



1968

William A. Loach, Jr. is the new President of the Naples on-the-Gulf Board of REALTORS. Loach served as a member of the Multiple Listing Service Committee of FAR, as well as on the FAR MLS Subcommittee on Computers.

He was a member of the National Institute of Farm and Land Brokers of NAREB.

In 1969 he was named Naples on-the-Gulf REALTOR of the Year.

Prior to his presidential term Bill Loach, together with REALTOR Earl Frye, worked tirelessly to insure the success of the Multiple Listing System. In 1964 they were instrumental in getting the cost of an MLS listing changed from a percentage fee, where member offices paid a percentage of their commission as a fee to MLS, to the flat fee that we still have today. In doing this they anticipated the National Association (NAREB) by about six years because in 1970 NAREB established its "Fourteen Points Program" wherein Multiple Listing Systems throughout the nation were required to go on a flat fee basis.

President Loach was also very instrumental in getting the Naples on-the-Gulf Board to experiment with the first electronic computerized MLS, Realtor. The system was abandoned after a nine month trial because the computer was based in Cincinnati and the phone system in Naples (Inter-County Telephone) was unreliable with static and connection malfunctions.

January 14, 1968 President Bill Loach welcomed Mr. C.W. Duvecot, Vice President of the soon to be unveiled Lely Estates subdivision.

President Loach announced the NAREB Seven Objectives Campaign to "Make America Better".

President Loach appoints Chairman, Earl Frye (president 1969), and committee members, Jack Love and John Vaughn (President 1977). to investigate a possible location for a proposed new Board building.

The Board changed the executive officer position from Norman Harris to J. Ernie Carroll, formerly of Outboard Marine.

President Bill Loach announced the schedule for REALTOR Week and explained, a REALTOR is a professional in real estate who subscribes to a strict Code of Ethics as a member of the local and state boards and of the National Association of Real Estate Boards.

REALTOR, which is a coined term and service mark registered in the U.S. Patent Office under the trademark laws, can be used only by members of the National Association and its local boards, he said. "Since it is a trademark, it should always be capitalized as are other trademarks or proper nouns," he

said.

“Further evidence of this fact is that all major dictionaries in the United States now carry, or will carry in their next printing, the correct definition and capitalization of the term”.

- In discussing the Code of Ethics, Loach said “That it was one of the first such codes adopted in the history of American business.”
- The Seat Belt Law went into effect.
- February 11, 1968 the Alligator Alley toll booths officially opened. The toll was 75cents to enter at Naples and 75 cents to exit at Fort Lauderdale. The project cost \$17 million.
- April 4, 1968 Civil rights leader Rev. Dr. Martin Luther King, Jr. was killed by an assassin at a motel in Memphis, Tenn., sparking rioting in cities across the nation.
- June 6, 1968 Presidential candidate Senator Robert Kennedy died after being shot by assassin, Sirhan Sirhan, just after giving a victory speech in Los Angeles for winning the California primary.
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- Republican Richard Nixon ekes out a narrow victory for the presidency over Democrat Hubert Humphrey.
- “December 21, 1968 The Apollo 8 Crew, William Anders, James Lovell, and Frank Borman, orbit the moon and send back stunning pictures of the “blue marble” earth, in stark contrast to the blackness of space.” From the Naples Daily News
- According to the Naples Daily News “An Okeechobee man is apprehended in Collier County after a 60-mile car chase along Alligator Alley. He is charged with poaching. Sixteen alligator carcasses are recovered from his vehicle. The hides are fetching \$6 a linear foot in Miami where on the black market were valued at \$1 million.”
- “Work begins on an international airport in the Everglades, in September, thanks to an initial \$500,000 contribution from the federal government. The thirty-eight square mile facility was supposed to accommodate supersonic passenger jets and serve both Dade and Collier counties. Naples on-the-Gulf Board President, Bill Loach, together with Board members from Naples and REALTOR president and members of Dade County, including high ranking members of the Seminole Indian tribe attended the celebratory groundbreaking. The jetport was never completed but its lengthy runways still exist near the county line.