



Women's Council of REALTORS® Business Development Forum
Thursday, November 12, 2009 ♦ San Diego, CA ♦ 8:45 a.m. – 10:15 a.m.

Chair: Linda H. Sheinall, PMN
Vice-chair: Joeann Fossland, PMN

Officer Liaison: Deborah Gilmore, PMN
Staff Liaison: Olivia Peterson

AGENDA

- 8:45 a.m. **Welcome and Introduction** Linda Sheinall, PMN
- What is a Strategic Forum?
- Business Development Forum charge
- Forum Operation
- Introduction of Steering Committee
- Opportunities for member participation
- Session outcomes
- 8:50 a.m. **"Thriving in a Changing Market" Panel Introductions:** Beth Pressler, PMN
Moderator: Betty Kincaid, PMN – Las Vegas, NV
Panelist: Heather Ozur, PMN – Palm Desert, CA
 Dea Venne-Jones – Tucson, AZ
 J. Rene Ward, PMN – Austin, TX
 Chris Wretschko, PMN – Lansing, MI
- 8:52 a.m. **"Thriving in a Changing Market" Moderated by Betty Kincaid, PMN**
Hear from successful members who have increased their profitability during the economic downturn.
- 9:20 a.m. **Introduction: Deborah Battersby, PMN** Barb Cooper, PMN
- 9:22 a.m. **"Creating Certainty in an Uncertain Market"** Deborah Battersby, PMN
Discuss formulas and ideas to maintain profitability in today's changing market.
- 9:52 a.m. **Activity: "How Are You Thriving in a Changing Market"** Nikki Boyd, PMN
Idea-sharing activity designed to gather profitable tips for growing your business. Dianne McCombs, PMN
Action Needed: Develop content ideas for new forms of education such as webinar series and mastermind sessions, as well as provide actionable ideas for business and chapter improvement.
- 10:10 a.m. **Next Steps** Joeann Fossland, PMN
Action Needed: Discuss the steps the Forum will take to complete the charge; determine the tangible outcomes and how they will be used.
- 10:15 a.m. **Adjourn** Linda Sheinall, PMN

Please Note:

Meeting Ground Rules

- avoid side conversations
- speak to the point
- state your position first, then explain your point
- evaluate ideas, not people
- respect each others time: be on time and stay for the entire meeting
- work toward consensus
- help create a non-judgmental environment where all ideas have value and creativity is encouraged
- the chair will manage the discussion in order to achieve the meeting goals