

*Have Passion . . .  
Serve from the Heart*

## Stuart-Martin County Chapter 2014 Elected Officers

### President

Diane Romer

diane.romer.realtor@gmail.com

Tel: 772-708-2267

### President-Elect

Robert "Bob" Castellano

bob@premierrealtygroup.com

Tel: 772-285-3047

### Vice President of Membership

Marie Caiazza

mcaiazzarealtor@gmail.com

Tel: 772-324-9254

### Secretary

Wendy Ciacci

Wendy.Ciacci@att.net

Tel: 772-370-3022

### Treasurer

Melody Fortier

melodyfortier@keyes.com

Tel: 772-359-7555

### **MANY THANKS** **TO OUR** **2014 Annual** **Chapter Sponsors**

## **BRONZE**

**Charlene Oakowsky**  
**Oakowsky Properties**

**Pro Tech Securities/  
ADT**

**Richard Stratman**

Women's Council of  
**REALTORS®**

Stuart-Martin County, FL  
Celebrating 29 Years

www.wcsmartin.com

WINTER 2014

## ***From Your Chapter President . . .***

**Dear Chapter Members,**

Wow! My year as President has passed in a whirlwind! Here is a short synopsis of our jam-packed 4<sup>th</sup> quarter.

The Annual NAR Conference at New Orleans was a great event this year. The Women's Council sponsored fantastic training events, including:

• Maximum Marketing, Minimum Dollars" with Juanita McDowell. • The Real Estate Playbook" Travis Robertson. • Building Your Business Trifecta: Luxury, Leads & Open Houses", with Amy Chow, Denise Lones & Karlton Utter

We attended the inauguration of National President of the Women's Council, Sindy Ready of Arizona and had the opportunity to network and share ideas with incredibly successful women from all areas of the country. The Keynote Speaker General Assembly of NAR was Gabby Giffords and her husband, Mark Kelly, the Astronaut who spoke about the importance of goals and hard work. What an inspiration they both were!

October saw our wildly successful Annual Purse Auction. Proceeds went to support local Realtor education and, as always, Friends in Pink, who do so much to help men and women who are in need of help to defeat this deadly disease. The Country Club of Miles Grant did a superb job of hosting us and with a special thanks to our sponsors Trustco Bank, Merit Title, and Jaguar Insurance. Our "Signature Bag" sponsors were Rivercrest Insurance and Kolter Homes. The generous support of the community for their donations and bidding are greatly appreciated.

Our Diversity Event in September was hosted at Hummingbird Place in Stuart. The beautiful homes were the perfect backdrop to recognize the diversity of cultures within our own WCR Family: Mexican, Chinese, Cuban, Greek, Tropical Florida, Italian. Mmm..

Good food and good company!

In August, our members and guests learned how to maximize effective communication by understanding our DISC profile as well as that of others. No right or wrong, just better understanding of ourselves and our customers thanks to a presentation by Dr. Jack Mitchell of Personality Profiles Institute.

Next month we will be inaugurating our new Governing Board for 2015 and we are looking forward to an exciting and successful year going forward.

Join us as we enjoy the ride!

## **VISION STATEMENT**

**We are a network of successful REALTORS® advancing women as professionals in business, the industry and the communities we serve.**

### **Membership Corner**

This year has moved along very quickly. There were many changes that occurred throughout the year, but our team continued to forge ahead and stay on course. They proved, once again, to be a resourceful and dedicated group of professionals. Even our new members became actively involved in activities and committees, and we are so thankful for their help, as well.

We started a membership promotion last year for new members - if they signed up prior to January 1, 2014, their names would be entered into a drawing for a free 2015 one year membership. Our winner was Pam Miller. Congratulations to Pam! This promotion will continue for 2015-2016, so recruit your coworkers to join WCR before January 2015! You can join on line at [wcr.org](http://wcr.org)

This coming year (2015) will be our chapter's 30th Anniversary. We are excited to celebrate this achievement and will be including anniversary events in all our regularly scheduled events and activities.

During this last and hectic month of 2014, please remember to renew your membership for 2015 - don't miss out on all the educational and fun events that we have planned for our chapter. Accessing the national website is the fastest way to complete this task - [wcr.org](http://wcr.org).

On behalf of the governing board and all committee chairs, I would personally like to thank each and every one of you for working together to make this year terrifically successful. Now, we need to exceed those achievements in 2015 - please become involved and help us reach our goals!!!

Warm regards to you and your families during this holiday season and new year.

Marie Caiazza

**Diane Romer**

**2014 Local Chapter President  
Stuart-Martin County**



*Diane*



**2015  
PROGRAM SCHEDULE**

Meetings will be at  
11:30—1:00  
Miles Grant Country Club  
5102 SE Miles Grant Rd  
Stuart, FL 34997  
(Unless Otherwise Noted)

January 8, 2015  
Ninja Marketing  
Dennis Gianetti

February 12, 2015  
Health and Stress  
Dr. Lisa Grassam

March 12, 2015  
Commercial Real Estate  
Bob De Santis

April 9, 2015  
State of the County  
Doug Smith

April 26, 2015  
A Day at the Races  
For: Treasure Coast Hospice

May (TBD)  
District Meeting

June 11, 2015  
Computers  
Steve Strowbridge

July 9, 2015  
Thirsty Thursday

August 13, 2015  
Entrepreneur Panel  
Guest Panel

September 10, 2015  
Diversity Luncheon  
Guest Speaker

October 8, 2015  
Purse Auction  
For: Friends in Pink

November 19, 2015  
Martin County Updates  
Laurel Kelly - M.C. Appraiser

December 10, 2015  
Installation Luncheon

Get in Touch with Us!

WCRMartinCounty@Gmail.com

OR WCRStuartMartin.com

**Real Estate Agent's Murder Hits Home for Realtors**

Real estate agent Beverly Carter was found dead, her body buried in a shallow grave behind a concrete mixing plant north of Little Rock. It was a senseless and seemingly random act of violence against a woman who at the time was only doing her job. Her death is a tragic reminder of the hidden perils real estate agents potentially face every day.

"She was just a woman that worked alone — a rich broker," said the man charged with her murder, in response to questions about his motives.

Selling real estate is a solitary profession that involves escorting virtual strangers into sometimes vacant properties at a moment's notice. Advertising — usually accompanied by an agent's photograph and phone number — is virtually a requirement for the majority of agents who work for commission.

According to the National Association of Realtors, 57% of agents are women and a 2011 report on violent crimes against real estates agents found that women were disproportionately victimized. Open houses in particular can be perilous affairs where agents — who are often alone in an otherwise empty home — feel like "sitting ducks." Beverly did many of the things that agents are trained to do: She left her purse in her car to avoid theft, and she called her husband to give him her exact location. It wasn't enough.



**A Realtor® friend just told me about a new app that Watches Over You when you need it the most and I wanted to share what I learned about it .**

**Watch Over Me** is a FREE alternative to standard panic-button apps" This international award-winning safety app was created by a female survivor of a kidnap attempt and a high-profile technology expert. Be sure that where ever you go, someone's got your back.

Whether you're going for a run, walking home or sitting an Open House, all you have to do is let Watch Over Me know and it'll watch over you via GPS throughout your journey. If you've ever called a friend while feeling unsafe, this is the app for you. It automatically turns your iPhone or Android into a powerful personal safety device for daily use so that you can lead a freer and safer life. It's easy to use. Just set a time period you want to be watched over for and continue your journey with peace of mind. Add your friends, family and office as emergency contacts. The app will track you via GPS throughout your predefined journey time until you check in safely. If you fail to do so when time's up, your emergency contact list gets notified immediately via email, Facebook or SMS.

The App puts the power in your hands. All you do is shake your phone to trigger an emergency alert immediately and turn on your phone's camera to record what's going on.

**The basic app is free, however you can get Premium** for \$3.99/month or **\$23.99/year:**

- \* Unlimited event duration. You can be watched over for as long as you wish.
- \* Unlimited emergency contacts. The more people know your location, the safer you are.
- \* Free SMS emergency notification (no need to top up!).
- \* Automated video recording when you shake your phone to trigger an emergency alert

Check it out at: <http://watchovermeapp.com/>

**2015 Meeting & Chapter Sponsorships  
Now Available!**

**Business Resource Meeting Sponsor**  
\$150  
**\$250 Special Events**  
**Chapter Sponsorships**  
**\$500 Bronze**  
**\$750 Silver**  
**\$1000 Gold**

Contact Nicole Mier  
for more information at  
Nicole@rivercrestins.com  
[rgstrat@gmail.com](mailto:rgstrat@gmail.com)

Meetings are held  
2nd Thursday of the month  
11:30 AM—1:00 PM,  
unless otherwise noted at:

Miles Grant Country Club  
5101 SE Miles Grant Rd  
Stuart, FL 34997



**Thank you to our 2014 State Sponsors**

**Platinum:** Home Team Inspection Service, Two Men and a Truck, Wells Fargo Home Mortgage  
**Silver:** American Fidelity Title/Sweigart Law Group, Bonita Springs-Estero Association of Realtors, Matchmaker Realty, HouseMaster Home Inspection, Women's Council of Realtors Emerald Coast Chapter, Naples-on-the-Gulf Chapter of the Women's Council of Realtors, SWF Home Inspections, Hughes-Arrow Extermination-Nader's Pest Raiders, Money Corp Inc, Nancy and Tony Macaluso-Portside Properties  
**Bronze:** Anna Colletti—John R. Wood SW Florida Properties, Jean Floyd—Keller William Realty Emerald Coast, Bonita Springs/Estero Women's Council of Realtors, Jacksonville Chapter of the Women's Council of Realtors, Audrey Lackie/Millie Kanyar The Legends of Real Estate East Coast, Linda Thomas Allstate Insurance, Marie Avery—Re/Max Alliance Group, Russell Hampton Company, Third Federal Savings & Loan, Dennis Giannetti—Ninja Selling Instructor/Go Giver Coach, Ric & Honora Giumenta School of Real Estate