

2010 Treasurer

Date: March 30th 2009

To: Nancy Riley, 2009 Nominating Chairman
Nominating Committee – C/O: Jeanette Chech
Florida Association of REALTORS®
P.O. Box 725025
Orlando, Florida 32872-5025



Candidate for office of FAR 2010 Treasurer

1. Name: S. Dean Asher

2. Firm Name/Address: Don Asher & Associates, Inc.
1801 Cook Ave Orlando FL 32806
 Business Phone: 407-425-4561 Cell Phone: 407-496-0373
 Email Address: dean@donasher.com
 Web Site Address: www.electdean.com
 Fax Line: 407-872-1991
 If less than 2 years, list previous firm/address: _____

3. Current position held (Owner, Broker, Salesman, etc.) Broker/Owner

4. Profile of current real estate activities and percent of time at each:
Residential brokerage, commercial brokerage, property management, appraising, developing etc.
Residential brokerage, property management, and commercial
brokerage

A. *Description of Office of Treasurer:*
The treasurer shall serve on the following committees: Executive, Strategic Planning, Audit, Investment Treasury Management and chair Finance. The treasurer shall have general supervision of the financial affairs and shall provide reports on the financial condition of this association from time to time as may be required by the president, the executive vice president, the finance committee or the board of directors.

B. *Minimum qualifications: Please confirm that you have met the minimum qualifications by clicking on the appropriate box(s).*

- The candidate shall have served at least one year on the FAR Finance Committee.
- The candidate shall have attended a minimum of four of the last six FAR meetings. Meetings are defined as the mid-winter business meetings and the annual meeting.
- The candidate shall be actively engaged in the real estate profession.
- The candidate must hold a currently active, valid Florida real estate license, certification or registration as set forth in Florida statute Chapter 475, parts 1 and 2, and be a REALTOR® or REALTOR-Associate® member in good standing with FAR.

5. Member of what local board(s)/association(s) of REALTORS®?
Orlando Regional Realtor Association

6. FAR and NAR meetings may last up to seven days. Are you prepared and willing to be away from your home and business this frequently for this length of time?
 Yes No

7. A key role of the Treasurer is to be a spokesperson for FAR. Will you support positions taken by the FAR Board of Directors even if you opposed the positions when they were being considered and debated by the Board of Directors?
Yes No

How will you respond if asked about your personal feelings on one of these Association positions?

8. What is the largest organization for which you have ever been elected Treasurer?
How many members did this organization have?

Orlando Regional Realtor Association-12,000 members

9. Have you ever served on the FAR Finance Committee? Yes No
If yes, when? 2008,2009
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10. Are you and RPAC contributor? Yes No

11. What are the major challenges and opportunities facing FAR today? What suggestions do you have to resolve these matters?

There are always challenges in our industry, but that is how we learn and grow. We have to be adaptable to support our members and make them all successful Realtors. I believe the first and foremost challenge facing FAR today is the economy and what the future holds for the real estate industry. The economic downturn has affected our business in many different ways as well as our membership. We need to make sure we have a voice in Washington and Tallahassee to keep our members apprised of market trends so they can maneuver themselves to take advantage of an upward market when the time comes.

Other challenges facing FAR are the ongoing issues with property tax reform and increasing insurance rates. We need to let our legislators know that we will continue to fight these issues so that the dream of home ownership can be realized by many.

Technology is another ongoing challenge on our hands. We need to be up to date with technological as well as educational advances in our industry and be a leader so that our members have the best tools to be successful.

12. What opportunities do you envision for the association's future?

The future of FAR is in the hands of our leaders and members. With a strong Code of Ethics, a presence in Washington and Tallahassee, industry-leading technology, and membership education and support we can position ourselves to be a leader in our industry. We can take advantage of the slowdown in the market to better ourselves and make sure our members know we are fighting for them.

One way to accomplish this is to use REIS to increase our technology tools and services to allow our members to be more efficient and meet the many demands of the public. Another opportunity is involving our membership online through WebX, Mega Meetings and video conferencing. This allows us to reach more members at a much lower cost to FAR and to them and gives access to meetings and educational programs.

Our younger members create an opportunity for FAR as well. They are our future and we need to recruit and train them to be leaders in the real estate industry and in our association.

13. Leadership positions held, year and principal services rendered in:
- a) Local board/association of REALTORS®:
- 2004 REALTOR of the YEAR
 - President(2002-2003)
 - President Elect (2001-2002)
 - Board of Directors (1999-2004)
 - Governmental Affairs Committee Chair(2007)
 - Nominating Committee Chair (2005-06)
 - NAR/FAR Task Force Chair (2005)
 - Past President Committee Chair (2005)
 - Nominating Committee Vice-Chair(2004)
 - Strategic Planning Chair(2002)
 - Governmental Affairs Chair(2001)
 - Governmental Affairs Vice-Chair(2000)
 - R.P.A.C. Chairmen (1999)
 - Property Management Forum Chair (1997)
- Served on the following Committees
- Ad PAG(2007)
 - Strategic Planning (2000-2005)
 - Finance Committee (2000-2007)
 - Governmental Affairs (1995-2007)
 - Grievance Committee (1995-1999)
 - Community Relations (1995)
- Appointed to the following Task Forces
- Candidate Screening (2000) Chairman
 - Partnership (2000) Chairman
 - Forms (1998-1999)
 - Termite (1998)
 - Sales Tax (1997)
- Key Contact
- Senator Buddy Dyer (1996-2002)
 - Senator Toni Jennings (1999-2000)
 - Representative Andy Gardiner (2000-2008)
 - Senator Andy Gardiner (2009)
- Honors
- 2005 Presidents Award Recipient
 - 2000 Presidents Award Recipient
 - 1999 Rising Star Award
 - 100% of Fair Share RPAC Goal
 - 13 year ORRA Honor Society Member (1996-2008)
 - Making of a Leader Program (2001)

b) State association:

- Secretary (2009)
- District Vice-President(2004)
- Board of Directors(1998-2008)

-Served on the following Committees:

- Finance Committee(08,09),NAR Strategy Committee(08,09)
- Leadership Academy Committee(08),Public Policy Committee Chair(08),Executive Committee(04,06,08,09),
- Public Policy Committee Vice-Chair(07),Public Policy Committee(06)
- Recommendations Committee(05), Nominating Committee(05,06)
- RPAC Trustee(05-08),Key Contacts Subcommittee Chair
- (05),NAR Directors Forum(05-09),Business Issues Subcommittee(06),Legislative Days Chairman (04),Key Contact Subcommittee Vice-Chairman(04),Political Affairs Chairman(03),Political Affairs Vice-Chairman(02),Young Professional Council CO-Chairman(02-04),Political Fund Raising Forum Chairman(01),Political Fund Raising Vice-Chair (00),
- Property Management Council Chairman (99),Property Management Council Vice-Chairman(98),Ambassador Council (04),Key Contact Subcommittee (04),Communications Outreach Subcommittee(04)Communications Awards Subcommittee(04),Building Committee (00-06),Strategic Planning(99-01),
- Board Leadership Forum(02-03),Local Board Presidents Info Exchange(03),Legislative Committee(98-05),Legislative Day Work Group(03-04),Private Property Rights(99),Political Fund Raising (98-02),Communications Committee (98-04),Political Affairs Committee(99),Property Management Forum (96-00),Business Trends & Technology (97-98),Member & Media(98),Chapter & Specialty Group Leadership(98-04),Commercial Council(98)

-State Association Meeting

- 1995-2009 Winter Meeting
- 1995-2008 State Convention
- 1995-2009 Legislative Days- Tallahassee
- 2002,2009 CEO Symposium (Jacksonville)

Honors:

- 14 Year FAR Honor Society Member (1996-2009)
- 1st Graduating Class of The Leader Development Program (1996)

**c) National association (additional space next page):
NATIONAL**

-National Director(2005-2011)

-Served on the following Committees

- Strategic Planning(2008-2010)
- RPIC Committee (2006-2010)
- Habitat for Humanity- Local Chair (2004)
- Issues Mobilization (2003)
- Political Communication Forum (2004-2007)
- FDC-Tom Feeney(2003-2008)
- 1991 National Convention (Hawaii)
- 1995 Mid-Winter Meeting (Orlando)
- 1997 National Convention (New Orleans)
- 1999 Mid-Year Meeting (Washington)
- 1999-2007 National Convention
- 2002-2008 Mid-Year Meeting (Washington)
- 2002 CEO Symposium (Chicago)

- REALTORS Political Action Committee
- 99 Club Member (1996-2003)
- Capitol Club (1997,1998,1999,2000)
- Sterling R Member (1999-2009)

d) Business, community and civic organization affiliations:

- Boy Scouts of America
 - Eagle Scout (1982, Member of the Advisory Committee-Central Fla. Council, Golden Eagle Steering Committee (2002, 2003)
- City of Orlando
 - Municipal Planning Board Chair (2006-2008; Municipal Planning Board (2004-2009); Affordable Housing Advisory Committee (Chair) 1999-2001, Affordable Housing Advisory Committee (V-Chair) 1997-99
- Florida Leaders Council-President (1995)
- Central Florida Fair Director (1998-Present)
 - President (2007-2009), President Elect (2005-2007), Vice-President (2004-2005), Treasurer (2002-2003)
 - Executive Committee (2000-Present), Personnel Committee Chair (1998-2003), Livestock Committee (1999-2000)
 - Advertising/Public Relations Committee (1999-2000)
- Orlando Chamber of Commerce
 - VP of Public Policy for BOD (2005, 2006), Small Business Chamber BOD (2000-2007)
 - Business Force Executive Board (2006-2007)
- Orlando Business Journal
 - Top 40 under 40 in Central Florida

14. Describe in your own words, your perception of the role of the Treasurer position and the reasons you feel you are qualified to serve in this position. Include your strengths that would be an asset to the President.

The Treasurer's primary responsibility is to oversee the finances and financial transactions of the Association. Such responsibilities include analysis, budgeting, forecasting, investment, providing auditing support if necessary and of course keeping our Leadership Team abreast of all financial matters. Also be a leader during lean times to make recommendations to finance so that the Association can meet our budget without cutting member services. I am qualified for this position having gained experience while serving as Treasurer of the Orlando Regional Realtor Association and the Central Florida Fair.

Serving as the 2009 FAR Secretary, working with the Leadership Team and being on the Finance Committee has allowed me to learn more in depth how our Association works. This, along with my extensive leadership experience in various national, state, local, business and community organizations has allowed me to develop many strengths which I can utilize to be an asset to our President. I will treat my position as Treasurer as an integral part of a team and assist the President by listening, advising and supporting them as well as the entire Leadership Team.

To my knowledge, the above information is true and complete. I am actively engaged in the real estate business, and I am a member in good standing with the

Orlando Regional Realtor Board/Association of REALTORS®

By checking this box I am affirming my understanding that my application will be screened per FAR General Policies and that only qualified applications will be posted to www.floridarealtors.org for member viewing.