



## CMLS 2011 Board of Directors Nominees

*The nominees for were asked to present a bio and statement of interest regarding serving on the board of directors.*

### Officer Nominees

#### President-Elect

#### **Greg Manship- Intermountain Multiple Listing Service Inc.; Boise, ID**



Greg Manship has been the CEO of Intermountain MLS since December, 2004. He spent the previous 10 years as I.T. Director for the Willamette Valley MLS in Salem, Oregon. A graduate of California State University Long Beach, Greg also successfully completed the Microsoft Certified Systems Engineering program and earned a Microsoft Certified Professional designation and NAR E-Pro certification. Greg is the current Secretary/Treasurer on the CMLS Board of Directors and serves on several advisory groups including LPS, Supra and Move.com. He is also involved with the National MLS Users Group and is the state representative for NAR's MLS Issues & Policies Committee.

*"I love this industry and especially the people. We have a committed group of individuals that have made a collaborative effort to advance the Council of Multiple Listing Services to the next level so we can continue to take on the challenges that face us. I look forward to the opportunity of serving and I am excited about our ongoing efforts in creating top notch conferences and bringing the wisdom and experience of this industry together for the benefit of our membership."*

#### Secretary/Treasurer

#### **Cathy Holefelder- Heartland MLS; Leawood, KS**



Cathy Holefelder is the Senior Vice President for Heartland MLS which serves over 7,200 customers in the Greater Kansas City metropolitan area. She began her MLS career as a trainer in 1986 with one of four local MLSs which ultimately regionalized as Heartland in 1993. During her time with Heartland MLS, Cathy has held many different positions including IT Director prior to becoming Senior Vice President. Her involvement in work groups and attendance at both NAR and CMLS meetings throughout the years has given her a broad understanding of the issues that face MLSs.

She has served as a CMLS Director since 2009 and looks forward to serving as Secretary/Treasurer, if elected.

## [Director Nominees- Three Positions Open, Five Nominees](#)

### **Lauren Emery- Information Real Estate Services; Loveland, CO**



Lauren Emery first served as an Association Executive for 10 years prior to managing a regional MLS in Colorado. The regional was restructured into what is known as IRES today and Lauren has served as the CEO of IRES since it was formed in 1996. She guided the organization through the transition from a national MLS provider to a custom designed system launched in 2001. Since that time, IRESis.com has received national recognition for innovation and customer satisfaction.

During her career, she has seen the MLS world change dramatically from loose leaf property flyers to systems utilizing dial up modems, to Internet based platforms that continue to redefine the industry and consumer expectations. IRES currently serves approximately 5000 real estate professionals in northern Colorado.

Lauren has served on the Multiple Listing Issues and Policies Committee of the NATIONAL ASSOCIATION OF REALTORS®, several work groups of NAR, and currently participates with several advisory boards including Realist, Sentrilock, Colorado State University's College of Business-Everitt Real Estate Center and Move.com.

### **Rosemary Scardina- Lehigh Valley Association of Realtors®MLS; Bethlehem, PA**



*I have a passion; a passion for empowering members (and their clients) and to keep leading edge technology available to them. I see the Council of MLS' as the wonderful opportunity to keep myself abreast of the constant legal issues and ongoing changes within our industry." My membership within CMLS has given me this, and if I were fortunate to be selected and elected to serve on the Board of CMLS I look forward to giving my full participation.*

*I would like to thank the Nominating Committee for the consideration of my candidacy at this time.*

Rosemary Scardina is CEO of the Lehigh Valley Association of Realtors®MLS in Bethlehem, Pennsylvania. The LVAR/MSL represents nearly 2300 end users involved in all aspects of the real estate industry.

Scardina has 25 years of experience in the real estate industry, 10 years in real estate sales. While in sales Scardina was very active in her association's fair housing committee and worked within a partnership the association formed with a community fair housing group. She then entered association management with the former Barrington Area Association of Realtors® where she began teaching fair housing and antitrust and was one of twelve shareholder Association Executives in one of the largest regional MLS' in the world. Scardina was instrumental in that Association's decision to move forward and merge with another board. From there she moved on to the Greater Greenville Association in Greenville, South Carolina where she positioned both the Association and MLS to make a smooth transition confidently into the next century. She is currently working with several neighboring MLS' establishing data sharing. Her experience,

networking skills, business acumen and her desire to maintain and develop cost effective member services, as well as, keep members on the cutting edge of the real estate industry has brought her to the Lehigh Valley.

Scardina attended Western Illinois University, Macomb, and received a Bachelor of Science degree in Criminal Law. She currently holds her CAE (Certified Association Executive) & RCE (Realtor Certified Executive) Designations.

## **Shelley Specchio- Northern Nevada Regional MLS; Reno, NV**



*In this pivotal moment, as our industry is facing new and challenging issues, the Council of Multiple Listing Services continues to focus on the business of MLS and provide an environment for open discussion. It is the collaborative nature of this organization that has made CMLS a resource for MLS leadership; offering perspective and relevance as we navigate new demands in an evolving industry. It would be my honor to dedicate my time and talent to this organization.*

I have been proud to participate in CMLS by co-hosting the 2009 Annual Conference and serving on the CMLS Conference Committee. I have held a position on NARs Multiple Listing Issues and Policy Committee and worked as part of an industry-wide collaborative effort to create a resource for all MLSs in "The Green MLS Tool Kit."

Having been a part of the MLS profession for 16 years, first as Vice President of Sales and Marketing and currently as CEO of the Northern Nevada Regional MLS, I believe I will contribute to the leadership of this vital organization through my insight and perspective.

## **Deb Treat Frazier- SIR/MLS Inc.; Collinsville, IL**



*I see CMLS as an organization that can make a difference in supporting, guiding and helping multiple listing services around the country. Our industry is moving at an incredible pace and I have always viewed CMLS as an organization on the leading edge. I believe that my history in the Real Estate industry as a Broker, Executive Director of an MLS, and the Chair of the Marketlinx User Group have prepared for the challenges of serving CMLS and their members.*

*Thank you for considering me.*

I have been the Executive Director of SIR/MLS, Inc. since Feb 1, 2007. We are a regional MLS that is a separate Corporation and are owned by two shareholders equally, which are two Associations.

Before becoming the Executive Director, I was on the MLS Board of Governors for 5 years and was President of the MLS Governors in 2004. I was also a Broker/Manager of the largest sales office in the MLS for seven years, with 66 Agents. I have been a Real Estate Agent since 1997.

I am married with three children and one marvelous grandson.

## **Kurt von Wasmuth- RMLS™; Portland, OR**



Kurt von Wasmuth started in the Real Estate industry as a help desk technician in 1998 not long after graduating from the University of Washington. Since that time he served the Regional Multiple Listing Service in 6 different roles until being promoted from Senior Vice President to President/CEO in January of 2010. Before RMLS™ Kurt worked as a graphic designer and an independent computer consultant. Currently his enthusiasm for the MLS industry combined with his technical background inspires his leadership of RMLS™ with its 12,000 subscribers in Oregon and Washington.