



2026 AE Seminar



2026 AE Seminar Program

The Westin Edmonton, Edmonton, AB

June 8–10, 2026

AE Seminar, where the future of real estate associations takes shape—and lasting connections thrive

Program Theme: Professional Leadership in Action—Lead with Purpose, Act with Impact.

Concurrent Tracks

Track 1: Strategic Leadership

Focused on high-level strategy, governance, industry leadership, and long-term association growth. This track explores risk management, strategic vision, innovation, and organizational alignment—ensuring executives are equipped to navigate complexity and drive the association forward.

Track 2: Operational Excellence

Covering execution of strategy, team leadership, operational efficiency, and member services. This track is dedicated to those responsible for translating vision into action while also providing critical insights that help shape strategic direction. Through effective operations and member engagement, managers and directors play a key role in informing and refining the association's long-term vision.

Monday, June 8, 2026

9 a.m. – 4:30 p.m.

Registration/Information Desk

10 a.m. – 3:30 p.m.

CRAE M5 Case Study (English)

Facilitator: Alan Tennant, President & CEO, CREB

Noon – 4:30 p.m.

REALTORS Care® Days Volunteer Experience

Make an impact in our host city of Edmonton while experiencing what a REALTORS Care® Day could look like in your own community. Participants will spend the afternoon volunteering at [Kids Kottage](#), an emergency shelter that provides care for children during family crises. Tasks range from baking to gardening, cleaning, and more. The experience will begin with a group lunch at the hotel, where CREA staff will share more information about the REALTORS Care® Days program. Maximum 20 participants—return by 4:45 p.m. to the hotel.

5:30 – 7:00 p.m.

Welcome Reception

Sponsored by: The Canadian Real Estate Association

Tuesday, June 9, 2026

7 – 8 a.m.

Wellness component – walk/run club

8 – 9 a.m.

Breakfast Buffet

8 a.m. – 4:30 p.m.

Registration/Information Desk

8 a.m. – 4:30 p.m.

Tabletop Tradeshow

8 – 8:55 a.m.

New EO/AE Session

Trevor Koot, CEO, BCREA

Paul Feuer, Senior Competition Counsel, CREA

9 – 9:20 a.m.

Seminar Opening

Traditional welcome and land acknowledgement

Kim Mantle, 2025/26 CREA AE Committee Chair

9:20 – 10:20 a.m.

Bold By Design: Turning Uncertainty into Strategic Energy

Presenter: Shawn Kanunga, Innovation Strategist

In today's environment, uncertainty isn't a risk—it's raw material. Visionary leaders transform uncertainty into opportunity and strategy into momentum. Through captivating case studies, join Shawn as he demonstrates how true innovators capitalize on moments of uncertainty to reshape entire industries. You'll discover why your "obvious" limitations might be your greatest advantages, how to engineer your own breakthrough moments, and why disruption always starts as a joke before it becomes a revolution. Let's tap into your bold DNA, and become truly indispensable in an age of constant change.

10:20 – 10:35 a.m.

Break with Exhibitors

10:40 – 11:40 a.m.

Concurrent Sessions #1

Track 1 (Strategic Leadership) Trust, Tension, and the Boardroom: Leadership Lessons for CEOs

Presenters:

Heather Terrance, CAE, President, Pinpoint Governance Group;

Tracy Folkes Hanson, CAE, President & CEO of CSAE;

Jamie Ryan, CAE, CEO, New Brunswick Real Estate Association & Chair of CSAE Board

Even strong boards face uncomfortable moments—when governance slips into operations, personal agendas surface, or external voices influence decisions. For CEOs, these “sticky moments” test leadership and resolve. This candid panel explores real governance challenges from managing personality conflicts and conflicts of interest to standing firm on tough decisions despite member pressure. Participants will gain practical strategies to re-anchor boards in their strategic role, address issues early, and use governance and risk frameworks to maintain trust, focus, and alignment when it matters most.

Track 2 (Operational Excellence) Making AI Work: Embedding AI into Association Operations

Presenter: Rebecca Bultsma, AI Ethicist & Strategist

Where does AI actually fit in with how your association runs day-to-day? This workshop starts where most AI conversations end: with YOUR operations, YOUR pain points, and an honest look at what AI can and can't solve. Together, we'll map core association functions to practical AI integration points, surfacing the operational pain points, knowledge gaps, and concerns that most conferences skip over. You'll leave with a clearer picture of what's realistic, what's worth pursuing, and what questions to bring back to your team.

11:45 a.m.–12:30 p.m.

Roundtables

These facilitated roundtables bring participants together by functional area for focused, peer-driven discussion. Guided prompts will spark conversation around shared challenges and opportunities, while creating space to connect with colleagues, exchange insights, and learn how associations across the country are tackling similar issues.

Functional Area
Government Relations
Human Resources
Communications/Marketing
REALTORS Care®
Learning and Development
Legal
IT
Professional Standards
Finance
Member Services
Governance
French Delegates Roundtable

12:30–1:30 p.m.

Lunch

1:30–1:40 p.m.

Regroup Activity & CRAE Recognition

2024-2025 CRAE designees
Recognition of 2026 AEN Award of Excellence (TBC)

1:40–2:40 p.m.

Human First: Authentic Leadership in the Age of AI

Presenter: Rebecca Bultsma, AI Ethicist & Strategist

AI is already reshaping how associations operate and how your members do business. But most leaders aren't struggling with whether to adopt AI. They're struggling with how to do it without losing the trust, transparency, and human judgment that define great leadership. This interactive plenary cuts through the hype and the fear to focus on what actually matters: What does responsible AI adoption look like for your organization? How are your members already using AI with association data, and what should you know about it? Drawing directly from participant questions and real-world scenarios, we'll explore practical approaches to leading with confidence and integrity in an AI-enabled environment. You'll leave with a clearer sense of where your organization stands, what questions to be asking, and how to move forward. Human first.

2:40–2:55 p.m.

Break with Exhibitors

2:55–3:40 p.m.

Economic and Housing Update

Presenter: Shaun Cathcart, Senior Economist, CREA

3:40–4:30 p.m.

Member Engagement Under Pressure: Reimagining the REALTOR® Value Proposition

Presenter: Alec Milne, MBA, CMC, Principal, Framework Analytics

Member engagement can no longer be taken for granted, and clearly demonstrating value has never been more critical. REALTOR® associations across North America face mounting pressure from members questioning costs, relevance, and the role of organized real estate in a swiftly changing market. Drawing on member research conducted with real estate associations across Canada, this interactive session examines the evolving challenges associations face in capturing attention, staying relevant, and clearly articulating their value to members. Participants will explore what engagement truly looks like and examine practical ways to reimagine the REALTOR® value proposition—challenging traditional assumptions while finding strategies that enhance member connection, credibility, and impact in a changing environment.

6:00–10 :00 p.m.

Dinner/ Offsite Event– Royal Glenora Club

Wednesday, June 10, 2026

7 –8 a.m.

Wellness component - walk/run club

8 –9 a.m.

Breakfast Buffet

8 a.m. –2:30 p.m.

Seminar Information Desk

8 a.m. –1 p.m.

Tabletop Tradeshow

8 –8:55 a.m.

Strengthening Enforcement and Support: REALTOR® Code Insights from the 2025 Core Standards Survey

Presenters:

Janice Myers, CEO, CREA

Paul Feuer, Senior Competition Counsel, CREA (TBC)

Danielle Paquette, Director, Learning & Development, CREA

Join us for an overview of the 2025 Core Standards Survey results on the enforcement of the REALTOR® Code, followed by a discussion on supporting future enforcement efforts.

9 –9:15 a.m.

Opening remarks & Brainteaser

9:15 –10 a.m.

CREA Update: Protecting the Brand: Elevating Professionalism Together

10 –10:45 a.m.

Roundtables

These facilitated roundtables bring participants together by functional area for focused, peer-driven discussion. Guided prompts will spark conversation around shared challenges and opportunities, while creating space to connect with colleagues, exchange insights, and learn how associations across the country are tackling similar issues.

Functional Area
Government Relations
Human Resources
Communications/Marketing
REALTORS Care®
Learning and Development
Legal
IT
Professional Standards
Finance
Member Services
Governance
French Delegates Roundtable

10:45–11 a.m.

Break with Exhibitors

11:00 a.m.– Noon

Concurrent Session #2:

Track 1 (Strategic Leadership): When the Spotlight Hits: Leading Through Crisis and High-Profile Issues

Speaker: Gitane De Silva, Founder and Principal, GDStrategic

High-profile issues and crises don’t always originate within the association—but they often land there. When external events, industry controversies, or other factors impact reputation and trust, CEOs and senior leaders must decide whether, when, and how to respond. This session explores how leaders can apply critical thinking and judgment in situations beyond their direct control, including when to involve the board and when leadership must step forward. Through real-world examples, the panel will examine how confident, values-based leadership—and the willingness to make a statement—can protect credibility, support members, and elevate an association’s voice in the industry.

Track 2 (Operational Excellence): Making Governance Work: Practical Tools for Senior Association Staff

Presenter: Tracy Folkes Hanson, CAE, President & CEO, CSAE

Associations are complex organizations where governance decisions shape business operations, priorities, and pace. When boards, committees, and staff are not aligned, even strong strategies can stall. Grounded in real association scenarios, this interactive workshop focuses on the operational realities of governance—how to support it effectively and navigate sticky situations that may arise with board and committee volunteers. The session addresses challenges such as committees drifting into operations, unclear role boundaries, ineffective agendas, and conflicts of interest. Participants will gain practical strategies to strengthen meeting design, clarify roles, integrate risk thinking, and manage difficult governance conversations—keeping operations and strategy working in harmony.

Noon–1 p.m.

Lunch & Exhibitors

1 –2 p.m.

CREA Legal Update

*Mandatory risk management session

2 -3 p.m.

Closing Keynote: Be the Best You: Leading with Purpose, Acting with Impact

Presenter: Dr. Jody Carrington, Author, Speaker, Performance Coach

Dr. Jody Carrington will reflect on the collective learnings of the seminar and bring the focus back to what matters most—how we show up, human connection, purpose, and performance. In a world that leaves many leaders overwhelmed and disconnected, this energizing—and often hilarious—session reconnects us to what truly fuels impact: heart, clarity, and courage. With warmth, honesty, and practical wisdom, Dr. Jody will challenge you to be the best version of yourself—because that’s how we bring out the best in others. You’ll leave smiling, energized, and ready to lead with purpose and impact.