

Mission

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



President's Message

Dear Members:

Welcome to another great year with Wine Country Chapter of Women's Council of REALTORS®. Empowering YOU to the Next Level is our goal for 2014. As we review the dynamic changes of 2013, we'll help you set the stage for great success in 2014. We have many great programs already in the works for the upcoming months. We have line up of great speakers that will help us with our business in this ever changing market.

Our line officers and board members are committed to empower you to the next level of your business. To make this the best year possible in this shifting market, here are a couple of simple tips. We know that we need to set goals and have a business plan, but for some reason most REALTORS® leave their fate to chance and hope that a successful, financially rewarding year will just happen. Having a dream and having goals will ensure that you prepare a business plan and stick to it monthly. It really is the only way to be successful in our profession.

If you haven't already done so, check out our newly enhanced national Web site at WCR.org, with our searchable database of Member Expertise Profiles. Take a few moments to fill out your profile; we as members will be able to use this database as a valuable source of information.

Women's Council has so much to offer REALTORS® who are feeling challenged in our current marketplace. Our education is fabulous, our networking superb, our support systems invaluable. Get ready for your best year ever!

Maridel Y. Perlas
President

Chapter Leaders

President

Maridel Y. Perlas
Alain Pinel Realtors
Maridel.perlas@gmail.com
(707) 540-2168

President-Elect

Sylvia Campa
Vanguard Properties
sylviacampa@gmail.com
(707) 799-1990

Secretary

Joe Hernandez
Coldwell Banker
sold@sonic.net
(707) 508-8898

Treasurer

Karen Ball
Pronoio Insurance Co
Karen@pronoio.net
(707) 293-6108

What's Online

Have you been to our site lately?

Check out our website today:

www.WCRWineCountryChapter.com

We post slideshows of networking photos from all our past meetings.

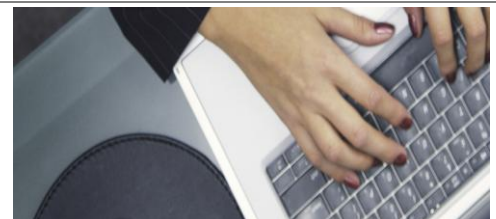
January Events

"5 Habits of Highly Successful REALTORS®" "Brokers' Panel"

January 8, 2014

Featuring: Tim Freeman of Coldwell Banker, Ingrid Mathews of CPS, Eileen Morelli of Keller Williams Realty, Dennis Park of Alain Pinel Realtors and Maralyn Polo of Klassic Properties and our moderator was Alice Curtis of Coldwell Banker.

There were five local brokers who presented marketing strategies, techniques and tools that a highly successful realtors uses in their company in this new ever changing market. We thank the brokers for taking the time to join us and share their ideas, experiences and suggestions for Reaching the New Heights in this ever changing Real Estate Industry!



New Members

The Wine Country Chapter of the Women's Council of REALTORS® is proud to welcome the following new members:

Board Members

Membership/Marketing Chair
Jazzy Guerrero
Keller Williams Realty
onejazzrealtor@gmail.com
(707) 206-4589
Karla Esqueda
kesqueda@sbcglobal.net
(707) 291-2997

Budget & Finance
Carol Shields
Keller Williams Realty
Carol301@pacbell.net
(707) 206-4500

By Laws & Standing Rules
Terriann McGowan
terrain@terriann.com
(707) 696-5550

Nomination
Judith Palmer
judithpalmer@sbcglobal.net
(707) 484-6761

NorBAR Rep/Hospitality
Diane Novak
Freefall123@rocketmail.com
(707) 522-8174

Parliamentarian
Jo Lasley
jolasley@comcast.net
(707) 217-4498

Past President & Awards & Recognition
Sam Mallin
Shirley@shirleymallin.com
(707) 217-7653

Program & Education
Steven Strickland
sastrickland@firstam.com
(415) 302-4056

Ways & Means
Jo Lasley
Kristy Militello
Kmilitello@propertyid.com
(707) 205-9966

Upcoming Educational Program:

How to Manage Your Goals to Increase Your Production!
Featuring Cindy McGovern, Founder of Orangeleaf Consulting Company

Location: Legends at Bennett Valley
3328 Yulupa Avenue, Santa Rosa, CA
Cost: \$25 per member; \$30 non-member
Please RSVP by February 7th Kate Novak.

Join us for a special luncheon event on February 12th where we will welcome Cindy McGovern as she shares the strategies and tactics to achieve results in managing goals to increase production. Recognize change as an opportunity to create a competitive advantage. Do you have a blue print of your business plan? Come and learn!

Questions about this event? Email WCRWinecountry@gmail.com

To register: <http://wcrfebruarymeeting.eventbrite.com>

Congratulations to all the recipients for the following awards:

Dennis Park, Realtor of the Year
Steve Peritore, Volunteer of the Year
Maridel Perlas, Entrepreneur of the Year
Steve Strickland, Affiliate of the Year

Interested in submitting an article for consideration for a future newsletter?
Contact Maridel.perlas@gmail.com.
Mailing address: P. O. Box 1889, Santa Rosa, CA 95042

Corporate Sponsors: Platinum Sponsors




Mel Fox
Of
Priority
Lending

Silver Sponsors



Hitmen
Termite
Company



Return address
2911 Cleveland Avenue
Santa Rosa, CA 95403