

# YPN Connection Speakers' Bureau



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# YPN Connection Speakers' Bureau

For new REALTORS®, there is a lot to learn. From the regulatory environment, technology, to being up to date on the latest industry trends, it can be overwhelming to stay on top of every important detail. Thankfully, Young Professional Networks (YPNs) can help provide REALTORS® with learning opportunities to keep them in the know on many of the topics affecting them and their business.

At CREA, our experts want to share their knowledge to help YPNers grow. With industry insight on topics such as communications, the economic landscape, federal government relations, global real estate, the legal environment, people and culture, products and technology, industry trends, and REALTORS Care®. CREA staff are eager to be part of your next #REALTORypn event and to support your members' budding careers!

To book one of our speakers, please complete our [speaker request form](#). Enter the speaker and topic you are requesting. Under the speaking role section, select Other and reference the YPN Connection Speakers' Bureau. **CREA will attempt to accommodate all requests, but we ask you give at least four weeks' notice prior to your event.**







## Kylee Sauve

Director, Communications

Kylee leads a dynamic team of communicators, translators and designers in the execution of CREA's strategic priorities. Since starting her career with an internationally recognized non-profit organization, Kylee has gained more than a decade of communications experience. When not in the office, she can be found working on her house or yard with her husband and dogs.

**Speaking topics:** Storytelling through words and visuals, the trials and tribulations of podcasting



## Michael Shaw

Associate Director, Communications

Michael manages a dynamic team of talented communicators, designers, and social media experts. Whether its content produced by CREA or REALTOR.ca, Michael has seen it and approved it. When he's not working or taking care of his daughter, Michael is travelling the globe, enjoying live music or relaxing on the dock.

**Speaking topics:** Connecting with clients through a CRM, building an engaging client newsletter, using video to communicate with your audience, social media, running a successful blog/content calendar



## Sarah Doktor

Communications Advisor

Sarah brings her experience as a small-town journalist and national online editor to the Canadian Real Estate Association as a Communications Advisor. Sarah helps facilitate conversations between CREA and our members, boards, associations and the public via our online communities. She also helps coordinate the content presented on CREA's official blog, CREA Café. In her spare time, Sarah can be found at the gym, running on a trail or watching Netflix with her cat, Libby.

**Speaking topics:** Social media, running a successful blog/content calendar



## Matt Day

Communications Advisor

Matt brings his experience as a nationally recognized multimedia journalist to the Canadian Real Estate Association as a Communications Advisor. Matt provides professional writing, digital media and communications support to CREA and assists in developing engaging social media content. He is regularly featured in the CREA Café where he provides interesting and entertaining content for REALTORS® to enjoy. Matt is a professional photographer but has dreams of becoming a rock star. He also enjoys mountain biking, skiing, hiking, and using the Oxford comma.

**Speaking topics:** Photography, writing for blogs and social media



## Chris Jokel

Senior Data Scientist

Chris contributes to the analysis of our monthly new releases and quarterly reports prepared for boards and associations, as well as the charts that accompany our national monthly news releases. You can also find him managing CREA's dashboard stats, which include the National Average Price Map and the MLS® Home Price Index (HPI) tool. Chris enjoys spending time outdoors, biking on some of Ottawa's trails during the warmer months and skating on the Rideau Canal during the winter.

**Speaking topics:** MLS® Home Price Index



## Jacob Coopersmith

MLS® Statistics Coordinator

Jacob originally worked for the Canadian Real Estate Association as a summer student and then again after graduating college back in the late 1990s and early 2000. After spending the better part of two decades working on trade desks for major financial institutions, he returned to CREA in December 2019. Jacob's passion in life is scuba diving. He's an open water scuba instructor and travels a few times a year to explore the best wrecks and reefs the world has to offer

**Speaking topics:** CREA's economic resources for REALTORS®



## Ryan Biln

Economist

As one of our economists, Ryan Biln helps provide housing market intelligence to boards, associations, members, and various other stakeholders in the real estate industry. Born and raised in British Columbia, Ryan enjoys being outdoors, staying active, and spending quality time with family and friends.

**Speaking topics:** The state of housing markets across Canada, the Canadian economy



## Shaun Cathcart

Director and Senior Economist, Housing Data and Market Analysis

Shaun provides housing market intelligence to boards, associations, members, and real estate industry stakeholders. He spends much of his time analyzing and writing about Canadian housing trends. In his downtime, you can find him on his bike, on the volleyball court, and enjoying time with his family.

**Speaking topics:** Housing market statistics, conducting a market analysis, the state of housing markets across Canada



# Federal Government Relations



## Dil Puar

Director, Government Relations

Before joining the CREA Legal Department in 2014, Dil worked in politics and on Parliament Hill for a number of years. His passion for politics and policy led him to make a shift within the organization and join the Government Relations Team in 2017. Given his legal, political and business background, Dil brings a unique perspective to federal advocacy. In his spare time, you will most likely find him on a volleyball court or by a lake.

**Speaking topics:** Advocacy and legal crossroads, advocacy and lobbying 101, federal political landscape



## Sharon von Schoenberg

Manager, Global Strategy and Relations

Sharon contributes to and implements CREA's international strategy to increase global opportunities for REALTOR® members. Her initiatives include the Global Affiliate Program, building relationships with international associations and trade-related organizations, developing educational opportunities for members and increasing the relevancy of REALTOR.ca for global visitors. Prior to joining CREA, Sharon was a Canadian residential appraiser and held marketing and client management positions in the private and non-profit sector. Sharon holds a Bachelor of Commerce from the University of Ottawa, is a certified association executive and a CIPS designee. As a mother of two teenagers, Sharon stays rooted by practicing yoga.

**Speaking topics:** Getting started with global real estate, global business opportunities, building your global referral network



## HR, People and Culture



## Tracy Tapp

Director, People and Culture

Tracy is passionate about people! As a trusted advisor, she partners with the association to drive business outcomes, leading and shaping the Human Resources Strategy to support the association's success. Tracy worked in leadership roles for more than 20 years, across public and private sectors, from start-up organizations through to large global corporations, specializing in organizational design, leadership development and operational excellence. Tracy is also a certified yoga instructor and teaches yoga to CREA employees periodically. Ottawa has been her home since 1992, where she lives with her husband and three children.

**Speaking topics:** The importance of the human connection, defining your personal brand, ignite your leadership



## Isaac Martin

Legal Counsel

Isaac provides legal advice to CREA on contract and trademark issues. He is responsible for CREA's trademark compliance, ensuring the proper use of CREA's trademarks. He also assists the legal team with governance and REALTOR.ca DDF® matters. In his spare time, Isaac enjoys exercising, playing music, travelling and watching sports with friends.

**Speaking topics:** Trademarks



## Paul Feuer

Senior Competition Counsel

Paul provides legal advice to CREA and our member boards and associations, primarily on competition, consumer protection, and misleading advertising issues. Paul also conducts presentations for boards, associations, and REALTORS® on the basics of competition law compliance. When he's not handling legal issues, he likes to kick back with some wine, play tennis, and spend time with his two kids—but not all at once.

**Speaking topics:** REALTOR® Code, competition law



## Pénéla Guy

Vice-President, Real Estate and General Counsel

A lawyer by trade, Pénéla also holds a certificate in business management and is a certified executive coach. After practicing law in Montréal, she held a variety of positions within federal cabinets. Pénéla actively participated in numerous nomination campaigns as well as federal and provincial election campaigns for ministers and prime ministers. She has worked in the business community for a decade, specializing in regulatory, governmental and public affairs. In her spare time, Pénéla is involved in sports, cheers on her sons' sports teams and enjoys spending time with family and friends.

**Speaking topics:** General legal issues



# Products, Technology and Industry Trends



## **Blair Armstrong**

Director, Product Management

During the 25 years Blair has been with CREA, he has been part of the technology evolution, from the launch of the first version of MLS.ca to today's REALTOR.ca and everything in between. Along the way, Blair has managed the implementation and roll out of interactive mapping on REALTOR.ca, the first REALTOR.ca mobile app, REALTOR.ca DDF® and the new CREA WEBForms® platform. When not at the office, Blair splits his time between enjoying outdoor activities and providing a taxi service to his two teenage kids.

**Speaking topics:** REALTOR.ca, REALTOR.ca DDF®, CREA WEBForms®, Member.REALTOR.ca tools



## **Greg Shore**

Product Manager

Greg joined CREA in 2013 and has worked on several projects, including REALTOR Link®, REALTOR.ca DDF® and CREA WEBForms®. Greg carries more than 20 years of experience in the high-tech sector with a concentration in hardware and software. When away from the office, you'll find Greg coaching hockey, playing golf or spending time with his family.

**Speaking topics:** CREA WEBForms®, REALTOR.ca DDF®



## **Justin Wah Kan**

Associate Director, REALTOR.ca

As Associate Director, REALTOR.ca, Justin helps promote CREA's valuable products and services. Justin has a professional background in digital marketing. He is also musically inclined with a Bachelor of Music degree in Music Composition and Music Technology. In his spare time, you can find him playing his guitars, cooking up a storm, and curling.

**Speaking topics:** REALTOR.ca, Member.REALTOR.ca tools



## **Lynn St-Germain**

Relationship Training Manager

For the past 22 years, Lynn St-Germain has been crisscrossing the country to attend industry conferences and tradeshows, representing CREA and showcasing our products and services to members. In her role as Relationship Training Manager, she is responsible for developing and maintaining business relationships with broker owners and managers by providing training and presentations to board or association staff and members on CREA products. She enjoys the face-to-face interactions with members and helping them to leverage CREA's applications in a practical manner that will improve their business processes. When she is not travelling for work, she loves to travel the world and discover new cultures and their people.

**Speaking topics:** REALTOR.ca, REALTOR.ca DDF®, CREA WEBForms®, Member.REALTOR.ca tools

# Products, Technology and Industry Trends



## **Rob Reynar**

Director, Industry Development

Rob comes from a real estate background. First, as a salesperson and REALTOR® from 1999 to 2014, and most recently as the Manager of Operations and Member Services at the Association of Regina REALTORS®. There, he spent nearly six years serving the membership and leading the staff team. Rob takes pride in staying current on technology and real estate trends, and he is a well-respected representative of the REALTOR® Community and the Association Executive Network.

**Speaking topics:** Industry trends, technology, REALTOR.ca, Member.REALTOR.ca tools



## **Zach Kleiman**

REALTOR.ca Product Manager

Zach's portfolio includes a focus on the REALTOR.ca DDF®. REALTOR.ca DDF® is Canada's most trusted national data feed, powering eight of the top 10 Canadian real estate websites. Zach previously worked as Marketing Manager and the staff liaison for CREA's Commercial Committee, implementing methods and tools to best serve REALTORS® according to their interests and career goals. As a sports buff, when not in the office, Zach can likely be found out golfing, hiking, or skiing—or at the rink wearing his second hat as hockey player and coach.

**Speaking topics:** REALTOR.ca DDF®, data syndication

# REALTORS Care®



## **Sarah Thirnbeck**

Associate Director, Strategic Impact

Sarah oversees CREA's national REALTORS Care® program, which aims to celebrate the amazing charitable achievements of REALTORS® across Canada and further foster a spirit of giving in our industry. She also oversees CREA's efforts to support local and provincial Young Professionals Networks across the country as well as new initiatives dedicated to promoting diversity, equity and inclusion on CREA's Board of Directors and committees. Sarah recently earned a Graduate Diploma in Social Responsibility and Sustainability from the University of St. Michael's College in the University of Toronto to complement her bachelor's and master's degrees in communications.

**Speaking topics:** REALTORS Care®, incorporating social responsibility into your career

To get in touch with CREA's YPN Connection team,  
send an email to [ypnconnection@CREA.ca](mailto:ypnconnection@CREA.ca).



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