



Midyear Meeting

May 4-6, 2022 | Capital Hilton | Washington, DC

CONFERENCE PROGRAM



Registration Desk

Location: Pan American Room

Hours: Wednesday 9:00 a.m. – 6:00 p.m. Thursday 7:00 a.m. – 2:00 p.m.



A Conference Badge is Required for All Non-Ticketed Events

Schedule of Events

TUESDAY, MAY 3

12:00 p.m. – 4:30 p.m.	△ Spokesperson Training (Sign-in: 11:30 a.m. – 12:00 p.m.)	Federal A
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WEDNESDAY, MAY 4

9:30 a.m. – 4:30 p.m.	△ PMN Pop-Up Course: Rogue Leadership (Sign-in: 9:00 a.m. – 9:30 a.m.)	Statler A & B
9:00 a.m. – 12:00 p.m.	+ Executive Committee	Federal B
9:00 a.m. – 3:30 p.m.	+ Leadership Institute Training	New York
2:00 p.m. – 2:30 p.m.	Ambassadors Meeting	Ohio
2:30 p.m. – 3:00 p.m.	First Time Attendee Orientation	California
3:15 p.m. – 4:00 p.m.	Regional Caucus – Central Regional Caucus – East Regional Caucus – West	Federal A & B South American A & B Congressional
4:15 p.m. – 5:00 p.m.	PMN Reception (Event for designees & candidates)	Presidential Ballroom
5:00 p.m. – 6:30 p.m.	Networking Mixer & Marketplace	Presidential Ballroom
6:45 p.m. – 7:45 p.m.	+ Leadership Institute Reception (Exclusive event for LI students)	

THURSDAY, MAY 5

7:00 a.m. – 9:00 a.m.	Conference Welcome, Meet the Candidates & Marketplace “More Than A Career – A Lifestyle Panel” <i>A light breakfast will be served from 7:00 – 8:00 a.m</i>	Presidential/Congressional
9:00 a.m. – 10:00 a.m.	The Psychology of Selling & Marketplace	Presidential/Congressional
10:15 a.m. – 11:15 a.m.	Unlocking Your Powerful Potential & Marketplace	Presidential/Congressional
12:15 p.m. – 1:00 p.m.	Voting Delegate Check-in	Presidential Foyer
1:00 p.m. – 2:30 p.m.	Elections (Midyear Business Meeting)	Presidential/Congressional
2:45 p.m. – 3:45 p.m.	The New Age of Real Estate in the Global Economy & Marketplace	Presidential/Congressional
4:00 p.m. – 5:30 p.m.	<i>NAR Event: Regional Caucuses</i>	

FRIDAY, MAY 6

8:00 a.m. – 12:00 p.m.	Billhighway Office Hours billhighway	New York
8:30 a.m. – 1:00 p.m.	<i>NAR event: Board of Directors</i>	
8:30 a.m. – 9:30 a.m.	Learning Series - Concurrent sessions (see chart on page 5)	
9:15 a.m. – 10:00 a.m.	Coffee Break	Capital Terrace
9:45 a.m. – 10:15 a.m.	Sponsored session provided by TWO MEN AND A TRUCK: <i>Lightening the Load: Guiding Your Clients through the Moving Process</i>	Statler A & B
9:45 a.m. – 10:45 a.m.	Learning Series - Concurrent sessions (see chart on page 5)	
11:00 a.m. – 11:30 a.m.	Sponsored session provided by REALTOR.COM: <i>Build a Memorable Brand to Create the Success You Desire</i>	Statler A & B
11:00 a.m. – 12:00 p.m.	Learning Series - Concurrent sessions (see chart on page 5)	
12:30 p.m. – 1:30 p.m.	Finance & Budget Committee	California
1:15 p.m. – 2:15 p.m.	Network Best Practices Session	Congressional/Senate
2:15 p.m. – 2:45 p.m.	Governing Board Sign-in	Presidential Foyer
2:45 p.m. – 4:30 p.m.	Governing Board	Presidential Ballroom

Schedule is subject to change. △ Ticketed event + Open only to committee members

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National Industry Strategic Partners



TWO MEN AND A TRUCK.
"Movers Who Care."

National Conference Sponsor



Stay Connected

#WomensCouncil & #LeadersMadeHere

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Conference Notes

Marketplace

This high-energy format provides education, business exchange and networking - all in one room. Please stop by to visit with our National Strategic Partners and Billhighway to learn more about the services they offer.

REALTOR Team Store®

The official distributor of Women's Council Products. Please visit their [website](#) to see all of the Women's Council products. Be sure to stop by our registration desk to pick up a coupon for free shipping for your next online order.

Conference Highlights

TUESDAY, MAY 3

Spokesperson Training 12:00 p.m. – 4:30 p.m. (Sign-in: 11:30 a.m. – 12:00 p.m.)
Room: Federal A



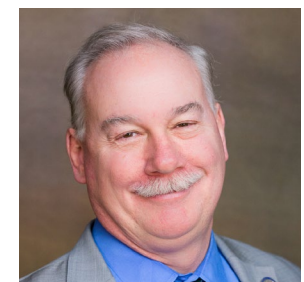
Registration Fee: \$150 on-site

Let's drop the mic on the myth that public speaking isn't for everyone. Many people believe if they are not natural-born speakers or professional speakers they can't speak fluently for success. We're giving you the tips to structure your presentations and turn that anxiety into energy. It's time to step up to the mic and tell your story!

Learn to: Develop consistent competency whenever you speak in public, build strengths and downplay weaknesses in your personal presentation style, instill the importance of advance preparation and respond clearly and concisely.

This course counts as credit towards the PMN designation.

INSTRUCTORS



John Gormley



Dave Rokos

#LeadersMadeHere

Conference Highlights

WEDNESDAY, MAY 4

PMN Pop-Up Course: Rogue Leadership: Secrets from Women Warriors



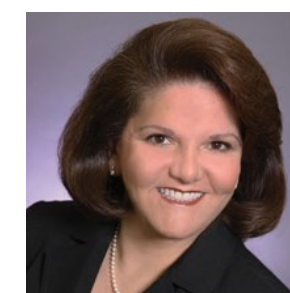
9:30 a.m. – 4:30 p.m. (Sign-in: 9:00 a.m. – 9:30 a.m.)

Room: Statler A/B

Registration Fee: \$195 on-site

Back by popular demand! Women's Council welcomes all real estate warriors to step into this interactive learning experience to gain fresh skills in presentation techniques, innovative management tactics and strategic growth. Are you one of our warriors? Register early, spots are limited for this exciting event. This course counts as credit towards the PMN Designation

INSTRUCTORS



Anita Davis,
PMN



Deborah
Gilmore, PMN

First-Time Conference Attendee Orientation

2:30 p.m. – 3:00 p.m.

Room: California

Is this your first time attending a national conference? Make sure you attend this session designed just for you to ask questions, get oriented with the meeting venue, learn more about the schedule of events, and meet other first-timers. Also, be sure to grab a First-Time Attendee ribbon at this session (or at registration) – our Women's Council community is eager to meet you!

Regional Caucuses

3:15 p.m. – 4:00 p.m.

Rooms: **East:** South American A & B

Central: Federal A & B

West: Congressional

Brought to you by your National Liaisons, gather with your region ([click on map here](#)) and kickoff the conference and discuss current issues of interest that will provide you a road map of everything exciting and new at Women's Council.

PMN Reception

Exclusive Event for PMN
designees & candidates

4:15 p.m. – 5:00 p.m.

Room: Presidential Ballroom

Come enjoy a glass of wine and then get ready for some serious networking with your PMN connections.



Networking Mixer & Marketplace

5:00 p.m. – 6:30 p.m.

Room: Presidential Ballroom

Join us at the mixer where you'll have an opportunity to connect with your amazing Women's Council community.

THURSDAY, MAY 5

Conference Welcome, Meet the Candidates & Marketplace

7:00 a.m. – 9:00 a.m.

Room: Presidential/Congressional

Join President Sylvia Seabolt for our Conference Welcome and meet the candidates slated for 2023 national leadership team. A light breakfast will be served from 7:00 – 8:00 a.m.

More Than A Career - A Lifestyle! Enjoy the Journey

Join this panel discussion to find a rhythm that balances family, work, volunteerism and leadership. Learn if it's worth it and how others seem to do it all and leave with the knowledge of how you can have your cake and eat it too!

MODERATOR



Rebecca Thomson,
PMN

PANELIST



Sylvia Seabolt,
PMN

PANELIST



Jennifer Shupe,
PMN

PANELIST



Adam Tripp

PANELIST



Kathy Allen

The Psychology of Selling & Marketplace

9:00 a.m. – 10:00 a.m.

Room: Presidential/Congressional

You'll learn...

1. The 3 sales mistakes people...and how to avoid them.
2. The #1 skill that will increase your sales this year.
3. Understand the psychology of what makes people say "yes."
4. The exact 4-step method to partner with your ideal clients with ease.

SPEAKER



Dr. Erin Oksol

Conference Highlights

THURSDAY, MAY 5

Unlocking Your Powerful Potential & Marketplace

10:15 a.m. – 11:15 a.m.
Room: Presidential/Congressional

Steve shares a powerful blueprint with actionable steps, for unlocking your potential, eradicating procrastination, and creating a life you'll love...by YOUR design!

SPEAKER



Steve Collins

Voting Delegate Check-in

12:15 p.m. – 1:00 p.m.
Room: Presidential Foyer

As a reminder, if you are eligible to vote, you must be a current, paid, REALTOR(R) member registered for the Women's Council conference with corresponding fees paid, as per Article X, Section 4 of the national bylaws. See National Bylaws for voting eligibility. Designated alternate voter procedures and timelines were advised on 3/17/22 to all network leaders. **All voting delegates must register for the conference by April 21st at 11:59 p.m. CST in order to be eligible to vote.** Local Delegates, Governing Board, and members-at-large will check-in for the election and must be physically present to vote. There are no exceptions unless the member explains in writing before the deadline why they are unable to register.

Elections (Midyear Business Meeting)

1:00 p.m. – 2:30 p.m.
Room: Presidential/Congressional

All members are encouraged to attend. This is a once-a-year opportunity to see how the Council's leaders are elected to serve on your national leadership team.

The New Age of Real Estate in the Global Economy & Marketplace

2:45 p.m. – 3:45 p.m.
Room: Presidential/Congressional

Want to increase your net worth while growing your personal network? What about innovative tools and resources that expand beyond our borders and even learning how other countries are thriving in real estate, even during a pandemic? Discover how to open new opportunities for you and your investors.

SPEAKER



Alicia Matheson

FRIDAY, MAY 6

Lightening the Load: Guiding Your Clients through the Moving Process

9:45 a.m. – 10:15 a.m.
Room: Statler A & B
Stefanie Shook & Kayla Glicker

This session will provide you with tips on how to ease the process of moving for your clients.

Provided by



Build a Memorable Brand to Create the Success You Desire

11:00 a.m. – 11:30 a.m.
Room: Statler A & B
Angie Javier & Christie MacDonald

Building your brand on social media is much more than marketing and promoting. It is being intentional about the mindset, personality and values that represents your business. In this workshop we'll share tips and easy-to-use tools so that you leave feeling empowered to apply lessons learned, to retain and delight existing and prospective clients.

Provided by



Network Best Practices Session

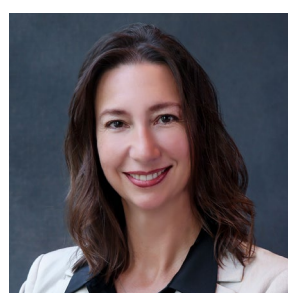
1:15 p.m. – 2:15 p.m.
Room: Congressional/Senate

Open to all. Local leaders are encouraged to attend.

What makes a network successful? Learn from successful networks from around the country are leading mission-focused activities that embody the culture and values of Women's Council, adhere to the local network model standards, and create real value to members.



Jim DeLizia



Chris Pelkola Lee, PMN



Dezda Finn, PMN



Jennifer Gerdes, PMN

Governing Board

2:45 p.m. – 4:30 p.m. (Sign-in: 2:15 p.m. – 2:45 p.m.)
Room: Presidential Ballroom




Governing board members check-in for the meeting.

The National Governing Board consists of the following: 2022 Leadership Team, Past National Presidents, 2022 National Liaisons, 2022 Executive Committee, 2022 State Presidents and 2022 State Liaisons. Get important updates on Council activities and elect peers for Executive and Candidate Review Committees.




Conference Highlights

FRIDAY, MAY 6




Congressional Room

8:30 A.M. – 9:30 A.M.	9:45 A.M. – 10:45 A.M.	11:00 A.M. – 12:00 P.M.
<p>Membership Overdrive: Recruit, Onboard & Retain</p>  <p>Taffy Maurer, PMN Megan Oswald, PMN</p>	<p>How to Be Fearless Under Fire: Understanding Negotiating Using Scripts & Dialogs</p>  <p>Alexis Bolin, PMN</p>	<p>Maximize Your Marketing with Social Media</p>  <p>Becky Klein, PMN Lin Van Meter, PMN</p>




Senate Room

8:30 A.M. – 9:30 A.M.	9:45 A.M. – 10:45 A.M.	11:00 A.M. – 12:00 P.M.
<p>#Unstoppable</p>  <p>Courtney DeMarco</p>	<p>Have You Slipped Your DiSC</p>  <p>Oliver Adams</p>	<p>Cultivating a Culture to Grow Your Network</p>  <p>Sarah Libengood, PMN</p>

Federal A & B Rooms

8:30 A.M. – 9:30 A.M.	9:45 A.M. – 10:45 A.M.	11:00 A.M. – 12:00 P.M.
<p>Ready, Set, GROW... Your Business</p>  <p>Sher Heard, PMN</p>	<p>Eating the Frog: Task Management & Productivity Secrets Revealed</p>  <p>Carolyn Altman, PMN</p>	<p>Art of Networking: How to Not Be a Robot in a Digital World</p>  <p>Heather Haase</p>

South American A & B Rooms

8:30 A.M. – 9:30 A.M.	9:45 A.M. – 10:45 A.M.	11:00 A.M. – 12:00 P.M.
<p>Leadership Unmasked: Let's Keep it Real</p>  <p>Kyshana Guzman, PMN</p>	<p>Canva for Your Network & Business</p>  <p>Joli Waldeck, PMN</p>	<p>Hone Your Elevator Pitch for Business & Women's Council</p>  <p>Tracy Freeman</p>

■ Women's Council Network Training

■ Business Training

■ Training for both your Network and Business

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Capital Hilton

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Washington, DC 20036

