

*Arizona State Escrow Association
Acceptance Speech of Incoming President, Janette Waller
At the Annual Conference on July 16, 2011 in Flagstaff, Arizona*

We must Treasure the Past and Transform the Future

First of all, I would like to thank Vinni and the Board for all of their help, support and hard work this past year. I learned so much and am grateful for my experience and the strengthened camaraderie of our group. I am wise enough to realize that I have much to learn and am counting on their continued support this coming year.

As I thought about what I wanted to say to you today, it struck me that I am extremely privileged to be a part of a great industry and to be surrounded by such a wonderful and talented group of professionals. There is a great deal of knowledge and experience located in this room. I dare say that if we tried to add up the years of experience of everyone here, we would definitely have a comma in the number.

Our association has been extremely fortunate to have a core group of individuals that have dedicated their time and knowledge, year in and year out to keeping our Association alive and relevant. Our association is one of the only vehicles for education for our industry. This core group of individuals has helped our Association reach the place that we are today. Without them, our association might not have survived. I feel it is very important that these individuals be recognized for their unwavering commitment to our Association. I am going to read their names in alphabetical order. Please stand as I call your name and receive a well deserved round of applause as a humble gesture of our appreciation for your dedication and commitment.

- *Shannon Ade - Joined the Association in 1993.*
- *Pat Baldwin - Founder of the Southern Arizona Escrow Association in 1977 and joined ASEA in 1980.*
- *Leslie Banes - Joined the Association in 1991.*
- *Carlye Buxton - Joined the Association in 2003.*
- *Paula Carlaftes - Joined the Association in 1995.*
- *Karen Sue Chance - AEA's 2011 Earl G. Barrett Award Winner joined the Association in 1980.*
- *Patricia Darrell - Joined the Association in 1997.*
- *Vinnie deBruycker - Joined the Association in 2003.*
- *Charlotte Knoll - Joined the Association in 1993.*
- *Donna Imhausen - Joined the Association in 2003.*
- *Mardel Mitchell - Joined the Association in 1981.*

The commitment that these individuals have made and the knowledge that they continue to bring to our industry and to our association is to be "treasured". We must always remember the dedication and hard-work that helped us arrive at the place we are today, for without it we would not be here.

In the past few years, there have been many new individuals who decided that it was time for them to make a commitment to our industry and specifically to our Association. I am one of those individuals. What an amazing year of accomplishment 2010-2011 was! Under Vinni's leadership, innovation and the use of technology began to make its way into our realm. Through the ideas of the fearless new members, we discovered that our membership could register for classes online! We held an on-line Board Meeting which most of us were able to actually log on to (with the help of some of the newer (dare I say younger members!)) We had passionate discussions about the option of offering on-line classes to our membership! We even created a Fan Page on Facebook! We were embarking on a new adventure and have begun to "Transform the Future" of our Association.

As we move forward this year, we must continue to find innovative ways to bring information and education to our membership and to the real estate industry.

We must continue to leap strategically into the social media ring so that we can remain relevant.

We must look for ways to create a greater awareness in the real estate industry of our association and promote the advantages afforded to the realtors, buyers, sellers and lenders that utilize the services of one of our members.

We need the help of each and every one of you in order to achieve these goals. Promote the association whenever possible to co-workers and clients. Explain to your management the benefits you receive by being a member. Join a committee and share your ideas. This is YOUR association and we need your help and participation.

We should be very proud of the accomplishments we have made but there is still much work to do. I am very honored to be your new President and accept the privilege along with the challenges that we face in the coming year. I hope that each of you will join me as we TREASURE THE PAST and TRANSFORM THE FUTURE!

*Janette Waller
Your 2011-2012 ASEA President*