



Rev 3/21/14 • Schedule subject to change

## 2014 Women's Council/REALTOR® Party Convention

Washington Hilton • 1919 Connecticut Avenue, NW • Washington, DC 20009 • 202-232-0438

### Thursday, May 15, 2014

8:30 a.m. - 5:00 p.m.

8:30 a.m. - 5:00 p.m.

8:00 a.m. - 5:00 p.m.

9:00 a.m. - 12:00 p.m.

1:30 p.m. - 2:30 p.m.

2:00 p.m. - 4:00 p.m.

2:30 p.m. - 3:30 p.m.

5:00 p.m. - 6:00 p.m.

▲ PMN: Effective Negotiating for Real Estate Professionals (8:00 a.m. sign-in)

▲ PMN: Business of Your Business (8:00 a.m. sign-in)

✦ Nominating Committee

✦ Executive Committee

✦ Strategic Forum Steering Committee Meeting

Shop the Chapter Fundraising Sales Tables

✦ 2014 RVP Briefing with Line Officers

Women's Council Meet Up (Networking Event)

### Friday, May 16, 2014

7:30 a.m. - 8:15 a.m.

8:30 a.m. - 10:30 a.m.

10:45 a.m. - 12:15 p.m.

12:00 p.m. - 1:30 p.m.

12:00 p.m. - 1:00 p.m.

1:30 p.m. - 2:45 p.m.

3:00 p.m. - 4:15 p.m.

3:00 p.m. - 4:30 p.m.

6:30 p.m. - 10:00 p.m.

Conference Welcome & Continental Breakfast

Game Changer Sessions (see below for session description)

Local Chapter Best Practices Session

Shop the Chapter Fundraising Sales Tables

✦ Past National Presidents Advisory

Education Session: "BeNiche: Defining Your Area of Expertise" Jason Pantana

Education Session: "Navigating the Multi-Screen Society" Warren Dow & Alex Camelio

Regional Committee Meetings (nine concurrent)

◆ Awards Banquet (6:30 p.m. cash reception, 7:00 - 10:00 p.m. dinner & program)

### Saturday, May 17, 2014

8:30 a.m. - 9:00 a.m.

9:15 a.m. - 9:45 a.m.

10:00 a.m. - 10:30 a.m.

10:30 a.m. - 11:00 a.m.

11:00 a.m. - 11:45 a.m.

12:00 p.m. - 1:00 p.m.

12:45 p.m. - 2:00 p.m.

1:30 p.m. - 3:45 p.m.

2:15 p.m. - 3:45 p.m.

4:00 p.m. - 4:45 p.m.

■ Ignite Learning Series (see below for session descriptions)

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Refuel, Reflect & Connect: Coffee, Tea & Networking

■ Industry Insight Sessions (see below for session descriptions)

Shop the Chapter Fundraising Sales Tables

Finance & Budget Committee

Technology Session: "Tech Boom Room" (see below for session description)

✦ Executive Committee

General Assembly

- Awarding of PMN Designations & Meet the Candidates for 2015 Line Office

## Sunday, May 18, 2014

8:00 a.m. - 9:30 a.m.

✦ Executive Committee Meeting with RVPs

10:00 a.m. - 1:00 p.m.

WCR Governing Board

- ◆ One ticket is included with the “WCR Meetings” registration fee. ■ Concurrent education sessions
    - ▲ Course registrants only
    - ✦ Open to committee members only
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### **Women’s Council Meeting Registration:**

The 2014 “WCR Meeting” Registration Fee is \$299. One Awards Banquet ticket is included in this fee. *(Cancellation Policy: Cancellations will be accepted through May 2nd, minus the \$25 processing fee. **After May 2nd, no refund will be given.** Note: if the cancellation is for health reasons, you must submit a doctor’s note directly to WCR.)*

### **Women’s Council Awards Banquet:**

Our annual banquet acknowledges the achievements of all our chapters! We will be honoring our State Members of the Year, Chapter Excellence Winners and Recruitment & Retention Winners. One Awards Banquet ticket will be included with your \$299 “WCR Meeting” registration fee. Banquet seating will be assigned based on your meeting registration date. Please contact Women’s Council at 800-245-8512 if you have special needs.

### **Chapter Sales Tables:**

Sales Tables are sold through [www.wcr.org](http://www.wcr.org). Tables will be assigned on a first come, first served basis. Please contact Lynn Muscarello at 800-245-8512 if you have any questions. You may also purchase a table onsite at the WCR Registration desk while supplies last.

### **Women’s Council Registration Desk in the Washington, Hilton:**

Pre-registered attendees and on-site registrants must check-in at the WCR registration desk in the Washington Hilton. At the desk you will receive your conference badge, Awards Banquet ticket, conference program and ribbons. Thursday: 9:00 a.m. – 6:00 p.m. & Friday: 7:30 a.m. – 3:30 p.m.

### **REALTOR® Team Store:**

REALTOR® Team Store is the official distributor of WCR products. Visit them on-site to purchase a range of WCR items, from logo apparel to officer pins. Products will be sold during the following hours: Thursday: 2:00 p.m. – 6:15 p.m., Friday: 9:00 a.m. – 4:30 p.m. & Saturday: 9:00 a.m. – 1:30 p.m.

## **Education Highlights**

### **Game Changer Sessions (Friday, 8:30 – 10:30 a.m.)**

It's time to think outside the box and move out of your comfort zone. Come join us for an intense realization of what you should be doing now to become your clients' elite REALTOR® of choice. These fast-paced 20 minute sessions combined with networking exercises will provide you with innovative new ideas to implement in your business. *Speakers will rotate among four rooms while attendees remain in place. All attendees will receive the same education regardless of room selection. Ambassadors will be on hand to offer assistance.* Sessions include:

#### **What Investors Want: Property Management Services speaker: Melissa Zimbelman**

Glamorous? Maybe not. Steady income and a great source of repeat business...you bet! Even if you have never considered doing property management yourself, come find out how this area of our industry could mean real income for you in the coming years.

#### **Marketing Yourself as a Leader in Your Business speaker: Tami Bonnell**

Leverage your experiences as a leader to help increase your bottom line. Tami will get you thinking about new ways to promote yourself by using your leadership touch to connect with your clients and community to create a lasting leadership impression.

#### **Video Marketing: The Who, What, Where & How speaker: Katie Lance**

Wondering where to start with your online video efforts or maybe you just need tips for sprucing up your content? Come learn about apps that will effectively market your listings and brand, as well as how to maximize YouTube for your business. Katie has everything you need to implement video marketing into your daily routine.

#### **The Receptor Effect: Keeping Up with Digital Consumers speaker: Jason Pantana**

Today, technology is impacting industry in a way no one could have predicted. This session will explore trends and changes brought about by technological advances and how the real estate community should innovate and adapt to ensure relevance with the ever-evolving consumer.

### **Tech Boom Room (Saturday, 1:30 – 3:45 p.m.)**

Come hear some of today's top technology experts share heaving-hitting tips on how you can increase your bottom line. Topics will include:

#### **Honing Your Social Media Strategy speaker: Katie Lance**

Learn to be intentional with your social media efforts and which platforms should be your focus. Have you ever wondered how to use a content grid or editorial calendar? Katie will show you where to focus your energy, and how to manage it all, while creating a strategy that works best for your business.

#### **Using Tomorrow's Real Estate Tech & Trends, Today speaker: Nobu Hata**

Let's face it, there's a lot of nonsense clouding REALTORS vision right now. Cut through the hype and noise of the real estate space and learn the concepts and technology behind the trends that will change the way REALTORS do business tomorrow, and implement them into your business today.

#### **Tips 'n Tricks from the Techno Agent speaker: Amy Smythe-Harris**

Ever wonder how some people do it all? Join Amy as she shows you how to leverage your technology to make the most of your day as a virtual agent. You'll hear about awesome tech tools every REALTOR needs for effective time management, business building and meeting your client's expectations.

#### **Inventory Levels Got You Down? Speaker: Leigh Brown**

Are your inventory levels low? Not sure how to get the ball rolling again? Join Leigh as she shares tips on how to use social media to effectively prospect for listings and generate more leads. You'll also learn how to convert them once you find them.

## Ignite Learning Series (Saturday, 8:30 – 10:30 a.m.)

Peer facilitated, fast-paced learning environments. Each session is crammed packed with content specific information geared towards the areas you need most.

	Chapter Launch Pad	Tech Take off	Listing & Presentation Reboot	Business Boost
8:30	<p><b>Navigating the WCR Website</b></p> <p>Learn how to promote your chapter by effectively managing your local chapter's website.</p> <p>Robyn Walker</p>	<p><b>How to Rock Social Media &amp; Exponentially Increase Your Following in Only Minutes a Day</b></p> <p>Do the words "social media" make you cringe? Are you overwhelmed and confused on how to start? Wondering, now that I have started, how do I get it to work for me? How to rock social media &amp; exponentially increase your following in only minutes a day.</p> <p>Joanne Mills</p>	<p><b>Kick-up Your Income with Referral Focus</b></p> <p>The time is now to jumpstart the second half of 2014 by maximizing your dollar output and time management to create a robust network that increases your bottom line!</p> <p>Marianne Osberg, PMN</p>	<p><b>Leadership on Overdrive</b></p> <p>Come hear tips on how to rev up your leadership skills. This session will give you with an in-depth look at leadership in your business from delegating to creating future leaders.</p> <p>Jennifer Vucetic</p>
9:15	<p><b>Membership Intensive: Making Member Benefits Matter</b></p> <p>Want the key to recruitment and retention success? The key is in your member benefits; it all comes down to creating and articulating your chapter's value proposition. This interactive session will explore how to create membership value and how to market it successfully.</p> <p>Rebecca Thomson</p>	<p><b>E signatures: More Than the Cloud</b></p> <p>Are my documents safe? E signatures are changing the way we do business today. In this session, you'll hear about best practices and tools to help you go paperless while protecting your clients, business and company.</p> <p>Carrie Bey-Little</p>	<p><b>List to Exist</b></p> <p>Take your listing presentation from ordinary to extraordinary, utilizing the basics, tips from top listing agents and technology that will generate you more listing inventory.</p> <p>Pamela Banks, PMN</p>	<p><b>Create Your Unique, Bullet Proof Business Plan</b></p> <p>Feel like you're doing all the right things, but not getting the results you want? Chances are you're trying to fit yourself into a business box that isn't the right size for you. You'll identify your unique style and make a plan to help you take the right actions at the right time, to get the results you want.</p> <p>Nicole Mangina, PMN</p>
10:00	<p><b>The Here and Now for Local Chapter Excellence</b></p> <p>A clear look at best practices, planning tools and upcoming deadlines for local chapter officers.</p> <p>Kerri Hartnett, PMN</p>	<p><b>Social iPhotography with iPhone &amp; iPad</b></p> <p>Learn tips, tools and apps that you should be using with your iPhone or iPad to take great pictures of your real estate adventures.</p> <p>Heather Ozur, PMN</p>	<p><b>Listing Power Pack</b></p> <p>Come hear about must have tools designed to boost your listing visibility and help you build your sources of revenue.</p> <p>Heather Gustafson</p>	<p><b>Broker, Owner &amp; Manger Panel: Secrets to Success</b></p> <p>This insightful session will give you a look at trending issues facing brokerages today. Come listen to your peers discuss what works, what needs to change and why. They'll also share real secrets for success to help you create the future you want for your real estate business.</p> <p>Lola Audu, Moderator Barbara Shrader, PMN; Bradford Roberts &amp; Gia Arvin, PMN</p>

## Industry Insight Sessions (Saturday, 11:00 – 11:45 a.m.)

<p><b>Top 10 Ways to Use RPR in Your Business</b></p> <p>With all the information and tools REALTOR® Property Resource (RPR) has available, have you ever wondered where to start? Perhaps you're looking for new ways to use RPR to impress clients. Discover the most powerful ways to use RPR in your business.</p> <p>Andrea Goodhart</p>	<p><b>7 Financial Habits of Highly Successful Real Estate Professionals</b></p> <p>Wondering what you should be doing to get yourself on the right financial track? Come hear some best practices of women in real estate creating wealth and financial independence and get a look at what REALTOR® Credit Union can do for you.</p> <p>Victoria Gillespie</p>	<p><b>RPAC: Either You're At the Table or On the Menu</b></p> <p>RPAC is your voice whether in Washington DC or your local hometown. Learn how RPAC makes an impact on your livelihood.</p> <p>Summer Greene</p>
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