



REGISTRATION HOURS: Tuesday 3-5 PM, Wednesday 7-10 AM and 3-8 PM, Thursday 7 AM - 5 PM, Friday 7 AM - Noon
EXHIBITOR HOURS: Wednesday 6-8 PM (setup 3- 5 PM), Thursday 7:30 AM - 5 PM, Friday 7:30 AM - 1 PM (1-4 PM breakdown)

WEDNESDAY, OCTOBER 5, 2011

8:30 AM - 4:30 PM Legal Seminar
 *separate registration required

7 - 8 AM Golfer Registration & Breakfast

8 AM Golf Tournament Shotgun Start

9 AM - 8 PM Red Door Spa Day
 *appointments suggested, discount given with group code

6 - 8 PM Welcome Reception/Sponsor & Exhibitor Networking
 Sponsored by LPS Real Estate Group

THURSDAY, OCTOBER 6, 2011

Breakfast	Lunch
7 - 8 AM	12 - 1 PM

8 - 8:30 AM Welcome to CMLS2011
 Merri Jo Cowen- 2011 CMLS President, MFRMLS; Phil Tedesco- Tucson Association of Realtors; Greg Hollman- MLS President, Tucson Association of Realtors; Wes Wiggins- Regional MLS (Florida)

8:30 - 9:15 AM Keynote: What Is Impacting Our Industry?
 Brian Taylor, Executive Trainer and Motivational Speaker

9:15 - 10 AM The Crystal Ball on Governance
 Brian Boero- 1000 Watt Consulting; Marilyn Wilson- WAV Group; Thomas Brown, Esq.

10 - 10:30 AM Break & Networking with Exhibitors and Sponsors

10:30 - 11 AM Brian Boero Live!

11 - 11:15 AM What Keeps Brian Larson Awake at Night?
11:15 AM - Noon Consumer Websites: It's Not Just HAR
 Bob Hale- HAR (Moderator); Steve Allen- UtahRealEstate.com; Jennifer Kersting- MFRMLS; Cameron Paine- CTMLS

1 - 1:45 PM CMLS is Stepping Up
 Merri Jo Cowen- 2011 CMLS President, MFRMLS; plus Mystery Celebrity Guests

1: 45 - 2:30 PM Syndication - Wrapping It Up
 Kim Prior- Onboard Informatics (Moderator); Carl DeMusz- NORMLS; Greg Manship- Intermountain MLS; Edward Ridolfi- Broker (MLS PIN); Kurt von Wasmuth- RMLS-Portland

2:30 - 3 PM IDX - The Latest and Greatest
 Gregg Larson- Clareity Consulting (Moderator); Bob Bemis- ARMLS; Tom Hurdlebrink- NWMLS

3 - 3:30 PM Break & Networking with Exhibitors and Sponsors

3:30 - 3:45 PM What Keeps Curt Beardsley Awake at Night?

3:45 - 4:30 PM New Ways for MLSs to Create Revenue
 Victor Lund- WAV Group (Moderator); Jim Harrison- MLS Listings; Chip McAvoy- CoreLogic; Robert Drummer- iMapp; Kevin Greene- VP, MLS Solutions at Real Estate Digital; Jonathan Hill, RB Intel (MRIS)

5:30 PM PARTY TIME- Old Tucson Studios Cocktail Reception and Hootenanny
Buses depart from the Westin La Paloma @ 5:30 PM and return trips will run from 8 - 10 PM
<http://www.oldtucson.com/>
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FRIDAY, OCTOBER 7, 2011

Breakfast	Lunch
7 - 8 AM	12 - 1 PM

8 - 8:15 AM Morning News & Drawings

8:15 - 8:30 AM What Keeps Rebecca Jensen Awake at Night?

8:30 - 9:15 AM Legal Update - Recap of Legal Seminar
 John Rees, Esq.; Brian Larson, Esq.; Chris Osborn, Esq.

9:15 - 9:30 AM What Keeps Mark Lesswing Awake at Night?

9:30 - 10 AM A Day in the Life of the Mobile Agent
 Kristina Wise – The GoodLife Team

10 - 10:30 AM Break & Networking with Exhibitors and Sponsors

10:30 - 11:15 AM The Truth about Conversions
 Steve Yanoviak- Management Advisors (Moderator); Wes Wiggins- RMLS; Justus Martin, Fresno Association of Realtors; Tim Ford- dynaConnections; Kevin McQueen- Focus Forward Consulting

11:15 - 11:30 AM What Keeps Joe Kazzoun Awake at Night?

11:30 AM - Noon Pulling it Together
 Brian Taylor

1 - 1:15 PM CMLS in 2012
 Merri Jo Cowen & Greg Manship
 Kathy Condon, CMLS Board Member, 2012 Host

1:15 - 2:15 PM What Consumers Think DOES Matter
 Marilyn Wilson- WAV Group (Moderator); Sara Bonert- Zillow; Jay Thompson- Broker (ARMLS); Suresh Srinivasan- ReachFactor; Bill Baird- Broker (Heartland MLS); Éric Charbonneau- Greater Montreal Real Estate Board (GMREB)

2:15 - 2:30 PM Short Break

2:30 - 3:30 PM Real Feedback from Real People - Branding
 Tracy Weir- Inman News (Moderator); Ray Larcher- Triangle MLS; Rita Johnson- Pranix; Michael Hayes- Homes Media Solutions; Mark Weiss- Trulia

3:30 - 3:45 PM What Keeps the 2012 CMLS President Awake at Night?
 Greg Manship- 2012 CMLS President, Intermountain MLS

3:45 - 4:15 PM Taking it Home
 Brian Taylor

4:15 PM Wrap Up and Final Drawings

6:30 PM Closing Event- Poolside Party
 Drinks Dinner, Live Music, Dancing & Relaxing
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