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# 2024

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## NETWORK MEMBER *handbook*



Women's Council of  
**REALTORS®**  
Flagler County

**#LeadersMadeHere**

[www.wcr.org/network-sites/florida/flagler-county](http://www.wcr.org/network-sites/florida/flagler-county)

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# 2024

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## PRESIDENTIAL *welcome*

Dear Members,

I am deeply honored to take on the role of President in our esteemed Women's Council of Realtors Flagler County network. This moment represents a significant juncture in my journey, and I am excited about leading a remarkable group of real estate professionals who share a common dedication to our industry and the communities we serve.

The foundation of our network is not just built on principles, but also on the incredible support we provide for each other, the sacrifices made to pursue education and personal growth, and the belief that we can continue to break new ground. Our commitment to empowering one another and fostering business leadership in real estate is unwavering. We are united by our four core pillars: Education, Networking, Leadership, and Referrals. We have come a long way, and there's much more to navigate through together in an ever-evolving industry.

In my personal journey, I draw inspiration from my mother-my first supporter. She epitomized determination and lifelong learning, earning her college degree at the remarkable age of 60. I, too, pursued a path after university in event management leadership and education, transitioning to real estate, where I found a community of inspiring women dedicated to serving the greater good.

As a network, we prioritize service to our team and organization over personal objectives. We are the voices advocating for the advancement of others and the realization of the dream of homeownership. I am committed to mentoring individuals on their path to success, while recognizing the support they gain from our Strategic Business Partners. Our Strategic Business Partners are THE business network that makes it possible to provide memorable events for our industry and education. We should promote their services as they lean in to watch us grow and the benefits of our advocacy in real estate to our government.

Together, we have the power to achieve remarkable things, and I am excited to work alongside each of you as we continue to advance women as business leaders in the real estate industry and in the communities we serve. Thank you for this incredible opportunity.

Sincerely,

Amy Dumas, AHWD, C2EX, PMN - President, Women's Council of Realtors Flagler County



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# 2024

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## BOARD OF *Directors*



Amy Dumas  
President  
314.737.3340  
amydumas@watsonrealtycorp.com



Garrett Decker  
President Elect  
720.474.7847  
gdeckerm@gmail.com



Merritt Zucca  
First Vice President  
386.864.4105  
merritt.zucca@weichert.com



Denise Lorber  
Treasurer  
732.832.9940  
denise.lorber@53.com



Linda Deering  
Membership Director  
908.902.9074  
lindalistens0314@gmail.com



Angelica Decker Programs  
Director 720.474.7847  
angelica.rosedecker@gmail.com



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# 2024

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## STATE *officers*

President - Dinorah Guerra; DGuerra@resf.com

President Elect - Natalie Derrick; natalie@derrickrealestate.com

First Vice President - Denise Bibeau; denisebeebo@gmail.com

Treasurer - Katherine Sakkis; ksakkis@sakkisgroup.com

State Liaison - Charmaine Hickey; iamcharmicks@gmail.com



## NATIONAL *leadership*

President - Kerri Hartnett, PMN; kerri@hartnetthomesgroup.com

President Elect - Tammy Noll, PMN; nolltammyj@gmail.com

First Vice President - Cheryl Keller, PMN; cheryl@cherylkeller.net

Treasurer - Carolyn Altman, PMN; Carolyn@carolynaltman.com

interim CEO - Amanda Stinton; astinton@wcr.org

<https://www.wcr.org/leadership/executive-committee/>

# TOP 5 REASONS to Join WOMEN'S COUNCIL

For full member benefits, visit [wcr.org/about/benefits](http://wcr.org/about/benefits)

# 1

## Top Referral Network

- **54% of members sent 1 or more referrals** to another Women's Council member
- **\$15,000 average commission** for Women's Council referrals (*estimated*)
- **Robust online referral system** for members to connect and share referrals on [wcr.org](http://wcr.org)

# 2

## Business Leadership Training

The Council offers **1,500+ personal and business leadership development opportunities** annually nationwide.

From the flagship **PMN Designation, Leadership Institute** and numerous **local, state and national events** - we provide a pathway for you to reach your goals.

# 3

## Our Numbers Tell It All

- Women's Council members earn more: **\$134,470 average / \$87,690 median**
- Women's Council members are sought after leaders: **65% hold leadership position** in community or business.
- Women's Council members hold **20% of NAR Committee positions**.

# 4

## Connections and Camaraderie

The **relationships within your local, state and national networks are invaluable** for your business and your leadership growth.

You'll belong to a network of 12,000 motivated, professional and high-achieving real estate professionals.

# 5

## Member Benefits Program

Enjoy discounts on travel, entertainment, business, and a variety of additional products and services.

Savings will pay for your dues several times over!

- Rental cars & hotels
- Office supplies
- Shipping
- Flowers
- Closing gifts
- Gift baskets
- Tickets
- Prescriptions

## Stay Connected

[#WomensCouncil](#) & [#LeadersMadeHere](#)

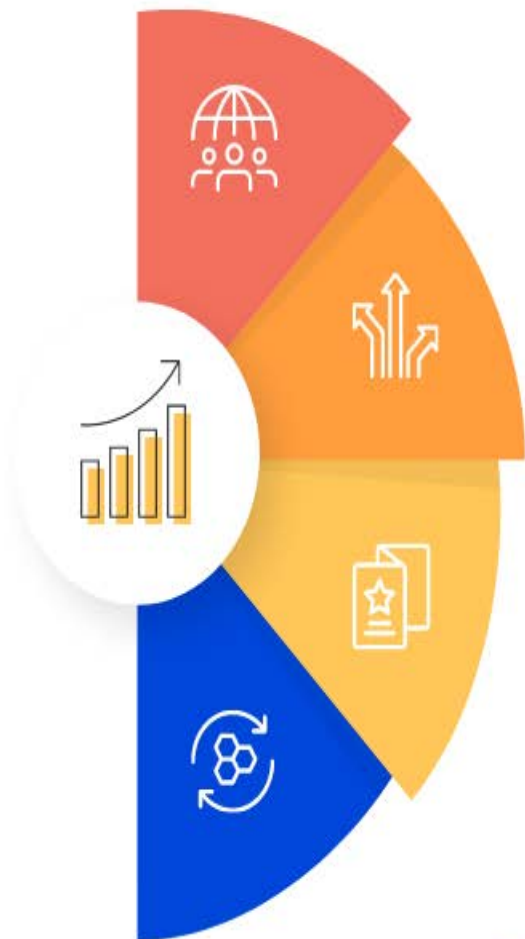
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🐦 @WomensCouncil

📷 @WomensCouncil

# STRATEGIC *framework*

## THE BUILDING BLOCKS TO A "MISSION-DRIVEN" NETWORK



### ■ "We are a network of successful REALTORS..."

- Our value proposition
- Building a robust and successful network

### ■ ...advancing women as business leaders...

- The model Women's Council leader
- Building a leadership pipeline

### ■ ...in the industry...

- Delivering member value through WOW! events
- Building bridges within the industry

### ■ ...and in the communities we serve."

- First impressions last!

### ■ Powered by a High Performing Network!

- Network governance
- Network management

# STRATEGIC *framework*

## 4 PILLARS OF THE WOMEN'S COUNCIL 2023-2025 STRATEGIC PLAN



### VALUE TO MEMBERS

- Value Proposition
- Community of Support and Empowerment



### ORGANIZATIONAL DEVELOPMENT

- Local Network Performance
- National Organizational Stability & Resiliency



### LEADERSHIP DEVELOPMENT

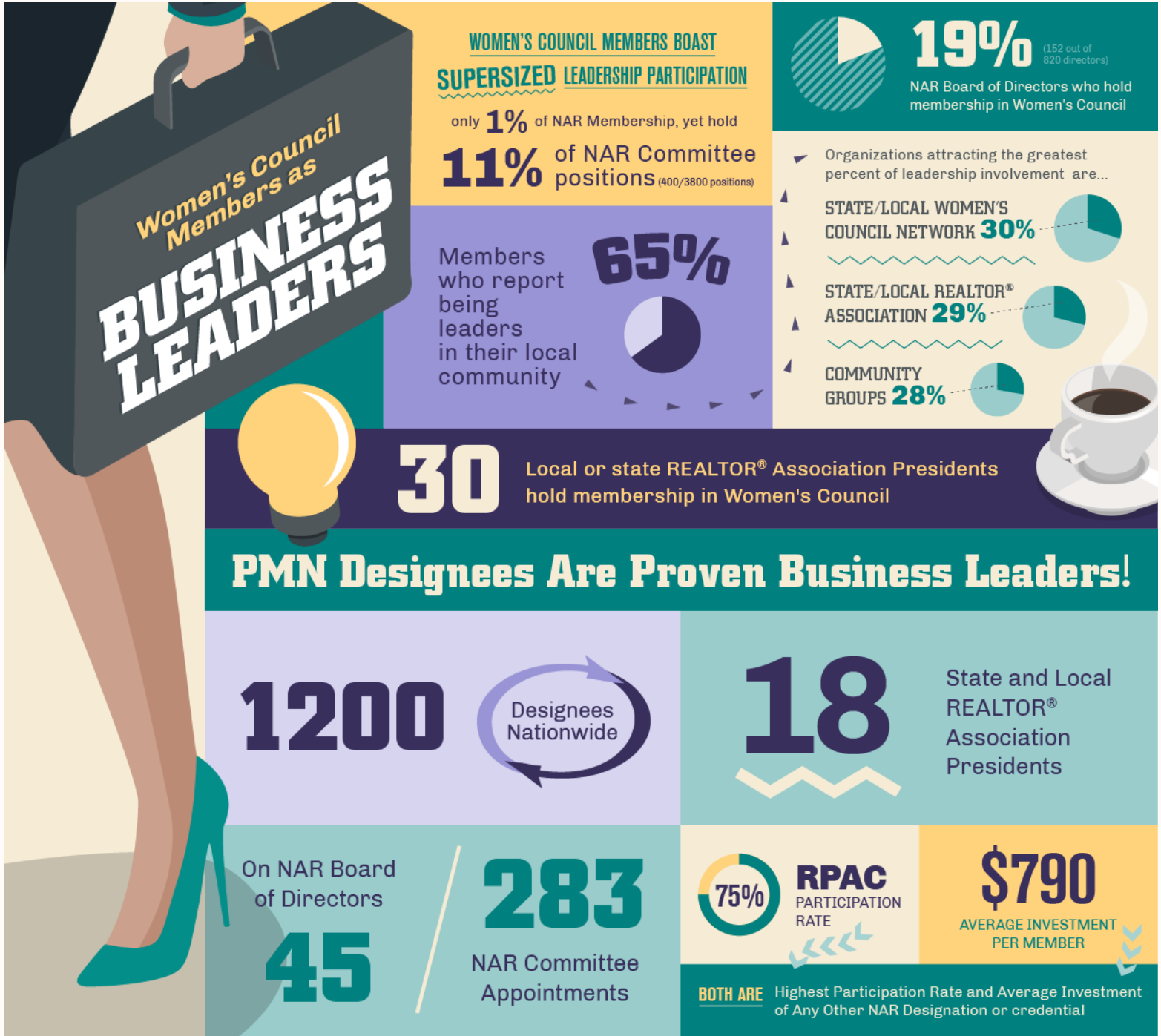
- The Women's Council Leader
- Leader Qualifications
- Leadership Training
- Perception of the Volunteer/Leadership Role



### MEMBER AND INDUSTRY ENGAGEMENT

- Inclusion
- Membership Exposure

# MEMBERS AS *business leaders*



# VOLUNTEER *positions*

If you would like to become MORE involved in our local network and volunteer for one of our project teams, please let us know where your special talents would be best utilized. Every role is vital to the success of each endeavor undertaken.

## PROJECT TEAMS:

- Recruitment & Retention
- Education
- Industry Events
- Strategic Partners
- Finance & Budget
- Networking Events
- Community Outreach
- Audit
- Social Media & Marketing

I would like to volunteer for a committee or project team:

Name: \_\_\_\_\_

My special talent or interest is: \_\_\_\_\_

I would like to attend an education event related to: \_\_\_\_\_

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

Please join our Facebook Group for more information and for notification about all our programs, events & other happenings.

[www.facebook.com/Womens-Council-of-Realtors-Flagler-County-133590350602182](https://www.facebook.com/Womens-Council-of-Realtors-Flagler-County-133590350602182)

[www.wcr.org/network-sites/florida/flagler-county](http://www.wcr.org/network-sites/florida/flagler-county)

## WHO TO CONTACT AT THE NATIONAL WOMEN'S COUNCIL OF REALTORS®

### JEFFREY HORNBERGER, CAE

CEO & Executive Vice President

[jhornberger@wcr.org](mailto:jhornberger@wcr.org)

- > Overall management and policy
- > Overall issues and escalation point of contact
- > Governance
- > Bylaws
- > Executive Committee
- > Contracts & legal issues
- > Alliance partnerships and organizational relationships
- > Investments

### CINDY NEWKIRK

Manager

Meetings & Special Events

[cnewkirk@wcr.org](mailto:cnewkirk@wcr.org)

- > Ticketed events at Women's Council meetings
- > Meeting planning for three national flagship events
- > Other special events

### DEBBIE CODA

Vice President

Finance & Operations

[dcoda@wcr.org](mailto:dcoda@wcr.org)

- > Accounting records (Payables & Receivables)
- > Operational issues
- > Dues, invoices, network checks
- > Meeting Minutes & Records

### PATRICK McCONVILLE

Manager

Technology

[pmcconville@wcr.org](mailto:pmcconville@wcr.org)

- > Network Microsites
- > Member data and issues
- > Technology issues

### OLIVIA PETERSON

Senior Director

Education

[opetersoni@wcr.org](mailto:opetersoni@wcr.org)

- > Performance Management Network Designation program
- > National Meeting education programs
- > Online education/programming
- > Other special projects

### JILLIAN THOMAS

Manager

Marketing & Communications

[jthomas@wcr.org](mailto:jthomas@wcr.org)

- > Social Media and e-communications
- > Website advertising
- > Annual Conference expo booth volunteers
- > National Meeting strategic partners

### JACKIE FLORES

Member Services

[wcr@wcr.org](mailto:wcr@wcr.org) / [jflores@wcr.org](mailto:jflores@wcr.org)

- > Customer service, main contact for chat, phone, and general questions

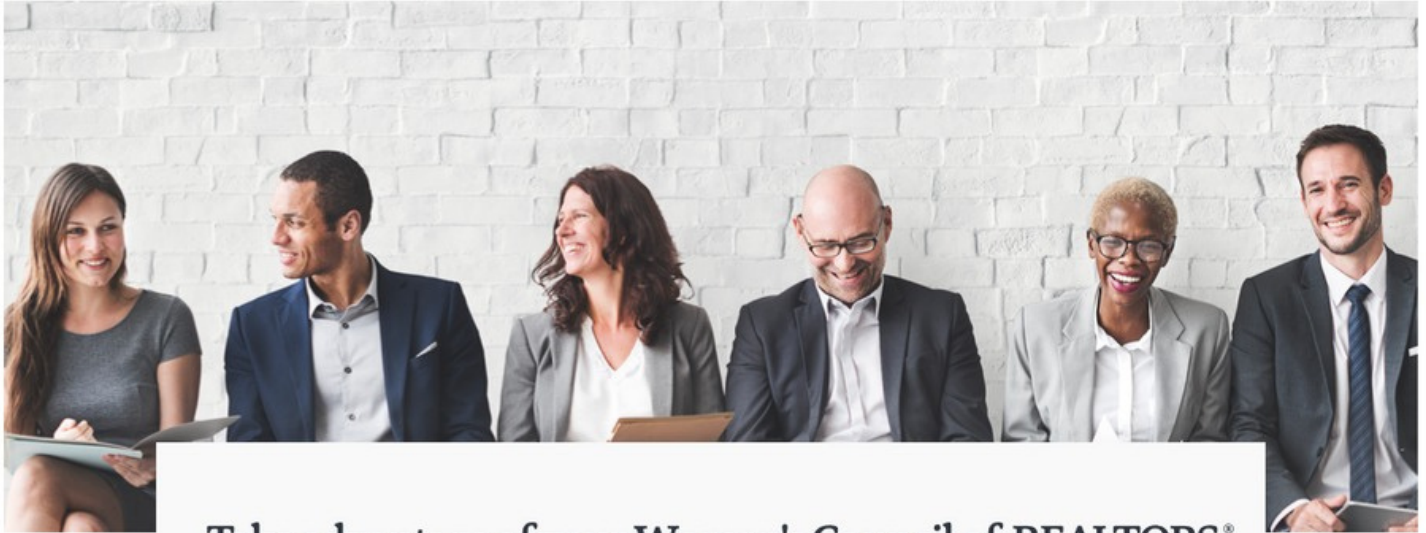
### JAMIE SALTMAN

Director

Network Engagement

[jsaltman@wcr.org](mailto:jsaltman@wcr.org)

- > Network troubleshooting
- > Charters and de-charters
- > Governance situations



## Take advantage of your Women's Council of REALTORS® membership with Radius Agent.



### Community

Broadcast your questions, suggestions, buyer needs, and listings to your Women's Council community.



### Assist

Need help qualifying leads? We've got you covered. We'll engage your new or old leads with our well-trained ISA team.



### Marketplace

Accept leads matching your preferred lead type, area, and budget. Refer out leads to earn 25% at closing.

Women's Council member-to-member referral platform is complimentary and a benefit of membership.

As a Women's Council member, you'll receive a special discount off our Radius Assist program.  
Click here to schedule a call to get started!

[bit.ly/radius-wcr](https://bit.ly/radius-wcr)

Contact us: [wcr@radiusagent.com](mailto:wcr@radiusagent.com)

Learn more: [radiusagent.com](https://radiusagent.com)

Search 'Radius Agent' in the app store.



# SAVE THE DATE

*upcoming 2024 events*

JAN 8 | BOARD MEETING - FCAR 10AM - 11AM

JAN 24 | LUNCH AND LEARN - COUNTY TAX APPRAISER TRAINING - FCAR

FEB 23 | LUNCH AND LEARN - MEMBERSHIP ORIENTATION - FCAR

MAR 4 | 20TH ANNIVERSARY PARTY - IA CLUB

MAR 11 | BOARD MEETING - FCAR 10AM - 11AM

MAR 23 | GRACE FOOD PANTRY - FLAGLER COUNTY

MAR 28 | LUNCH AND LEARN - HOT WINGS IN A HOT MARKET - FCAR

APR 19 | FASHION SHOW / PROM NIGHT - HAMMOCK DUNES

APR 29 | BOARD MEETING - FCAR 10AM - 11AM

MAY 21 | PMN (IN PERSON AND VIRTUAL) - FCAR

JUN 6 | LUNCH AND LEARN - HEALTH AND WELLNESS EVENT - FCAR

JUN 10 | BOARD MEETING - FCAR 10AM - 11AM

JUN 21 | LUNCH AND LEARN - HOW TO NAVIGATE THE WEBSITE / ELECTIONS - FCAR

JUL 1-30 | WATERWAY CLEANUP WCR/FCAR - FLAGLER COUNTY

JUL 17 | WOMEN IN BUSINESS / RPAC - FCAR

AUG 2 | STRATEGIC PARTNERS THANK YOU - FCAR

AUG 12 | BOARD MEETING - FCAR 10AM - 11AM

SEP 21 | CHRISTMAS IN SEPTEMBER / FARMERS MARKET - FCAR

OCT 7 | BOARD MEETING - FCAR 10AM - 11AM

OCT 28 | BOARD MEETING - FCAR 10AM - 11AM

DEC 6 | 2025 INSTALLATION AND AWARDS - HAMMOCK DUNES

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# 2023 STRATEGIC *partners*



**SOUTHERN  
TITLE®**



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