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

#LeadersMadeHere
August 18-20, 2021
Network 360 #Hashtags
#IAmWomensCouncil
#WomensCouncil
#LeadersMadeHere
Welcome!
1. find a seat based on your region & level
2. introduce yourself to 3 new leaders
3. snap a pic
4. use our hashtags & let the ripple affect begin!
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August 18-20, 2021
2021 National Liaisons
Sheila Moran Western Region
Stacey Krolak Central Region
Eileen Oldroyd Eastern Region
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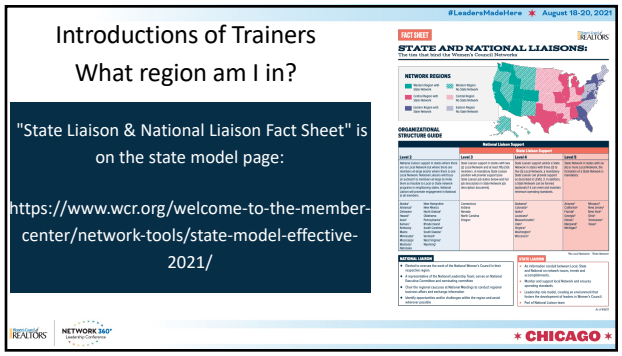
#LeadersMadeHere August 18-20, 2021
Introductions of Trainers
What region am I in?
"State Liaison & National Liaison Fact Sheet" is on the state model page:
https://www.wcr.org/welcome-to-the-member-center/network-tools/state-model-effective-2021/
FACT SHEET
STATE AND NATIONAL LIAISONS:
NETWORK REGIONS
ORGANIZATIONAL STRUCTURE GUIDE
NETWORK 360°
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What State Level am I?
Scan me
FACT SHEET
STATE AND NATIONAL LIAISONS:
NETWORK REGIONS
ORGANIZATIONAL STRUCTURE GUIDE
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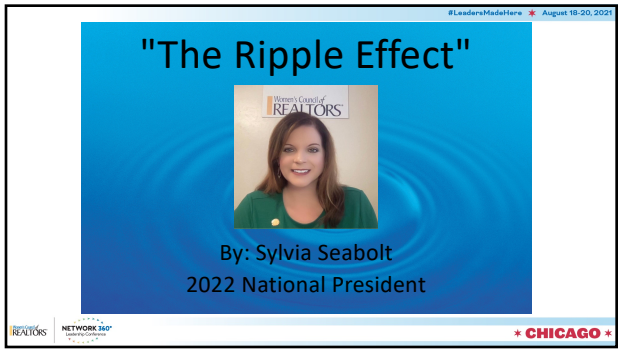
#LeadersMadeHere August 18-20, 2021
"The Ripple Effect"
By: Sylvia Seabolt
2022 National President
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"The Ripple Effect"

"I firmly believe that when you create a difference in someone's life, you are not only impacting their life, you impact everyone influenced by them."

Sylvia Seabolt

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Governance

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Women's Council of REALTORS®

430 North Michigan Avenue
Chicago, Illinois 60611-4093
800-245-8512
wcr@wcr.org | www.wcr.org

A proud Affiliate of the NATIONAL ASSOCIATION of REALTORS®

2021
NETWORK GUIDEBOOK AND GLOSSARY

The Ultimate Guidebook for Network Leadership

https://www.wcr.org/media/1840474/ngg-2021.pdf

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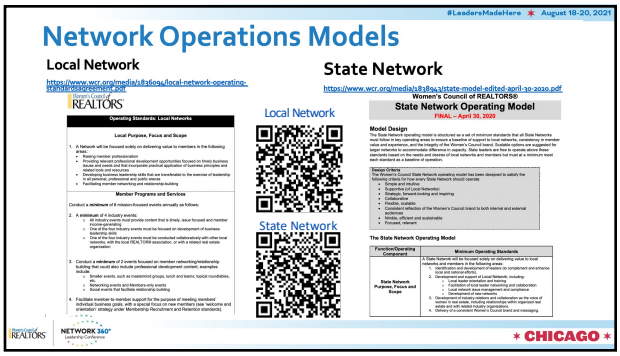
#LeadersMadeHere ✶ August 18-20, 2021
Network Operations Models
Local Network
https://www.wcr.org/media/1816094/local-network-operating-standards-for-reaction-pdf
State Network
https://www.wcr.org/media/1816094/state-model-edited-april-30-2020.pdf
Women's Council of REALTORS®
State Network Operating Model
FINAL – April 30, 2020
Local Network
State Network
Operating Standards: Local Networks
Local Purpose, Focus and Scope
Member Programs and Services
Model Design
The State Network Operating Model
Minimum Operating Standards
NETWORK 360°
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fact sheet state & national liaisons
https://www.wcr.org/media/1843375/state-and-national-liaisons-fact-sheet-21.pdf
FACT SHEET
STATE AND NATIONAL LIAISONS:
NETWORK REGIONS
ORGANIZATIONAL STRUCTURE GUIDE
NETWORK 360°
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11

#LeadersMadeHere ✶ August 18-20, 2021
Leader job descriptions
https://www.wcr.org/media/1839113/state-leader-job-descriptions-edited-april-30-j-2020.pdf
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oversight responsibilities
State Network Leader Oversight Responsibilities
President
• Communication
• Industry Relations
• Past Presidents Advisory
President-elect
• Leadership Development
• Strategic Planning
First Vice President
• Network Development
• Elections Process
• Bylaws and Standing Rules
Treasurer
• Budget and Finance
• Strategic Partner Development
State Liaison
• Local Network Support
• Local Network Compliance
District Vice Presidents
• Local Network Compliance
• Provide new leader mentoring and support
https://www.wcr.org/media/1839112/state-leader-oversight-responsibilitiesvisual.pdf
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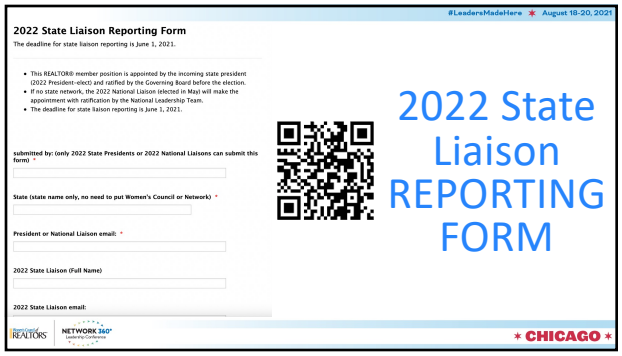
#LeadersMadeHere August 18-20, 2021
2022 State Liaison Reporting Form
The deadline for state liaison reporting is June 1, 2021.
• This REALTOR® member position is appointed by the incoming state president (2022 President-elect) and ratified by the Governing Board before the election.
• If no state network, the 2022 National Liaison (elected in May) will make the appointment with ratification by the National Leadership Team.
• The deadline for state liaison reporting is June 1, 2021.
submitted by: (only 2022 State Presidents or 2022 National Liaisons can submit this form) *
State (state name only, no need to put Women's Council or Network) *
President or National Liaison email: *
2022 State Liaison (Full Name)
2022 State Liaison email:
2022 State Liaison REPORTING FORM
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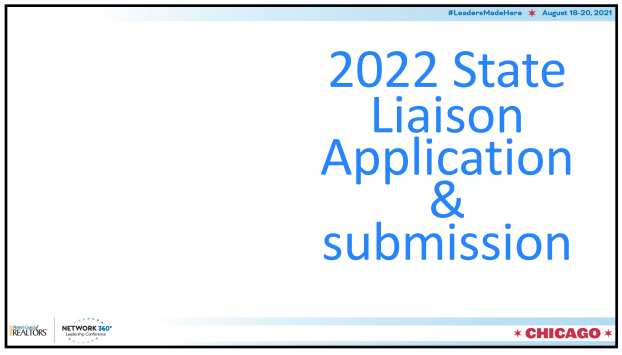
#LeadersMadeHere August 18-20, 2021
2022 State Liaison Application & submission
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Past Presidents Advisory

Past Presidents Advisory Committee

The committee serves in an advisory capacity to the State Leadership Team on tasks and/or projects as assigned by the President. Active Past State Presidents are members of the Past Presidents Advisory Committee and serve as role models and mentors to the membership and provide historical knowledge to the State Leadership Team.

REPORTS TO: President

Chair: Appointed by the President
Vice chair: Appointed by the President-elect

State Leadership to meet with group virtually or in person as needed. (Recommended twice per year).

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Confidentiality Agreement

Confidentiality Agreement

Any communication, including, but not limited to discussions, actions, motions, documents, expressions, and/or reactions transmitted, expressed, or otherwise conveyed during the Nominating Committee meetings and any sub-committee meetings may contain confidential information. You are hereby notified that any communication, disclosure, copying, distribution or use of any communications or information transmitted, expressed, or otherwise contained in this meeting is **STRICTLY PROHIBITED** outside these meetings. If you are unable or unwilling to abide by this Confidentiality Agreement, please immediately notify the Committee Chair prior to the meeting being called to order and request dismissal from this committee and destroy any communication or information received regarding this meeting.

I,_____(Print Name), a Member of the (Insert State) Women's Council of REALTORS® hereby certify under penalty of perjury that I have read and understand the terms and conditions of this Confidentiality Agreement, and I agree to abide by all the terms and conditions of this Confidentiality Agreement.

Signature_____

https://www.wcr.org/media/1838848/confidentiality-agreement.pdf

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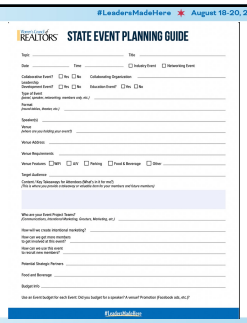
State event planning guide


Women's Council of REALTORS STATE EVENT PLANNING GUIDE

Topic: Title:

Date: Time: ☐ Industry Event ☐ Networking Event

Collaborative Event? ☐ Yes ☐ No Collaborating Organization:

Leadership Development Event? ☐ Yes ☐ No Education Event? ☐ Yes ☐ No

Type of Event (Panel, speaker, networking, members only, etc.)

Format (Presentation, theater, etc.)

Speaker(s)

Venue (Where are you holding your event?)

Venue Address:

Venue Requirements:

Venue Features: ☐ WiFi ☐ A/V ☐ Parking ☐ Food & Beverage ☐ Other

Target Audience

Campaign Key Takeaways for Attendees (What's in it for me?) (This is where you provide a takeaway or valuable item for your members and future members)

Who are your Event Project Teams? (Communications, Attendees/Marketing, Gosters, Mentoring, etc.)

How will we create intentional marketing?

How can we get more members to get involved at this event?

How can we use this event to recall new members?

Potential Strategic Partners

Food and Beverage

Budget info

Use an Event Budget for each Event. Did you budget for a speaker? A venue? Promotion (Facebook ads, etc.)?

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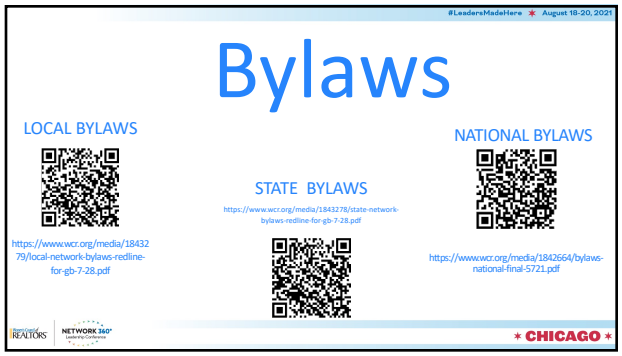
#LeadersMadeHere August 18-20, 2021
Bylaws
LOCAL BYLAWS
https://www.wcr.org/media/1843279/local-network-bylaws-redline-for-gb-7-28.pdf
STATE BYLAWS
https://www.wcr.org/media/1843278/state-network-bylaws-redline-for-gb-7-28.pdf
NATIONAL BYLAWS
https://www.wcr.org/media/1842664/bylaws-national-final-5721.pdf
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Women's Council of REALTORS
CERTIFIED 2021 2022 NETWORK
Home > Welcome to the Member Center > Network Tools > Network Certification Program
https://www.wcr.org/welcome-to-the-member-center/network-tools/network-certification-program/
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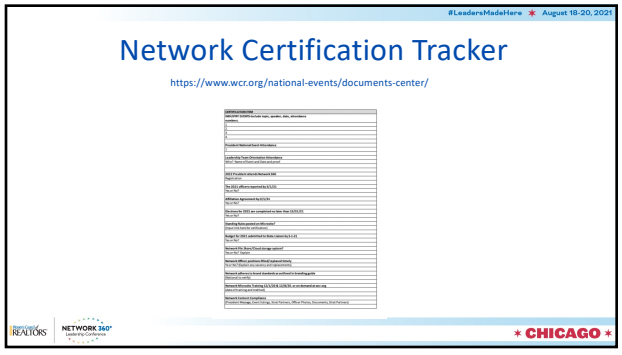
#LeadersMadeHere August 18-20, 2021
Network Certification Tracker
https://www.wcr.org/national-events/documents-center/
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Participating Certified Networks are entitled to the following benefits:

- Recognition at the awards ceremony at National Conference in November.
- Electronic badge for display on microsite and other network materials/publications.
- Acknowledgment on wcr.org and noted as a Certified Network.
- Press release created by National for Network distribution to media outlets.

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REGIONAL FEUD

Divide into 3 groups based on Region!
Each Region will choose 1 person to play the FEUD!
QUICKLY! QUICKLY!

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State Network Management & Opportunities for Growth

State Partnership levels

https://www.wcr.org/media/1838791/wcr-state-partnership-levels-1.pdf

Women's Council of REALTORS® Partnership Levels

Annual Partnership Return on Investment	Business Partner	Bronze	Silver	Gold	Platinum	Pinnacle
Partner receives "✓" Under Column Below for Each Level	$250 (one-time only)	$500 (one-time only)	$1,000 (one-time only)	$2,500 (one-time only)	$5,000 (one-time only)	$10,000 (one-time only)
Logo Displayed on State WCR Website	✓	✓	✓	✓	✓	✓
Name Listed on ALL State Programs	✓	✓	✓	✓	✓	✓
Partner or Representative Recognized at ALL State Meetings	✓	✓	✓	✓	✓	✓
Partner's Name Displayed on State Partnership Poster	✓	✓	✓	✓	✓	✓
Professional "Proud WCR Partner" Signage Provided for Trade Show	✓	✓	✓	✓	✓	✓
Name Displayed on Quarterly E-Newsletter		✓	✓	✓	✓	✓
Opportunity to Join State Committee to Coordinate Network Events			✓	✓	✓	✓
Partner's Marketing Material Distributed at ALL State Meetings			✓	✓	✓	✓
Company Logo on State WCR Website				✓	✓	✓
Gets WCR Membership Roster with Contact Information						✓
Use of State WCR Logo on Partner's Marketing Material						✓
Two Minute Microphone Time at State Meeting						✓

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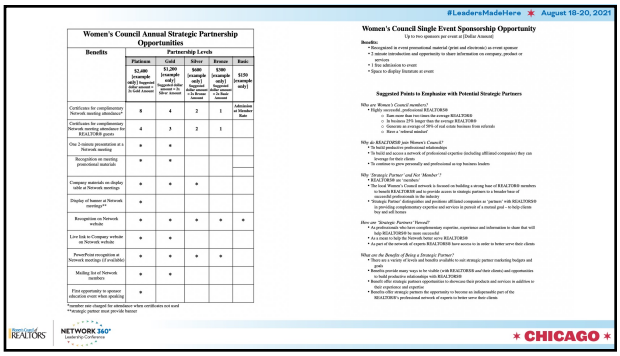
#LeadersMadeHere August 18-20, 2021
Women's Council Annual Strategic Partnership Opportunities
Benefits
Partnership Levels
Platinum
Gold
Silver
Bronze
Basic
Women's Council Single Event Sponsorship Opportunity
Suggested Points to Emphasize with Potential Strategic Partners
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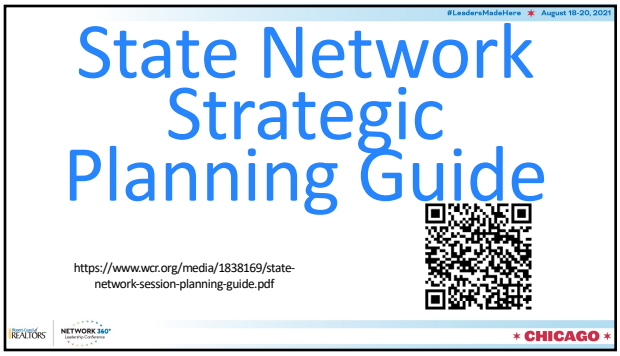
#LeadersMadeHere August 18-20, 2021
State Network Strategic Planning Guide
https://www.wcr.org/media/1838169/state-network-session-planning-guide.pdf
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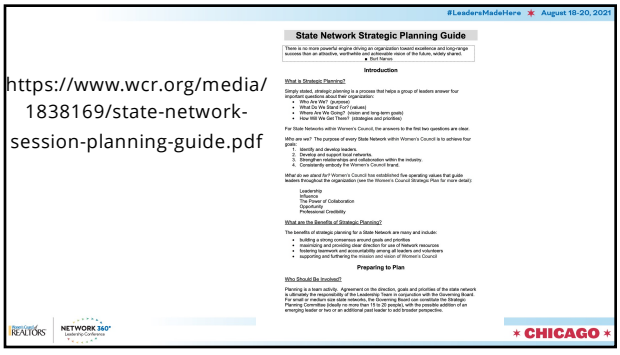
#LeadersMadeHere August 18-20, 2021
https://www.wcr.org/media/1838169/state-network-session-planning-guide.pdf
State Network Strategic Planning Guide
Introduction
Preparing to Plan
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Pensacola Network Examples

Cheryl Young

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Jamie Saltman, PMN

Director of Network Engagement

Women's Council REALTORS®

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Affiliation Agreement
Network Communications Tool
State Leaders Local Network Support Open Kits & Close Networks

Jamie Saltman

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State Network Communications Interactive Calendar Industry Relations

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Here is how to find it online:

click under network tools, then national information and forms, then there is a button that says "2022 dates to remember" https://www.wcr.org/welcome-to-the-member-center/network-tools/national-information-and-forms/

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Carrie Jo Little "Video & Building Credibility"

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Women's Council of REALTORS
#LeadersMadeHere
Marge Peck
Cheryl Young
Becky Klein
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Budget
$
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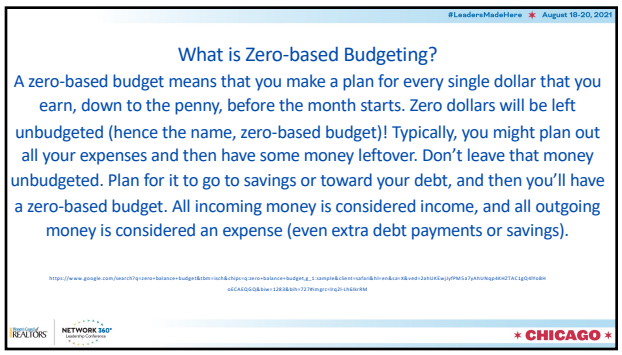
#LeadersMadeHere August 18-20, 2021
What is Zero-based Budgeting?
A zero-based budget means that you make a plan for every single dollar that you earn, down to the penny, before the month starts. Zero dollars will be left unbudgeted (hence the name, zero-based budget)! Typically, you might plan out all your expenses and then have some money leftover. Don't leave that money unbudgeted. Plan for it to go to savings or toward your debt, and then you'll have a zero-based budget. All incoming money is considered income, and all outgoing money is considered an expense (even extra debt payments or savings).
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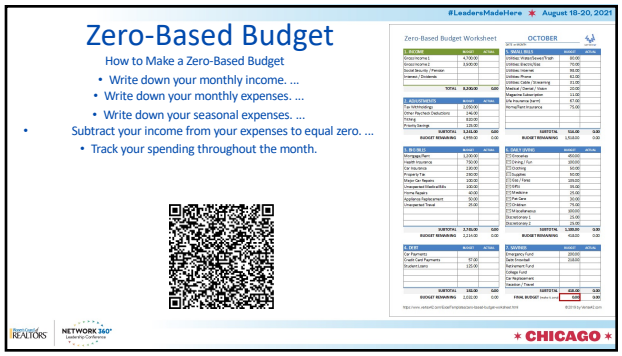
#LeadersMadeHere August 18-20, 2021
Zero-Based Budget
How to Make a Zero-Based Budget
• Write down your monthly income. ...
• Write down your monthly expenses. ...
• Write down your seasonal expenses. ...
• Subtract your income from your expenses to equal zero. ...
• Track your spending throughout the month.
Zero-Based Budget Worksheet
OCTOBER
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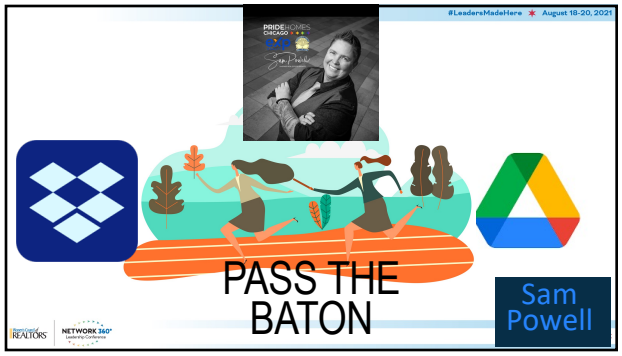
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PASS THE BATON
Sam Powell

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#LeadersMadeHere August 18-20, 2021
"THE WELL ROUNDED LEADER"
Cheryl FAIRBANK
CHICAGO

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Cheers to your success!

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Who wants a leadercorn T-Shirt??

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