

First Quarter 2011

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

Volume 1, Issue 1

- REMEMBER:**
- Next meeting—April 14
 - Makeovers & photo shoot—April 25
 - Un-REAL Olympics—May meeting at Landa Park
 - WCR Service Auction—May 26
 - “A Night at the Museum” for Children’s Advocacy—July 19
 - Show & Tails Dog Fair—Aug 27
 - Bras For A Cause—Sept. 29

Local Chapter President’s Message by Sydney Miller, 2011 LCP



WOW! Thumbs up to an exciting first quarter at the Hill Country chapter!

The new year started thinking **GREEN (\$\$\$\$\$)** with a wonderful guest speaker, David Burton, of Horizon Realty in Austin, a member of the Austin WCR chapter. The topic “**ARE YOU DRIVING YOUR SUCCESS?**” left us knowing the importance of business plans as well as being reminded to **NEVER CANCEL A GREEN APPOINTMENT.** David considers his involvement with WCR a green appointment; we hope you do too!

Now ask yourself: Have you put your business plan into action? All renewals and new members will receive a copy of David’s business plan so **ACT NOW** if you haven’t already renewed.

We then rushed into February (LOVE WAS IN THE AIR) with another fabulous speaker, Kay Kerr, a WCR McAllen chapter member. Kay refreshed our memories and reminded us that it is our attitudes that determine our success and **“TODAY IS GOING TO BE A GOOOOOD DAY!”**

Now ask yourself: Do you remind yourself every morning... Today is going to be a good day!?”

March led us to get geared up for the Hill Visit in Austin.

“TEXAS REALTOR UP-DATE FROM AUSTIN” with Elizabeth Schneider & Romeo Arrieta was awesome. Lots of great information. We were pleased to welcome 2011 President of NBCLAR, Aja Edwards, Region 7 VP Mark Hampton, & Region 7 TREPAC Trustee Christine Seidel. They all reminded us to **INVEST IN TREPAC!**

We are also coming down to the wire on our first renewal/membership contest. **I’VE RENEWED, HAVE YOU?**

I hope you gained something from the 1st quarter meetings as I did. Education is just one of the benefits of being a Women’s Council of REALTORS® member.

The 2nd quarter looks to be just as exciting with Networking at the Next Level in April, at Landa Park for UN-Real Olympics (team building) in May, and Deceptive Trade Practices Review in June.

See you in 2nd quarter!
Sydney, Miller, 2011 Hill Country President,
Texas 1031 Exchange Company

MEMERSHIP NEWS

by Cheryl Patterson, Membership Chair

Have you RENEWED ?? There’s still time to enjoy the BENEFITS OF MEMBERSHIP.

Our chapter’s goal is **57 renewals and 12 new members.**

Won’t you help us reach that goal by renewing NOW and reaching out to others who would also benefit from WCR membership.

There’s so much planned; you won’t want to miss out. In addition to superb education

sessions, legislative update, technology news you can use, and motivational speakers, we are planning the first ever Un-REAL Olympics for team building & networking.

Add to that our 2nd Show & Tails Dog Show to benefit our local community, and providing assistance to A Children’s Advocacy Center, a (501(c)(3) non-profit helping abused children.

We had Valentine’s singing telegrams and speed net-

working already this year.

Next comes WCR Service Auction and Bras For A Cause with t-shirts & “blinged” koozies.

How can you miss out on all this? You can’t!

Welcome to our newest members:
**Christina Layh
Julie Durick
Susan Phillips
Candy Williams**

RENEW TODAY!

Promote your business online through your **FREE** Member Expertise Profile.

Upload your color photo in the Referral Center at no extra cost.

Go to www.wcr.org and explore the opportunities.

Have
FUN with
WCR at the
Un-REAL
Olympics

May
Business
Resource
Meeting at
Landa Park

Get your
team ready!



The first ever, **Un-REAL Olympics** will be held during our May Business Resource meeting planned for Landa Park, with a cookout to follow for lunch.

WHY? The idea is to encourage agents and affiliates to work together to “win”. Perhaps you are asking yourself how? And what do I have to do?

First, organize a team of 4-6 people. Points are added for including an affiliate as well as a non-member on your team, and for appearing in a common “uniform”. Your teammates can be from one company or several. The purpose is to have fun, to network, and to build relationships across the real estate profession. Each team will compete & be awarded points for finishing. Recognition will be given for **GOLD, SILVER, and BRONZE**. At the conclusion, the **Un-REAL Champion** will be recognized!

Some of the events being planned include:

Balloon advertising (fill, seal, attach ribbon and tie to sign) a timed event;

Golf Ball bounce (bounce golf balls into the bucket; most in bucket wins);

Supra Key Box Ring Toss ;

Texting contest;

Match the photo to the listing;

Room Match Relay (Locate the “matching room item” & tag the next person)

Last-minute Appointment Relay (put on clothes, shoes, grab Supra, & unlock door)

After the Olympics, we'll enjoy a cookout with hamburgers and hot dogs. None of the contests will be “high impact” but some have an element of movement. Others will be more sedate.

Call a few friends and get your team together today. Have some fun with WCR!

THIS MONTH'S “TECHY TIP”

By Isaac Mahone, First American Title

“There’s An App for That”

There is no denying the proliferation of smartphones and electronic tablets, like the iPad, and certainly there’s an app for just about anything. As technology moves forward, Real Estate professionals as well as consumers will have a new set of tools that put the home buying process literally at their fingertips.

REALTORS® can benefit from taking care of business on the go by using the plethora of real estate apps available through multiple markets.

Whether you want to search for the latest nearby listings, upload property photos, or calculate mortgage payments



This issue's
Technology Tip
is another
option in the
growing world of

**MOBILE
MARKETING.**

there is an app that can meet these needs and more.

The Realtor.com® app allows buyers to find listings using a GPS locator, save personal comments about properties, share links to the properties with friends and family, and contact listing agents.

Zillow not only offers a smartphone app but also an electronic tablet app which allows users to swipe, tap, and pinch their way through property information.

To download these and other apps go to the Android Market and Apple App Store on your mobile devices.

Ten Life Lessons from Under the Big Top by Christina Layh

Thoughts from First-time attendance at State Meeting

Where can you see a cross-dressing man dance with a cross-dressing woman, a singing gypsy, a snake handler serve wine, Edward Scissorhands sing Bohemian Rhapsody, and Uncle Sam boogie for money? Nowhere but the Women's Council of REALTORS® annual TREPAC Fundraiser, of course!

I'm sure my Facebook friends were more than confused...and concerned when I exclaimed how this participation finally brought about the "big picture" I'd been looking for. But at the "Under the Big Top" themed party, I was actually able to look around and see a room full of leaders who were willing to open their pocketbooks, drop their self respect, and kick up their heels (or clown shoes as the case may be) to raise money for an organization that benefits every single person in our profession. In one night, we were able to raise \$16,000 for TREPAC !!



TREPAC is an organization that provides legal representation, lobbyists, and reform to the government for the benefit of real estate professionals and homeowners. If you've ever been involved in a lawsuit you know that they are a valuable resource. And if you haven't, stick around long enough and you probably will. This bizarre conglomeration of y associates showed me by example that the industry is alive and thriving. But showing up isn't enough anymore. In this market we are all hurting but the age-old adage "You get out of it what you put into" still applies. So what changed? What fundamentals can I "put into it" to see different results? Here are ten life lessons I learned while dancing under the big top:

#1 As a group we are powerful. I don't know about you, but I don't have \$16k lying around to donate. However as a group, we were able to make a big impact. \$5 here, \$3 there, and collectively, our group did something fantastic! We all worked together to a common goal. This principle can be applied to TREPAC fundraisers, company picnics, community non-profits, politics, family, and WCR.



#2 Only those who participate can make a difference. Gandhi said, "Be the change you wish to see in the world". That means it takes more than just believing in a cause for it to happen. Belief without action is fruitless. Find something that lights your fire, something that ticks your clock, toots your whistle, and makes your heart beat a little faster. Then DO SOMETHING about it. WCR showed me what taking action can do. It was professionals across the nation willing to make a difference. Not just for TREPAC, but for their communities. These people wanted their careers to count for something more than a paycheck. It was a challenge to me. It should be for you too.

#4 Network, Network again, Network some more. And did I mention NETWORK?

During the event I met a man with a friendly smile and fancy looking ribbon attached to his nametag. As with many others that weekend, I introduced myself. I asked where he got the ribbon and the name of his company. He introduced himself as Ed Wolff, Chairman of TREPAC this year. What a cool opportunity! I took two seconds to feel like a chump for not knowing his status and then I sparked a brief conversation. Turns out he's an affiliate member. Talk about the value of our affiliates! Now, a 2-minute conversation with the buy does't mean he'll ever remember who I am, but in the event I communicate with him again, I could say "I'm Christina Layh, we met at the WCR TREPAC fundraiser". The point is: networking provides a springboard for future communication whether he is Chairman of TREPAC, TAR CEO, or your future client.

You never know who you'll meet!



Travis Kessler,
TAR CEO

#5 Work can be fun. See the first paragraph if you need further explanation.

#6 Experience is the best education. I had the privilege of meeting many seasoned professionals at the State WCR convention. As a result, I was able to pick the brains of some really smart folks regarding professional standards, legal updates, tricks of the trade, making it through hard times, and even how to have a successful marriage (see #7). Money can't buy that type of education.



#7 Decide if it's worth the fight. A late night conversation with two amazing women led me to ask them the secret of a happy marriage. These women have been married longer than I've been alive and when they talked, I chose to listen. Two things I took away that apply to life AND work: 1) Decide if an issue is worth the fight. Is being right worth hurting the person you care about? 2) As hard as it is, always try to put the other person first. We are all focused on our own troubles, needs, and dreams. Focusing on somebody else builds relationships. Imagine if we all did that in real estate!



#8 Always have a business card handy. You never know when the next hand you shake could change your life. And if somebody wants to change your life, wouldn't it help if they had your contact info? Let customers know you're ready to help them and let associates know you're ready to share referrals.

(Cont. on pg. 4)

Community Outreach Events By Melissa Elizondo, Chairperson

SHOW & TAILS DOG FAIR 2011 Saturday, August 27th



10 a.m. to 6 p.m.
Knights of Columbus Hall
111 Landa Street

**\$5 Adult Admission/\$3 Kids
FREE Parking**

Weiner
Dog
Races

Rescue
Groups

Make plans to check out our pet-friendly exhibitors, rescue groups, see live training demos, agility demos, and our favorite Weiner Dog Races.

That's not all, we have costume contests, great giveaways and prizes, and amazing discounts on your favorite pet products. And MUCH, MUCH MORE.

WANT TO BE A PART OF THE SHOW? We are currently seeking **Sponsors and Booth Vendors.** Please visit our website for more information:

<http://www.wcrhillcountry.org/Show---Tails-Dog-Fair.html>

Costume
Contests

Training
Demos

A Night at the Museum

Want to help children feel less scared, less intimidated, and less confused about the system that is supposed to protect them? Of course, you do. Here's how...

A Children's Advocacy Center, a non-profit 501(C)(3) organization supported by our local community provides a child-friendly, non-institutional forensic interview to children that allege abuse, and helps coordinate local agencies that take a role in the investigation, prosecution, and treatment of child abuse cases.

On July 16th we'll be helping NB Signs & Design put on "A Night At The Museum" to help CACCC raise funds for their capital campaign to build a new facility. Jimmy Jacobs has generously offered to build the facility *at cost*. They are hoping to raise \$525,000 and we'd like to help make a small dent in that.

The children will be able to come to the museum at 6 p.m. to enjoy food, drinks, face painting, games, and a t-shirt, but we need sponsors for each "area" of the museum. For instance, HEB can come for the grocery store area, a builder for the builder area, a pediatrician for the doctor area, etc. etc.

If you know of any potential sponsors or volunteers, or if you want to help, please let us know. We are hoping to raise awareness in the community about CACCC and what good work it does!!

VOLUNTEER OPPORTUNITIES FOR FUN AND SUCCESS

What are you waiting for? Let's make a difference!

WAYS And MEANS EVENTS

(Keep this page handy so you won't miss any of the fabulous opportunities to have fun with fellow members AND support your chapter at the same time)

What do a gym, church, frequent flyer programs, the Chamber, AARP, the zoo, school, and the Women's Council of REALTORS® have in common? You only get out of your membership what you put into it! This year WCR is better than ever.

We have worked hard to provide outstanding opportunities for education & networking, but to keep it up, we need your participation. I'm asking you to take advantage of the programs already provided; I'm asking you to network with people who can bring you business. And most importantly, I'm asking you to have fun!

Our goal this year is to get clients asking, "Are you a member of WCR?" We want to expand the influence of WCR beyond our membership & into the public at large. Many of our events raise funds for non-profit organizations in our community. As a public citizen looking for a REALTOR®, lender, title office, etc., wouldn't you prefer somebody with that additional experience and education? We think so.

Individually, we have a chance to stand apart from our peers as someone with an extra measure of social and professional responsibility. Collectively, we have power! Let's use it! Are you excited yet? Are you ready to see how we can make an impact on our community while having fun at the same time? Are you wondering how we are going to pay for it all? Keep reading...

We kickstarted this year with two small fundraisers to get the ball rolling: *Singing Telegrams and Speed Networking*. The singing telegrams provided a bright spot in the day for several loved ones and speed networking at Rudy's had a great turnout. *Speed Networking* is open to everyone so invite people for next quarter's event! Cost is just \$8 for the chance to network for more business.



Coming up this year we will have the following opportunities to meet your social, professional, and philanthropic goals with...

Makeovers and Photo Shoot on April 25th. You bring the wine & good looks, we'll bring the pros to pull it all together. *William Edge Salon* will provide hair styles & makeup, followed by a professional photo for new head shots. A local photographer will be nearby to capture the magic. Who doesn't need a good headshot? Pricing is just \$50 for all this for the first 50!

WCR Service Auction on May 26th. Dust off your poodle skirts & ponytails. Local businessmen and women have offered their services to be auctioned off by the WCR Pink Ladies. Our 50's themed event will include refreshments, live entertainment, people auctioning, & a fashion show by local boutiques. Don't miss the opportunity to see our local celebrities strut their stuff on the auction block!

Bras for a Cause on Sept. 29th. Join us for an evening at Seekatz Opera House for food, fun, music, and **firefighters...IN BRAS!** We all have either been directly affected by cancer or know someone who has. **This is your chance to do something about CANCER!** Local businesses will purchase & decorate bras for auction during a glamorous seated dinner, then proceeds will directly benefit local chapter non-profit organizations.

T-shirts and Koozies—ongoing. Any event celebrating lingerie calls for a commemorative t-shirt, right? We will be selling both t-shirts and "blinged" koozies for **Bras for a Cause** all year.

Right about now, you may be saying to yourself, "wow, these sound like tons of fun!". How do I get involved? Simply pick up the phone and call Christina at 625-8065. We offer sponsorship and service opportunities. In other words, I'll happily take your money or your time...or both. There's plenty of work to go around. **What's In It For Me? (WIIFM)** Not only do you get warm fuzzy feelings for volunteering for a non-profit, all donations are tax deductible, increased visibility in the community, volunteer work looks great on a resume, and there are ENDLESS networking opportunities.

What are you waiting for? Let's make a difference! Call Christina NOW at 625-8065





Women's Council of REALTORS®
Hill Country Chapter

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Vice-President, Membership
E-mail: Melissa@keyrealestate.com

In today's challenging marketplace — with demanding customers and tough competition — you can't do it alone. Not only do you need to be connected to the top professionals in the industry but also to the cutting-edge training, real estate industry information and wealth-building strategies that will build your business and secure your future.

When you join Women's Council you tap into powerful programs that yield tangible results for you and your business—as well as networking and referral opportunities at the national, state and local levels.

To learn more, visit:
Hill Country chapter, WCR www.wcrhillcountry.org
Texas State chapter, WCR www.wcrtexas.org
National WCR www.wcr.org



Sally Singley,
Barnard Donegan Ins.
2011 Chapter Treasurer
And 2011 State Ways &
Means Chairperson



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First American Title

Isaac Mahone, New Braunfels office
2011 Chapter Secretary

THANK YOU!!

2011 S.I.R., S.I.C.G., S.C.D., S.R.T., N.C.R.A., Hill Country Chapter

Ten Life Lessons from Under The Big Top
(continued from page 3)

#9 Just because a buffet is \$20 doesn't mean it's not worth it. I decided to make my overpriced lunch more than just a business expense to offer you life lesson #9. Times are tight and so are resources like time, money, and energy. It's time to work smarter, not just harder. Now more than ever we need to make smart investments with those resources to ensure our future. Never underestimate the power of a smile and a handshake. It can get the same results as an expensive ad campaign.

#10 If you share a bed with Carol Ann, know that she likes to be surrounded by a fort of pillows leaving you 16" of space!

So next time I stand in the general assembly enthusiastically asking for your participation, join the FUN. If you want to make a difference in your career, your profession, and your community, I'm offering you the chance. And in April when President Ms. Sydney asks "Are You Ready?" you can say, "**I'm ready!**" and really mean it.