

December 1, 2015

Youth Leadership Pipelines Project

MARKETING, PROFESSIONAL DEVELOPMENT & RESOURCES
RESEARCH

BC Real Estate Association

BCREA Young Professionals Network Project

Marketing, Professional Development and Resources

This document extends the previous environmental scan of Young Professionals Networks, both outside and within organized Real Estate, to specifically describe their:

- Marketing strategies
- Self-descriptions
- Key words or phrases taken from their self-descriptions and websites
- Professional development activities
- Web-based resources.

A. The Association of Consulting Engineering Companies (Canada) Young Professionals Network

About

The Association of Consulting Engineering Companies (Canada) Young Professionals Network is an umbrella association for provincial Young Professionals Networks. In British Columbia, the YPN is called Young Professionals Group (YPG). Training is done at the provincial level.

The following information is from the BC website: (<http://www.acec-bc.ca/young-professionals>)

Marketing Strategy

- Information about Young Professionals Group (YPG) is on the ACEC-BC website.
- The YPG publishes a quarterly newsletter intended to provide updates on events, issues and news of interest to young professionals working in ACEC British Columbia member companies.
- ACEC British Columbia YPG participates in a wide range of outreach initiatives to promote the consulting engineering industry.
- YPG members have been sent to conferences in Whistler, Quebec, and London to represent the Association.
- YPG members have attended numerous Industry Nights and Career Fairs at local post-secondary institutions to share experiences with graduates eager to learn more about their career options in consulting engineering.
- One of the other initiatives YPG has undertaken is the establishment of the Young Professional Award, recognizing the extraordinary achievements of some of their own.

Self-Description

The mission of the CEBC-YPG Professional Development Program is to develop the “soft skills” of Young Professionals to help them advance in their careers. The program offers seminars focusing on skills vital for business development and management practices

Key Words/Phrases

- Develop soft skills
- Advance career
- Business
- Management

Courses/Professional Development

<i>Course/event</i>	<i>Frequency</i>
Transportation Conference	Annually
Networking and social events: <ul style="list-style-type: none"> • CEBC-YPG offers evening social events to provide Young Professional's an opportunity to network and share their industry experiences. 	Calendar shows at least one event per week.
Seminars: <ul style="list-style-type: none"> • YPG, through the staff at ACEC British Columbia, organize a number of breakfast seminars and socials each year. Topics vary, but generally are geared to developing a better understanding of the consulting industry and developing networking skills in Young Professionals. • Seminars include the following: <ol style="list-style-type: none"> 1. Empowering Young Professionals Through Communications <ul style="list-style-type: none"> ○ Effective Communications Through Meetings ○ Effective Communications Through Presentations ○ Effective Communications Through Technical Writing ○ Effective Communications as a Team Player 2. Finance and Legal Competency Development <ul style="list-style-type: none"> ○ Professional Liability and Insurance ○ Fundamentals for Successful Budgeting ○ Building Your Finances to Benefit Your Firm ○ Developing Your Firm's Profits 3. Dynamic Leadership in Project Management <ul style="list-style-type: none"> ○ Project Management: Skills Required ○ Project Management: Lessons Learned ○ Creating the Perfect Team ○ • Awakening the Leader in You 	CEBC will offer three to four breakfast seminars annually covering each of the categories. The seminars will be led by different speakers including industry professionals and education consultants. Seminars will be approximately 1.5 hours long and may be counted towards the APEGBC Continuing Professional Development Hours.

Website Resources

- Online calendar of events
- List of YPG Steering Committee members including email links
- Online link to YPG Newsletters
- Online registration for events
- Links to relevant professional and regulatory associations and other YP groups in the industry

B. The Canadian Council for Public-Private Partnerships: Young Leaders in Infrastructure

About

The Canadian Council for Public-Private Partnerships: Young Leaders in Infrastructure (YLI) Chapters include Vancouver, Montreal and Ottawa.

(<http://pppcouncil.ca/about-ccppp/young-leaders-in-infrastructure.html>)

Marketing Strategies

- One-page web description on the CCPPP website.
- Manning a booth and hosting a reception at the annual CCPPP conference.
- YLI speakers address a student conference.

Self-Description

The mandate of the Young Leaders in Infrastructure (YLI) is to engage and create relationships among the next generation of Canadian leaders in the infrastructure sector. Through networking and education opportunities, YLI will guide the growth of infrastructure and the P3 model for future generations.

Key words/Phrases

- Connect
- Educate
- Influence
- Networking
- Growth

Courses/Professional Development

<i>Course/event</i>	<i>Frequency</i>
Attendance and participation in the CCPPP Annual conference.	Annually
Regional events differ in Vancouver, Montreal and Ottawa – in Vancouver, social events and Lunch 'n Learns with Partnerships BC	Spring and Fall

Website Resources

- Twitter
- LinkedIn
- Events calendar
- Award information
- Case studies
- Guidance and position papers
- Surveys
- P3 market analysis
- News/Issues articles
- Sector reports
- Links to P3 Organizations (nationally and internationally)
- Canadian PPP project database

C. Canadian Water Network's Student and Young Professional Committee

About

Canada's water challenges cut across disciplines, sectors and jurisdictions, and require multiple perspectives and extensive collaboration to achieve tangible solutions. Through their involvement in Canadian Water Network initiatives, students and young professionals receive critical training, acquire multidisciplinary perspectives and gain practical experience — all the while having fun, making new friends and expanding their networks.

(<http://www.cwn-rce.ca/young-professionals>)

Marketing Strategies

- YPC webpage links off of main CWN webpage.
- Through research initiatives, CWN supports some 120 researchers a year at 40 universities, more than 150 additional collaborators and partners, and over 160 graduate students.

Self-Description

At Canadian Water Network, we pride ourselves on our dedication and commitment to training and mentoring graduate students and young professionals to become Canada's future water leaders. Hundreds have participated in opportunities to learn from peers and mentors through CWN-funded research projects, workshops and networking events.

Key Words/Phrases

- Amazing memories
- Envious on-the-ground experiences
- Brighter future
- Training
- Mentoring
- Leaders

Courses/Professional Development

<i>Course/event</i>	<i>Frequency</i>
Conference	Annually. First one to be held in Toronto in 2016
Webinars – Various speakers and topics, for example: <ul style="list-style-type: none"> • What are the potential risks of applying municipal bio-solids to agricultural land? • Traditional Knowledge: • Looking Back, Moving Forward Together • The Art of Catalyst Conversations • Women in Water • An Orbital Perspective with Circle of Blue 	Not regularly scheduled nor consistent number per year, but at least 2 per year. Organized by the YPC and students.
Workshops: Week long watershed workshops on site – full immersion at a Canadian watershed to gain practical experience and in-depth analysis of real water management issues. Workshop participants	Varies each year: 2 workshops in 2015, 8 in 2014, 5 in 2013

<p>travel to a local watershed, visiting key sites like treatment plants, farms, industries and more to learn from local experts, and to hear firsthand about water challenges and opportunities in the host region.</p> <p>Regional workshops focus on softer, non-scientific skills such as effective communications and leadership within the context of Canadian water management, which lead to post-graduate opportunities and meaningful work for young professionals.</p>	
<p>Networking: Canadian Water Network's Student and Young Professional Committee organizes regular networking events in cities across Canada for members of the water community to discuss water-related challenges, developments and opportunities for collaboration. These events are often informal, but may also include guest presentations or other activities. Students, researchers, professionals and interested members of the public are welcome to attend these free events.</p>	No schedule posted yet

Website Resources

Reports:

- Searchable, downloadable online reports - 10 years of reports re: Water research

Online Library:

- Searchable library of CWN's funded (over 140) research projects and initiatives in the areas of watersheds and resource development, municipal water management, and secure source water.

D. Vancouver Board of Trade Company of Young Professionals

About

The Company of Young Professionals is a “Signature Program” of the Vancouver Board of Trade.

(www.boardoftrade.com/programs/company-of-young-professionals)

Marketing Strategies

- Website
- Spotlight newsletter
- Through sponsors and member organizations

Self-Description

The Company of Young Professionals (CYP) is our professional development program for people under the age of 35. Launched in 2007, CYP is a vibrant network for emerging leaders to acquire the skills needed to advance their careers. Through the CYP program, you can accelerate your career progression like no other program in the country. The 4 pillars of the CYP are leadership, networking, innovation, and volunteerism.

Key Words/Phrases

- Leadership
- Networking
- Innovation
- Volunteer
- Accelerate career
- Advance career

Courses/Professional Development

<i>Course/event</i>	<i>Frequency</i>
Emerging leadership course at BCIT: Leadership 2.0	Feb/Mar 2016
Events: More than 100 VBOT events annually	Ongoing
Peer Leadership Forums	Monthly
Leadership Café Events <ul style="list-style-type: none"> • Expertise shared with an organization in need 	Currently list 2 annually (Feb and Nov)
CYPx! <ul style="list-style-type: none"> • TED-inspired event 	Annually

Website Resources

- Newsletter
- Twitter
- LinkedIn
- VBOT YouTube
- Event calendar
- Vancouver Relocation Guide

E. Statistics Canada Young Professionals Network

About

Created to foster innovation and networking among Statistics Canada employees plus create a space for exchange of ideas between Statistics Canada Young Professionals and management.

(www.statcan.gc.ca/eng/employment/pride/young)

Marketing Strategies

Description on the Statistics Canada website. An internal employee-based initiative so marketing within the organization may be part of recruitment/orientation strategy.

Self-Description

The Statistics Canada Young Professionals Network (SYPN) exists to foster innovation and create opportunities for networking among Statistics Canada's employees and act as a mechanism to create a working space for the exchange of ideas between Statistics Canada's young professionals and management. The objectives of the network are to:

- Support Statistics Canada's business objectives by representing its young professionals and promoting innovation and collaborative decision making through intergenerational partnerships within the Agency
- Create awareness of network and corporate initiatives among young professionals and stimulate their engagement in the workplace community
- Collaborate with senior management in finding new and effective ways to successfully attract, develop and retain young employees as well as integrate them in the Agency as a whole
- Act as a two-way communication liaison between senior management and the young professionals in the workforce

Key Words/Phrases

- Innovation
- Collaboration
- Intergenerational partnerships
- Engagement
- Knowledge transfer

Courses/Professional Development

<i>Course/event</i>	<i>Frequency</i>
Recruitment and development programs: <ul style="list-style-type: none"> • The training component of the Recruitment and Development Programs introduces our new employees to Statistics Canada— what to do, and how to do it. • Recruits get the specialized, comprehensive training and tools they need to perform effectively and to succeed. • This can include in-house training at the Statistics Canada Training Institute, on-the-job training, mentoring sessions, as well as off-site training. 	No information on specifics or frequency

The rotation component of our Recruitment and Development Programs let recruits assume diverse assignments. Through these workplace rotations, recruits quickly gain knowledge about how Statistics Canada works. Recruits also find the rotation process useful for making informed decisions about their individual career paths.	24 months in each program
Networking events	No information available
Social events	Monthly

Website Resources

- Career and job opportunities

F. Standards Council of Canada Young Professionals Network

About

Part of the Standards Council of Canada.

(www.scc.ca/en/about-scc/career-and-volunteer-opportunities/young-professionals)

Marketing Strategies

Young Professionals page located on the SCC website. Very little information available.

Self-Description

Young professionals are:

- Young and dynamic managers, engineers or technicians aged from early 20s to mid-30s.
- Experienced in working with or developing standards or are involved in conformity assessment activities.
- Involved with a company, business or industry that uses or benefits from standards.
- Interested in becoming more involved in ISO/IEC related activities.

Benefits:

- Your voice will be heard in the international arena and help shape the future of global standardization and conformity assessment.
- You can participate in networking opportunities and help cultivate a long-term environment for the involvement of young people from all over the world in international standardization.
- You will be part of the successful transfer of knowledge from one generation of Canadian standards professionals to the next.
- You will develop awareness of the IEC's work and benefit from being involved in international standardization.

Key Words/Phrases

- Dynamic
- Experienced
- Conformity assessment
- Standards

Courses/Professional Development

<i>Course/event</i>	<i>Frequency</i>
None listed	

Website Resources

(On main SCC website – not specifically for YPN)

- Subscription to news update
- List of Standards events
- Articles published by SCC
- Public review notices
- One recorded webinar re: Standards

G. United Way Young Professionals Network

About

Local branches of United Way may or may not have a Young Professionals Network (YPN). Canadian example: Regina, the YPN calls itself GenNext Ambassadors. Focus is on the local community.

Marketing Strategies

Very brief webpage on the local site (i.e., Regina)

Self-Description

GenNext Ambassadors are:

- Passionate about community and interested in being a GenNext champion in your workplace - join the GenNext Ambassador network. This program brings together a network of like-minded individuals hailing from all sectors in the city who share the same passion and commitment for community change.
- As an Ambassador, help get your peers and colleagues involved with United Way Regina's Circle of Care campaign. As well as, help keep United Way Regina top of mind year round through engagement events and volunteer opportunities within your workplace. Through these efforts you will also develop and demonstrate leadership, organizational, and communication skills.
- Because of their crucial commitment to community change, Ambassadors get to participate in exclusive volunteer activities, learning opportunities and exclusive events.

Key Words/Phrases

- Leadership
- Passion
- Commitment
- Involved
- Care

Courses/Professional Development

<i>Course/event</i>	<i>Frequency</i>
<p>Leadership Development Program: A partnership between United Way Regina and The Dispute Resolution Office, Ministry of Justice, the Program was designed to provide a leadership development experience for individuals working in the non-profit sector in the city of Regina. Long-term outcomes of the program include increased leadership capacity of the non-profit sector and increased access to affordable professional development opportunities that stimulate personal and/or career growth. Modules include:</p> <ul style="list-style-type: none"> • Discovery Insights Personality Profile • Role of the Supervisor • Communication Skills • Creating a Quality Workplace • Change Management • Coaching • Cultural Awareness 	<p>The program consists of fourteen modules presented from October 2015 to May 2016. Each module held over two consecutive days from 8:30am to 4:30pm.</p>

<ul style="list-style-type: none">• Team Building• Strategic Planning• Advanced Communication• Continuous Improvement• Working with Difficult People• Authenticity and Accountability	
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Website Resources

List of events open to all volunteers

H. The Young Non-profit Professionals Network

About

An organization developed by like-minded young professionals, YNPN now has 50,000 members in 42 cities in USA.

(www.ynpn.org)

Marketing Strategies

- Facebook
- Twitter
- LinkedIn
- Blog
- Website

Self-Description

The Young Nonprofit Professionals Network (YNPN) activates emerging leaders by connecting them with resources, people, and ideas.

Our nation and our communities are facing serious challenges. At the same time, technology and new thinking about networks are presenting unprecedented opportunities for social change. In order to take advantage of these opportunities and overcome these challenges, we need inspired and engaged leaders who bring energy, creativity, and new perspectives to the sector.

YNPN activates emerging leaders and helps them acquire the skills and awareness they need to be effective change-makers. With these leaders, we're building a diverse and powerful social sector that can support and strengthen our communities.

Key Words/Phrases

- Social change
- Inspired and engaged leaders
- Energy
- Creativity
- New perspectives
- Strengthen communities

Courses/Professional Development

<i>Course/event</i>	<i>Frequency</i>
Launchpad Fellowships: <ul style="list-style-type: none"> • Opportunity for talented young professionals who are interested in building their skills and experience in a very specific area to lend their time and talents to a fast-growing, dynamic organization. Launchpad Fellows take on substantive responsibilities within the organization for 10 months. In exchange, they're given the opportunity to gain deep experience, receive in-depth feedback and professional guidance, and attend YNPN retreats and the National Conference, in addition to receiving a cash stipend. 	Annually

<p>Chapter Leadership:</p> <ul style="list-style-type: none"> • All 42 YNPN chapters across the country are founded and led by young professionals from the local community. These chapter leaders work on a volunteer basis to serve their peers and their community and in the process gain skills, leadership experience, and connections that they can utilize throughout their careers and lives. • YNPN chapter leaders have the opportunity to participate in YNPN-specific development programs via our ongoing chapter support programming and National Conference. • They also have the opportunity to attend development events with outside partners like the American Express Leadership Academy. 	
<p>National Voice:</p> <ul style="list-style-type: none"> • As the largest organization serving young non-profit professionals in the sector, we believe we have a responsibility to amplify the voices of young professionals and make sure that diverse perspectives are part of our sector's most important conversations. We do this through what we call our National Voice work, which includes partnerships with organizations like Non-profit Quarterly and the Chronicle of Philanthropy 	On the blog

Website Resources

- Research reports
- Links to philanthropic organizations

I. The Young Professionals of Nanaimo

About

The Young Professionals of Nanaimo is a not-for-profit organization for young professionals in the Nanaimo area who wish to network, socialize and continue to develop professionally.

(<http://www.yppnanaimo.com>)

Marketing Strategies

- YouTube
- Twitter
- LinkedIn
- Facebook

Self-Description

The YPN membership includes some of the best and brightest business professionals in Nanaimo under the age of 40. Whether you are new to Nanaimo or simply interested in expanding your professional horizons, the events and professional development opportunities of the YPN are a great place to learn and get connected. The mission of the Young Professionals of Nanaimo (YPN) is to create a vibrant and connected young professional community in Nanaimo.

Key Words/Phrases

- Professional development
- Community involvement
- Business networking
- Social networking

Courses/Professional Development

<i>Course/event</i>	<i>Frequency</i>
Lunch 'n Learn: <ul style="list-style-type: none"> • Events vary from bringing in local business leaders to having members present on their areas of expertise. Topics range from big picture strategic business planning and goal setting to leadership training, investing and technology. 	One scheduled currently
Social events	<ul style="list-style-type: none"> • Bi-weekly happy hour • Other social events at least quarterly.

Website Resources

- YouTube
- Twitter
- LinkedIn
- Facebook
- Events calendar

J. The Young Professionals Network of Ontario

About

The Young Professionals Network of Ontario is an umbrella organization bringing together other YPNs in the province.

(www.ypnontario.com)

Marketing Strategies

- Blog
- Website

Self-Description

YPNO has a clear purpose: to connect, inspire, engage and advocate.

YPNO Mission: To be the central hub for Young Professional Networks across the province, providing assistance and facilitating collaboration amongst chapters to help ensure the active engagement of Young Professionals in their communities.

YPNO Vision: To be the leader in Ontario in engaging Young Professionals by providing access to resources and opportunities to develop a province wide web of YPNs who are tasked with actively bringing together Young Professionals looking for social/community/business/networking opportunities & professional development.

YPNO Core Purpose: To be the Voice of Young Professionals Networks and their respective Young Professionals across Ontario to ensure their involvement and engagement in the overall success of our province. To act as a resource centre for communities, organizations, chambers of commerce and employers who are looking to develop an environment of engagement for their Young Professionals.

Key Words/Phrases

- Connect
- Inspire
- Engage
- Advocate

Courses/Professional Development

<i>Course/event</i>	<i>Frequency</i>
Conference	Annually
Individual YPNs in Ontario have conferences and events	

Website Resources

- Links to 37 YPNs in Ontario
- Media releases
- Calendar of events
- Blog

K. The Association of Saskatchewan REALTORS® Young Professionals Network

About

The Association of Saskatchewan REALTORS® Young Professionals Network (ASR YPN) is a provincial network, affiliated with National Association of REALTORS® (NAR). ASR YPN has approximately 600 members mainly from Regina and Saskatoon.

(www.saskatchewanrealestate.com/youngprofessionals)

Marketing Strategies

- Newsletter
- Press releases
- ASR hosted events to bring in new members
- Invites member to conferences, events, and sends YPN chair to NAR conferences
- Sends out YPN kit to new REALTORS®
- Uses social networking.

Self-Description

The YPN is a member-driven group that helps new real estate professionals excel in their careers by giving them the tools and encouragement to become involved in four core areas:

- 1. REALTOR® Associations.** Attend REALTOR® conferences and pursue leadership roles with their local, provincial, and national associations.
- 2. Real Estate Industry.** Take an active role in policy discussions and advocacy issues; be informed about the latest industry news and trends.
- 3. Peers.** Network and learn from one another by attending events, participating in online communication, and seeking out mentoring opportunities.
- 4. Community.** Become exceptional members of their community by setting a high level of REALTOR® professionalism and volunteering for causes they feel passionate about.

Key Words/Phrases

- New generation of leaders
- Self-confidence
- Leadership skills
- Successful
- Influence decision-making processes
- Collaborate
- Learn

Courses/Professional Development

<i>Course/event</i>	<i>Frequency</i>
Work experience: each person on YPN committee assigned to sit on governance committees.	No schedule listed
No courses for YPN members specifically, all the ASR courses available to YPN members: <ul style="list-style-type: none"> • Become an Agent: licensing course 	No dates listed for courses

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| <ul style="list-style-type: none"> • CPD (continuing professional development) is a legal update course to be taken annually – online or face-to-face workshops • Other Prod courses listed: (no dates listed at this time) <ul style="list-style-type: none"> ○ The Power Negotiator’s Playbook ○ ABR: Accredited Buyer’s Representative ○ SRS: Sellers Representative Specialist ○ Competition Law: What You Say and Do Matters (online) | |
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Website Resources

- Facebook
- LinkedIn
- Blog
- Updates:
 - Real Estate as a Professional Career (Phase 1)
 - Residential Real Estate as a Professional Career (Phase 2)
 - Commercial Real Estate as a Professional Career (Phase 2)
 - Farm Real Estate as a Professional Career (Phase 2)
 - Property Management as a Professional Career (Phase 2)
 - Office Brokerage (Phase 3)
- Online Practice Exams for:
 - Phase 1
 - Real Estate as a Professional Career
 - Phase 2 – Salesperson Stream
 - Residential Real Estate as a Professional Career
 - Commercial Real Estate as a Professional Career
 - Farm Real Estate as a Professional Career
 - Phase 2 – Property Manager Stream
 - Property Management as a Professional Career
- Online resources:
 - Saskatchewan Real Estate Reciprocity Information package
 - Specific course policies, rules and procedures
 - The Canadian Real Estate Encyclopedia
 - The Provincial Reference Manual
 - FINTRAC pamphlet
 - “Becoming an Agent of Change” Video

L. The Ontario Real Estate Association Young Professionals Network

About

The Ontario Real Estate Association Young Professionals Network (OREA YPN) is part of OREA's Membership Engagement department. OREA YPN is a provincial network supporting 10-14 regional networks. There are approximately 1100 young professional members of OREA YPN.

(www.orea.com/About/Young-Professionals-Network)

Marketing Strategies

- Social media
- Attendance at events
- Leadership awards (like "5 under 40")

Self-Description

OREA's Young Professionals Network is a member-driven organization that helps young REALTORS® excel by giving them the tools and encouragement to become involved in four core areas:

1. **REALTOR® associations.** Attend REALTOR® conferences and pursue leadership roles with their local, provincial, and national associations.
2. **Real estate industry.** Take an active role in policy discussions and advocacy issues; be informed about the latest industry news and trends.
3. **Peers.** Network and learn from one another by attending events, participating in online communication, and seeking out mentoring opportunities.
4. **Community.** Become exceptional members of their community by demonstrating a high level of REALTOR® professionalism and volunteering for causes they feel passionate about.

Mandate:

- Provide young professionals with a voice and link to their provincial association.
- Facilitate opportunities for involvement in association leadership through education and networking.
- Encourage participation in the association's activities and committees.
- Enable young professionals with an opportunity to connect with each other and tap into valuable resources that will help them succeed in business.
- Assist OREA with identifying and delivering services to address the unique needs of young professionals and new members

Key Words/Phrases

- Leadership
- Excel
- Advocacy
- Professionalism
- Volunteering
- Involvement
- Success

Courses/Professional Development

<i>Course/event</i>	<i>Frequency</i>
No courses for YPN specifically. They have access to OREA Real Estate College which offers pre-registration (re-licensing) and articling (licensing) courses as well as Managing Broker course.	No dates listed
OREA Centre for Leadership Development: Leadership courses for volunteers	No dates listed

Website Resources

- Volunteer Kit for Leadership
- Newsletter
- Legal forum online
- Standard forms and clauses
- Brochures
- OREApedia
- Access to cross-border transactions
- Legal resource material
- Home history reports

M. National Association of REALTORS® Young Professionals Network

About

National Association of REALTORS® (NAR) has developed this national YPN umbrella. It includes US and Canadian YPNs and has approximately 15,300 members.

(<http://realtormag.realtor.org/ypn/>)

Marketing Strategies

- REALTOR® Magazine
- Website
- Blog
- Conference
- Networking events

Self-Description

REALTOR® Magazine launched the Young Professionals Network (YPN) in 2006 as a way to help the younger generation of REALTORS® build a stronger link with the magazine and the real estate industry. Through networking events, a lively blog, and an engaged YPN Advisory Subcommittee, the program gives its members the tools they need to advance their careers — and have fun in the process.

YPN helps young real estate professionals excel in their careers by giving them the tools and encouragement to become involved in four core areas:

1. **REALTOR® associations.** Attend REALTOR® conferences and pursue leadership roles with their local, state, and national association.
2. **Real estate industry.** Take an active role in policy discussions and advocacy issues; be informed about the latest industry news and trends.
3. **Peers.** Network and learn from one another by attending events, participating in online communication, and seeking out mentoring opportunities.
4. **Community.** Become exceptional members of their community by demonstrating a high level of REALTOR® professionalism and volunteering for causes they feel passionate about.

Key Words/Phrases

- Networking
- Engagement
- Leadership
- Advocacy
- Informed
- Participation
- Professionalism
- Passion

Courses/Professional Development

<i>Course/event</i>	<i>Frequency</i>
Conferences and leadership retreat	2 conferences per year, leadership retreat annually, by invitation only

Website Resources

- YPN Kit (for real estate organizations to start their own YPN)
- Online issues of the magazine
- List of YPN networks
- List of sponsorship opportunities
- Online RealtorMag
- Online videos
- Daily news
- Law and Ethics resources
- Technology tutorials and information
- Information about home design and architecture,
- Sales and marketing information
- Handouts
- Product guides
- Information for brokers
- Information for commercial REALTORS®