



Women's Council of REALTORS® Business Development Strategic Forum

Friday, May 14, 2010 ♦ Washington, D.C. ♦ 8:45 a.m. - 10:00 a.m.

Chair: Jo Kenney, PMN
Vice-chair: Sherri Souza, PMN

Officer Liaison: Margo Wheeler Willis, PMN
Staff Liaison: Olivia Peterson

AGENDA

- 8:45 a.m. **Welcome and Introduction** Jo Kenney, PMN
- What is a Strategic Forum?
 - Business Development Forum charge
 - Forum Operation
 - Introduction of Steering Committee
 - Opportunities for member participation
- 8:48 a.m. **Panel Introductions** Tonya Backus, PMN
Moderator: Terry Watson, PMN
- Panelists:*
Gail Hartnett, PMN–Boise
Emily Link, PMN–Simi Valley, CA
Ginny Mees, PMN– Danville, CA
Mary Christenson, PMN–Bakersfield, CA
- 8:52 a.m. **Best Practices for Member Referral Programs Panel** Terry Watson, PMN
- 9:08 a.m. **Activity: Round Table Workshop** Cheri Daniels
- Action Needed:** Discuss various networking and referral tools and ideas to help attendees deploy best practices for building a WCR referral network into their current business plan.
- 9:23 a.m. **Networking & Referrals** Terry Watson, PMN
- 9:55 a.m. **Next Steps** Sherri Souza, PMN
- Action Needed:** Discuss the steps the Forum will take to complete charges; determine tangible outcomes for the November session.
- 10:00 a.m. **Adjourn**

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