



REGISTRATION DESK

Location: Meeting Room 16

Hours: Tuesday 9:30 a.m. – 6:00 p.m. Wednesday 7:15 a.m. – 1:30 p.m.



A Women’s Council Registration is required to attend all non-ticketed events

See Hotel Floor Plan on last page for meeting room locations.

Schedule of Events

MONDAY, JUNE 2

12:30 p.m. – 4:30 p.m.	▲ Successful Communication: Speaker and Spokesperson Training Instructor: Julie Donaldson (Sign-in: 12:00 p.m. – 12:30 p.m.) ★ \$	Meeting Room 12-14
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TUESDAY, JUNE 3

9:00 a.m. – 12:00 p.m.	+ Executive Committee	Meeting Room 8 & 9
9:00 a.m. – 2:30 p.m.	+ Leadership Institute Training	Meeting Room 11
10:00 a.m. – 3:00 p.m.	▲ PMN Course: Leadership Unlocked: Find Your Voice, Fuel Your Vision (ALL NEW!) Instructors: Carrie Little and Sabrina Brown (Sign-in: 9:30 a.m. – 10:00 a.m.) ★ \$	Meeting Room 12-14
12:15 p.m. – 1:30 p.m.	+ Past National Presidents Luncheon	River Birch Ballroom A
1:00 p.m. – 2:30 p.m.	Opportunity and Growth Committee	Meeting Room 8 & 9
1:00 p.m. - 4:00 p.m.	Snack Break provided by get.realtor	Meeting Room 16
1:45 p.m. – 2:15 p.m.	First Time Conference Attendee Orientation	Anacostia D/E
2:30 p.m. – 3:15 p.m.	Voices & Visions: A Candid Conversation with the Candidates ★	Anacostia D/E
3:00 p.m. – 4:30 p.m.	Technology Investment Committee	Meeting Room 9
3:30 p.m. – 4:15 p.m.	Regional Caucus – Central Regional Caucus – East Regional Caucus – West	Potomac 3 Anacostia D/E River Birch
4:30 p.m. – 6:00 p.m.	▲ PMN Reception & Marketplace (includes Award of PMN designation) <i>This is a FREE event for members who pay PMN designee and candidate annual dues. Tickets are available to purchase for all registrants who wish to attend.</i>	Potomac 1

WEDNESDAY, JUNE 4

7:30 a.m. – 9:45 a.m.	Conference Welcome, "Overcoming Fear, Building Resilience and Taking Action" with Guest Speaker: Kim Rittberg & Marketplace ★ \$ <i>A light breakfast will be served from 7:30 – 8:30 a.m. Program will start at 8:00 a.m.</i>	Potomac 1 & 2
9:50 a.m. – 10:30 a.m.	Owning Your Success: Breaking Free from Imposter Syndrome & Marketplace Moderator: Tammy Noll Adams, Panelists: Michelle Mills Clement, Kim Rittberg and Sarah Ware ★ \$	Potomac 1 & 2
10:30 a.m. – 11:30 a.m.	Finance & Budget Committee	Meeting Room 12-14
10:45 a.m. – 11:30 a.m.	Real Estate Outlook: Insights, Trends & Forecasts and Marketplace Speaker: Jessica Lautz \$	Potomac 1 & 2
10:45 a.m. – 12:45 p.m.	Drop-In Tech Support	Meeting Room 10
1:30 p.m. – 3:00 p.m.	Governing Board (Sign-in: 1:00 p.m. – 1:30 p.m.)	Potomac 1 & 2
4:00 p.m. – 5:30 p.m.	NAR Event: Regional Caucuses	
5:30 p.m. – 6:45 p.m.	▲ RPAC Reception	Marriott Marquis, Salons 7-10

THURSDAY, JUNE 5

6:00 a.m.	Sunrise Walk	Hotel lobby
8:30 a.m. – 1:00 p.m.	NAR Event: Board of Directors	
8:00 a.m. – 9:00 a.m.	Learning Series - Concurrent sessions	See chart on page 6
9:00 a.m. – 9:30 a.m.	Coffee Break	Potomac 1 & 2 Foyer
9:15 a.m. – 10:15 a.m.	Learning Series - Concurrent Sessions	See chart on page 6
10:00 a.m. – 10:45 a.m.	re:Members (formerly Billhighway) Myth Busters Speaker: Amy Motta	Meeting Room 12-14
10:30 a.m. – 11:30 a.m.	Learning Series - Concurrent sessions	See chart on page 6
12:15 p.m. – 1:00 p.m.	Voting Delegate Check-in	Potomac 1 & 2 Foyer
1:00 p.m. – 2:30 p.m.	Elections (Midyear Business Meeting)	Potomac 2 & 3

National Industry Strategic Partners



Stay Connected

#WomensCouncil, #LeadersMadeHere & #StrongerTogether

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Conference Notes

Marketplace

This high-energy format provides education, business exchange and networking for our conference attendees and National Strategic Partners. Stop by to visit with our National Partners and learn more about the services they offer.

REALTOR Team Store®

The official distributor of Women's Council Products

Visit their [website](#) to see their Women's Council products. Be sure to stop by our registration desk to pick up a coupon for free shipping for your next online order.

Conference Highlights

MONDAY, JUNE 2

Successful Communication: Speaker & Spokesperson Training




12:30 p.m. – 4:30 p.m.
Room: Meeting Room 12-14

Registration Fee: \$160 on-site (based on availability)

Let’s drop the mic on the myth that public speaking isn’t for everyone. Many people believe if they are not born to speak or a professional speaker they can’t learn to do it with confidence. We’re giving you tips to structure your presentations and turn that anxiety into energy. It’s time to step up to the mic and tell your story!

This course counts as credit towards the PMN designation.

SPEAKER



Julie Donaldson

TUESDAY, JUNE 3

PMN Pop-Up Course: Leadership Unlocked: Find Your Voice, Fuel Your Vision (ALL NEW!)




10:00 a.m. – 3:00 p.m.
Room: Meeting Room 12-14

Registration Fee: \$160 on-site (based on availability)


The Women’s Council of REALTORS® is thrilled to introduce an all-new PMN course launching in 2025! This innovative core content for our prestigious designation is crafted to enhance your leadership skills, broaden your professional opportunities, and empower you to thrive in today’s ever-evolving marketplace.

At Women’s Council, we believe in the transformative power of connections, collaboration, and lifelong learning. Now is your moment to lead boldly, stay ahead of the curve, and set the benchmark for excellence in real estate. Don’t wait—take the next step in your leadership journey.

SPEAKERS



Carrie Little, PMN



Sabrina Brown, PMN

Snack Break



www.get.realtor

1:00 p.m. – 4:00 p.m.
Room: Meeting Room 16 – Located at Registration

Join us for a special snack break courtesy of get.realtor. We’re serving up warm pretzels with a selection of delicious dips exclusively for Women’s Council attendees! (While supplies last.)

Opportunity and Growth Committee

1:00 p.m. – 2:30 p.m.
Room: Meeting Room 8 & 9

The Opportunity and Growth Committee's role is expanding Women's Council's reach and fostering a diverse and inclusive leadership environment. With a focus on leadership and talent identification, the committee aims to cast a wider net to identify emerging leaders and cultivate their potential within our membership.

First-Time Conference Attendee Orientation

1:45 p.m. – 2:15 p.m.
Room: Anacostia D/E

Welcome First Time Attendees! Make sure you attend this session designed just for you to ask questions, get oriented with the meeting venue, learn more about the schedule of events, and meet other first-timers. Our Women’s Council community is eager to meet you!

Voices & Visions: A Candid Conversation with the Candidates

2:30 p.m. – 3:15 p.m.
Room: Anacostia D/E

Join us for *Voices & Visions*, a special session where voting members will hear directly from the 2026 Candidates. This moderated fireside chat will replace the traditional “Meet the Candidates” format, allowing ample time for each candidate to share their perspectives. The conversation will center on the organization’s values, with thought-provoking questions focused on leadership vision, personal growth, membership growth, diversity & inclusion, and innovation. Don’t miss this empowering opportunity to engage with the future leaders of our Council.

Technology Investment Committee

3:00 p.m. – 4:30 p.m.
Room: Meeting Room 9

The Technology Investment Committee's charge is to review where we are today with our technology initiatives, what’s underway and the associated timelines, and may be utilized to make recommendations as to next steps for the Council.

Conference Highlights

TUESDAY, JUNE 3 (continued)

Regional Caucuses

3:30 p.m. – 4:15 p.m.

Rooms: **Central:** Potomac 3
East: Anacostia D/E
West: River Birch

Brought to you by your National Liaisons, gather with your region to kick off the conference. We'll discuss current issues of interest that will provide you a road map of everything exciting and new at Women's Council.

[Click here](#) to see a map of the regions.

PMN Reception & Marketplace



4:30 p.m. – 6:00 p.m.

Room: Potomac 1

Join us for a networking event designed for PMN designees and candidates. This is the perfect opportunity to mingle, expand your professional circle, and build lasting relationships. This event is free to members who pay PMN designee and candidate annual fees AND are registered for the conference as “Women’s Council Meetings”. Be sure to stop by the Women’s Council registration desk to pick up your free ticket.

Not yet a PMN designee or candidate but wish to attend? Guest tickets will be sold at the registration desk for \$30. If you purchased a ticket in advance, your ticket will be available at the registration desk.

[Click here](#) to learn more about the PMN designation.

WEDNESDAY, JUNE 4

Conference Welcome, “Overcoming Fear, Building Resilience and Taking Action” & Marketplace

7:30 a.m. – 9:45 a.m.

Room: Potomac 1 & 2

A light breakfast will be served from 7:30 a.m. – 8:30 a.m.
Welcome starts at 8:00 a.m.

Kick off the conference with an inspiring welcome from President Tammy Noll Adams, PMN, followed by a powerful keynote from Kim Rittberg, 'Overcoming Fear, Building Resilience, and Taking Action'—a session guaranteed to spark motivation and momentum!

Former media executive and award-winning video coach Kim Rittberg shares how fear nearly kept her from the life she wanted—and how she fought back. In this inspiring session, Kim walks you through her 4-step process to identify fear, build resilience, and take bold action toward your personal and professional goals. You’ll identify what’s holding you back from your goals and leave with a clear action plan to break through what’s holding you back and move forward with confidence.

NATIONAL PRESIDENT



Tammy Noll Adams, PMN

KEYNOTE SPEAKER



Kim Rittberg

Owning Your Success: Breaking Free from Imposter Syndrome & Marketplace

9:50 a.m. – 10:30 a.m.

Room: Potomac 1 & 2

Even the most accomplished leaders can sometimes question their worth. In this powerful panel, we’ll dig into the roots of imposter syndrome — those persistent feelings of self-doubt despite evidence of success — and explore how they uniquely impact women in real estate. From navigating tough conversations and negotiating with confidence to silencing the inner critic — this conversation will inspire and empower you to own your voice, value, and vision.

MODERATOR



Tammy Noll Adams, PMN

PANELIST



Michelle Mills Clement

PANELIST



Kim Rittberg

PANELIST



Sarah Ware, PMN

Real Estate Outlook: Insights, Trends & Forecasts and Marketplace

10:45 a.m. – 11:30 a.m.

Room: Potomac 1 & 2

In this dynamic session, we’ll unpack the latest market trends, economic indicators, and forecasts shaping the future of real estate. From shifting consumer behaviors and inventory challenges to mortgage rates, and legislative changes — this deep-dive delivers the insights you need to navigate what’s next.

SPEAKER



Jessica Lautz

Conference Highlights

WEDNESDAY, JUNE 4 (continued)

Drop-In Tech Support
(Website)

10:45 a.m. – 12:45 p.m.
Room: Meeting Room 10

Stop by our Drop-In Tech Support room—Valarie Lindsey, Technology Director, will be available to answer your questions and provide one-on-one assistance with anything related to the new Women’s Council website.

Governing Board

1:30 p.m. – 3:00 p.m. (Sign-in: 1:00 p.m. – 1:30 p.m.)
Room: Potomac 1-2

Governing board members sign-in for the meeting.

**National Governing Board members consist of the current National Leadership team, Past National Presidents who remain REALTORS®, 2025 National Liaisons, 2025 Executive Committee members, 2025 State Presidents, and 2025 State Liaisons.*

Women’s Council RPAC Reception


5:30 p.m. - 6:45 p.m.
Off-site event: Marriott Marquis, 901 Massachusetts Ave, Washington, D.C. (Salons 7-10)

Tickets: Pre-purchased tickets can be picked up at Will Call outside Salons 7–10 from 5:15 – 6:30 p.m. Ticket sales are still open: \$50 (includes one drink ticket, appetizers, RPAC speakers, music & networking).


Exclusive event for REALTOR® Members Only – Connect, celebrate, and support the future of real estate! Women’s Council President Tammy Noll Adams challenges us to raise \$15,000—let’s beat the goal!

[Click here](#) to Buy at Ticket, Invest in RPAC or Do Both!
Your contribution is split between National RPAC and the State PAC in your state.

GUEST SPEAKERS



Kitty Wallace



Natalie Davis

THURSDAY, JUNE 5

Sunrise Walk

6:00 a.m.

Meet in the hotel lobby at 6:00 am for a brisk walk with your Women's Council friends.


Learning Series - Concurrent Sessions
8:00 a.m. - 11:30 a.m. | See chart on page 6 →

re:Members
(formerly Billhighway)
Myth Busters

10:00 a.m. – 10:45 a.m.
Room: Meeting Room 12-14

Join us for a lively session where we debunk common misconceptions and shed light on how the system really works. Bring your questions—no myth is too big or too small to bust!

SPEAKER



Amy Motta

Voting Delegate Check-in

12:15 p.m. – 1:00 p.m.
Room: Potomac 1 & 2 Foyer

Voting Delegates: As a reminder, if you are eligible to vote, you must be a current, paid, REALTOR® member registered for the Women’s Council conference with corresponding fees paid, as per Article X, Section 4 of the National Bylaws. See National Bylaws for voting eligibility. **All voting delegates must have registered for the Women’s Council conference by May 22, 2025 at 11:59 p.m. CST in order to be eligible to vote.** 2025 Local Network Presidents, National Governing Board*, and certified members-at-large will check-in for the election and must be physically present to vote.

**National Governing Board members consist of the current National Leadership team, Past National Presidents who remain REALTORS®, 2025 National Liaisons, 2025 Executive Committee members, 2025 State Presidents, and 2025 State Liaisons.*

Communication Notice: All voter information, including links for voting day, will be sent to the email address associated with your [wcr.org](#) login.

Elections (Midyear Business Meeting)

1:00 p.m. – 2:30 p.m.
Room: Potomac 2 & 3

All members are encouraged to attend. This is a once-a-year opportunity to see how the Council’s leaders are elected to serve.

Conference Highlights

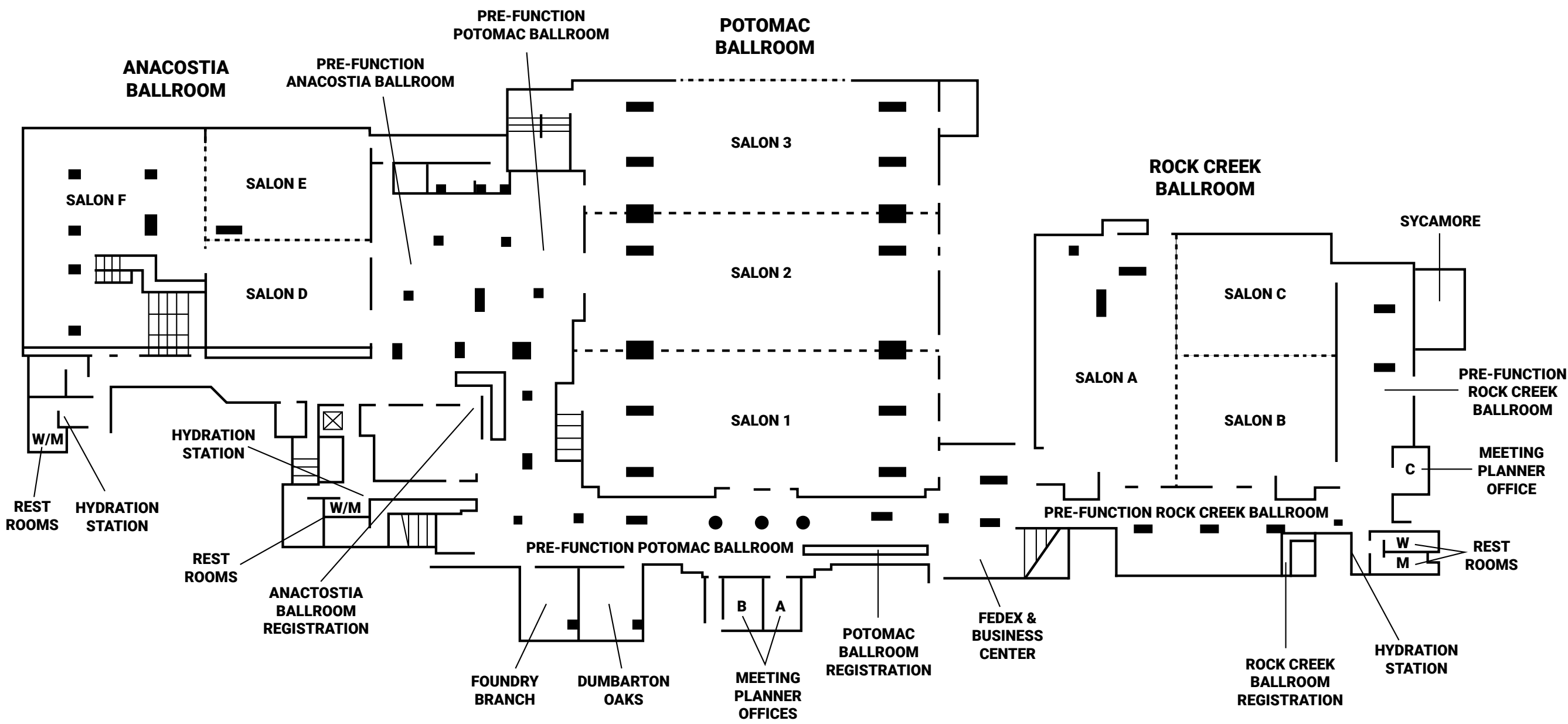
THURSDAY, JUNE 5

RIVER BIRCH		
8:00 A.M. – 9:00 A.M.	9:15 A.M. – 10:15 A.M.	10:30 A.M. – 11:30 A.M.
<p>Power Up Your Presence: Using AI and Social to Market Your Network and Events</p>  <p>Amy Chorew</p>	<p>Level Up Your Leadership: Pathways to National Involvement</p> <div><div>MODERATOR</div><p>Linda Lizzio, PMN</p></div> <div><div>PANELIST</div><p>Jan Jedlinsky, PMN</p></div> <div><div>PANELIST</div><p>Keisha Williams, PMN</p></div>	<p>Ask & Learn: Navigating the New Women’s Council Website</p>  <p>Valarie Lindsey</p>
POTOMAC SALON 1		
8:00 A.M. – 9:00 A.M.	9:15 A.M. – 10:15 A.M.	10:30 A.M. – 11:30 A.M.
<p>Powerhouse Programs: Elevating Your Local Network to the Next Level</p> <div><p>Adam Tripp, PMN</p></div> <div><p>Cathy Heshmat, PMN</p></div> <div><p>Taffy Maurer, PMN</p></div>	<p>Listing Secrets Unleashed: How to Outmaneuver Competitors and Win Every Time</p>  <p>Bethany Brokaw, PMN</p>	<p>Beyond the Welcome: Member Magic Through Smart Recruitment & Retention</p>  <p>Renee Roque, PMN</p>
POTOMAC SALON 2		
8:00 A.M. – 9:00 A.M.	9:15 A.M. – 10:15 A.M.	10:30 A.M. – 11:30 A.M.
<p>Investing in Real Estate & Financial Health</p>  <p>Rosanna Garcia, PMN</p>	<p>Running Successful Network Meetings</p>  <p>Tracey Royal, PMN</p>	<p>Back-Up Plans: Cracking the Case of Balancing Business & Leadership</p>  <p>Angel Starks, PMN</p>
ANACOSTIA D/E		
	9:15 A.M. – 10:15 A.M.	10:30 A.M. – 11:30 A.M.
	<p>Lead Like a Woman in a Shifting Market</p>  <p>Cindy Yoakum, PMN</p>	<p>Strengths Unleashed: How to Supercharge Teams & Boost Success</p>  <p>Lee Peterson</p>

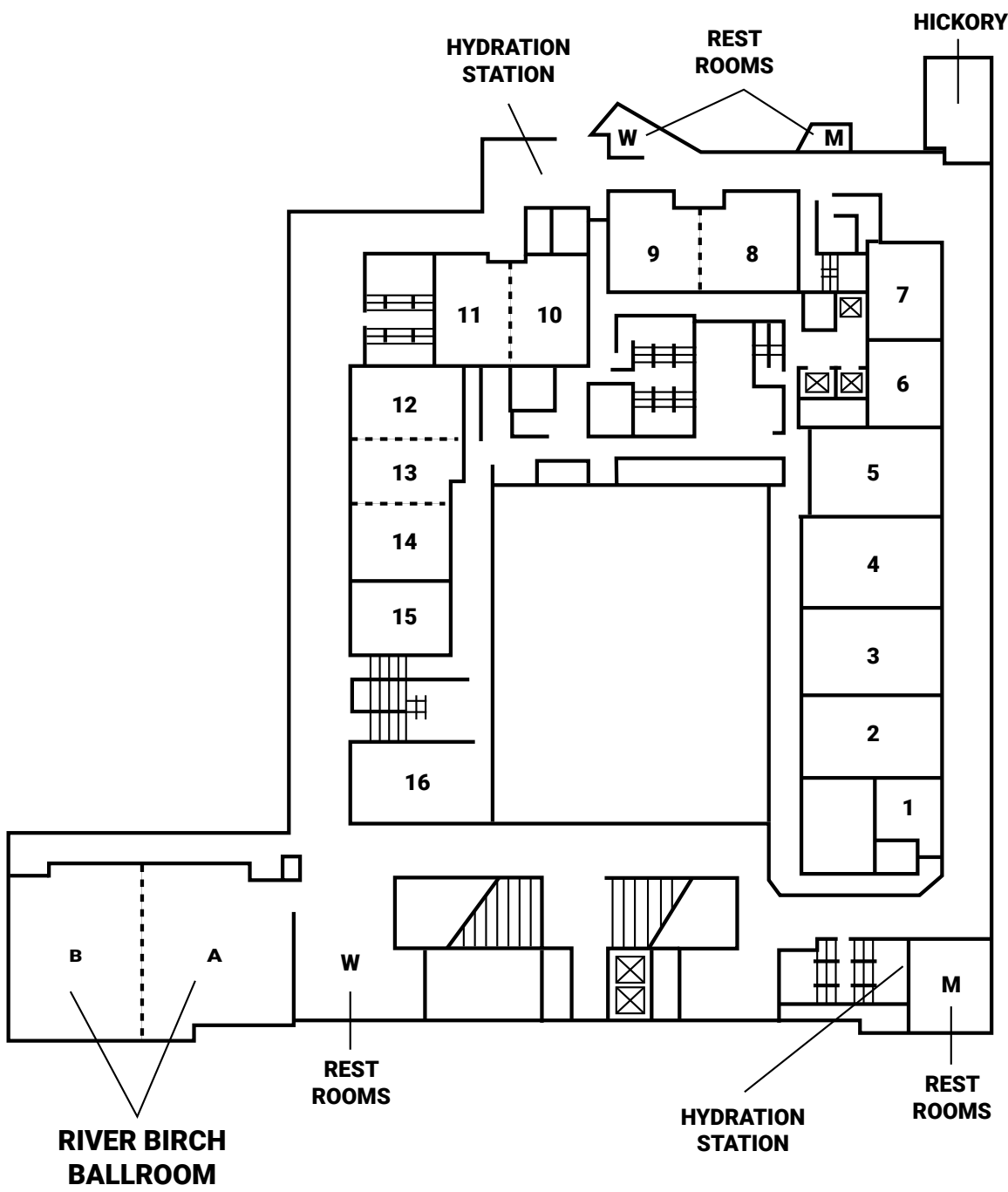
- Network Training
- Business Training
- Both Network and Business Training

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BALLROOM LEVEL



MEETING ROOM LEVEL