Women's Council of REALTORS
NETWORK 360°
Leadership Conference
#LeadersMadeHere
CHICAGO
August 18-20, 2021
Thank you to our Premium Industry Event Sponsors
CHASE
EXIT
PILLAR TO POST
realtor.com
TWO MEN AND A TRUCK

1

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NETWORK GOVERNANCE
Taffy Maurer
Amy Snook
Alison Socha
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2

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We are a network of successful REALTORS®, advancing women as business leaders in the industry and in the communities we serve.
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Every successful business has a roadmap to success, a strategic business plan.

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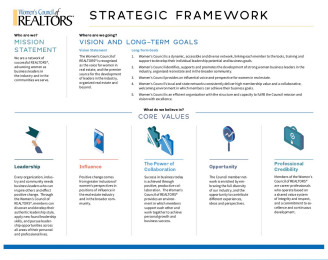
NATIONAL STRATEGIC PLAN



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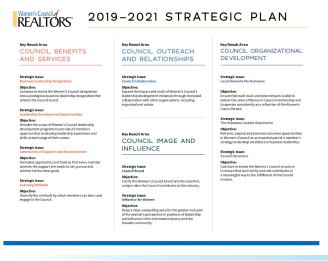

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THE WHY?

Your role as President comes with two over-arching responsibilities:

1. Effectively lead the network, along with the Governing Board, bringing value to your members
2. Groom the next leaders by leading by example and by providing opportunities for growth and development

How can you lead by example and effectively lead your network if you don't understand the Governance Structure? That's why we are here today!

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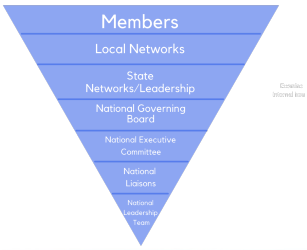
It's All About the Members



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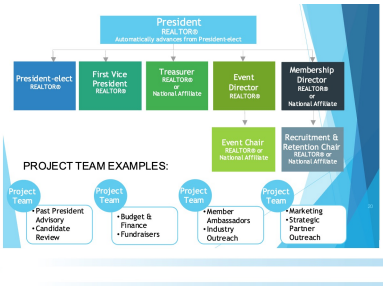
WOMEN'S COUNCIL



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GB MEMBERS & TERMS

President REALTOR® Member	Elected as President-elect, automatically moves up One-year term
President-elect REALTOR® Member	Elected by membership One-year term
First Vice President/ Secretary REALTOR® Member	Appointed by incoming President-elect (ratified at last Governing Board prior to year taking office) One-year term
Treasurer REALTOR® or National Affiliate Member	Elected by the membership One-year term
Event Director REALTOR® Member	Appointed by incoming President (ratified at last Governing Board Meeting prior to year taking office)
Membership Director REALTOR® or National Affiliate Member	Appointed by incoming President (ratified at last Governing Board Meeting prior to year taking office)

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ELECTIONS

- 90 — Governing Board appoints Review Team
- 60 — Team solicits applications for open positions
- 30 — Applications due; eligibility confirmed
- 10 — President notifies members of election date, rules, candidates
- 7 — Forms due back if running from the floor
- 0 — Election Day

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NETWORK BUSINESS PLAN

Local Network Business Plan

Name of Network:
Plan Year:
Leadership Team:

GOALS: MEMBER PROGRAMS AND SERVICES

Reference: Local Network Operating Standards

INDUSTRY EVENT ONE

Description	Timing

INDUSTRY EVENT TWO

Description	Timing

INDUSTRY EVENT THREE

Description	Timing

GOALS: MEMBERSHIP DEVELOPMENT

Reference: Local Network Operating Standards

Current Year Goals (and beyond):

Strategy/Action	Deadline

GOALS: COMMUNICATIONS AND MARKETING

Reference: Local Network Operating Standards

Current Year Goals (and beyond):

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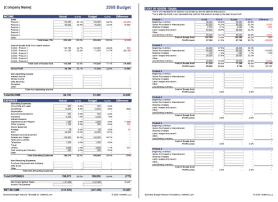
BUDGET



BUDGET VS ACTUAL, FINANCIAL REPORTS FOR AUDIT

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CREATE MEMBER ENGAGEMENT:

- President's Role
- Team's Role

Events
Project Teams
Networking
Mentor/Mentees

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GB BUSINESS

EXPECTATIONS DOCUMENT WITH TIMELINE BY POSITION

UPDATING WCR.ORG DOCS
SUBMISSION OF TAXES (990 POSTCARD)
SCHEDULE OF AUDITS
NATIONAL AND STATE REPORTING
MEETING PROTOCOLS

YOU MAY HAVE THIS IN PLACE BUT IF NOT,
THIS IS A GREAT LEGACY

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MOCK GOVERNING BOARD EXPERIENCE

- Welcome to the Delray Mel-Castle Network
- Our Timeline
- Your Focus during the Governing Board Meeting

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OBSERVATION SHEET

We invite you to take notes on this document of ideas for follow up.

We will provide time halfway through the Governing Board meeting for reflection and then again at the end.

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The GB of Greater Delray Mel-Castle Network

President: Amy Snook
President-Elect: Kerri Hartnett
FVP/Secretary: Tammy Noll
Treasurer: Taffy Maurer
State Liaison: Pamela Banks
Event Director: Shannon Watkins
Membership Director: Tracey Royal
Strategic Partners Project Team Leader: Donelle Dufault
Social Media Project Team Leader: Edwina Clanton

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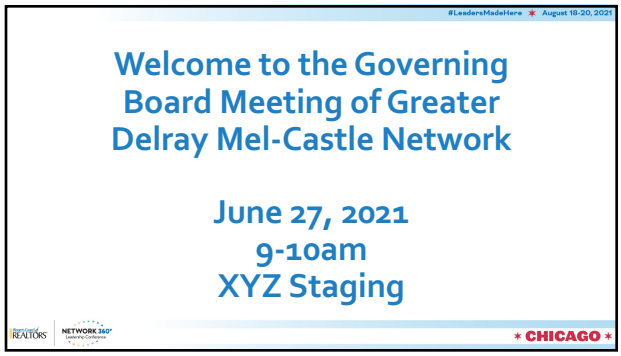
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Welcome to the Governing Board Meeting of Greater Delray Mel-Castle Network
June 27, 2021
9-10am
XYZ Staging
NETWORK 360°
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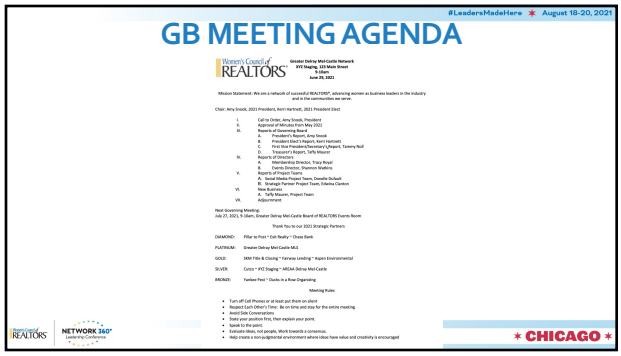
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GB MEETING AGENDA
Women's Council of REALTORS
Greater Delray Mel-Castle Network
XYZ Staging, 100 Main Street
9-10am
June 29, 2021
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July 27, 2021, 9-10am, Greater Delray Mel-Castle Board of REALTORS Events Room
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PLATINUM: Greater Delray Mel-Castle MLS
GOLD: SRM Title & Closing * Fairway Lending * Aspen Environmental
SILVER: Cotton * XYZ Staging * ARCAA Delray Mel-Castle
BRONZE: Fashion Pass * Clocks in a Row Organizing
Meeting Rules
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Avoid Side Conversations
Stay on the Subject Hot, then explain your point.
Speak to the point.
Evaluate Ideas, not people, Work towards a consensus.
Help create a non-judgmental environment where ideas have value and creativity is encouraged
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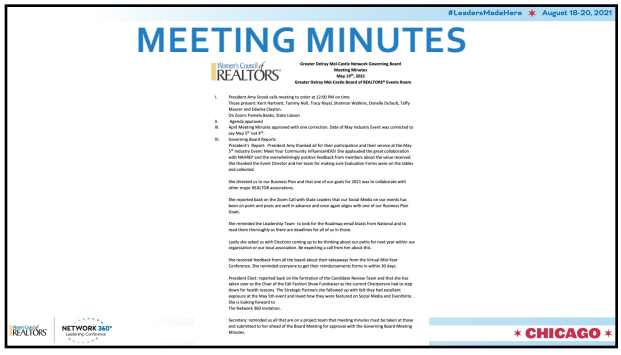
#LeadersMadeHere ✶ August 18-20, 2021
MEETING MINUTES
Women's Council of REALTORS
Greater Delray Mel-Castle Network Governing Board
Meeting Minutes
May 19th, 2021
Greater Delray Mel-Castle Board of REALTORS® Events Room
I. President Amy Snook calls meeting to order at 12:00 PM on time
Those present: Kerri Hartnett, Tammy Noll, Tracy Royal, Shannon Watkins, Donelle Dufault, Tiffy Maurer and Edwina Clanton.
On Zoom: Pamela Banks, State Liaison
II. Agenda approved
III. April Meeting Minutes approved with one correction. Date of May Industry Event was corrected to say May 1st and 4th.
IV. Governing Board Reports
President's Report: President Amy thanked all for their participation and their service at the May 1st Industry Event Meet Your Community Influencer/RSVI She applauded the great collaboration with MAVRIP and the overwhelmingly positive feedback from members about the value received. She thanked the Event Director and her team for making sure Evaluation Forms were on the tables and collected.
She directed us to our Business Plan and that one of our goals for 2021 was to collaborate with other major REALTOR associations.
She reported back on the Zoom Call with State Leaders that our Social Media on our events has been on point and posts are well in advance and once again aligns with one of our Business Plan Goals.
She reminded the Leadership Team to look for the Roadmap email blasts from National and to read them thoroughly as there are deadlines for all of us in those.
Lastly she asked us with Elections coming up to be thinking about our picks for next year within our organization or our local association. Be expecting a call from her about this.
She received feedback from all the board about their takeaways from the Virtual Mid-Year Conference. She reminded everyone to get their reimbursements forms in within 30 days.
President Elect: reported back on the formation of the Candidate Review Team and that she has taken over as the Chair of the Fall Fashion Show Fundraiser as the current Chairperson had to step down for health reasons. The Strategic Partners she followed up with felt they had excellent exposure at the May 5th event and loved how they were featured on Social Media and Eventbrite . She is looking forward to
The Network 360 invitation.
Secretary: reminded us all that are on a project team that meeting minutes must be taken at those and submitted to her ahead of the Board Meeting for approval with the Governing Board Meeting Minutes.
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GB MEETING AGENDA

Women's Council of REALTORS

Greater Delray Mid-Castle Network
XYZ Staging, 123 Main Street
9:30am
June 29, 2021

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A. Taffy Maurer, Project Team
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Thank You to our 2021 Strategic Partners

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PLATINUM: Greater Delray Mid-Castle MLS

GOLD: SBM Title & Closing ° Fairway Lending ° Aspen Environmental

SILVER: Cuisne ° XYZ Staging ° ARISA Delray Mid-Castle

BRONZE: Yankee Pest ° Ducks in a Row Organizing

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HIGHLIGHT: NETWORK CERTIFICATION

Women's Council Network certification recognizes and rewards the most active local and state networks that achieve key benchmarks of network excellence and exceeds basic charter requirements per its national affiliation and provides outstanding member service.

5 BENCHMARKS:

1. Member Services
2. Leadership Development and Engagement
3. Administration and Governance
4. Communications: Images and Branding
5. Recruitment and Retention

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HIGHLIGHT: NETWORK BUSINESS PLAN

This document is your roadmap and will be shared with your State Liaison or National Liaison.

Bonus Note: Your State Liaison or National Liaison will share with the network important dates and timelines to meet national and state reporting.

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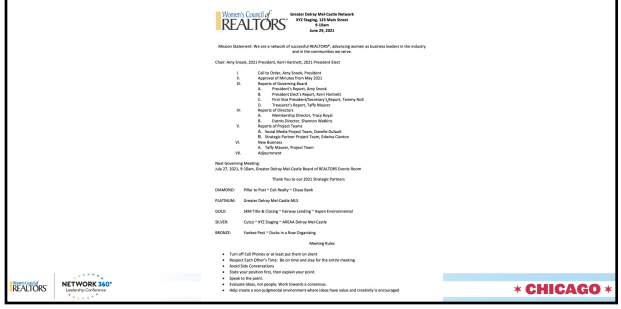

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JUNCTURE #1

You have just witnessed the President lose her cool as the governing board goes off-agenda, and apparently not for the first time.

How did her outburst make you feel?

What are professional ways the President could have handled the board's off topic, off agenda outburst?

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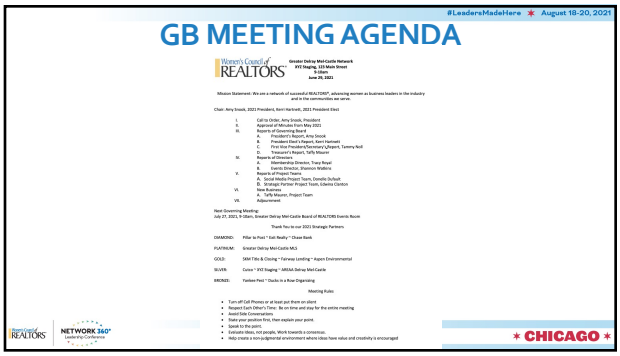
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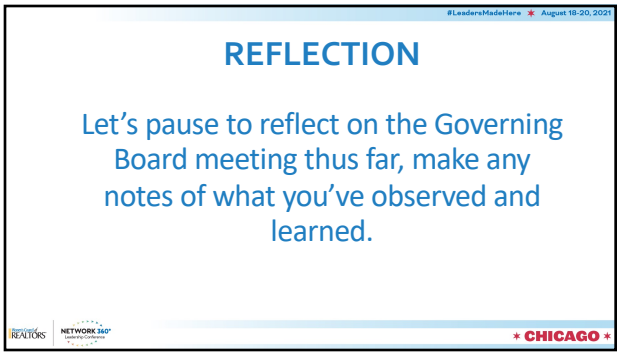
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REFLECTION
Let's pause to reflect on the Governing Board meeting thus far, make any notes of what you've observed and learned.
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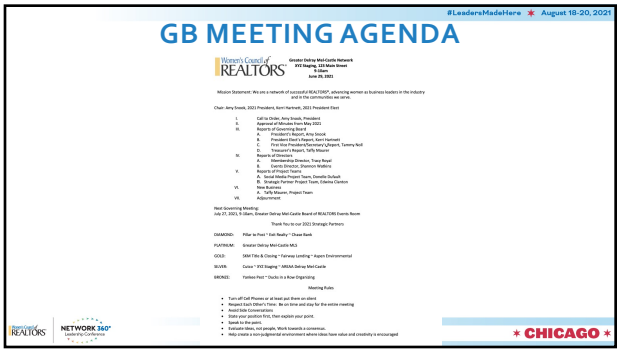
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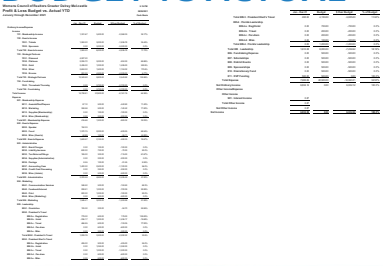
BUDGET VS ACTUAL



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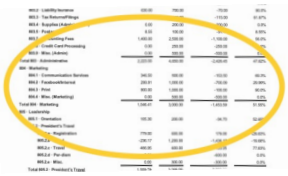
BUDGET VS ACTUAL



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JUNCTURE #2

You have just heard that as of this June meeting, the network has already spent 90% of its budgeted printing costs.

Brainstorm at your table solutions to handle this printing cost problem.

Get creative and be ready to share out!

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GB MEETING AGENDA
Women's Council of REALTORS
Greater Delray Mid-Castle Network
XYZ Staging, 123 Main Street
9-10am
June 28, 2021
Mission Statement: We are a network of successful REALTORS®, advancing women as business leaders in the industry and in the communities we serve.
Chair: Amy Snook, 2021 President, Kent Hartwell, 2021 President Elect
I. Call to Order, Amy Snook, President
II. Approval of Minutes from May 2021
III. Reports of Governing Board
A. President's Report, Amy Snook
B. President Elect's Report, Kent Hartwell
C. First Vice President/Secretary/Legacy, Tammy Noll
D. Treasurer's Report, Taffy Maurer
IV. Reports of Chairs
A. Membership Director, Tracy Royal
B. Events Director, Shannon Watkins
V. Reports of Project Teams
A. Social Media Project Team, Danielle Dufault
B. Strategic Partner Project Team, Edwina Clanton
VI. New Business
A. Taffy Maurer, Project Team
VII. Adjournment
Next Governing Meeting:
July 27, 2021, 9-10am, Greater Delray Mid-Castle Board of REALTORS Events Room
Thank You to our 2021 Strategic Partners
DIAMOND: Pillar to Post * Exit Realty * Chase Bank
PLATINUM: Greater Delray Mid-Castle MLS
GOLD: SAM Title & Closing * Fairway Lending * Aspen Environmental
SILVER: Cotse * XYZ Staging * ARISA Delray Mid-Castle
BRONZE: Yankee Pest * Ducks in a Row Organizing
Meeting Rules:
Turn off Cell Phones or at least put them on silent
Respect Each Other's Time: Be on time and stay for the entire meeting
Avoid Side Conversations
State your position first, then explain your point.
Speak to the point.
Evaluate ideas, not people. Work towards a consensus.
Help create a non-judgmental environment where ideas have value and creativity is encouraged
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THE EVENT
Women's Council of REALTORS®
NETWORK 360° Leadership Conference
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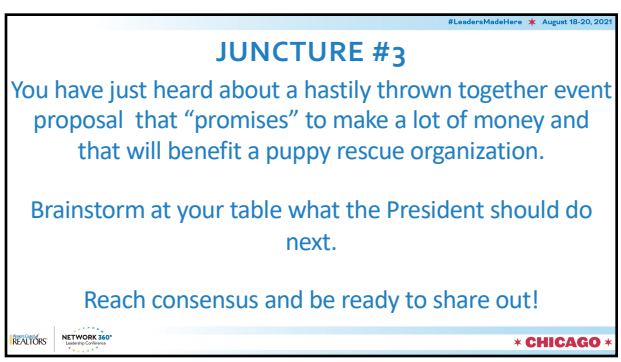
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JUNCTURE #3
You have just heard about a hastily thrown together event proposal that "promises" to make a lot of money and that will benefit a puppy rescue organization.
Brainstorm at your table what the President should do next.
Reach consensus and be ready to share out!
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GB MEETING AGENDA

Women's Council of REALTORS

Greater Delray Mid-Castle Network
972 Staging, 125 Main Street
9:30am
June 29, 2021

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GOLD: SAM Title & Closing * Fairway Lending * Aspen Environmental

SILVER: Cutco * 972 Staging * ARBAA Delray Mid-Castle

BRONZE: Yankee Peel * Ducks in a Row Organizing

Meeting Rules

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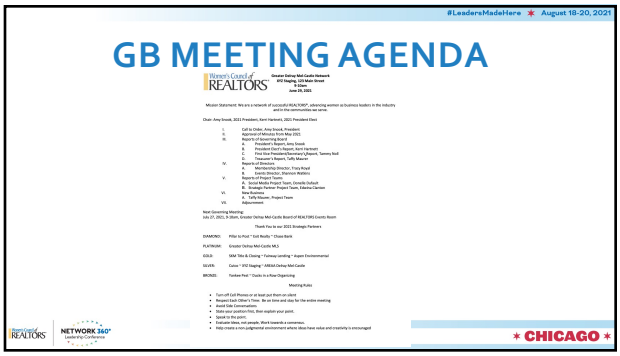

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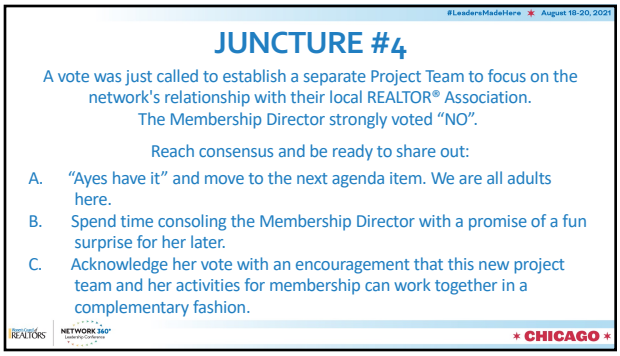
JUNCTURE #4

A vote was just called to establish a separate Project Team to focus on the network's relationship with their local REALTOR® Association.
The Membership Director strongly voted "NO".

Reach consensus and be ready to share out:

A. "Ayes have it" and move to the next agenda item. We are all adults here.
B. Spend time consoling the Membership Director with a promise of a fun surprise for her later.
C. Acknowledge her vote with an encouragement that this new project team and her activities for membership can work together in a complementary fashion.



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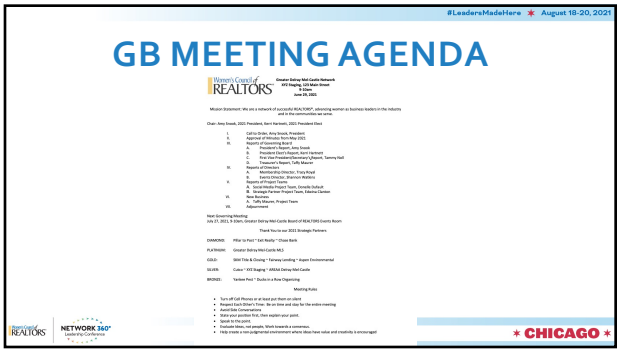

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NETWORK GOVERNANCE:

OBSERVE AND SYNTHESIZE

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NETWORK MANAGEMENT: THE TOOLS AND RESOURCES TO RUN THE BUSINESS OF THE NETWORK

KEEPING THE TEAM ON TRACK AND PRODUCTIVE & MEMBER FOCUSED

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Let's Play Cards!
Match the Tool/Resource Card to the Benefit Card
~ 10 minutes
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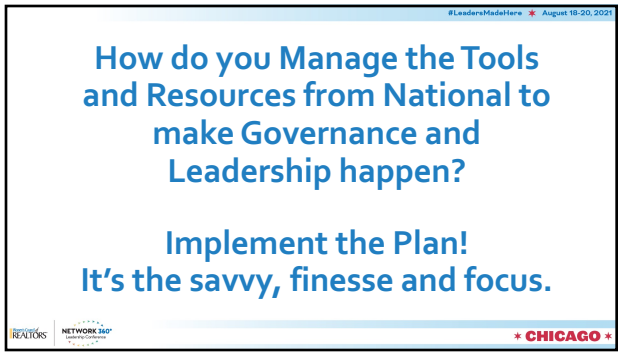
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How do you Manage the Tools and Resources from National to make Governance and Leadership happen?
Implement the Plan!
It's the savvy, finesse and focus.
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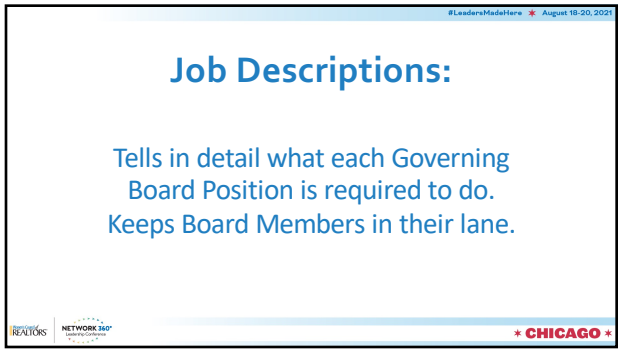
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Job Descriptions:
Tells in detail what each Governing Board Position is required to do.
Keeps Board Members in their lane.
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Roadmap for Network Leadership:

This newsletter is intended for 2021 leaders of Women's Council. This important information should be read thoroughly and shared with your local members as needed.

Edition 21-2021

Timely news and announcements you need to know from National.

Note, this edition of Roadmap is for 2021 network leaders and is being distributed to the six leadership team members who were reported to National.

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By Laws:

These governing regulations keep every network running consistently and effectively. Here, you'll find how much of your membership dues return to the Network.

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Standing Rules:

Operational and procedural rules that can be adjusted to fit your network. Stops debates on reimbursements for registration, travel and hotel accommodations. Note: Cannot conflict with By-Laws.

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Local Network Operating Standards:

Valuable resource which elaborates in detail the minimum standards of the network model: Purpose, Programs and Services, Governance Structure, Branding, Membership Structure, Member Communications, etc.

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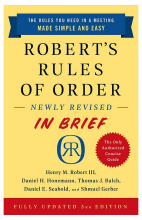
Robert's Rules of Order:



Use to keep your board meetings moving smoothly forward. Manages debates and allows a group consensus to be reached much more quickly!

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Local Network Affiliation Agreement:

A contract signed by the Network President to follow the local network operating standards. If you are ever asked to veer from these, you say, "I signed a contract".

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Network Business Plan:

GOALS: MEMBERSHIP DEVELOPMENT

Reference: Local Network Operating Standards
- Maintain a minimum of 20 REALTORS members.
- Maintain a minimum of up to 25% National Affiliate members.
- Local Networks do not have "local affiliate members" but are encouraged to have Strategic Partners who are provided a range of benefits.
- Implement a timely new member "welcome and orientation" process that includes a personal interview with each new member on her business needs and goals.
- Implement a first-year member communication strategy focused on ensuring member engagement and renewal.
- Develop and implement a strategy focused on recruitment of REALTORS®.

Current Year Goals (and beyond)

Strategy/Action	Deadline
Strategy/Action	Deadline
Strategy/Action	Deadline
Strategy/Action	Deadline

GOALS: COMMUNICATIONS AND MARKETING

Reference: Local Network Operating Standards
- Local Network meetings and events should be promoted with a minimum of a 60-day lead time.
- Use a consistent, online reservation platform.
- Conduct target marketing of Local Network events to appropriate outside audiences.
- Local Network must use and maintain the web site provided by National. Any secondary web site must link to the National site.
- Local Network must provide a link to their website from any Network social media.
- All Local Network events and communications (including graphics, annual themes, functionaries, etc.) must reflect that of a business organization.

Current Year Goals (and beyond)

The network's goals. Use as a roadmap to stay focused for the year.

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Yearly Budget:

Your projected yearly expenses and income broken down by categories an events. Keeps you on track financially!

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QuickBooks:

Easy online program to track income and expenses. You can tell at-a-glance if you are under or over budget in any category.

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Network Finances:

billhighway™ PayPal intuit quickbooks eventbrite

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Network Certification:

CERTIFIED 2021 ★ 2022 NETWORK

A checklist to earn a valuable badge of network excellence.

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Calendar of Events:

The dates of industry events and other educational events, member only events, elections, installation, networking events, fundraisers, and State & National Conferences.

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Network Calendar:

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LEADERSHIP TEAM & MEMBER COMMUNICATIONS

Creating a centralized location and system that members of the Leadership Team can access is key.
1) Creates continuity
2) No lapse in Operations
3) Checklists for Quality Assurance
4) Routine connection for and with the members

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CRM:

Keeps track of your Members, National Affiliates and Strategic Partners and their anniversary dates, birthdates, membership history, etc.

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Network CRM & Supporting Tech:

Excel

JOIN IT

Constant Contact

mailchimp

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Dropbox or Google Drive:

Stops time-consuming searching of important network docs. Keep budget, bank statement, meeting minutes, IRS filings, etc. in one handy place organized by year.

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Leadership Team Communications:

EMAIL

Dropbox

WhatsApp

slack

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Eventbrite:

Online invitation and registration program. Provides a list of attendees (members and future members) who have paid for the event. Makes check-in a snap!

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Constant Contact/Mail Chimp:

Large group emailing program to promote the network's events 60 days in advance!

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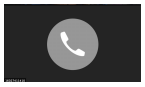
Network Communications:

BombBomb™

Constant Contact

eventbrite



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Network Communications:

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Network Online Presence:

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Network Marketing/Events:

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Network Marketing/Events:

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Network Communications: The Power of the Phone Call

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wcr.org:

Your online SOURCE for tools and resources for your network.

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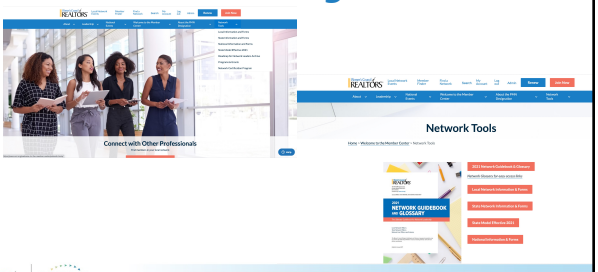
wcr.org:



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State Liaison or District Vice President:

Mentors, answers questions and provides many other kinds of support for Network Leadership Teams.
"Your guide on the side!"

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Network Governance and Management:

Back to The Why

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Link to the Google Drive with the Documents
Google Drive
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