

# Rochester Area Chapter NYSCAR February 2023 Newsletter

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## President's Message

### **From the Desk of Christopher McCarthy, 2023 RAC NYSCAR President:**

This year has started off fabulous with our January 19 Kick-Off event at the Jackrabbit Club. [Check out the post and pictures of our luncheon on our LinkedIn page and follow us!](#) Our Chapter's second luncheon hosted by Flaum Management on February 16 was a great success that included a "Needs and Wants" session. [See our LinkedIn post for that event, too!](#) We have seen so many new and old faces returning to the meetings that we welcome everyone to renew their membership and for new members to join, whether it be as Commercial real estate Affiliates or Brokers/Brokerages as Primary or Secondary members. Membership benefits are too long to list, but the high points include: (1) a collaborative and supportive network of members to help get deals done, (2) advocacy at the State level to make property owners, investors, developers, and Commercial tenants' voices heard through the REALTORS® Political Action Committee (RPAC), and (3) the technology suite, Realtors Property Resource® (RPR®), supported by free education or education at a reduced cost with our collaborations with CCIM and SIOR.

All members should be aware of the concerning news that the rental control laws are making headway in the State and that includes Commercial spaces. So, if you have any questions or need assistance with understanding whom to reach out to in the State to express your concern over the rent control proposals, don't hesitate to get in touch with [Matthew Drouin](#), our 2023 RAC NYSCAR Government Affairs and Advocacy Committee Chair.

If you still need to register or book your rooms for Turning Stone, I encourage you to do so now. The conference runs from June 14-16, 2023. Book at the Inn for Turning Stone rather than the Tower. For those who are new, it is a significant savings hack.

For our special events this year, we have the Golf Committee quickly working to have another banner year at The Links at Greystone in July -- see more on that below. Our President's Dinner and Awards Gala will be held on November 16 and will be at another show-stopper location; stay tuned for more details. For more information and to get involved or sponsor either for the Golf Tournament or the President's Dinner, reach out to 2023 RAC NYSCAR Golf Chair, [Scott Devinney](#), or 2023 RAC NYSCAR President's Dinner Chair, [Tom Latta](#).

We are always thrilled to have guests at our events or have special events featuring our members. Let 2023 Events Chair, [Christopher Passero](#), and his team know if you have an idea or want to host an event at your property. See details below!

## 2023 RAC NYSCAR Membership is Booming!

### From the Desk of Justin Merriam, 2023 Membership Chair:

I wanted to introduce myself. I am a licensed salesperson with Flaum Management, and I'm the new Membership Chair for RAC NYSCAR. I look forward to meeting all the existing members that I haven't had the chance to meet yet and increasing our membership.

We've had a pretty good beginning so far with our January 19 Kick-Off, where almost half of our attendees were guests. Applications have begun rolling in as a result. Inviting colleagues is the best way to introduce our organization to others.

**Don't forget to pay your 2023 dues! For those of you who were members in 2022, the State will deactivate your membership on March 31 if your dues have not been paid by that date. [It's easy to pay your dues online here.](#)**

A reminder to be respectful of our Guest Policy: Guests are limited to two (2) visits before becoming members. After two visits, that guest either may join as an RAC NYSCAR member by paying dues to receive all the benefits of membership or they may no longer attend.

Please feel free to reach out to me with any membership questions or issues at [JMerriam@flaummgt.com](mailto:JMerriam@flaummgt.com) or at (585) 355-7048.

[Click here if you would like to forward a 2023 membership application to someone.](#)

# Monthly Event Hosting Opportunities

## From the Desk of Chris Passero, 2023 Events Chair:

Dear Members:

We are excited to announce an amazing opportunity for Developers, Brokers and Affiliates to host an upcoming monthly RAC NYSCAR event. This is a great way to showcase a new space for lease or a new project and gain exposure to potential tenants and investors.

We have the following months available for hosting an event: June, August and September. The event can be a typical luncheon or can also be a breakfast or cocktail event - the choice is yours! As part of the monthly event, the host is encouraged to invite a keynote speaker who can add value to the Commercial real estate community. Additionally, we would like to allow a non-profit organization to give a 5-minute spotlight during the event.

Hosting an RAC NYSCAR event is a fantastic opportunity to connect with other members in the Commercial real estate community and showcase your latest development. Furthermore, the event serves as a platform to promote a non-profit organization that you are connected to and believe in.

If you're interested in hosting an RAC NYSCAR event or would like more information about highlighting a non-profit organization, please contact me at [cpassero@passerorealty.com](mailto:cpassero@passerorealty.com) or (585) 315-8161. We look forward to seeing you at our next event!

Event information is always available on our [website](#) and our pages on [LinkedIn](#) and [Facebook](#). [Download our 2023 Events Calendar](#).

## Save The Date! RAC NYSCAR Golf Tournament July 18, 2023

## From the Desk of Scott Devinney, 2023 Golf Tournament Chair:

We are delighted to announce our 22nd Annual Golf Tournament being held at The Links at Greystone on Tuesday, July 18. Stay tuned for details on sponsorship and volunteer opportunities. Contact me at [SDevinney@evansbank.com](mailto:SDevinney@evansbank.com) or at (585) 704-0636 if you wish to participate in any way.

## Technology Tips

### Technology Tip for January:

*How to Instantly Turn Any Process into a Step-by-Step Guide.*

Need to show people how to use a website or web application for research but need it to be printable as PDF? [Check out Scribe](#). It's a way to record your actions and make a quick guide of how to do things on websites and web apps. It takes screenshots of your mouse actions and records your keystrokes. Once you are done recording, it lets you go back and clean up the instructions to make sure they are what you meant to do and get rid of unneeded clicks. Then, go ahead and save and share your PDF how-to guide.

### Technology Tip for February:

*Using the "Broadcast Emails" Feature on the RAC NYSCAR Website.*

Broadcast Emails through the NYSCAR email function located on the [RAC NYSCAR Homepage](#) is a great way to announce new listings, remind the market of listings that have gone stale, announce auctions and calls for offers and search for those challenging tenant and buyer requirements. This system is a great way to reach a large amount of people quickly – the broadcast emails can be as broad as all of NYS or targeted to specific NYSCAR Chapter areas. Simply sign in with your NYSCAR email credentials to access the Broadcast Emails function. If anyone would like instruction in how to operate the system, you are welcomed to email Patrick Wahl at [patrick.wahl@cbre-rochester.com](mailto:patrick.wahl@cbre-rochester.com).

## Continuing Education Scholarships

All RAC NYSCAR members in good standing are eligible to be compensated for Continuing Education taken in 2023 by applying for an Education Scholarship. It's quick and easy! [Use our new Google form to fill out and submit your application online!](#) For questions or information, contact Tom Latta at [tlatta@buckprop.com](mailto:tlatta@buckprop.com).

Thank you to **The Glazer Memorial Foundation** for their continued generosity in partnering with us to support our members' Educational endeavors.

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Please forward our Newsletter to any professional in the Commercial Real Estate Community.  
New members and guests are always welcomed and encouraged.



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