





**REIC NATIONAL OFFICE
STAFF RESPONSIBILITIES**

 416-695-9000  416-695-7230  www.reic.ca

EXECUTIVE DIRECTOR & CEO	Maura McLaren CAE	Ext 30	maura.mclaren@reic.com
Responsible for the operation and staff of the National Office. Works with the Board to ensure transition from policy to operation. Provides direction to all Committees, Councils, Chapters and Ad-hoc committees. Interacts regularly with President and Officers. Responsible for Marketing, for Partnerships – new and ongoing, for new designations and for all aspects of the organization. Responsible for the Annual Meeting. Acts as liaison to IREM. Manages cash flow / investments.			
EXECUTIVE ASSISTANT	Lisa Blain	Ext 27	lisa.blain@reic.com
Responsible for Chapter liaison and Chapter needs. Works with the ED on Board & Council issues. Coordinator for the Annual Meeting working with the Committee. Coordinates tradeshow exhibiting for REIC. Updates website Calendar of Events.			
ASSOCIATE DIRECTOR	Elaine Leibner	Ext 33	elaine.leibner@reic.com
Responsible for the Education program and Faculty Management. Works with the Education Committee and Sub-Committees. Responsible for creating relationships with other educational institutions and corporate clients.			
EDUCATION COORDINATOR	Kitty Mach	Ext 25	kitty.mach@reic.com
Responsible for the production of all course material, coordinates logistic needs for each course and handles course registrations. Prepares locations for all courses, ensures material on-site when needed. Handles instructor evaluations. Responds to all enquiries for new courses.			
MANAGER OF MEMBERSHIP & TECHNOLOGY	Sandra De Medeiros	Ext 28	sandra.demedeiros@reic.com
Responsible for the management of Membership and Admissions and all designations. Supports internal network, internet and database systems. Responsible for development and maintenance of the REIC National website.			
ADMISSIONS & MEMBERSHIP COORDINATOR	Shelley Barfoot-O'Neill	Ext 26	shelley.oneill@reic.com
Ensures integrity of REIC database. Coordinates Admissions process for all designations. Responds to enquiries. Coordinates membership, prepares statistical analyses. Communicates with members and candidates. Handles preparation of members' dues notices and receipts.			
ADMINISTRATIVE ASSISTANT, EDUCATION	Lori Heaven	Ext 21	infocentral@reic.com
Supports Education Department. Acts as Customer Service Representative answering inquiries related to Education, Admissions and Membership. Maintains student records. Processes incoming and outgoing mail.			
MANAGER OF MARKETING & COMMUNICATION	Pam Seran-Wallace	Ext 32	pam.seran-wallace@reic.com
Responsible for public & media relations, marketing and advertising REIC at all levels working with the Marketing Committee. Writes internal and external communication products and other desktop publishing and creative functions. Other duties include developing new business markets and strategic partnerships with other organizations and the real estate industry.			
FINANCE COORDINATOR	Li Liu	Ext 23	li.liu@reic.com
Handles all data-entry related to membership and designation payments, processes all educational payments, prepares bank deposits and coordinates day-to-day finances.			

 www.linkedin.com/groups?gid=2011887

 www.facebook.com/group.php?gid=86704953243

 www.twitter.com/reicnational