefits
2. Education
3. Referrals
4. Self confidence
5. Public Awareness
6. Discounts for Education (possibly \$50 discount for Chapter members who currently hold the CRS designation)

Public Awareness

1. Newspaper
2. Real estate magazines
3. Cable TV
4. Brochures
5. Chapter support charity
6. Radio

Classes

1. More offerings
2. Offer other courses – ABR, SRES
3. One-day classes
4. Discounts for designees
5. Co-sponsor (not less than 50/50 split)

Chapter Leadership

1. Add directors
2. Promote (on stationery, letterhead, wear pin)

It was decided that the order of efforts should be

1. Membership Benefits & Board Reps
2. Education – classes, discounts, sponsorships, other than CRS
3. Advertising/Public Awareness – newspaper, radio, cable TV, RE magazines, brochures

The group recommended a Chapter dues increase to \$35 to start in 2009.

Additional Directors were recommended to represent each local board in the Chapter.