

Women's Council of  
**REALTORS®**

Get Ready.

**Women's Council/REALTORS®**

# **National Conference & Expo**



## **2009 PROGRAM**

Westin Gaslamp Quarter  
San Diego, CA • November 11-15, 2009



## President's Message Women's Council Welcomes You!

Welcome to San Diego and our 2009 Women's Council / National Association of REALTORS' National Conference and Expo. Much effort was employed in planning a Conference that brings you the best educational programs, numerous opportunities to reconnect with top associates from across the country and time to share ideas about making your business and your chapters more dynamic in 2010.

Don't miss our Conference Welcome on Thursday morning from 8:00 to 8:30. We are expecting a specially invited guest to help get the meetings off to a positive start, and we want to let you know what is planned for the rest of the week. Some of the highlights of our first day of meetings are as follows:

- Four Strategic Forums which allow you to have input
- Social Media Panel to keep you on the cutting edge
- Regional Committee meetings to make plans for 2010
- General Assembly, Awarding of PMN Designations and Meet the Candidates ~ a glimpse of our prospective 2010 leadership team
- NAR Inaugural Ball honoring Vicki Cox Golder, a member of Women's Council, the incoming 2010 NAR President

Friday will be our Annual Business Meeting where we hold the election of officers, followed by the Orientation of 2010 Regional and State officers as well as a Best Practices Session for all Local Chapter Officers from 2009 and 2010 who are in attendance at the Conference. That same afternoon features a timely PMN Graduate seminar on "Marketing Yourself with Distressed Properties". Many of you will also not want to miss the opening of NAR's Expo which takes place Friday evening.

Saturday will be an especially memorable day for incoming Women's Council President, Deborah Gilmore, and her 2010 national leadership team, as we honor them during a special Inaugural Luncheon. Later in the day the Governing Board will have a working session before everyone is released to attend the NAR General Session with NAR President, Charles McMillan and keynote speaker, Condoleezza Rice. Our meetings will then culminate on Sunday morning with our Governing Board meeting.

We're excited you have made the decision to be here for the Conference and know you will leave with lots of valuable information you can use in your respective businesses to take your career to the next level!

Best regards,

Becky Hill, ABR, PMN, SRES  
National President

**Mission of Women's Council of REALTORS®:**  
We are a network of successful REALTORS®  
empowering women to exercise their potential as  
entrepreneurs and industry leaders.



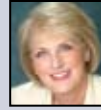
**President:**  
Becky Hill, ABR, PMN, SRES  
Houston, TX



**President-elect:**  
Deborah Tatum Gilmore, ABR, GREEN, GRI, PMN, SRES  
Marietta, GA



**Recording Secretary:**  
Margo Wheeler Willis, GREEN, GRI, PMN, SRES  
Spanaway, WA



**Financial Secretary:**  
Bobbie Nelson, CRS, GREEN, GRI, PMN, SRES  
Santa Cruz, CA



**Executive Vice President:**  
Gary Kryslar, CAE  
Chicago, IL

### Regional Vice Presidents:

Linda Trevor, ABR, CRS, PMN  
Cary, NC  
Region 1: KY, NC, TN, VA, WV

Nancy A Farkas, ABR, CRS, GRI, PMN  
Dayton, OH  
Region 2: IL, IN, MI, OH, WI

Kathryn Rouch, ABR, CRS, GRI, PMN  
Omaha, NE  
Region 3: IA, KS, MN, MO, ND, NE, SD

Sindy M. Ready, ABR, CRS, GRI, PMN, SRES  
Scottsdale, AZ  
Region 4: AZ, CO, MT, NV, UT, WY

June Solowey Branscom, PMN, SRES  
Manchester, NH  
Region 5: CT, MA, ME, NH, RI, VT

Edward Hunt Jr., ABR, GRI, PMN  
Owings Mills, MD  
Region 6: DE, MD, NJ, NY, PA

Sandra J Bonner, ABR, PMN  
Acworth, GA  
Region 7: AL, FL, GA, MS, SC

Nikki Jean Boyd, ABR, GRI, PMN  
Twin Falls, ID  
Region 8: AK, CA, HI, ID, OR, WA

Mary Ann Jeffers, CRS, GRI, PMN  
New Braunfels, TX  
Region 9: AR, LA, NM, OK, TX



**National Office:**  
430 N. Michigan Ave.  
Chicago, IL 60611  
800-245-8512  
Web: WCR.org  
E-mail: wcr@wcr.org

On Facebook: [www.facebook.com/wcrfans](http://www.facebook.com/wcrfans)  
On Twitter: @WomensCouncil

# Schedule of Events

**Attendees are required to wear the 2009 conference badge for admittance to all meetings and non-ticketed functions. If you did not receive a badge in the mail, please pick up your badge at the Registration Desk.**

## Wednesday, November 11, 2009

8:00 A.M. – 8:30 A.M.	• Sign-in for Leadership Skills Training Workshop	California A & B Foyer, 2 <sup>nd</sup> Floor
8:30 A.M. – 5:00 P.M.	• Leadership Skills Training Workshop	California Ballroom A & B, 2 <sup>nd</sup> Floor
9:00 A.M. – 3:30 P.M.	+ Executive Committee	Harbor Room, 3 <sup>rd</sup> Floor
2:00 P.M. – 4:00 P.M.	Shop the Chapter Fundraising Sales Tables	California Foyer, 2 <sup>nd</sup> Floor
3:30 P.M. – 4:30 P.M.	+ Strategic Forums Steering Committee Briefing	Coronado Room, 3 <sup>rd</sup> Floor
5:00 P.M. – 6:00 P.M.	Networking Hour	Garden Pavilion, 4 <sup>th</sup> Floor

## Thursday, November 12, 2009

8:00 A.M. – 8:30 A.M.	Conference Welcome with 2010 NAR National President Vicki Cox Golder	California Ballroom B & C, 2 <sup>nd</sup> Floor
8:45 A.M. – 10:15 A.M.	Strategic Forums - Business Development - Leadership Development - Member Network - Outreach & Influence	Plaza Room, 2 <sup>nd</sup> Floor Garden Pavilion, 4 <sup>th</sup> Floor California Ballroom A, 2 <sup>nd</sup> Floor Library Room, 1 <sup>st</sup> Floor
10:30 A.M. – 11:30 A.M.	+ Past National Presidents Advisory Meeting	Imperial Ballroom, 2 <sup>nd</sup> Floor
10:30 A.M. – 11:30 A.M.	+ Joint Meeting, Strategic Forum Steering Committees	Coronado Room, 3 <sup>rd</sup> Floor
10:30 A.M. – 11:00 A.M.	ABM/Election Volunteers	Harbor Room, 3 <sup>rd</sup> Floor
10:30 A.M. – 12:00 P.M.	Education Session: “The Power of Social Media to Build Your Business” Moderator: Amy Chorew	California Ballroom B & C, 2 <sup>nd</sup> Floor
12:00 P.M. – 1:00 P.M.	Shop the Chapter Fundraising Sales Tables	California Foyer, 2 <sup>nd</sup> Floor
1:00 P.M. – 2:00 P.M.	Bylaws Committee	Pacifica Boardroom, 2 <sup>nd</sup> Floor
1:00 P.M. – 2:30 P.M.	Regional Committee Meetings: Region 1: Imperial Ballroom, 2 <sup>nd</sup> Floor Region 2: Plaza A & B, 2 <sup>nd</sup> Floor Region 3: Plaza C, 2 <sup>nd</sup> Floor Region 4: Balboa, 3 <sup>rd</sup> Floor Region 5: Coronado, 3 <sup>rd</sup> Floor	Region 6: Santa Fe, 2 <sup>nd</sup> Floor Region 7: Library Room, 1 <sup>st</sup> Floor Region 8: Garden Pavilion, 4 <sup>th</sup> Floor Region 9: Harbor Room, 3 <sup>rd</sup> Floor
2:45 P.M. – 3:45 P.M.	General Assembly -Award of PMN Designations & Meet the Candidates	California Ballroom, 2 <sup>nd</sup> Floor
4:00 P.M. – 5:00 P.M.	<i>NAR Event: Member &amp; Director Update</i>	
6:00 P.M.	<i>NAR Event: Inaugural Ball</i>	

## Friday, November 13, 2009

8:30 A.M. – 9:20 A.M.	Voting Delegate Check-in	Santa Fe Foyer, 2 <sup>nd</sup> Floor
9:30 A.M. – 11:00 A.M.	Annual Business Meeting ( <i>ELECTIONS</i> )	California Ballroom, 2 <sup>nd</sup> Floor
11:00 A.M. – 12:00 P.M.	Shop the Chapter Fundraising Sales Tables	California Foyer, 2 <sup>nd</sup> Floor
12:15 P.M. – 2:15 P.M.	Orientation for 2010 RVPs and State Chapter Officers	Plaza Room, 2 <sup>nd</sup> Floor

12:15 P.M. – 2:15 P.M.	Best Practices Session for Local Chapter Officers	Garden Pavilion, 4 <sup>th</sup> Floor
2:30 P.M. – 3:30 P.M.	+ 2010 Nominating Committee Orientation Meeting	Imperial Ballroom, 2 <sup>nd</sup> Floor
2:30 P.M. – 3:45 P.M.	◇ PMN Graduate Seminar: "Market Yourself for Success with Distressed Properties" Marki Lemons	California Ballroom A & B, 2 <sup>nd</sup> Floor
3:45 P.M. – 5:15 P.M.	+ 2010 Steering Committee & Program Group Orientation	Harbor Room, 3 <sup>rd</sup> Floor
4:00 P.M. – 7:00 P.M.	NAR Event: REALTORS® Expo Grand Opening	

### Saturday, November 14, 2009

8:00 A.M. – 9:15 A.M.	Education Session: "Real Estate Opportunities 2010" Matthew Ferrara	Garden Pavilion, 4 <sup>th</sup> Floor
8:30 A.M. – 9:30 A.M.	Finance & Budget Committee and Forum	Library Room, 1 <sup>st</sup> Floor
9:30 A.M. – 10:30 A.M.	Education Session: "Future Real Estate Trends: Expectations for Brokers and Agents" Tami Bonnell	Garden Pavilion, 4 <sup>th</sup> Floor
9:30 A.M. – 10:30 A.M.	+ Executive Committee	Balboa Room, 3 <sup>rd</sup> Floor
11:15 A.M. – 12:00 P.M.	+ President's Table Assembly for Inaugural Luncheon Photos	Santa Fe Room, 2 <sup>nd</sup> Floor
11:30 A.M. – 2:30 P.M.	*Inaugural Luncheon with Special Guest Speaker Sachi Koto (11:30 A.M. Doors Open, 12:00 – 2:30 P.M. Luncheon and Program)	California Ballroom, 2 <sup>nd</sup> Floor
		
2:45 P.M. – 4:15 P.M.	+ 2009 Governing Board Working Session	Plaza Room, 2 <sup>nd</sup> Floor
4:00 P.M. – 6:00 P.M.	NAR Event: General Session	

### Sunday, November 15, 2009

8:30 A.M. – 9:30 A.M.	+ Executive Committee	Harbor Room, 3 <sup>rd</sup> Floor
10:00 A.M. – 1:00 P.M.	WCR Governing Board Meeting	California Ballroom, 2 <sup>nd</sup> Floor

- Open only to workshop registrants
- + Open only to committee members
- \* Admission by ticket only
- ◇ Open to PMN designees and candidates only

## Women's Council Registration Desk California Foyer, 2<sup>nd</sup> Floor

Registration check-in and on-site registration will take place at the WCR registration desk for Women's Council members. At the desk you will also be able to pick-up Inaugural tickets purchased in advance (be sure to bring the voucher mailed to you by NAR), purchase additional Inaugural tickets (while supplies last) and get your Women's Council ribbons.

#### Desk Hours:

Wednesday: 9:00 A.M. – 7:00 P.M.  
Thursday: 7:30 A.M. – 4:00 P.M.  
Friday: 8:00 A.M. – 3:00 P.M.

Thank you to our sponsor:



## Women's Council Inaugural Luncheon with Special Guest Speaker Sachi Koto

California Ballroom

Tickets: \$69\*

Saturday, 11:30 A.M. - 2:30 P.M. (11:30 A.M. Doors  
Open, 12:00 - 2:30 P.M. Luncheon and Program)

Come join the excitement as we celebrate the installation of WCR's 2010 National President Deborah Gilmore, ABR, GREEN, GRI, PMN, SRES, and her 2010 National Leadership Team. The luncheon will feature special guest speaker and entrepreneur Sachi Koto, former anchor of CNN Headline News. Sachi will share her personal story about homeownership and the important role that real estate professionals play today by providing sound counseling to the consumer during the home buying process. As a veteran of CNN, Sachi not only served as a news anchor for CNN Headline News, but also anchored CNN Radio, CNN Airport Network, CNN International and CNN QuickCast. Make plans to at-



tend this exciting and informative luncheon honoring our incoming president, Deborah Gilmore.

\*Tickets may be purchased at the WCR Registration Desk, while supplies last.

### Chapter Sales Tables

If your chapter has fundraising items to sell, please visit the Women's Council Registration Desk to reserve a chapter sales table. The cost for a table is \$20.

### Women's Council Products

California Ballroom Foyer

REALTOR® Team Store is the official distributor of WCR products. Visit them next to the registration desk to purchase a range of WCR items, from logo apparel and officer pins to the 2010 *Leadership Policy & Procedure Manual*. Products will be sold during registration desk hours.

## Past National Presidents

2008	Ann DeFries, CRS, PMN	1971	Evelyn A. Pappas*
2007	Judy Moses, ABR, CRS, GRI, PMN, SRES	1970	Shirley Goetsch*
2006	Gail Hartnett, ABR, CRS, PMN	1969	Ruth Simmons*
2005	Betty A. Kincaid, PMN	1968	Artha Garza*
2004	Brenda Ghibaudi, CRS, PMN	1967	Marion A. Rasmussen*
2003	Sue Flaig, CRB, CRS, GRI, PMN	1966	Betty Jane Boone*
2002	Barbara B. Lach, ABR, CRB, CRS, GRI, PMN	1965	Christa Leiter*
2001	Maxine Jennings, ABR, PMN, SRES	1964	Lois Hair Bernays*
2000	Brenda Ballard, ABR, CIPS, CRB, GRI, PMN	1963	Louise Gale*
1999	Deborah Battersby, CRS, GRI, PMN, SRES	1962	Frances Mazurk Hokanson*
1998	Doris Edwards, CRB, CRS, GRI, PMN	1961	Jamie O'Neill*
1997	Rosann Salvino*	1960	Carolyn Bowles*
1996	Joan Deal*	1959	Dr. Beryl Rogers McClaskey*
1995	Sherry Smith Mancini, GRI, PMN	1958	Dorothy Bell Hill*
1994	Beth Tolbert, CRS, GRI, PMN	1957	Ebby Halliday, CRB, CRS
1993	Sheila V. Espinoza, ABR, CIPS, CRB, CRS, GRI, PMN	1956	Grace Sebastian*
1992	Lynne A. Roy, GRI, PMN	1955	Lorraine M. Kuhs*
1991	Rosanna Sumner*	1954	Dorothy Ingalls*
1990	Terry Sullivan, CRB, CRS, GRI, PMN	1953	Helen Nixon*
1989	Arlyne Geschwender	1952	Isabel Mitchell*
1988	Joan Ballantyne, CRS, GRI, PMN	1951	Elizabeth M. Anstine*
1987	Beverly Bryant, GRI	1950	Flora K. Tierney*
1986	Bettye Harrison, CRS, GRI, PMN	1949	Maude Butler*
1985	Barbara Campbell*	1948	Laura Hale Horton*
1984	Patricia Parks, CRB, CRS, PMN	1947	Lillian R. Moebus*
1983	Polly Watts*	1946	Lillian R. Moebus*
1982	Libby Wright	1945	Hazel M. Long*
1981	Lee Burch*	1944	Hazel M. Long*
1980	Daisy Tallarico*	1943	Carol V. Laux*
1979	Peg Place*	1942	Madeline T. Spiess*
1978	Vivian Osborne*	1941	Mabelle Higgins*
1977	Mary G. Harpley	1940	Grace D. Fletcher*
1976	Vera McCarty*	1939	Cora Ella Wright*
1975	Helen L. Hirt*	1938	Cora Ella Wright*
1974	Angeline A. Kopka, CRB, CRS, SRES		
1973	Sydney R. Lurcott*		
1972	Gene Buescher*		

\*Deceased



## Leadership Skills Training

Wednesday, November 11, 2009

8:30 A.M. – 5:00 P.M.

Women's Council is offering an exciting day of leadership skills training, including training, practice and take-away tools in these important leadership areas:

- Leadership essentials
- Public speaking skills
- Planning and delivering an effective meeting (including parliamentary procedure basics)
- Conflict management strategies

This leadership training workshop will prepare you to take yourself, your volunteer participation and your business to the next level. Also, the Leadership Skills Training counts as a course credit

toward Women's Council's Performance Management Network Designation.

Facilitators: Vicky Campbell, CRS, GRI, PMN, SRES; Cindy M. Ready, ABR, CRS, GRI, PMN, SRES; Jean Tietgen, PMN, SRES; and Elizabeth Mendenhall, ABR, ABRM, CIPS, CRB, GRI, PMN.



## Education Highlights

### Thursday, November 12, 2009

10:30 A.M. – 12:00 P.M.

#### "The Power of Social Media to Build Your Business"

Moderator: Amy Chorew

Panelists: Sara Bonert

Kristal Kraft, ABR, CIPS, CRS, GRI, PMN

Ginger Wilcox, GRI



We've gathered some of real estate's top social media experts to share their experiences, strategies and best practices for building your business online. In this exciting panel, moderated by Senior National Instructor Amy Chorew, you'll learn the in's and out's of social networking as well as understand what products and tools are a must have for today's real estate professional. From Blogging to Facebook, attendees will learn how to integrate social media into their current marketing plan and build client loyalty by understanding how to effectively communicate with today's consumer. A must-see session for anyone serious about boosting their online presence!

to succeed in this niche market. Join Marki Lemons as she shows PMN Candidates and Designees how to profit in today's real estate market by focusing on distressed properties. This session will show you actionable steps to develop a plan that caters to homeowners in default and buyers seeking to purchase distressed properties. In a market experiencing near record numbers of short sales and foreclosures, Marki has used her dynamic, professional attitude and vast experience to become known as Chicago's "Queen of Foreclosures." This is an informative session you won't want to miss.

### Saturday, November 14, 2009

8:00 A.M. – 9:15 A.M.

#### "Real Estate Opportunities 2010"

Featuring: Matthew Ferrara



Join Matthew Ferrara as he charts a course for you to make the upcoming year high-performing and rewarding. Matthew's strategies combine the latest consumer, leadership and sales research with marketing and technology tools to help you develop a comprehensive road map for success in 2010. You'll identify key technology opportunities to maximize your talents, leverage current technologies and create customer-delightful services to grow your career.

### Friday, November 13, 2009

#### PMN Graduate Seminar

2:30 P.M. – 3:45 P.M.

#### "Market Yourself for Success with Distressed Properties"

Exclusive event for PMN Candidates & Designees.

Featuring: Marki Lemons, ABR, ABRM, CRS, CRB, GREEN, SRES



Today, millions of homeowners are in default on their mortgages nationwide. As the number of short sale properties continues to rise, so do the potential opportunities for real estate professionals

9:30 A.M. – 10:30 A.M.

#### "Future Real Estate Trends: Expectations for Brokers and Agents"

Featuring: Tami Bonnell



Today's rapidly changing real estate environment continues to challenge both agents and brokers alike. Savvy REALTORS® know that keeping your business on-top and out-front means staying informed. In this session, Tami Bonnell, President of the U.S. organization for EXIT Realty Corp. Intl., will provide you with a look at emerging trends in the industry. As real estate continues to change, so do client's expectations. Join Tami as she shares tips for staying relevant and profitable in a shifting marketplace.

# Council Business

## General Assembly (Award of PMN Designations & Meet the Candidates)

Thursday 2:45 P.M. – 3:45 P.M.

Room: California Ballroom, 2nd Floor

Meet the candidates for 2010 line office and join in the congratulations to new Performance Management Network Designees.

## Voting Delegate Check-in

Friday, 8:30 A.M. – 9:20 A.M.

Room: Santa Fe Foyer, 2nd Floor

Local chapter voting delegates, Governing Board members and members-at-large check in at this time to be credentialed to vote. All delegates must wear their "NAR" or "WCR only" full-fee conference badges. Local Chapter Delegates will check in according to Chapter name. Local chapter alternates must present their authorization letter at the local chapter alternates check-in desk. Governing Board members, including state chapter alternates, will check in by name at the designated Governing Board check-in desks. State chapter alternates will present their authorization letter at this time. Members-at-large check in to be credentialed at the designated members-at-large desk. All credentialed delegates will receive a ballot and delegate badge.

## Annual Business Meeting

Friday, 9:30 A.M. – 11 A.M.

Room: California Ballroom, 2nd Floor

The Annual Business Meeting is an open meeting, and all members are encouraged to attend. This is a once-a-year opportunity to see how WCR's leaders are elected to serve as your national line officers and regional vice presidents.

## Orientation for 2010 Regional Vice Presidents and State Chapter Officers

Friday, 12:15 P.M. – 2:15 P.M.

Room: Plaza Room, 2nd Floor

This meeting is for all RVPs and state chapter officers and will cover state chapter purpose and responsibilities. This is a great opportunity to build (or reinforce) your network of members who can support you during your year!

## Best Practices Session for Local Chapter Officers

Friday, 12:15 P.M. – 2:15 P.M.

Room: Garden Pavilion, 4th Floor

Local chapter leaders will want to attend this session with facilitator Jim DeLizia, CAE covering best-practices information to help get and keep your chapter on track in 2010. Highlights include working to your business plan, recruiting and retention strategies in lean times and sharing of ideas with other chapters.

## Strategic Forums

Thursday, 8:45 A.M. – 10:15 A.M.

The single best way to build your national referral network is to participate in the work of the Council. Here you'll address strategic issues, share your expertise and make new contacts. Members may attend any forum that interests them.

## Outreach & Influence

Room: Library Room, 1st Floor

Enhance your credibility and build your business by getting involved. Our "Been There... Doing That!" panelists will show you how to leverage your Women's Council leadership experience in the community, and what the benefits are. Special guest Ann Hoiberg of the League of Women Voters will speak on "If Real Estate Is Your Profession, Politics is Your Business," offering tips and strategies for integrating political involvement with your real estate business.

## Leadership Development

Room: Garden Pavilion, 4th Floor

Are you struggling to find volunteers for the available leadership roles within your chapter? Margo Willis, 2009 National Recording Secretary, will explain how to identify the essential qualities of future leaders as well as share tips on how to mentor these individuals into leadership roles. Forum participants will also share their own chapter's mentoring techniques so that together we can develop a strategy to create a mentoring environment in all of our chapters. Interested in getting involved with Women's Council on the national level? State Chapter National Focus Committees are charged with identifying, mentoring and positioning members for state and national leadership opportunities. Join us for a panel of State National Focus Chairs, moderated by Bobbie Nelson, 2009 Financial Secretary, as they offer insights on how to position your members for leadership opportunities at the state and national level.

## Business Development

Room: Plaza Room, 2nd Floor

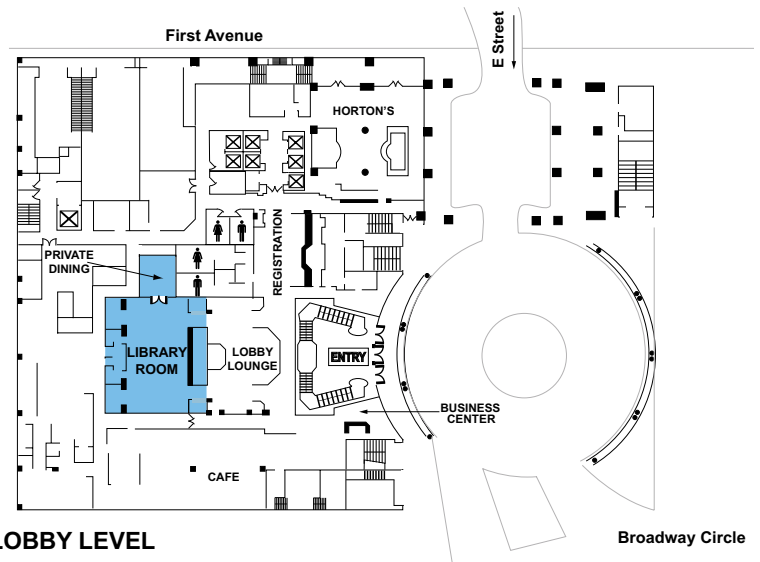
In times of flat demand, oversupply and a changing economic climate, real estate professionals need to have a clear approach to not only stay afloat, but also create a profit. The Business Development Forum is dedicated to helping REALTORS® discover new ideas and solutions to help enhance their business. This action-packed session features a panel of successful members who've increased their profitability during the economic downturn. You'll also hear from Past National President Deborah Battersby on how to "Create Certainty in an Uncertain Market". Bring your questions and ideas to share in this thought-provoking and interactive session.

## Member Network

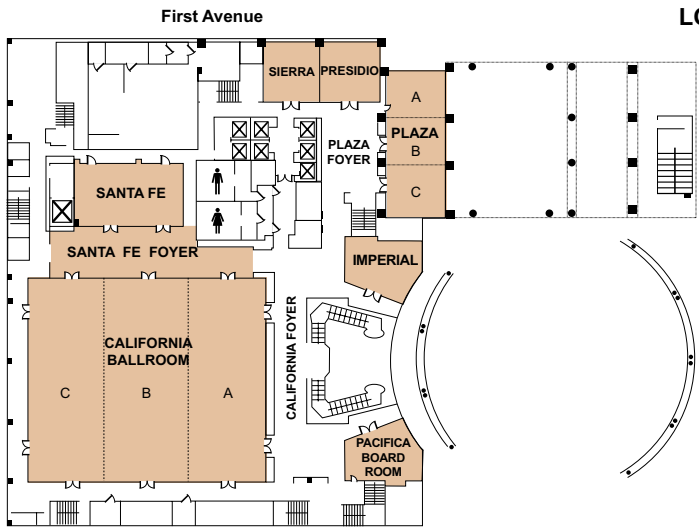
Room: California Ballroom A, 2nd Floor

Building on the information Forum participants generated in May, Amy Chorew will present the newly developed template for Chapter Facebook Fan Pages — a non-traditional method of networking with members and others. Participants will then develop ideas on using the Member Expertise Profile to encourage chapter members' involvement in this networking opportunity. The program will also include information on how to utilize the resources of eConnect and Entrepreneur of the Year award winners.

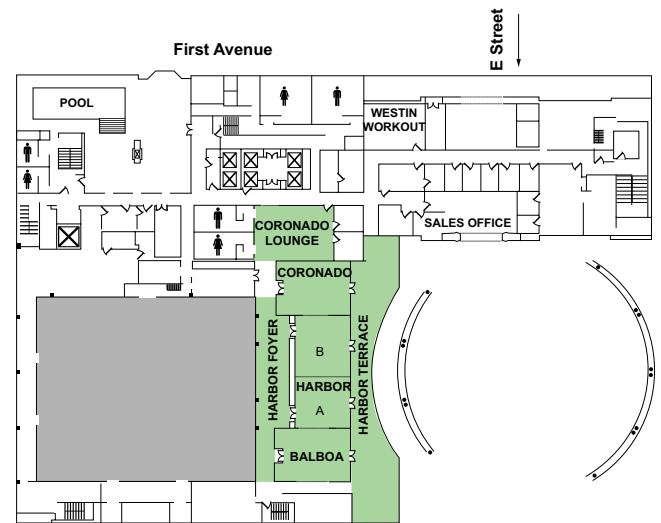
# Hotel Floor Plans



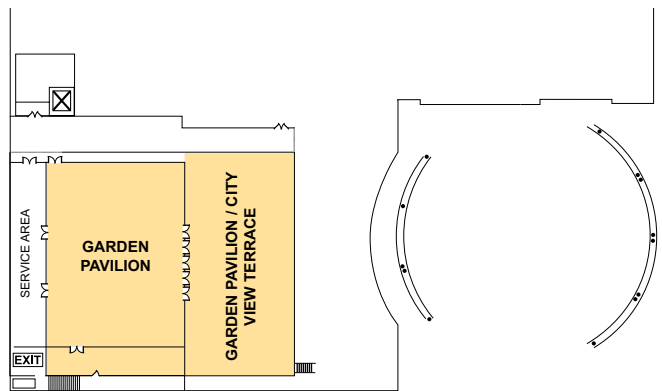
**LOBBY LEVEL**



**SECOND LEVEL**



**THIRD LEVEL**



**FOURTH LEVEL**