



Venice Chapter Newsletter



WINTER 2009 - 2010

Volume 23, Issue 4

UPCOMING EVENTS

January 5
Governing Board Meeting
9:15 am – 10:30 am
Prudential Florida Realty

January 12
Business Resource Meeting
9 am – 11 pm, Crossroads Restaurant
Guest Speaker – David Clapp
Topic – “Setting Your 2010 Goals”

January 20 - 24
FAR/WCR Mid-Winter Business Meetings
Renaissance Orlando Resort
Orlando, FL

February 2
Governing Board Meeting
9:15 am – 10:30 am
Prudential Florida Realty

February 9
Business Resource Meeting
11:30 am – 1 pm, VABR
Topic - “HUD Rules and Updates”

February 12 - Venice Gardens Community Center
Dessert Tasting Fundraiser – “Delightful Desserts”
5:00 am – 7:00 pm
Venice, FL

March 2
Governing Board Meeting
9:15 am – 10:30 am
Prudential Florida Realty

March 9
Business Resource Meeting
11:30 am – 1 pm, Crossroads Restaurant
“Time Management”

March 19 - 21
Marketing to Women Summit
Chicago, Illinois

April 6
Governing Board Meeting
9:15 am – 10:30 am
Prudential Florida Realty

April 13
Business Resource Meeting
11:30 am – 1 pm, Crossroads Restaurant
“Top Produce’s Program: Top Agents Honored ‘09”

April 6 - 7
Great American Realtor Days
(FAR Legislative Days)
Tallahassee, FL

ALL MEETINGS ARE SUBJECT TO CHANGE



Hi, WCR Family and Friends,
As this year comes to a close, I look back on the events of the last 12 months. We entered the year with a cautious eye on the economy and a hope for a fresh start. As a nation, we made history in Washington and in the housing industry. People were concerned for their jobs and homes. Would our country and communities survive, how will we get through this? As we have learned, it takes a nation of people with a common goal to make it through the toughest of times. And we are!

Our chapter was no exception, we had a very successful Dessert Tasting, great speakers at our Business Resources meetings, gained new members through our Top Producer program, sponsored excellent education classes, took a field trip and celebrated the holidays. We stood together and supported one another and realized our goals and achievements for our great chapter.

It has been an honor to serve the members, our guests and speakers throughout this year. Thank you for allowing me to serve. The year has gone by so fast, as does life but I realize how much I have learned and how much I’ve grown and how blessed I am. It didn’t really hit me until I was in San Diego. WCR is bigger than we are. This organization represents a large group of professionals appreciating the need to know more, do more and be more. And not just within the organization but in our own lives. You’ve heard the saying, “work smarter not harder”. How do you work smarter? I think the key is time. Knowing we only have so much and every minute does count. Utilizing our time more effectively, better planning and being more efficient in our actions and communications.

We stand at the threshold of a new year, we have the chance to reflect and recognizing everything we have, those we love and the lives we live. We have the chance to embrace a new start, to reinvent ourselves and commit to having a great year. Yes, we have faced many challenges this year, some more than others. But as we stand at this threshold, we have a choice. I choose to make it a great year, will you join me?

With gratitude,

Chris Phelps

2009 Venice Women’s Council of Realtors® Chapter President

National Association of Realtors Convention & Women's Council of Realtors

San Diego in 4 days.....by Christi Phelps

My flight was good, traveling across the country. I arrived late around 10:30 pm west coast time. I decided not to change my watch, good move on my part. I was joined in the room by Janice Litke, President of the Sarasota chapter. We had our first meal at 1:30 am eastern time in the Gaslamp District. Our first morning was filled with greeting all those we hadn't seen for a while and getting into one of many classes and forums that were scheduled for the day.

One very important class was on Technology. Many know the speaker, Amy Chorew and have had the pleasure hearing her speak. She was joined on stage by Sara Bonert from Zillow and two other Real Estate experts. The conversation went right to social networking. The key is learning as much as possible and utilizing these networks on a regular basis. It's something we can all do and increase our business. Amy talked about building relationships through networking and how the days of writing emails are becoming a thing of the past. Believe it or not the new wave is instant messaging though Blackberry, Yahoo and other direct texting systems. The ability to write and reply at a moment's notice is how many people now communicate, especially the under 25 crowd.

The other "hot item" is blogging. Done on a regular basis, it too gives you the opportunity to stay in touch with clients, potential clients, associates and other business partners. The key is "regular basis" and making it part of your daily routine or at the very least weekly. So many start blogging or get into the social networking but are not consistent. I've seen blogs that have gone untouched for months. Not so good for the image. Think of it as a way to talk to people, some you know others you don't but might want to. Good photos engaging subjects and stories. Have a testimony from a buyer and seller. Allow potential clients to see into you, the way you work and why they want to know you. I personally have just started into Facebook. I am developing my own plan and time management so, I can effectively blog and utilize the social networks. I look at it as a way to step back and be human within a social yet professional atmosphere. It should be a relaxing and enjoyable time, just don't get sucked into it all day. Set your limits and know what will work within your schedule. Maybe experiment and see how much time it takes to get started, then you can decide the amount of time it will take to stay current.

An important reminder also came from this forum. For a limited time when you renew or join, WCR will allow you to upload your photo onto the national website. I'll tell you why this is important. Anytime you travel to a convention or conference, you meet new people. After returning, you have a handful of business cards, some have photos and some do not. If they are WCR members, you can online to the national data base and search by name and photo. Or send the link to the referral client so they can read and see the Realtor. Sometimes a picture is worth a thousand dollars or more, right?

I enjoyed the learning experience while in San Diego. I have several other great speakers and forums to tell you about soon. Look for my blog at www.ChristiPhelps.com, check out Facebook and the next WCR newsletter.

SIX FOOT ELVES AND A DANCING GINGERBREAD MAN

By Charryl Youman



The Venice Chapter of the Women's Council of Realtors takes great pride in offering its members cutting edge information at every month business resource meeting. However, we also enjoy giving back to the community and sharing some holiday cheer.

On Saturday, November 28th, we were proud to be #95 in the Venice Thanksgiving Day Parade. It was a brisk and breezy evening, with thousands of people lining the streets to see over 2 hours of floats, marching bands, motorcycles, beauty queens, six foot elves (that would be me and Kimberlie Slade), and a dancing gingerbread man (Bob Massanova, from Florida Home Inspections).

Denise Conrad graciously provided a spacious golf cart, which we loaded up with over 3000 pieces of candy, 2 dogs dressed like Santa, and a decorated Christmas Tree with presents. Also in attendance was our Chapter President, Chris Phelps, her daughter Alia, Aleshia Miranda and her daughter Kris Burnham, John Woodward, Deborah Eagens, Elisabeth Burda and Louise Clapp. Everyone was dressed in holiday gear, sporting Santa hats and Reindeer Antlers and even some Elf Shoes and red blinking noses.

While we were waiting for the parade to begin, we made LOTS of friends with our neighboring participants, swapping our goodies for theirs, and even exchanging a few business cards. Who could have guessed?

Once the parade got started, we were literally RACING down the street, distributing candy to hundreds of outstretched hands, waving at friends who were hollering out our names above the din, and really just laughing out loud, particularly at Bob Massanova's original dance steps.

I have not been in a parade since I was a girl scout back in the Stone Ages, and I have to say, that this was SO MUCH FUN. Next year, please plan to join us in this really neat event, and bring your family. Everybody loves a parade, and it's so important to be a participant in these kind of community events. We were proud to carry the banner for Women's Council of Realtors and yes, we gave out ALL that candy!!!

Wishing everyone a happy and prosperous New Year!



2009 CHAPTER AWARDS

Women's Council of Realtors, Venice Chapter

We also recognized many of our members who have put so much of their valued time and effort forth to help make our chapter a successful organization.



Honor Society - Laura Halpen



Rising Star - Ken Hinkle



Realtor of the Year - Christi Phelps



Mentor of the Year - Kimberlie Slade



Broker of the Year - Andrew Vold



Affiliate of the Year - Bob Massanova



Entrepreneur of the Year - Charryl Youman



Member of the Year - Russell Robbins



Superior Service - Vickie Hinkle

The missing Award Recipients are Extra Effort Award - Nicole Schubiger & Presidential Award - Aleshia Meranda

Congratulations to the 2009 Award Winners!



SAVE THE DATE

**Dessert Tasting Fundraiser
"Delightful Desserts"**

5:00 am - 7:30 pm

Watch your inbox for more information, coming soon!

Full page Ads \$100 & Business Card Ads \$25



Call Deborah Eagans 941-232-6947 or Kimberlie Slade 941-468-9843 Today!

Reserve your Ad Space before it's too late!



BUSINESS RESOURCE MEETING

(Bring a Realtor Friend or Affiliate that might be interested)

The Venice Chapter of WCR is proud to announce that David Clapp with Re/Max has agreed to return for our January 12th Business Resource Meeting. His expertise, at goal setting will jumpstart you on your way to a fantastic 2010!



This will be a **FREE BREAKFAST MEETING** held at the Crossroads American Grille on US-41 in Venice. When you RSVP, you'll need to tell Nicole which breakfast you would like. Coffee, Hot Tea is included. Orange juice is optional – but let her know if you want Orange Juice.

CROISSANT SANDWICH

Two eggs scrambled with bacon and melted cheese served on a toasted croissant served with a side of home fries

BREAKFAST QUESADILLA

Scrambled eggs with onion, green peppers and chorizo sausage grilled between two flour tortillas with cheddar jack cheese. Served with pico de gallo and home fries

YOGURT PARFAIT

Homemade yogurt topped with granola and fresh fruit served with an English muffin on the side

Your cost is **FREE** – but only to the **first 40 members** who **RSVP by Friday, January 8, 2010, 9-11am**. After that your cost will be \$15 at the door.

**For Reservations Call: Nicole Schubiger
(941) 412-2839 or Email: NSchubiger@tibBank.com**

Bob Massanova with SWF Home Inspections has generously offered to pay for the first 40 members who RSVP!

You have nothing to lose and everything to gain – **FREE** “Breakfast” and “Goal Setting” to help you and your business make a difference in 2010!

See you there!

2010 WCR UPCOMING BUSINESS RESOURCE MEETING SCHEDULE

January 12 – 9 am to 11 am – Crossroads American Grille, 385 N US 41 Bypass, Venice – Setting your 2010 Goals

February 9 – 11:30 am to 1:30 pm – Venice Area Board of Realtors, 680 Substation Road, Venice – Panel Discussion on HUD Rules/Updates

March 9 – 9 am to 11 am – Crossroads Restaurant, 385 N US 41 Bypass, Venice – Time Management

April 13 – 11:30 to 1:30 pm – Crossroads Restaurant, 385 N US 41 Bypass, Venice – Top Producer Awards

May 11 – 9am to 11am – Crossroads Restaurant, 385 N US 41 Bypass, Venice – Communicating Effectively Under Pressure

June 8 – District Forum, TBA

July 13 – Mid Year Break! Networking - BBQ with family & friends – Venice Board of Realtors – from 5:30 to 7:30pm.

August 10 – 11:30 to 1:30 pm – Fair Housing – Crossroads American Grille, 385 N US 41 Bypass, Venice

September 14 – 9:30 to 11:30 Realtor Safety Week – Crossroads American Grille, 385 N US 41 Bypass, Venice

October 12 – 9:30 to 11:30 - Elections of 2011 Officers – Crossroads American Grille, 385 N US 41 Bypass, Venice

November 9 – Installation of 2011 Officers – Venice Yacht Club – 11:30 to 1:30

December 14 – Christmas Party – 11:30 to 1:30 – Crossroads American Grille, 385 N US 41 Bypass, Venice

GOVERNING BOARD MEETINGS - everyone is invited to attend:

Meetings held the **FIRST TUESDAY** of each month at 9:15am - Prudential Florida Realty, 1779 Tamiami Trail, Venice.

REFLECTION REFLECTION

By Vickie Hinkle

As 2009 draws to a close, are you taking some time to reflect back on everything that has happened in your life this past year..... both professionally and personally?

2009 has been a challenge for many as we endeavor to continue to learn and grow in the different areas of our careers. Hopefully you have benefited by the many educational opportunities that your Chapter has offered over the course of the past few months.

The year began with "Establishing your goals for 2009" with David Clapp as our speaker. This class was such a huge success, that David has agreed to teach this class again on January 12, 2010! The Venice Chapter of WCR offered valuable information on subjects related to our industry – from the program on tax strategies for the independent real estate professional to a panel discussion on appraisals and home inspections. Nancy Detert, our State Senator, and Doug Holder, our State House Representative, brought us up to date information on issues on the state level. Our District Forum was held in October this year in Ybor City! This was a great networking opportunity and a chance to meet WCR members from other Chapters. Early in the year we held a class on the myths and missteps of short sales for sellers with Todd Overstreet, Director of Field Sales and Service for Wells Credit, a division of Wells Fargo and wrapped up the year's programs with a class held jointly by the North Port and Port Charlotte WCR on short sales. The class was offered to all Realtors interested in being certified in Short Sales and Foreclosures. David Clapp joined us one more time – in November – to help us adjust our attitudes in preparing for the challenges of the upcoming year.

Kudos to everyone who continues to survive in today's market. It's been a struggle for many, but the struggle has made us stronger. Each and every one of us should be proud of what we have accomplished this year in our careers. But the work continues as our market continues to change. We can't stand still, we have to continue to learn and to expand our horizons. Short Sales and Foreclosures are here to stay for awhile. We can meet the challenges! Plan to attend the 2010 Programs – programs that, just like in 2009, will be geared to address the important issues we will be facing.

Thank you to all who were able to attend our Business Resource Meetings in 2009. As our Chapter is on the horizon of becoming a LARGE Chapter in 2010, on behalf of the 2010 Governing Board we encourage you to be at every meeting possible – and bring a fellow Realtor!



It's Easier Than You Think!

Do you think that you will never get your Performance Management Networking (PMN) Designation; it's easier than you think! You're all signed up as a Designee and you've taken three of the PMN classes and now all you need is the Referrals. One sale will do it...yes, you can. There are quite a few Title Companies, Banks, Home Inspectors, Bug Inspectors, etc that are National Members of Women's Council. Just check out the Referral Roster in your area and make a list using Women's Council Members to offer to your customers. Do you know someone in your Chapter or a neighboring Chapter that is a member??? Use these members for your next Sale, you can offer your customer their choices.

Here's an example using a few our State Sponsors:

- You know someone that works for Excaliber Title so, they do your Title work and closing (10 points)
- Your customer needs a mortgage, you refer to Bank of America (10 points)
- You need a Home Inspection, Home Team (10 points) and a Bug Inspection, Hughes Exterminators (20 points)

Now you have 40 points total, oh, you only need 30...You've just gotten enough points to receive your PMN Designation. It's that easy! SEE BELOW FOR NEXT UPCOMING CLASS...join us at the Orlando Condo, January 20th -24th or come for just one day!



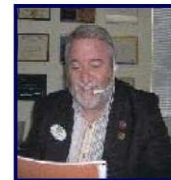
*Performance Management Network Course
Florida WCR Chapter proudly offers*

*The Business of Your Business
People, Planning, Money & Management*

January 20th, 2010
7:30-8:00 AM - Registration
8:00 AM to 4:00 PM - Class
**Florida Realtors Mid-Winter
Business Meetings**
Renaissance Orlando Resort

This course teaches you:

- *How to think about the business of your business and how to make it more profitable.*
- *The principles that will allow you to take your business to the next level.*
- *The How's and Why's of Staffing.*
- *How to take a "systems approach" to growing your business.*
- *To understand business cycles and cash flow.*



**FEATURING CERTIFIED
INSTRUCTOR**
Ric Giumenta, CRS, CRB, GRI

Registration Fee Only \$100 – Jan 12th.
Registration Fee After Jan 12th \$125. Onsite Registration \$150.

Enclose Your Check Payable to Women's Council of Realtors

Name: _____ Name of Your Chapter: _____
 Company Name: _____
 Address _____
 City: _____ State: _____ Zip: _____
 Phone: _____ Fax: _____ Email: _____

Mail Check & Order Form to: Women's Council of Realtors
c/o Pam Jensen 8771 S. Lake Circle, Ft. Myers, FL 33908
Questions/ Information Contact: Pam Jensen • wcrflorida@aol.com 239-770-5394
Or Kristin Stampini kstampini@gmail.com 561-929-4846

The purpose of learning is growth, and our minds, unlike our bodies, can continue growing as we continue to live. ~Mortimer Adler

Mission of Women's Council of Realtors

We are a network of successful REALTORS® empowering women to exercise their potential as entrepreneurs and industry leaders.

Vision of Women's Council of Realtors

Through our influence as successful business professionals, women will effect positive change in the profession and in the broader community.



2009 Venice Women's Council of Realtors Team

President

Christi Phelps
Corin Bay Real Estate
941-474-8700



President-Elect

Vickie Hinkle
Prudential Florida Realty
941-716-1208



Vice President

Charryl Youman
Prudential Florida Realty
941-468-5215



Secretary

Aleshia Meranda
Cornerstone Lending Group
941-223-8280



Treasurer

Angela Balsinger-Snyder
First American Title
941-468-9428



2009 WOMEN'S COUNCIL OF REALTORS FLORIDA STATE SPONSORS

"We Love Our Sponsors"

Platinum Sponsors

Home Team Inspection Service, Magnolia Insurance, North American Title Company,
Wells Fargo Home Mortgage

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Bank of America, Stewart Title Guaranty, X-Caliber Title

Silver Sponsor

Anderson Auctions, Attorneys' Title Insurance Fund, Inc, Bright House Networks,
Harper & Pinzino Island Realty, Hughes Exterminators, Paul Homes, RE/MAX Alliance Group

Special Event Sponsor

Suntrust Mortgage, Home Check Home Inspection

For more Women's Council of Realtors Information

(national) www.wcr.org (state) www.wcrfl.com (local) www.venicewcr.com
