

“Best Practices for Member Referral Programs” Panel
Friday, May 14, 2010 ♦ Washington D.C. ♦ 8:45 a.m. – 10:00 p.m.



Moderator: Terry Watson, ABR, ABRM, CIPS, CRB, CRS, GRI, PMN, SRES

Real estate trainer Terry Watson is founder and president of Watson World, Inc. He delivers keynote speeches, offers motivational seminars and provides educational training throughout the U.S., as well as internationally. In addition to being a much sought after instructor, he is an experienced and highly motivated sales professional who knows the real estate business. Terry is a broker for his family's real estate firm, where he has hired, trained and supervised more than 100 REALTOR® professionals. Terry has his own unique brand of imparting knowledge. His infectious can-do attitude, his joyous sense of humor and his uncanny ability to reach and involve all types of learners makes him and his seminar memorable and useful. Today, Terry is a broker for his family's real estate firm, where he has hired, trained, and supervised over 100 REALTOR® professionals. After selling for franchises while in high school, Terry reached the status of "top" salesperson before age 25. No matter what Terry does, he puts all of his energy into it and truly cares about the outcome. Terry is as devoted to self-improvement as he is to helping others learn, you can be sure that, when Terry is addressing thousands of salespeople or just a handful of executives, his communication style is always people-oriented, positive, and results-based.



GAIL HARTNETT, ABR, CRS, PMN, CMHS

Hailing from Long Island, NY, Gail and her family moved to Boise, ID from Fort Lauderdale, FL in 1987. She was licensed as a REALTOR® in 1992. Gail was honored by the Ada County Association as the 1998 REALTOR® of the Year and served as President in 1999. Since 1996 Gail has served nationally as a member of the WCR. She is a national speaker and from 1998-2006 was an instructor at WCR's award winning Leadership Academy. Gail was elected to the National Leadership Team in 2003 serving as Financial Secretary, Recording Secretary, President-elect and the 2006 National President for Women's Council. At the State Level Gail served as the 2007 President of the Idaho Association of REALTORS®. She has chaired the Public Policy and Professional Development Committees. A major Golden R RPAC donor, President's Circle member and a member of the Hall of Fame, she served as a National RPAC Trustee in '07. She is the Federal Political Coordinator for Congressman Mike Simpson. Gail served on NAR's Executive Committee in '08 & '09. Gail currently serves on the Advisory Council for the Idaho State Meth Project. In 2001 she was a TWIN (Tribute to Woman in Industry) Award recipient. In March of 2008 Gail was honored by Boise State University as a recipient of the "Women Making History" Award. Her latest challenge had been a run for the Idaho State Legislature as a representative in her district. Happily married to Ron for 40 years, they have three children and four "perfect grandchildren".



Emily Link, ABR, CRS, GRI, PMN, SRES

Emily's real estate journey began in 1980 as a newly licensed REALTOR®. She received her broker's license on May 1, 1986. Emily served as the President of the Conejo Valley Association of REALTORS® in 1992. Emily attended her first Women's Council of REALTORS® meeting at a California State meeting in San Diego in 1983. She has attended all of their meetings except two since that time and served as their President in 1998. She was the member of the Year for the State Chapter in 2002 and she was the Regional Vice Chair the same year. She has served on many committees at the National level as well. Emily is active in CRS and served as the President of the Southern CA chapter in 2007. She was honored as their Member of the Year in 2007. Emily has been a Director for the California Association of Realtors since 1986. She has chaired many committees for them and served on the Executive Committee. This year she serves as a liaison for four committees to the Executive Committee. Emily is a member of the Southland Regional Association of REALTORS® and was awarded the Distinguished Service Award for the Association in 2006. Because of her involvement in leadership positions in real estate, Emily is Broker and President of Team Link REALTORS® Inc. She works with her daughter/partner Jessica Fender and their office is located in Ventura County, CA. Emily is married to Jim Link, EVP for Southland Regional Association of REALTORS®. Real estate really IS their life and three of their four daughters are involved in the real estate business.



Mary Christenson, CRS, PMN, GREEN

Mary is currently serving as the Women's Council's California State Governor and is a member of the Bakersfield, California Chapter of WCR. Mary has been a full-time professional REALTOR® for 29 years, specializing in the high-end luxury home market in Bakersfield, California. She has a loyal client base that constantly generates repeat business and referrals. In addition to her REALTOR designations, Mary is a Luxury Home Marketing Specialist and an Accredited Staging Professional. Mary's Women's Council experience includes: always being an active contributor to her local chapter wherever she is needed (from producing monthly programs, newsletters and flyers to chairing fundraisers, etc.). Mary has been a WCR State DVP in 2008, WCR State 2007 Ways & Means Chair; WCR Local Chapter President in 2007, President-elect, 2006, Secretary 2004-2005. Mary's community involvement includes producing a monthly newsletter for the local Association of Petroleum Wives, (7 years as editor/publisher), and ongoing Philanthropy/volunteer work supporting charities of her choice. Mary's social networking and marketing skills are utilized in desktop publishing, graphics, photography, PowerPoint, etc. She is active on Facebook, LinkedIn and Twitter and is tech-savvy, creative and resourceful. Mary loves to learn and teach, to gain and share knowledge and skills with others. Her success is about communication and building and maintaining relationships and serving her clients.