

Texas Chapter Connection

AUGUST 21, 2006

VOLUME 3



"I have
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A WORD FROM THE PRESIDENT...

Can you believe that it is now August – where has the year gone? I can tell you: local, district, state, regional and national events and meetings. I have attended 17 local chapter meetings around the state and I have the other 13 scheduled to visit soon. My suitcases are worn out!

Did you hear? Texas became the "Super Mega State Chapter of the Year" in Washington, DC. Please help me congratulate all of our winners:

Small Chapter of the Year Brownsville

Membership Winners:

| | |
|------------------------------|----------------------|
| Div B, 1 st Place | Greater West Houston |
| Div B, 3 rd Place | Houston |
| Div C, 1 st Place | Southwest Dallas |
| Div D, 2 nd Place | San Antonio |

Retention Winner:

| | |
|------------------------------|-----------|
| Div D, 2 nd Place | Fort Bend |
|------------------------------|-----------|

We also had many Gold and Silver Award Winners and they are listed in another story in this newsletter. Congratulations to them for a job well done!

So far this year we have had so many successes both big and small and not just in Washington. I have seen the chapters as they have focused on their goals, and gained strength in their leadership. When trouble has reared its ugly head, many of you have pulled together to change that direction and create a positive outcome. I am so proud of all of you – this has been a great experience watching my WCR family grow and flourish.

This year has given me many blessings but my family has also dealt with several problems. I only bring this up to thank each and every one of you for the prayers, calls, cards, emails and hugs – I could not have made it without you. My husband is doing well after his stroke and my son will have his kidney surgery August 24th in Dallas. Keep us on your prayer lists, and I will continue to pray for all of you.

Have we had any fun? I have cried this year, but more importantly I have laughed harder than ever. I have laughed at myself and with my executive team. I have laughed with family and friends. I have laughed while traveling – did you know that it took me two days to get home from Myrtle Beach? I have laughed with many of you while visiting your chapters or while we speak

The Nominating Committee has put forth the following 2007 slate of officers:

President Elect:

Mary Ann Jeffers

Treasurer:

Darlene Price Bailey

Secretary:

Sandra Hunt

Governors:

Deborah Bily

Sharon Eddings

Florence Drake

Sonia Rivas

TDVPs:

Gloria Gonzales

Sherry Hartford

Jacque Kendrick

Jill Browne

The election will take place at our state meeting in Arlington, Sept 14th.

Charlene Lambert, Chairman



on the phone. Laughter is the best medicine!

I want to personally thank my Executive Team (Linda Sheinall, Mary Ann Jeffers & Charlene Lambert) for their support over the last few months – they stepped up and handled everything when I was unable to do so. They will never know how much they mean to me.

Life is one challenge after another and we need each other to keep on keeping on. We all need support and our WCR family is the best support group in the world. Lead when you can, but be willing to ask for help. The best leaders are those who teach others to lead and then allow them to do so.

I cannot wait to see you all in Arlington for our September Election meeting. Don't forget to register your 2007 officers for the Orientation in Galveston and . . .

Just keep on keeping on!

Carol Reynolds

Texas Chapter President

CONFERENCE REMINDERS & NEWS

LEADERSHIP ORIENTATION

Leadership/Membership Orientation will be held in Galveston October 19-22 2006 at the Historic Tremont Hotel in the Strand District. We are requesting the help of all WCR Chapters to get 200 "Goody Bag" items for the give away bags. Those items can be shipped to Linda Sheinall at Coldwell Banker 4920 Seawall Blvd. Suite A, Galveston Tx. 77551. Remember to bring all your line officers.

Donna Newding Chairperson

WCR/TAR STATE MEETING

September 13-14, 2006

Arlington, Tx.

NEW ORLEANS NATIONAL CONFERENCE

2006 Annual Conference

WCR/REALTORS® National Conference & Expo

November 8-12, 2006

Marriott on Canal, New Orleans, LA

VIEW PHOTOS FROM D.C. & Myrtle Beach!

Click [LINKS](#) Below...

D.C. www.WCRTexas.Shutterfly.com

Thank you Connie Parsons

MYRTLE BEACH www.wcrregionix.org

Thank you Pat Farrell



Gold Level Winners

Brazos Valley Chapter
 Brownsville Chapter
 Dallas Chapter
 Henderson County Chapter
 Montgomery County Chapter
 Northeast Tarrant County Chap.
 San Antonio Chapter
 Southwest Dallas Chapter

Silver Level Winners

Austin Chapter
 El Paso Del Norte Chapter
 Greater West Houston Chap.
 Highland Lakes Chapter
 Hill Country Chapter
 Houston Chapter
 Lake Houston Chapter



Chapter Winner for Retention!

FORT BEND CHAPTER

The Fort Bend Chapter is proud to have received the Class D 2nd Place Chapter Retention Award in Washington, D.C. in May. We had an 83.76% retention for the period of January 1 – March 31, 2006. Our Membership Committee was committed to meet our Retention Goal and began an E-Blast and Personal Phone Call Campaign to those members who did not renew by January 31st. Each member was contacted and encouraged to renew their membership. There were only 10 members of our Chapter that did not renew and the majority of them had either relocated from the area, or had completely changed professions and were no longer in the Real Estate Industry. Our chapter plans to use the \$300 Award to assist other members of our Local Chapter in attending the next National Meeting this fall in New Orleans.

Respectfully submitted,

Betty Ann Lane
 Vice President of Membership
 Fort Bend Chapter

Chapter Business Plan & Chapter Excellence Awards

It was very rewarding for our state to have achieved the WCR State Chapter of the Year 2005. This award is based on the local chapters within the state achieving an award level. Congratulations to all our Chapter Excellence Awards winners for 2005.

GOLD: Brazos Valley, Brownsville, Collin County, Dallas, Henderson, Montgomery, Northeast Tarrant, San Antonio and Southwest Dallas Chapter. Silver: Austin, El Paso Del Norte, Greater West Houston, Highland Lakes, Hill Country, Houston, and Lake Houston Chapter.

Thank you to all local chapters who submitted their Business Plan. For 2006, it is mandatory for all local chapters to submit their business plan. It is a guide to be useful for setting our local chapter goals. At this time, your local elections are scheduled and please report your 2007 line officer roster to National WCR by October 31, 2006. All line officers must be National WCR members.

It is helpful to local chapters, to review the submission packet at this mid year time and check to see that your chapter is addressing all possible areas that apply. It is a guide to help.

Florence Drake, Chair, Excellence Awards

fdrake@contactdallas.com

Jill Browne, Vice-Chair

Membership Contest Winners

Greater West Houston: Division B – First Place

The Greater West Houston Chapter worked very hard as a team to achieve this award. We got back to the basics – Communication with all the members letting them know where we were, what needed to be done and why it needed to be done.

We always give our Guests special attention, starting with our Greeters. We provide them with great speakers, recognize them at the luncheons and have ice-breaking games to give them the initiative to network and become involved. Then the task is to ask them to join and become involved. Our Chapter is a Treasure chest of amazing, talented individuals willing to be a team – that is what WCR is all about.

Sincerely,

Susie Benitez
2006 VP of Membership

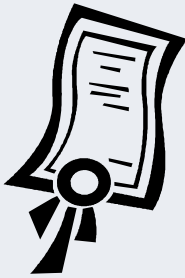


San Antonio: Division D – Second Place

To recruit new members this year, our main focus was communication. We put together a tri-fold brochure with a list of the year's monthly programs, included information such as the membership promise. We incorporated the "Each One Reach One" campaign, and gave away a complimentary lunch to one lucky winner each month who brought a guest. We also had a joining incentive of a discounted PMN class. New Members paid only \$35.00 and existing members who renewed before March 15th received the course for \$50.00. Our Membership Team is active and organized. We spend extra time staying in touch with our members and have superb programs. Membership simply sells itself when everything works right.

Sincerely,

Jackie Galvan
2006 VP of Membership



Houston: Division B – Third Place

One of our greatest changes in membership was the location of our monthly programs. Houston encompasses such a vast area for membership that we needed to find a well-known venue that would work. We chose the infamous Brownstone Restaurant. It is centrally located and people flocked to dine at the Brownstone and enjoy its atmosphere. It paid off big for our Chapter. We also did heavy brainstorming sessions to really learn our audience. Once we determined our true following, we brought in speakers that appealed to them. We also began recognizing Office Managers and Brokers that are active in the industry. End to End, it's really the team player attitude. Everyone is looking forward to an even greater 2007.

Sincerely,

Cherin Cox
2006 VP of Membership



BUSINESS TIP

Smart Ways to Use Your Business Card



Successful networking is “all in the cards” with these 4 strategies. Your business card is one of the most valuable networking tools you have in your quest for increased referrals. Can you envision a reality where 20 to 30 people in your word-of-mouth marketing circle carry your cards and have them ready to hand to prospects they’re actually qualifying for you?

The business card is the most powerful single business tool—dollar for dollar—you can invest in. It’s compact, energy-efficient, low-cost, low-tech, and keeps working for you hours, weeks and even years after it leaves your hands!

Tell people your name and the name of your business;
Provide prospects with a way to contact you;
Give others a taste of your work, style and personality;
It can be so unusual or attractive or strange or charming or funny that it sticks in the memory like a great radio or television ad;
It can be reused, as it passes from person to person, giving the same message to each person who comes in contact with it.

Your business card is a powerful business tool – never be caught without it!

By Shelli Howlett, Executive Director, BNI-DFW, Austin and San Antonio with
Ivan Misner, Founder of BNI



Regional News

Women’s Council of REALTORS members from Regions 1, 7, and 9 (about 325 strong) converged in mass upon The Marriott at Grande Dunes Resort location in Myrtle Beach,

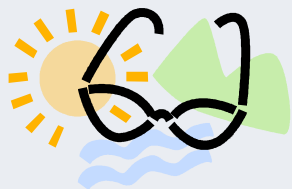
South Carolina for the 2nd Tri-Regional Conference. What they found when they got there was time for networking, educational speakers, roundtable sessions, and lots of fun.

Heading up the educational opportunities was Terry Watson with a full day of the newest PMN course, Harnessing the Power: Skills Based Performance Management. We learned about resort property investing and then real estate marketing (with a little Cow Manure thrown in) from Claudia Deprez and JoAnne Leone (a.k.a. River Rock Seminars). If anyone wanted to know more about technology, there were two opportunities to get down and dirty with Amy Chorew. And the final piece’ de resistance was delivered by Dr. Dwight Reighard (a.k.a. Dr. Ike) as key note speaker for our brunch send-off.

Thanks to all Region 9 members who attended, and a special thanks to those who volunteered their time and energies to help make this 2nd Tri-Regional Conference a success!

Carolyn Sutherlin

REGION IX VICE PRESIDENT 2006



New Strategic Framework Approved at Mid-Year Meetings

This year, like many years in the past, the National Governing Board approved a new Strategic Framework which will direct the business of the Council during 2007 and 2008. A complete copy of the new framework can be found on the National WCR website at www.wcr.org. Some of the highlights of the new plan can be understood by looking at this abbreviated version of the Core Values of the organization:

- ~ WCR provides an environment in which members can form, build and maximize relationships for business and personal success.
- ~ Members are established career professionals operating on a shared value system of integrity, respect, consistency and a commitment to excellence and continuous development.
- ~ Our membership experience is enriched through the celebration of and active outreach to the full diversity of our industry.
- ~ Participation in the Women's Council of REALTORS® is the opportunity to contribute to change, and to be changed, personally and professionally.
- ~ Success brings credibility, influence, greater opportunities . . . and for women, business success leads to long term financial security and more independence.
- ~ Positive change will come from greater inclusion of the women's perspective in positions of influence in the real estate industry and in the greater community.

As a result of the passage of the Framework, the Executive Committee met over the summer and defined the Committee Structure for 2007. This will take on a new format that promises to be very exciting. The Forums are as follows and I hope the Texas membership will sign up to participate in these events once the sign up information is made available sometime later in the year:

(1) Business Development Strategic Forum

Overall Purpose: To develop resources and tools for REALTORS® who want to grow their business practice, at any stage of development.

In 2007: Develop a working definition of what it means to be an entrepreneur and real estate professional; develop the concept for a teleconference educational program; begin to develop the content for an on-line "entrepreneur's toolbox."

(2) Leadership Development Strategic Forum

Overall Purpose: To identify, engage and develop women for leadership opportunities, both within and outside of the Women's Council.

In 2007: Explore the full range of leadership opportunities available in the Women's Council, the industry and the community; develop model pathways a member can follow no matter what her leadership interests

(3) Member Network Strategic Forum

Overall Purpose: To ensure interesting, meaningful business interaction at every level of the organization.

In 2007: Participate in the design of a 21st Century model local chapter for beta testing in 2008; plan a moderated panel of successful women that explores what makes them successful; use results to develop a working definition of success and what members need to do to achieve it.

(4) Outreach & Influence Strategic Forum

Overall Purpose: To position women to maximize their influence within the industry and the community, while rallying the full diversity of women



*"there will be 4
Strategic
Forums that
members can
choose to
participate"*

THANK YOU TO
OUR ANNUAL
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REALTORS® around our mission.

In 2007: Participate in the development of a program that shows how to seek positions of influence; create a template for local chapters to use to canvas their communities to identify women already in leadership positions, etc.

Hopefully this gives you a little insight on what is to come. Of course, members will still have the opportunity to participate in other activities during the National Meetings such as being a WCR Trade Show Booth Greeter at Annual Conference & Expo (90 minute shift), Annual Business Meeting (credentialing; vote tallying, etc.), Facilitate a national meeting Learning Lab workshop, *Connections Magazine* author or interview subject on the following topics: Using technology, Secrets of top producers, Business building Women and entrepreneurship.

Our goals are simple, but at the same time challenging:

~ To be . . . a network of strong chapters that consistently delivers value to the members, a magnet for career-focused REALTORS®, the voice for the achievement and impact of women in real estate, a dynamic accessible network that drives member success and the source of education and business tools focused on the needs of members, especially women, at all stages of their development as entrepreneurs.

In accomplishing these goals, we will be sought after as a partner with other organizations to advance common objectives, and our members will attain a status of greater influence in the industry and in their respective communities.

Becky Hill, ABR, LTG, PMN
2006 National Financial Secretary

ARTICLES AND NEWS NEEDED...

If you would like to contribute an article, have a topic you would like for us to feature or if you have any news to be included PLEASE take the time to email it to me. We would like to have a great variety.

WCR TEXAS CHAPTER NEWSLETTER CHAIR

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Deadline Dates
to get articles to Shannon

Published Dates

9/19/06
11/21/06

10/3/06
12/05/06