



Women's Council of  
**REALTORS®**

Get Ready.

# *Influential Women Summit*

Marriott Boston  
Long Wharf

**Boston** **Massachusetts**

**July 11 - 13, 2008**

# Influential Women Summit

**M**eeet some of the most influential women in our industry as they share their experiences and insights on what it takes to make it to the top. You'll learn from them how visibility is good for business, what their strategies are for balancing work and family lives and much more. We'll also give you hands-on Learning Labs where you will design and plan your own Action Plan for Influence. Located right on the famous Boston Harbor, this summit will inspire and motivate you.

## It's About Education

Success in this business is about who you know, but it's also about what you know. We're bringing you Thought Leaders and Learning Labs designed to help you become more influential, as well as keep you up to date on what's happening in the industry. Following are just some of the highlights.

### “Most Influential Women in Real Estate Panel”

We've selected some of the top influential thought leaders in the industry to share their real-life experiences. Accomplishments, obstacles and vital contributions — these women know what it takes to become a powerful force in today's marketplace. Join us for an informative and inspirational panel focused on leadership development and women's entrepreneurialism. You want influential? We've got it!

### THOUGHT LEADER SESSION I



#### “The New Interactive Web: Using the Power of Web 2.0”

**Amy Chorew, Senior National Instructor**

In today's Web 2.0 market, it's not enough to have a great Web site. Effective entrepreneurs know they need a strategic method of facilitating communications among their clients. Join Amy Chorew, senior national instructor for Matthew Ferrara & Company Seminars, as she explores the Web-based communities making waves in today's marketplace. Learn the ins and outs of these virtual worlds and what staying connected can do for your business.

### THOUGHT LEADER SESSION II



#### “The Hummer and the Mini: Navigating the Contradictions of the New Trend Landscape”

**Robyn Waters, Author and former VP of Trend, Design & Product Development at Target**

Join Robyn Waters as she challenges you to look at trend from the inside out by focusing your attention on what's important instead of what's next. Watch as Robyn demonstrates her unique ability to inspire and motivate. With more than 30 years' experience tracking and translating trends into sales and profit, she will help revitalize your energy, reframe your perspectives and re-envision the possibilities in your marketplace. This is a must-see session.

### DESIGNATION COURSE



#### “Harnessing the Power: Skills Based Performance Management”

**Instructor: Lori Cox, ABR, CRB, CRS, GRI, SRES**

What separates the best from the rest? The best have systems not just for their real estate businesses but for themselves. Learn how to eliminate the obstacles that prevent you from getting to that next level in your business and in your life.

Special  
Conference  
Rate: \$129

## Learning Labs

Looking for some influential ideas? Look no further. These Learning Labs are packed with proven educational and business tools focused on influencing, empowering and motivating women REALTOR® entrepreneurs.

### “The Power of Web 2.0”



Amy Chorew

These days it seems everyone is stressing “inventory is key” for Web sites. Successful Web sites are taking advantage of Web 2.0 to increase profit and effective REALTORS® need to do the same. Join Amy Chorew as she offers insight to the world of Web 2.0 and what you need to get on board. Content is king, and she’s got it.

### “Thinking of Starting Your Own Real Estate Office: The Good, the Bad and the Ugly”



Judy Moses,  
ABR, CRS, GRI,  
PMN, SRES

What does it take to start your own real estate office? WCR’s 2007 National President Judy Moses gives an insider’s look at launching your own brokerage. As broker/owner of Pathway Home Realty Group, she has been selling real estate since 1986. Her expertise will help you decipher the pros and cons of charting your own course.

### “Recruiting & Retaining the Best Agents”



Lori Cox,  
ABR, CRB, CRS,  
GRI, SRES

Building and sustaining a profitable business in today’s competitive marketplace is essential for success. Join Lori as she explores how to recruit and retain the best agents for your business. Learn little tips that can play a big role in your profitability.

### “From Class Officer to State Legislator: What Women’s Council Can Do For You”



Gail Hartnett,  
ABR, CRS, PMN

Wondering if you’ve got what it takes to dive into the world of politics? Gail Hartnett knows it’s all about leadership, and she’s ready to show you just what Women’s Council can do for you. Even if high school was the last time you dared to run for office, Gail’s message is sure to inspire you to get involved.

### “Sales Agent to Management: Is it for You?”



Ann DeFries,  
CRS, PMN

Join Ann DeFries, 2008 National President as she guides you through the process of transitioning from sales agent to broker/manager. Learn how to determine your risk and discover if management is right for you.

### “How to Become a Woman of Influence in Your Community”



Jesse Mermell

It’s not every day you find someone truly influential. Join Jesse Mermell, Selectman (a local government position) for Brookline, MA, as she gives an informative and insightful look into community awareness. From grassroots organizations to political offices, learn how to unleash your potential to become a woman of influence.

### “Where It All Comes Together”



Jim DeLizia

Did you ever attend a conference where you made contacts and learned about what’s new, but then went home and nothing really changed? That won’t happen here. To maximize your conference experience, we’ll have roundtables professionally facilitated by Jim DeLizia of DeLizia Consulting Services. You’ll create your own action plan to put what you’ve learned to work, and you’ll form accountability partners to help you stay on track.

# Conference Registration

For information, a schedule of events and to register, visit the "Upcoming Events" page at [wcr.org](http://wcr.org).

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Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_

E-mail \_\_\_\_\_

## Register me for the Summit (includes 2 full breakfasts, 1 plated luncheon & refreshments):

**\$324** — early bird by May 30, 2008

**\$349** — regular fee

## Register me for the PMN Course:



**\$129** for registered conference attendees

**\$149** if not attending conference

Registration Fee: \$ \_\_\_\_\_

PMN Course: \$ \_\_\_\_\_

Total Remitted: \$ \_\_\_\_\_

## Method of payment:

Check enclosed payable to "WCR"

Please charge my credit card:

American Express     Discover     MasterCard     Visa

Credit card number \_\_\_\_\_

Expiration \_\_\_\_\_

Name as it appears on card \_\_\_\_\_

Signature \_\_\_\_\_

**Mail this form with payment to Women's Council of REALTORS® at 430 N. Michigan Ave., Chicago, IL 60611 or fax to 312-329-3290.**

## Questions: call 800-245-8512

**Registration Cut-off:** All registrations must be received by Friday, June 20, 2008. After this date, registrations will be accepted on-site.

### Cancellation Policies:

**Conference:** Cancellations received after July 2, 2008 will receive a 50% refund of the registration fee.

**PMN Course:** Cancellations received after July 2, 2008 will be charged \$50 of the course fee.

**Special needs:** Please contact us at 800-245-8512 if you have special needs.

## Hotel

Marriott Boston Long Wharf  
296 State Street  
Boston, Massachusetts 02109  
Phone: 617-227-0800  
Fax: 617-227-2867

To make room reservations, contact the Marriott Boston Long Wharf at 800-228-9290 or 617-227-0800 and reference Women's Council of REALTORS®. To book online, go to [www.marriottlongwharf.com](http://www.marriottlongwharf.com) and enter the group/convention code "wmcwmca." The deadline for room reservations is June 18, 2008. Reservations made after this date will be made based on availability at the hotel's prevailing rates.

## Discounted Group Rates:

Single/Double: \$229