



CONTRA COSTA ASSOCIATION OF REALTORS®

**FOR IMMEDIATE RELEASE**

**MARK E. APPEL JOINS CONTRA COSTA ASSOCIATION of REALTORS® AS  
DIRECTOR OF MARKETING AND COMMUNICATION**

**Marketing and Communication Executive with More Than 25 Years Experience**

**WALNUT CREEK, CA, August 30, 2010**—The Contra Costa Association of REALTORS® is pleased to announce that Mark E. Appel has joined the organization as Director of Marketing and Communication. An industry executive with more than 25 years experience, Mark brings vision, passion and integrity to his new role.

Mark has held various management and executive marketing and communication positions, and recently, served as the Chief Marketing Officer for the University of California Alumni Association. During his tenure, Mark oversaw a complete reinvention of the organization's marketing and communication functions which included advocacy, sponsorship development and the expansion of various affinity marketing programs. Prior to that, he held various marketing, communication and public relations positions at Nimblefish Corporation, Blyvens, Adams, Randazzo and Carter Agency, as well as LaserTools Corporation.

“With his impressive track record, Mark brings a tremendous depth and breadth of marketing and communication experience to Contra Costa Association of REALTORS® management team,” remarked Bruce Adams, Chief Operating Officer. “Mark’s expertise in cultivating, managing and launching world-class programs will enable us to build our presence in the real estate market and throughout the local community. We look forward to sharing his many strengths with CCAR staff, CCAR Board Members and our Membership community.”

“We welcome Mark to our team, and we know that he will be a tremendous asset to the Association,” commented Sheiren Diaz, Chief Executive Officer. “His background and knowledge in marketing and public relations is a perfect fit to lead CCAR’s marketing and communication efforts. As we continue to grow our Membership base, Mark’s expertise will further enable us to communicate to our Members the world-class tools and services we provide that can empower them to be successful in today’s real estate marketplace.”

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In his new role, Mark will oversee all of CCAR's marketing and communication functions including branding, strategic development, and public relations.

**About Contra Costa Association of REALTORS®**

The Contra Costa Association of REALTORS® is dedicated to serving its members by providing programs and services to enhance their ability to conduct business with integrity and competence, assuring a high level of professional conduct which benefits the community and encourages the preservation of real property rights.

Located in Central Contra Costa County, the Contra Costa Association of REALTORS® has been serving its members since 1921. The central county includes the communities of Alamo, Blackhawk, Clayton, Clyde, Concord, Danville, Diablo, Lafayette, Martinez, Moraga, Orinda, Pacheco, Pleasant Hill, Rossmoor, San Ramon and Walnut Creek. The Association is dedicated to providing the most innovative and highest quality of services, programs, and products to positively impact the success of its 4,000 members who provide real estate brokerage services to clients throughout the East Bay and beyond. Please visit CCAR's website at [www.ccartoday.com](http://www.ccartoday.com) for more information.

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