

# MIDYEAR MEETING

Renaissance Downtown, Washington, DC  
May 9-11, 2023

## Conference Program

### REGISTRATION DESK

**Location:** Meeting Room 8 & 9

**Hours:** Tuesday 9:00 a.m. – 6:00 p.m. Wednesday 7:30 a.m. – 2:00 p.m.

 **A Conference Badge is Required for All Non-Ticketed Events**

See Hotel Floor Plan on last page for room locations.

### Schedule of Events

#### MONDAY, MAY 8

1:00 p.m. – 4:00 p.m.	△ Spokesperson Training (Sign-in: 12:30 p.m. – 1:00 p.m.)	Meeting Room 12-14
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#### TUESDAY, MAY 9

9:30 a.m. – 4:00 p.m.	△ PMN Pop-Up Course: Fiscal Fitness (Sign-in: 9:00 a.m. – 9:30 a.m.)	Meeting Room 12-14
9:00 a.m. – 12:00 p.m.	+ Executive Committee	Meeting Room 16
9:00 a.m. – 3:00 p.m.	+ Leadership Institute Training	Meeting Room 10
2:00 p.m. – 2:30 p.m.	+ Ambassadors Meeting	Meeting Room 15
2:30 p.m. – 3:00 p.m.	First Time Attendee Orientation	Anacostia D/E
3:30 p.m. – 4:15 p.m.	Regional Caucus – Central Regional Caucus – East Regional Caucus – West	Potomac Salon 3 Anacostia D/E River Birch Ballroom
4:15 p.m. – 5:00 p.m.	Women's Council's RPAC Reception (Invitation Only Event)	Potomac Salon 1
5:00 p.m. – 6:30 p.m.	Networking Reception & Marketplace	Potomac Salon 1

#### WEDNESDAY, MAY 10

8:00 a.m. – 9:25 a.m.	Conference Welcome, Meet the Candidates & Marketplace “Six Figures in Twelve Months, Real Estate Planning on Steroids with AI” <i>A light breakfast will be served from 7:30 – 8:30 a.m.</i>	Potomac Salon 1 & 2
9:30 a.m. – 10:15 a.m.	Building Your Business in Times of Uncertainty & Marketplace \$	Potomac Salon 1 & 2
10:30 a.m. – 11:15 a.m.	Team Building with Personality & Marketplace ★ \$	Potomac Salon 1 & 2
10:30 a.m. – 11:30 a.m.	Finance & Budget Committee	Meeting Room 12-14
12:15 p.m. – 1:00 p.m.	Voting Delegate Check-in	Potomac Salon 1 & 2 Foyer
1:00 p.m. – 2:30 p.m.	Elections (Midyear Business Meeting)	Potomac Salon 1 & 2
2:45 p.m. – 3:30 p.m.	Mastering Lead Generation for Real Estate through Vertical Video & Marketplace \$	Potomac Salon 1 & 2
2:45 p.m. – 3:30 p.m.	Seeking the Peak - Women's Council National Leadership Roles	Meeting Room 15
4:00 p.m. – 5:30 p.m.	NAR Event: Regional Caucuses	

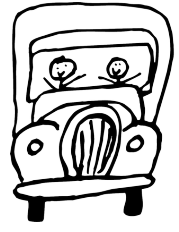
#### THURSDAY, MAY 11

8:30 a.m. – 1:00 p.m.	NAR event: Board of Directors	
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	Potomac Salon 1 & 2 Foyer
9:45 a.m. – 10:45 a.m.	Learning Series - Concurrent sessions (see chart on page 5)	
9:45 a.m. – 10:15 a.m.	Sponsored session provided by REALTOR.COM <i>Top 10 Social Media Strategies Influencers Love</i>	Meeting Room 12-14
11:00 a.m. – 12:00 p.m.	Learning Series - Concurrent sessions (see chart on page 5)	
1:00 p.m. – 2:30 p.m.	Network Best Practices Session ★	Potomac Salon 1 & 2
3:00 p.m. – 4:30 p.m.	Governing Board (Sign-in: 2:30 p.m. – 3:00 p.m.)	Potomac Salon 3

Schedule is subject to change. ★ Networking Topics \$ Business Topics △ Ticketed event + Open only to committee members

## National Industry Strategic Partners

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**TWO MEN  
AND A TRUCK®**



## National Conference Sponsors

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## Stay Connected

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#WomensCouncil, #LeadersMadeHere & #IAmWomensCouncil

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## Conference Notes

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### Marketplace

This high-energy format provides education, business exchange and networking for our conference attendees and National Strategic Partners. Stop by to visit with our National Partners and learn more about the services they offer.

### REALTOR Team Store®

*The official distributor of Women's Council Products*

Please visit their [website](#) to see their 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

MONDAY, MAY 8

## Spokesperson Training

1:00 p.m. – 4:00 p.m.  
Room: Meeting Room 12-14

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 born to speak or a professional speaker they can't learn to do it with confidence. We're giving you tips to structure your presentations and turn that anxiety into energy. It's time to step up to the mic and tell your story!

This course counts as credit towards the PMN designation.

SPEAKER



Cheryl Knowlton



## PMN Pop-Up Course: Fiscal Fitness

9:30 a.m. – 4:00 p.m.  
Room: Meeting Room 12-14

Registration Fee: \$199 on-site

Join us for this interactive hands-on deep dive course designed to help you to create your financial independence and success. We'll show you how to keep more of what you make. We'll give you 5 powerful tools to create your personal wealth. We'll be covering...

- Mindset and transcending blockers – learn how to overcome those things which subconsciously keep us from achieving our goals and wild success
- Business plan and budget - Evaluate and create for financial success.
- Retirement planning - Learn how to fund it with traditional and non-traditional investments.
- Financial planner - Selecting the right financial planner for you to define your financial goals and fund them.
- Run your business with the end in mind so it is ready to sell, and you are ready to sell it.

This course counts as credit towards the PMN Designation

SPEAKER



Amy Chorew

SPEAKER



Maeda Palius

SPEAKER



Pat Heller

## First-Time Conference Attendee Orientation

2:30 p.m. – 3:00 p.m.  
Room: Anacostia D/E

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. Our Women's Council community is eager to meet you!

## Regional Caucuses

3:30 p.m. – 4:15 p.m.  
Rooms: **Central:** Potomac Salon 3  
**East:** Anacostia D/E  
**West:** River Birch Ballroom

Brought to you by your National Liaisons, gather with your region and kick off the conference, and discuss current issues of interest that will provide you a road map of everything exciting and new at Women's Council.

[Click here](#) to see a map of the regions.

## Women's Council's - RPAC Reception

(Invitation Only)

4:15 p.m. – 5:00 p.m.  
Room: Potomac Salon 1

Women's Council is committed to raising awareness and showing our united support for the REALTORS® Political Action Committee (RPAC). In 2022, Women's Council was recognized with the highest participation in the REALTOR® family for involvement. It's time to celebrate our achievements and continue our support. We are inviting all current REALTOR® members interested in learning more about RPAC, those ready to become a first-time investors, and those looking to increase their participation. The reception will include RPAC speakers, cash bars, music and camaraderie.

\*The purpose of the event is to increase RPAC's fundraising receipts and participation.

## Networking Reception & Marketplace

5:00 p.m. – 6:30 p.m.  
Room: Potomac Salon 1

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

# Conference Highlights

WEDNESDAY, MAY 10

## Conference Welcome, Meet the Candidates, Keynote & Marketplace

8:00 a.m. – 9:25 a.m.

Room: Potomac Salon 1 & 2

Join President Chris Pelkola Lee for our Conference Welcome and meet the candidates slated for 2024 national leadership team.

A light breakfast will be served from 7:30 a.m. – 8:30 a.m.

### Six Figures in Twelve Months, Real Estate Planning On Steroids with AI

Your 365-Day Guide to Planning Your Real Estate Success. One simple action can make you 42% more likely to achieve your goal: Write it down!

- Schedule tasks, take notes, and crush your real estate goals.
- Build rapport with new and old clients by identifying their F.O.R.D.
- People share their F.O.R.D. with the world daily via social media, email, and text messaging.
- Understanding your client's pain points and desires is the key to growing your real estate business.
- Set Up Your Daily 8 x 8 Real Estate Tracker.
- Identify your target audience.

PRESIDENT



Chris Pelkola Lee, PMN

KEYNOTE SPEAKER



Marki Lemons Ryhal

## Building Your Business in Times of Uncertainty & Marketplace

9:30 a.m. – 10:15 a.m.

Room: Potomac Salon 1 & 2

Sue Yannaccone shares her perspective on the real estate market, how brokers and agents should be thinking about their businesses, and what consumers are prioritizing in 2023 and beyond.

SPEAKER



Sue Yannaccone

## Team Building with Personality & Marketplace

10:30 a.m. – 11:15 a.m.

Room: Potomac Salon 1 & 2

This amazing session will not only introduce you to the four personality types using the DISC model, it will empower you to create powerful and productive teams! You'll be shown the natural strengths and challenges of each personality type as well as the way each type prefers to be communicated with. This session also reveals how to keep each personality motivated and what's important to them in order for them to feel appreciated! You'll laugh and you'll learn in this epic and engaging training that will help you see people in an entirely new light! Get ready to build YOUR team with personality!!

SPEAKER



Angel Tucker

## Voting Delegate Check-in

12:15 p.m. – 1:00 p.m.

Room: Potomac Salon 1 & 2 Foyer

As a reminder, if you are eligible to vote, you must be a current, paid, REALTOR® 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 March 22, 2023 to all network leaders. **All voting delegates must have registered for the conference by April 26<sup>th</sup> at 11:59 p.m. CST in order to be eligible to vote.** 2023 Local Network Presidents, National Governing Board members, 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: Potomac Salon 1 & 2

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.

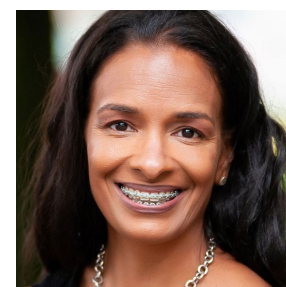
## Mastering Lead Generation for Real Estate through Vertical Video & Marketplace

2:45 p.m. – 3:30 p.m.

Room: Potomac Salon 1 & 2

Using Instagram Reels, TikTok, and YouTube Shorts can be an effective way to promote your real estate business, showcase your properties, and engage with potential clients. By creating engaging and informative content, leveraging popular trends, and collaborating with other creators and professionals, you can reach a wider audience and grow your business with vertical video.

SPEAKER



Carrie Little, PMN

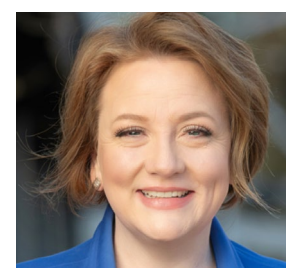
## Seeking the Peak - Women's Council National Leadership Roles

2:45 p.m. – 3:30 p.m.

Room: Meeting Room 15

Are you interested in running for a national leadership team position or learning more about what's involved? Be sure to stop by this Q&A session to get all your questions answered.

SPEAKER



Melissa Zimbelman, PMN

# Conference Highlights

THURSDAY, MAY 11

## RIVER BIRCH BALLROOM

8:30 A.M. – 9:30 A.M.

Retention Starts on Day 1



Taffy Maurer,  
PMN

9:45 A.M. – 10:45 A.M.

Conflict Management for  
Networks & Business



Dr. Danette  
O'Neal, PMN

11:00 A.M. – 12:00 P.M.

Social Fanbase Marketing



Courtney  
DeMarco

## POTOMAC SALON 1

8:30 A.M. – 9:30 A.M.

Inclusion is Not an Illusion



Alexis Bolin, PMN



Julie Fulcher



Shaun Pinkston



Adam Tripp, PMN



Shannon Vizcarra, PMN

9:45 A.M. – 10:45 A.M.

You Can't Spell Community without  
"U" and "I" - The Importance  
of Membership Engagement



Christine  
Citrano, PMN

11:00 A.M. – 12:00 P.M.

Tech Tips: Best Wealth,  
Health & Self Apps



Alyssia Essig

## POTOMAC SALON 2

8:30 A.M. – 9:30 A.M.

Change Your Mindset: Change  
How You Think Using NLP



Cammie Reed, PMN

9:45 A.M. – 10:45 A.M.

Clients for Life/Creating  
Cheerleaders



Cathy Heshmat, PMN

11:00 A.M. – 12:00 P.M.

State Network Roundtables



Sabrina Brown, PMN

## ANACOSTIA D/E

8:30 A.M. – 9:30 A.M.

My KIND of Network  
Leadership and Culture



Tracy Duncan, PMN

9:45 A.M. – 10:45 A.M.

Canva for Real Estate



Tami Sims, PMN

11:00 A.M. – 12:00 P.M.

Collaboration Corner



Renee Roque, PMN

■ Network Training

■ Business Training

■ Training for both your Network and Business

# Conference Highlights

THURSDAY, MAY 11

## Top 10 Social Media Strategies Influencers Love

9:45 a.m. – 10:15 a.m.  
 Room: Meeting Room 12-14  
 Presented by Angie Javier

Provided by  


Feeling overwhelmed with social media? We'll go through 10 strategies influencers swear by. These pro tips will guide you in how to prepare, execute, and engage your followers. Key takeaways:

- Learn tried & tested strategies by influencers and content creators in real estate.
- Learn how to brand yourself more effectively for real estate consumers to remember you.
- Learn how to create stickiness with prospects and clients.

## Network Best Practices Session

1:00 p.m. – 2:30 p.m.  
 Room: Potomac 1 & 2

**Open to all. Local leaders are encouraged to attend.**

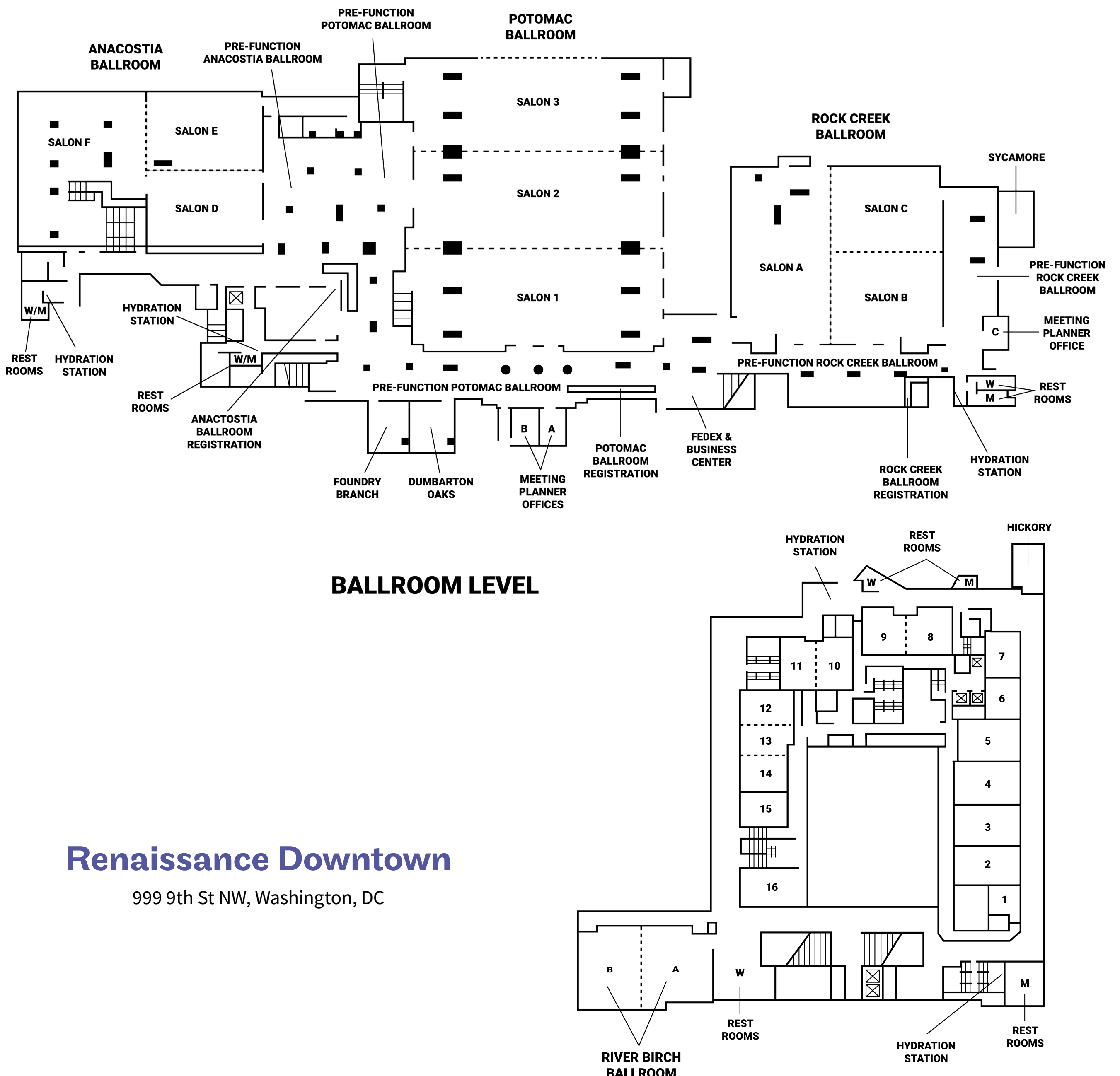
Come learn the building blocks to a Mission Driven Network to include a panel of your peers who will discuss Billhighway, Panelists: Edwina Clanton, PMN (Georgia State), Donelle DuFault, PMN (California State) and Stacie Sue Warner (Northern Wasatch Network, UT).

## Governing Board

3:00 p.m. – 4:30 p.m. (Sign-in: 2:30 p.m. – 3:00 p.m.)  
 Room: Potomac Salon 3

Governing board members check-in for the meeting.

The National Governing Board consists of the following: 2023 Leadership Team, Past National Presidents who remain REALTORS®, 2023 National Liaisons, 2023 Executive Committee, 2023 State Presidents and 2023 State Liaisons. Get important updates on Council activities and elect peers for Executive and Candidate Review Committees.



## Renaissance Downtown

999 9th St NW, Washington, DC