



## **July 2024 NYSCAR president's message: Annual conference a success! - by Robert Strell**

July 16, 2024 - Upstate New York



Attendees at a marketing session during the annual conference.

It was great to see many of you at the annual conference at Rivers Casino in Schenectady, June 24th!

Robert Strell

The conference, chaired by Mercedes Brien (Rochester) was sponsored by the NYS Commercial Association of Realtors, the Upstate NY CCIM Chapter and the Society of Exchange Counselors. Attendees enjoyed hearing from Schenectady Economic Development commissioner Ray Gillen

who welcomed them to the area. Participants also enjoyed great education, investment marketing session and networking. Joe Larkin, CCIM, SIOR (Denver) taught two classes on the topics of subleasing and lease buyout strategies and mastering listing presentations which were well received by the attendees. A marketing session moderated by Wes Dinger, SEC and Nick DeMarte, SEC was a great program for the participants to market their properties and client's needs. Many thanks to coordinators John Lavelle and Paul Hakim, CCIM who did a great job managing the session.

Congratulations to Mark Rohlin, Mission Commercial Realty LLC, on receiving this year's Realtor of the Year award! The award was presented during the luncheon session by last year's recipient, Jim Kelly, CCIM.

Hats off to the chapter presidents who gave a glimpse of their market area during the luncheon: Joe Jacobi, WNY, Christopher McCarthy, Rochester, Tony Paone, Syracuse Area, Karen Zalewski-Wildzunas, Greater Capital, Don Minichino, Hudson Valley, and Paul Fetscher (on behalf of Ira Zucker), NY/LI.

NYSCAR was pleased to support "Operation at Ease" during the conference. The not-for-profit organization takes dogs from shelters and pairs them with deserving veterans and first responders and provides a free guided training program for post-traumatic stress and light-mobility service dogs.

Many thanks to our wonderful sponsors this year:

Diamond: CoStar/Ten-X and Rock Emergency Services

Gold: CIREB, LaBella Associates and New York Real Estate Journal.

Silver: Beardsley Architects & Engineers, Empower Federal Credit Union and Stewart Title Insurance Co.

In-part sponsors: Upstate NY CCIM Chapter and Discover Schenectady.

Robert Strell is president of NYSCAR, Albany, N.Y.

New York Real Estate Journal - 17 Accord Park Drive #207, Norwell MA 02061 - (781) 878-4540