



NewsBrief

Winter 2012 | www.orcar.org

Members approve transition to CAB

Upcoming Events

- ▶ Awards Celebration
March 8, 2012
The Governor Hotel
- ▶ Golf Tournament
June 25, 2012
Riverside Golf & Country Club

Thank you, Salvation Army volunteers!

CAB's Community Service Committee again provided opportunities to donate to and volunteer with the Salvation Army during the holiday season. Thank you to all those who participated!

Jeff Borlaug
Greg Burpee and family
Melissa Darm
Alicia Darm
Ian Fowler
Elizabeth Paulsen
Dietra Stivahtis
Aaron Watt and family

In December, members voted to amend the bylaws to terminate CAR's relationships with the Oregon and National Associations of Realtors (OAR and NAR) and become the Commercial Association of Brokers (CAB). The change was effective Jan. 1.

Though CAB's core mission to educate, advocate and connect remains the same, you will be seeing some changes. CAB will be providing expanded advocacy,

with more of a focus on the Portland metropolitan area and the issues that directly affect commercial real estate brokers. It will be hiring a lobbyist to address these issues. Dues have also fallen from \$465 per year to under \$300 per year.

You'll continue to see the same types of educational opportunities and opportunities to connect that we have always provided.

Welcome to members, old and new

The Commercial Association of Brokers would like to welcome the following companies, who have either paid 2012 dues or committed to doing so:

Ball Janik • BnK Construction
Capacity Commercial • CapitalSource SBA Lending
Colliers International • Commercial Realty Advisors
Cushman & Wakefield • Davis Wright Tremaine
Doug Bean & Associates • Dunn Carney
Fidelity National Title • First American Title
Gilbert Bros. Commercial Brokerage • Grubb & Ellis
Kidder Mathews • Macadam Forbes
Melvin Mark • NAI Norris, Beggs & Simpson
Norris & Stevens • PS Business Parks
Redside Equities • Sperry Van Ness
Urban Works Real Estate

Thank you for your support of the new CAB. We are excited to have you be a part of the inaugural year of CAB and look forward to many more years together!

EDUCATE



ADVOCATE



CONNECT



Ask Dr. D



Dear Dr. D:

Is it my imagination or is commercial real estate brokerage becoming more of a high-tech digital divide and less of a face-to-face business?

Inquiringly,
Irv

Dear Irv:

I know what you mean. It often seems like brokers now live in a sci-fi universe where transactions and correspondence happen at hyper-speed across the vast electronic data-stream known as "cyberspace." The real estate future will belong to broker techno-travelers who can coolly press buttons to jack themselves into a strange, high-tech futurescape. They will instantaneously uplink current market information from across the region in the blink of an eye, prowling a virtual dimension, instead of the city streets and suburban avenues.

However, the new interactive realm is teeming with danger. Bands of roving cyber-thieves (non-CAB members) with no netiquette skulk around every corner, ready to hack into systems, rob virtual identities and hijack transactions. We will only survive through daily webinar attendance, learning to rebuild firewall defenses and expanding next generation bandwidth.

Fortunately, there will always be bullpens, donuts and big brother watching.

Out-Sourcingly,
Dr. D.

CAB Awards Banquet March 8 with theme "taking us forward"

The 2012 CAB dinner and awards celebration will be held March 8 at the Governor Hotel, with the theme of "Taking Us Forward." As the committee prepares the program, awards and charitable giving opportunities, you can help ensure an outstanding event by offering your business and clients the opportunity to sponsor it.

The sponsorship packages elevate company branding and host tables or individuals at this and future events.

We are looking for sponsors at every level, including the following:

Signature Sponsor—\$10,000
This package, valued at \$14,000, includes a full-page ad in the Portland Business Journal, the opportunity to speak at the event and present an award, a full table at the event and at a future quarterly breakfast, and prominent company visibility throughout the event.

Platinum Sponsor—\$7,500
This package, valued at \$10,000, includes a full table for 10 at the event, a 1/2 page ad in the Portland Business Journal, branding throughout the event materials and promotions, and five tickets to a future CAR breakfast.

Gold Sponsor—\$5,000
This package, valued at \$6,500, includes a 1/4-page advertisement in the Portland Business Journal, event branding, seven event tickets and five CAR breakfast tickets.

Silver Sponsor—\$2,500
This package, valued at \$3,250, includes five event tickets, company branding at the event and three complimentary tickets to a future CAR breakfast.

Bronze Sponsor—\$1,000
This package, valued at \$1,400, includes three event tickets, company branding at the event and your company name in event advertising.

Join a CAB committee in 2012

2012 is bringing in lots of changes at CAB, but one thing is staying the same: the plentiful opportunities CAB provides for you to get involved in the association.

CAB has a variety of committees,

including Awards, PR, Education, Forms, Golf, Membership, Community Service and CAB's Political Action Committee (CABPAC). Contact Executive Director Lyndsey Westgaard at lyndsey@orcar.org for more information on getting involved.