



A message from the president of NYSCAR's Upstate chapter - by Guy Blake

March 05, 2019 - Upstate New York

The Board of Governors met on February 13th at the Desmond Hotel and Conference Center in Albany, New York. The 2019 officers and governors were installed as follows:

Guy Blake, CCIM, president,

James Walker, CCIM, first vice president,

Dana Crocker, second vice president,

Robert Strell, treasurer and

Mercedes Brien, secretary.

Governors: Richard Ferro, CCIM, Albany; Karen Klecar, Binghamton; Jim Knight, Buffalo; Mark Rohlin, Rochester.

Ted Welter, CCIM, CPM, a governor, gave a presentation on improvements made to the blast email component of the website which will greatly benefit the membership.

REALTOR of the Year

Mercedes Brien of Mission Commercial Realty

Mercedes Brien of Mission Commercial Realty (Rochester) is the recipient of the New York State Commercial Association of Realtors 2018 Realtor of the Year Award. The award was presented to Brien by Robert Strell, 2015 Realtor of the Year recipient, at the Board of Governors meeting.

The award is given each year to recognize an outstanding active member of the New York State Commercial Association of Realtors (NYSCAR). Always willing to lend her support and time for NYSCAR, Brien was recognized for her untiring efforts on behalf of the New York State Commercial Association of Realtors, Inc. She has been an active member of the Annual Conference Planning Committee and has been a great asset and team player in securing sponsors and speakers for the event. Brien also serves on the Board of Governors of NYSCAR currently serving as secretary of the association.

Her untiring efforts are key to keeping the Association a leading organization in the commercial real estate industry.

With more than 21 years in the business, Brien has represented local, national and international companies in completing transactions of industrial, retail, office, land and investment properties and has been involved in the redevelopment of many properties in the city of Rochester.

Brien is also an active member of the Rochester Area Chapter of NYSCAR serving on numerous committees since 2003 and serving as president of the chapter 2014-2016. She also serves as the secretary-treasurer of the Realtors Charitable Foundation in Rochester.

Annual Conference

June 3rd, 2019 will kick off the 18th Annual NYS Commercial Real Estate Conference at the Turning Stone Resort Casino in Verona. Chaired by James Walker, CCIM, the premier conference held June 3-5, will be packed with great networking, education and a top-notch investment marketing session.

June 5th will feature national instructor Terry Watson who will talk about cyber security and protecting yourself and your clients. Chuck Sutherland, SEC will teach two sessions: "Creative Real Estate Marketing" and "Real Estate Deal-Making Money-Making Tips: Secrets to Closing More Transactions." A panel of experts will discuss "Opportunity Zones" during lunch on the 5th.

There will also be an excel class (beginner and advanced) and an agency/fair housing class held on June 3rd. (The fair housing/agency is a prerequisite for renewing your real estate license).

Registration opens the first week of April – don't miss out! Interested in sponsorship? Go to www.nyscar.org for a sponsor form.

Education

"Commercial Basics:" The 15-hour course was held in New Windsor on February 12-13, 2019, with Joe Deegan, CCIM as the instructor. The course, sponsored by NYSCAR in cooperation with the Hudson Valley Chapter of NYSCAR, was very well received by the students.

April 3: Fishkill Commercial Real Estate Conference (Hudson Valley Chapter) is a full day of education. Peter West, CCIM is the instructor, "Effective Marketing and Client Counseling."

April 4: Full day marketing meeting for brokers only. Join with brokers from the region as well as an out of town group of attendees. Visit <https://hud.nyscar.org> for updates.

April 17: "Analysis and Marketing of Commercial Real Estate" (7 hours) instructed by James Walker, CCIM and Robert Giniecki, CCIM. Sponsored by NYSCAR in cooperation with the Syracuse Area Chapter of NYSCAR. Visit www.nyscar.org for details.

The National Association of Realtors is celebrating an exciting milestone this year: The 20th year of the Good Neighbor Awards. For two decades, this award has recognized Realtors who make an exceptional impact as volunteers in their communities.

“For the past 20 years the Good Neighbor Awards have showcased extraordinary stories of Realtor generosity and service. Good Neighbors reveal the heart of the real estate profession – a spirit of service and volunteerism that builds the communities we live and work in,” said Victoria Gillespie, NAR’s chief marketing and communications officer. “Every month, nearly 70% of Realtors volunteer in their communities and that makes an enormous impact. I am looking forward to sharing the stories of this year’s recipients of the Good Neighbor Award.”

Each year, five Good Neighbor Award winners receive \$10,000 grants for their nonprofit, and five honorable mentions receive \$2,500. Good Neighbor stories and videos generate considerable local and national media attention, which benefits the cause with additional donations, volunteers and support.

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