



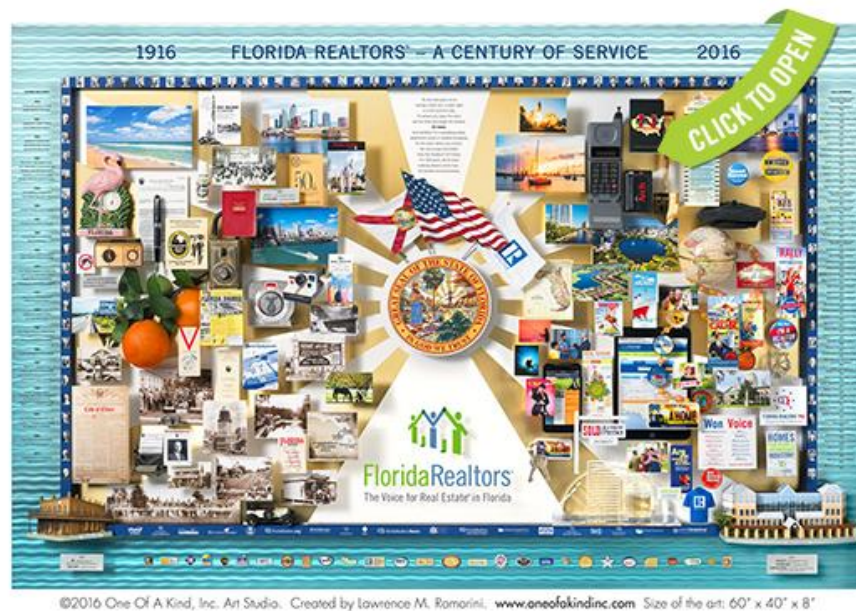
***State Leadership Idea Exchange Council – Florida Realtors® A Century of Service
Ideas to Celebrate the 100 Year anniversary of Your Association***

In 2016, Florida Realtors® embarked upon a yearlong celebration of “A Century of Service”. As many in our REALTOR® family look ahead to this milestone of 100 years of distinction, we share the following ideas and visuals that told the story of our association, Florida Realtors.

Legacy art piece: *The Sun and the Sea*

On display at Florida Realtors' Orlando headquarters, this stunning, three-dimensional art piece celebrates the profession’s first 100 years in Florida – its proud legacy, leadership, member benefits, advocacy and service.

Replicas of the art piece were created and presented to each of the Past Presidents and Leadership Team to hang in their offices or homes. The art piece traveled to the annual business meetings around the state for viewing.



Video created: *“A Century of Service”*

A decade-by-decade journey through the rich history of Florida Realtors, as 2016 marks “A Century of Service.” Experience historic photos, legislative milestones and events that have shaped the state and the profession in the past 100 years.

The 2016 Leadership Team toured the state to celebrate with our membership and aired the video (an abbreviated 6-minute version) at each of the 13 district conferences.

Interactive website display for 100th Anniversary art piece and watch the video at:
<http://www.floridarealtors.org/NewsAndEvents/100-anniversary-Florida-Realtors.cfm>

Charitable efforts: “100 Years, 100 Families:” joint community service venture with local associations

100th Year, 100 Families is a key component of the 100th Anniversary as community service, compassion for others and lending a helping hand to people in need has been a constant thread woven into Florida Realtors®’ 100-year history. It is a tangible way to demonstrate and commemorate Realtors®’ long tradition of service, as well as highlight how Realtor members help to strengthen the communities in which they live and work. 100th Year, 100 Families provides a strong component for statewide and local media/public promotion for Florida Realtors, Realtors/local boards – AND the 100th Anniversary.

This effort will conclude at the REALTOR® Conference & Expo in Orlando. Florida Realtors has sponsored a Meals of Hope event (food packing for our citizens in need). Our goal is to pack meals to feed 100,000 families in the Orlando community. Meals will be packed onsite, all are welcome to join in, and once completed boxes will be delivered to the local food bank for distribution.

Meals for Hope - NAR conference - Nov. 3 (<http://signup.com/go/rxn4sb>)

Thursday November 3rd

1:00pm to 3:00pm

Hyatt Regency Orlando (Regency ballroom R&S).

(This is the NAR headquarter hotel is located off I-drive, just across the street from the Orange County convention center)

Other anniversary commemorative activities, including member’s choice logo; announcement of comedian and entertainer Jay Leno as keynote speaker for 100th Anniversary Celebration in August 100th Anniversary; member, legislator and local board “Happy Anniversary” videos; At 100th Celebration at 2016 Convention & Trade Expo created a half-dozen celebration photo ops known as “Selfie City” that appeared in the hallways for members to use. Produced 100th Birthday Party with food, games and prize giveaways. Produced a variety of video and graphic content for seven, 60” flat panel TVs = Digital Signage that played in the hallways to promote convention events, recognize sponsors, display winners of 100 door prizes and display Twitter “tweets” from attendees;

