

SPC COORDINATOR MANUAL 2019



NEW MEXICO
ASSOCIATION OF
REALTORS®

Welcome

State Political Coordinator's (SPC) play an important role in the grassroots and advocacy efforts of the New Mexico Association of REALTORS® (NMAR). An SPC's most valuable contribution to NMAR is the relationship developed with each Member of the New Mexico Legislature. Each member that serves in this role is tasked with cultivating a relationship and educating their member of the Legislature with respect to the issues important to the real estate industry and homeownership.

The SPC program serves to link Legislators more directly with REALTOR® members in their community and with the issues facing NMAR and the real estate industry. By building a solid and lasting personal relationship with a legislator, the member can establish themselves and the Association as a credible resource on housing-related issues.

How long you serve in the position as SPC will depend on a variety of factors. Each SPC is encouraged to maintain regular contact with their Legislator Committee and staff as well as NMAR Government Affairs Director, David Oakeley. Because part of the purpose of the SPC Program is to develop lasting relationships with legislators over time, the goal is that each SPC will serve in their position during the tenure of the legislators' term in office. The list of SPCs will be reviewed annually by the NMAR Legislative Committee.

In addition to regular contact with the assigned member of the Legislature, there are several specific tasks that are required to fulfill the role of an SPC:

1. **Respond to ALL NMAR Calls for Action** – SPCs are expected to respond to ALL NMAR Calls for Action they receive via email and by personally contacting their assigned Legislator. As NMAR's key REALTOR® communicators with the New Mexico Legislature, SPCs are looked upon as leaders by their REALTOR® colleagues and should lead by example. After responding to a Call for Action, SPCs should encourage their fellow REALTORS® to do the same. Most Calls for Action will take place while the New Mexico Legislature is in session.
2. **Advocate on Behalf of all REALTORS® and NMAR** – NMAR take a non-partisan approach to moving forward legislation that is of benefit and value to all REALTORS®. SPCs must be prepared to remain neutral on the issues, removing their personal bias on the issues in order to advocate on behalf of NMAR-supported issues 100% of the time.
3. **Contact Assigned Member of Legislature Throughout the year.** SPCs are encouraged to communicate with their assigned Legislator as often as possible. If you feel you want to share something important from a meeting, please send an email with details of the meeting to David Oakeley, Government Affairs Director, at david@nmrealtor.com.
4. **Have Knowledge of NMAR's Priority Issues and Be Up-to-Date on Legislative Issues and the Legislative Process** – SPCs will be provided with information, and an SPC also should have

awareness of the current issues and activities of New Mexico state government.

5. **Contribute to RPAC-NM** – Contributions to political candidates is an integral component in the political process, and by contributing to the RPAC-NM, you are validating your commitment as an SPC. To contribute to RPAC, go to www.nmrealtor.com/governmentaffairs.
6. **Attend the Leadership, Legislative and Business Meetings.** The meetings are held in January in conjunction with the start of the New Mexico Legislative session. If you cannot attend the entire meeting, you should be in Santa Fe on the day all NMAR members are asked to participate in activities in the State Capitol Building and make personal contact with their Legislator(s).
7. **Assist in the delivery of RPAC-NM contribution checks when needed.**

Driving Responses for Calls for Action (CFA)

NMAR will issue a CFA in response to specific state issues that need immediate action from the membership. The goal of a CFA is to generate simultaneous, high volumes of personalized communications from REALTORS® to targeted Legislators.

As an SPC you are the first person who should respond to a CFA. (You must respond to every call you receive.) Your response is tracked every time for your state's eligibility to receive the annual President's Cup Award. This award is part of NAR's recognition of states with very effective advocacy programs. After you respond, alert your team as well as other REALTORS® in your office and your board. Ask them to respond as well.

One important thing to remember: DO NOT FORWARD YOUR PERSONALIZED EMAILED CALL FOR ACTION. Your personal information that appears on the screen also gets forwarded allowing others to alter your information.

Through these communications, NMAR advocates can achieve a greater presence at the Round House (REALTOR® Day)—and better ensure that their messages are heard by lawmakers who influence legislation.

Economic Development/Education

Support economic development, job growth, and encourage foreign direct investment.

NMAR supports efforts to improve the New Mexico economy, to create jobs, and to encourage Investment.

Improve education and workforce training.

NMAR supports a robust education system to ensure our children are well-schooled and able to become productive members of our society.

Quality of Life Statements that Guide the New Mexico Association of REALTORS® in setting Legislative Policy

Protecting Private Property Rights

REALTORS® believe that private property rights are the fundamental tenant upon which our nation was founded and are guaranteed by both the New Mexico State Constitution and the United States Constitution. REALTORS® strongly support the right of everyone to own, use, and transfer real property.

Supporting and Vital and Vibrant Economy

REALTORS® believe that vigorous and fair competition is essential to the maintenance of the free enterprise system, and the best way of encouraging economic development. REALTORS® support legislation that promotes a healthy business climate which encourages business to locate and thrive in the state.

Growing Housing Opportunities – The American Dream

REALTORS® believe that home ownership is indeed the American dream and that it fosters responsibility and stability in communities, grows positive civic values, and increases individuals' financial security. REALTORS® favor legislative measures aimed at increasing the availability and affordability of housing in the same areas where people work, play, and shop.

Preserving the Land of Enchantment

REALTORS® recognize the superb landscape and natural amenities in which New Mexicans are privileged to live and are firmly committed to protecting that quality of life. REALTORS® recognize that property development, management and preservation of natural resources are vital in order to protect our existing and future housing stock, if the economic factors are also taken into consideration.

Supporting Quality Neighborhoods and Communities

REALTORS® strongly believe that communities flourish when they offer a high quality of life at a reasonable cost and when located in proximity to areas where people work, play, and shop.

2019 Legislative Session Important Dates

2019 Legislative Session

January 15, 2019 (12:00 PM) – March 16, 2019 (12:00 PM)

- April 15 – Legislation not acted upon by governor is pocket vetoed.
- June 13 – Effective date of legislation not a general appropriation bill or a bill carrying an emergency clause or other specified date.

REALTOR® Day at the Legislature

January 24, 2019 (Thursday)

- 9:00 AM – 9:45 AM Kick Off Event/Rally at La Fonda (hotel); Pick Up Brochure
- 9:45 AM Walk to the Round House
- 10:00 AM – 10:20 AM Event in Rotunda
- 10:20 AM – 11:45 AM Visit Your Legislator

New Mexico Legislature Web Site

Please familiarize yourself with the New Mexico Legislators web site at, www.nmlegis.gov. You can find your legislators, committees, publications, updates on what's happening, watch legislative webcasts, session summaries, and quick links to the most frequently access information, and best of all, you can use the search option on the Home page to search for legislation by keyword, by number, or by sponsor. There is a lot of great information and tools here for you to access.

Contributing to RPAC

If you have not contributed for the 2019 year to your association, now is a good time! Contributions to political candidates is an integral component in the political process and by contributing to the RPAC-NM, you are validating your commitment as an SPC.

To contribute to RPAC, go to www.nmrealtor.com/governmentaffairs.



Sample Letter to Your Assigned Legislator

(Edit as needed)

January X, 2019

Dear Senator/Representative (insert name),

The New Mexico Association of REALTORS® (NMAR) has assigned me to be your State Political Coordinator (SPC). My mission is to establish a professional relationship with you and to be able to contact you to provide NMAR's positions on pending legislation and other matters.

(I live and vote in your district), and I am one of over 6,700 REALTORS® in New Mexico, making us the largest trade organization in the state with members living in every House and Senate district.

Be advised that NMAR has a team of lobbyists who will be working at the 2019 Legislative session. They include Steve Anaya, NMAR's CEO; David Oakeley, NMAR's Government Affairs Director; and, Ashley Strauss-Martin, NMAR's legal counsel. Also representing NMAR are Nancy King and J. Brent of the Montgomery & Andrews Law Firm.

I will be contacting you in due time, so we can visit. In the meantime, if you need anything from me, here are my contact details:

Your Name
Your E-Mail
Your Telephone

Sincerely,

Your Signature

Your name

NMAR Sexual Harassment and Discrimination Policy

NMAR is committed to providing employees an environment in which employees are treated with dignity and respect. NMAR does not discriminate or permit discrimination against any individual based on a person's protected status such as sex (including pregnancy), color, race, ancestry, religion, national origin, age, sexual orientation or gender identification, physical or mental disability, medical condition or disability, marital status, veteran status, citizenship status, genetic information or family genetic history, spousal affiliation or any other protected group status.

Harassment, discrimination, and the creation of a hostile work environment will not be tolerated on the part of any employee, supervisor, contractor, vendor, etc.

Harassment

Harassment is a form of employment discrimination that violates Title VII of the Civil Rights Act of 1964, the Age Discrimination in Employment Act of 1967, (ADEA), and the Americans with Disabilities Act of 1990, (ADA). Harassment consists of unwelcome conduct, whether verbal, physical, or visual that is based upon a person's protected status.

For the purposes of this policy, sexual harassment, which is a type of unlawful harassment, is defined as unwelcome sexual advances, requests for sexual favors, and other verbal or physical conduct of a sexual nature when:

- Submission to such conduct is made either explicitly or implicitly a term or condition of an individual's employment or advancement;
- Submission to, or rejection of, such conduct by an individual is used as the basis for employment decisions affecting such individual; and/or
- Such conduct has the purpose or effect of unreasonably interfering with an individual's work performance or creates an intimidating, hostile, or offensive working environment.

Sexual harassment may include any hostility directed towards an employee because of gender even if that hostility is not sexual in nature. Harassment can also occur when witnessed by others even if they are not the intended recipient of the offensive conduct.

Harassment may take many different forms. Examples of conduct that may constitute harassment include, but are not limited to:

- Physical: Unwelcome, unwanted physical contact which may include touching, pinching, patting, grabbing, poking, blocking normal movement, or brushing against another employee's body;
- Verbal: Epithets, jokes based on ethnicity or gender, derogatory comments, foul or obscene language. Unwanted sexual advances, propositions, or other sexual comments, such as sexually-oriented gestures, noises, remarks, jokes, or comments about a person's sexuality or sexual experience directed at or made in the presence of any employee who indicates or has indicated in any way that such conduct in his or her presence is unwelcome;

- Non-verbal: The distribution, display, or discussion of any written or graphic material, including calendars, posters, and cartoons that are derogatory or sexually suggestive; leering; staring; whistling; obscene gestures; content in letters and notes, facsimiles, e-mail, that is sexual in nature; and/or
- Threats or suggestions that lack of sexual favors will result in retaliation, withholding support for promotions or transfers, change in assignments, or poor performance reviews.

SPC Pledge

By accepting the role of an SPC with NMAR, you certify that you have read each SPC duty carefully, and pledge to perform them to the best of your abilities, throughout your term. Further, you acknowledge that if you do not meet the standards of performance, you will be removed from the position.



Your contacts at NMAR:

David Oakeley

Government Affairs Director
Telephone: 505-467-6310
e-Mail: david@nmrealtor.com

Colleen Mooney

Member Services
Telephone: 505-467-6306
e-Mail: colleen@nmrealtor.com