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## The SCAOR e-Scoop

### OFFICE HOURS

8:00am to 5:00pm Monday-Friday  
Every Thursday the office is closed from  
9:00-10:30am for a staff meeting



If you are unable to open any of the links visit our website at [www.scaor.org](http://www.scaor.org)  
or call Karen Kirwan at 831-464-2000 or [karen@scaor.org](mailto:karen@scaor.org)

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The SCAOR Office will be closed on  
Monday, October 13th  
in observance of Columbus Day

### SCAOR Education Highlight



**The Women's Council of REALTORS®-Santa Cruz Chapter in conjunction with the Santa Cruz and Watsonville Associations of REALTORS® presents**

#### Two Powerful Technology Sessions with Amy Chorew

Thursday, October 30th

9:00am-11:30am: Web 2.0: Social Networking & Blogs

1:30pm-4:00pm: Power of Technology

Being held at SCAOR, 2525 Main Street in Soquel

Session 1: Learn all about the three C's of a strong social news profile-content, consistency and contacts

Session 2: This seminar is appropriate for any Real Estate Professional who is looking for ways to expand their marketing presence with inexpensive web tools.

To register call 831-457-5578 or email [wcrsantacruz@yahoo.com](mailto:wcrsantacruz@yahoo.com)

### Attention ALL REALTORS® and Affiliate Members! HAVE YOU MOVED LATELY?

If so, then SCAOR needs to know! Association dues billing is coming up and invoices will be mailed to the preferred mailing address that SCAOR has on file for you. If you have moved in the past year or so please let us know what your new address is by sending an email to [norma@scaor.org](mailto:norma@scaor.org) or send a fax to 831-464-2881. To ensure that you receive all of SCAOR's mailings please send us your preferred mailing address IN WRITING by October 24th. Association dues billing will be mailed to all REALTOR® & Affiliate Members starting the week of November 3rd.



SCAOR Store  
Pick-a-Pumpkin  
Deal!



Purchase any item from the SCAOR Store during the month of October and receive a discount ranging anywhere from 5-15%!



**C.A.R.'S OPEN ENROLLMENT IS STARTING NOW!**

Avoid the rush by calling RealCare now!  
Remember, your annual medical plan deductible starts January 1. So can your coverage under the C.A.R. medical program  
**If you enroll before November 30.**  
Eligible C.A.R. members have 5 plans from Blue Cross of California and 8 plans from Kaiser to choose from. **Remember, Open Enrollment closes November 30.** RealCare can be reached at 800-939-8088 Ext 202 or visit them online at: [www.realcare.biz/oe](http://www.realcare.biz/oe)



**CALLING ALL Broker/Owners, Managing Brokers & Office Managers!**

Broker Breakfast Meeting  
October 22nd 9:00-11:00am  
Check-in & Networking 8:30am-9:00am  
Best Western Seacliff Inn  
7500 Old Dominion Court, Aptos.  
Cost: FREE

Agenda to include Association update by Kathy Hartman, SCAOR CEO & Christa Shanaman, 2008 SCAOR President; MLS Update by James Harrison, CEO/President of MLSListings, Inc. .

**RSVP's are a must! Seating is limited!**

Call SCAOR at 831-464-2000  
to reserve your seat!

### Coming up at SCAOR!

Oct. 15th **Shift Happens Series Creating Urgency to Buy: Working with Buyers**  
Oct. 21st **Internet Marketing—FREE**  
Oct. 24th **Bullet Proofing the Transaction**  
Nov. 3rd **Tax Strategies for the Self Employed Real Estate Professional**  
Nov. 5th **Boomers 2 Zoomers-Generational Differences in Real Estate**

To register call SCAOR 831-464-2000