

WIIFM ... The Pros & Cons of Membership

Editorial

CONs

Takes time away from my business

Costs money

PMN Designation classes take time and money

I already get referrals through my company

My company offers training

I prefer spending my spare time at community events...

...and networking with friends and family.

I get REALTOR magazine for industry information

Books & seminars are my sources for personal development

PROs

IMPROVES my business through exceptional programs with information I can use in my business

An INVESTMENT in my business that generates rewards by learning better business management, and establishing referral business.

WCR member average income = \$117,900;
Average among all REALTORS® - \$52,000

It's worth it !

PMN classes count for other designations too, like ABR, CRB, & CIPS. And PMN designees earn more than non-designees.

The Business of Your Business: Formula, Financials, Function & Freedom is even available on-line.

WCR offers a strong referral network where members negotiate their own referral fees, typically less than referral companies with NO company overhead.

WCR Business Resource Meetings, on-line Webinars, and FREE cutting-edge training sessions at state & national meetings keep you on top of your competition.

WCR's Annual Show & Tails Dog Fair supports local no-kill shelters, and Bras For A Cause supports The Susan G. Komen Foundation for Breast Cancer Research. Be a part of WCR and your community.

WCR members become your extended family. You'll experience a support system like no other, belonging to a network of 13,000 motivated real estate professionals who understand that you're never too experienced to learn something new or too successful to provide sound advice to your peers.

WCR's eConnect provides even more practical tips & strategies to take your business to the next level.

Committee and Officer leadership in WCR provides "hands on" training for personal & professional development.

RENEW
your membership
by
Dec. 31st

And you can
Renew at
THE SAME RATE

The Hill Country
Chapter will
Pay your \$15
dues
Increase
For you*.

*Ask an officer for details

DATES TO REMEMBER:

- **RENEW NOW !**
- **Business Resource Meeting— McKenna, January 12, 2012**
- **Last Day to Register to Vote in local elections— Feb. 6th**
- **WCR/TAR Convention, Austin, Feb. 24-28**

**When you add it all up
you see it PAYS to renew
your membership.**

COMMITTEES

COMMITTEES

The lifeblood of an organization

Larry the Cable Guy says...
“Git ‘er Done”

But seriously, that’s what WCR committees do...they get the job done. Committee work is an integral part of the success of any chapter.

The following members will be serving in 2012 as Committee Chairs. They need your help!

Membership—Marie Gabriel

Works to retain members by being sure you renew your membership on time, then recruits new members so they too can enjoy the many benefits of membership.



Finance & Budget—Sally Singley

Entrusted with planning the budget and keeping the financial records of the chapter.



Education & Programs—Mark Hampton

Provides meaningful programs with information members can use to improve their business.

Bylaws & Standing Rules—Paula Vaudt

Ensures the rules of the chapter are up to date and clearly defined.

Marketing & Communications—Yvonne

Karkut with



E-mail support—Candy Williams
& Facebook postings—Julie Durrick

\$ Ways & Means—Ellen Bunde

Plans events, programs, fundraisers, and sales to raise funds required to sustain the operations of the chapter, in order to give value to the membership.

Inspiration & Pledge—Judy Hickman

Invites members to open their hearts and share inspirational words with members & guests, and ensures we recognize & honor the symbol of our freedom—the American Flag and honor our state as well.

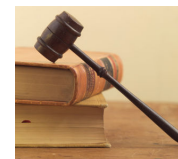


Newsletter—Chyrel Madden

Reports the news of the chapter, including spotlights on members, “hurrahs” for members, and upcoming events.

Past President’s Council—Sydney Miller

Schedules meetings for all chapter Past President’s to review charges from the current Executive Committee, and acts as Liaison between members and Governing Board.



Hospitality—Linda Knell Schoening

Welcomes members & visitors to all events so everyone knows they are a vital part of the organization.

President’s Advisor—Dee Osbon

Available to help current Local Chapter President; gives advice & support based on past experience.

Won’t you call 2012 President Marty Chrisman at 210/326-5824 or the committee Chair and volunteer for one of these committees?

Hurrah for any **Member-to-Member referrals** — let us know who you've referred to !



Congratulations to Mark Hampton who was awarded the
2011 Positive Impact Award
By New Braunfels/Canyon Lake Association of REALTORS®

Bras for a Cause was a HUGE SUCCESS, and it was just our first year...
picture won 2nd place in chapter photos!



Women's Council of REALTORS® 2011 Installation Banquet Awards

2011 REALTOR® of the Year Chyrel Madden,
Randall Morris & Assoc. Real Estate



2011 Affiliate of the Year Sally Singley,
Barnard Donegan Insurance

2011 Entrepreneur of the Year Judy Hickman
Sterling Group Property Management



Champions School of Real Estate Awards
Employee of the Year – Kelea Piper



The newest member of the WCR family...Jonah Aaron Layh
Born Nov. 10th, weighing 7 lbs. 5 ozs. ,
Mother (Christina Layh) and baby are doing fine.

2011 WCR/NAR National Convention Report

by Marty Chrisman, President-Elect

I was proud to represent the Hill Country chapter when Women's Council of REALTORS® members from all over the country met in Anaheim for the WCR/NAR National Conference filled with educational events, strategic forums, and of course meetings.

One educational session was a PMN class. What I learned in the class is equaled only by the experience of getting to meet, learn, and network with WCR members from all over the country, and hear how real estate is conducted in different states. I got many ideas and fresh perspectives that I'll implement in my business and in our chapter. *When you have the opportunity, plan to attend a PMN course ! It's the BEST education available.*

The WCR meetings started with an hour of networking with State President Sharon Eddings, 2012 State President Valois Hounsel, National President Margo Willis, and 2012 National President Bobbie Nelson. Texas was well represented. *What an opportunity...to talk face to face with, and learn from, NATIONAL LEADERS.*

Our committee meeting day started off with Strategic Forums. I chose to attend Effective Chapter Operations where we explored ways our chapter could create more meaningful experiences for our members, and develop leadership within local chapters (a challenge for chapters across the country).



"Surviving Your Serengeti: 7 skills to Master Business and Life" followed. Take the quiz at www.whatanimalami.com, then post your animal on the Hill Country chapter facebook page. I'm guessing there are a bunch of **crocodiles** in our chapter!

At the General Assembly we met candidates for National Office and recognized new PMN designees. I'll be one of those soon!! *Won't you join me?*

Next came the Annual Business Meeting with elections. *As official delegate from Hill Country chapter I voted for the nominated slate.* Then attended "Best Practices Session for Local Chapter Officers".



A highlight of our meetings was a special presentation by NAR Chief Economist, Dr. Lawrence Yun. The good news is, according to Dr. Yun, it will take only nominal improvement in the median sales price of homes across the country to make a huge positive difference in our struggling economy.

Next came two awesome educational sessions with great ideas about how to increase profitability. "I guess I'd better get those ideas into place right away". Then the installation of incoming National President Bobbie Nelson and her 2012 leadership team. *What an outstanding group of qualified professionals!*

The conference ended with Governing Board and the opportunity to see your national leadership, including our NAR liaisons, in action, bringing it all together and showing us *the influence of WCR in NAR.*

I spent some time attending a few NAR sessions. National Conferences are special events with so many opportunities for networking, education, and checking out the latest tools to make our work and personal lives more productive and profitable.

Thank you, Hill Country chapter, for the opportunity to represent you at this awesome event. I look forward to implementing ideas that benefit our chapter members.

I hope you'll attend not only our local chapter meetings this next year, but also State and National meetings. *You'll be amazed and empowered!*

WCR/TAR Meetings YOU should attend !

Here's YOUR chance to enjoy some of the same great educational and professional networking opportunities I enjoyed at the National Convention. **HOW ?...**



Attend the WCR/TAR state meetings in Nearby AUSTIN in February and San Antonio in September



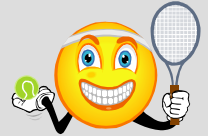
Put this in your plan for 2012 and watch for details

Cindy Ferrell Moore won a year coaching valued at \$5,300 at TAR !!

Spotlight on Members...

Each issue we'll tell you more about your fellow Hill Country chapter WCR members

Did you know...Gloria earned her CCIM and plays tennis for relaxation...



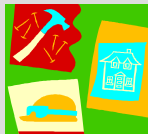
GLORIA ELDER earned her salesman's license in 1972 & broker's license in 1974, doing mostly farm and ranch sales for the first 6 years in Gonzales county. Gloria served as President of Brownsville/South Padre Board of REALTORS®, then moved to Austin where she and her husband Bob opened their own firm—Hacienda Real Estate, Inc. before moving to Seguin in 2000, joining Karen McMillan REALORS® in 2002.

Gloria has earned numerous designations, including ABR,CCIM,CIPS,CRB,CRS,GRI, and the previous WCR designation of LTG. She served as the State CRS President in 1998. Earning her CCIM in 1996 by satisfying the demanding resume of commercial sales, along with the courses and grueling 6-hour exam, culminated in the very happy moment when she received her plaque and certificate!

Gloria & Bob have children & grandchildren—the last three grandchildren in college at UTSA, Southwestern, and Texas A&M. She plays tennis for fun and relaxation, and recently her super senior+ team represented San Antonio at Sectionals in Austin...lots of fun!

You may have something in common or be able to help each other, personally or professionally

But don't wait for the next issue, talk to fellow members, get to know them, and share your talents



Did you know... Kathy skydives and works with the Builder's Association...

KATHY SEEGER feels that in today's challenging market it is nice to be connected with top professionals in the industry. Through her affiliation with Women's Council of REALTORS® for 10 years she has experienced great **networking** opportunities and has been able to **increase her business** and have established **lasting friendships**.

Kathy has an Associates Degree in Business Management and 12 years banking and lending experience working as a Branch Manager for a Texas-based bank. She joined the Alamo Title team as Assistant VP of Marketing December 2001, working closely with her Alamo Title Escrow teams in New Braunfels, Bulverde, and Universal City offices. She recently ranked Top 10% nationally in residential sales with the Fidelity National Title Group.

Kathy is active in her communities by being involved with the Chambers of Commerce in Seguin, New Braunfels, and Schertz. She is also a member of Seguin Sunset Lions, Greater New Braunfels Home Builder Association, Seguin Board of REALTORS®, & New Braunfels/Canyon Lake Assoc. of REALTORS®.

Outside of work, Kathy enjoys traveling, riding the Harley with her husband, skydiving, spending time with family, bay fishing, and going to the beach with friends.

**RENEW
NOW**

So you
can get
to know
your
fellow
WCR
members

Who
knows?
The next
transac-
tion may
be easier
if you
already
know the
person.

Or you
may find
you
enjoy the
same
hobbies
or
interests
“outside
real
estate”.

**RENEW
NOW**

Did you know...Candy has a fiancé, 3 children, 3 dogs & 2 cats...



CANDY WILLIAMS, a loan originator since 2002 has worked with PrimeLending for 6 years, where she's well respected as being knowledgeable about loan products and not afraid of difficult situations. Specializing in Renovation Financing allows her to participate in revitalization of many older, or neglected homes, which in turn revitalizes entire neighborhoods. She is passionate about helping 1st-time homeowners and those who feel they can't buy a home.

Candy grew up in West Texas, moving to San Antonio as a teenager, graduating from Southside High at the top of her class. She's been in the financial world for about 20 years, working in the insurance & financial service industries before moving into finance.

When not working, Candy enjoys her family, which includes her fiancé, Jorge, 3 children, Marina, Guinevere & Marty, 3 dogs & 2 cats. Marina is a freshman at Colorado State University, studying Wildlife Biology. Guinevere & Marty attend Smithson Valley Middle School, as competitive athletes making excellent grades. At least once a week Candy can be found at a sporting event watching her kids compete. During the remainder of her free time, Candy loves to read, enjoys writing and learning more about photography. She likes live music and to browse flea & craft markets on the weekends.

As a member of SABOR Candy will be serving on Affiliate & Programs Committee in 2012. She will be secretary for San Antonio Independent Real Estate Professionals, and will serve on the Communications Committee of the Hill Country chapter of Women's Council of REALTORS®. She is also an active member of San Antonio Real Estate Broker's Organization, the San Antonio chapter of WCR, and the Texas Mortgage Banker's Association.

How many members do you really know?



LINDA PINSON in her private life is known as “the pie lady”, baking for family, friends, clients, and work associates. She enjoys interior decorating, spending time with family & friends and, when time permits, sightseeing different areas of Texas, and traveling. She says Italy was her favorite destination.

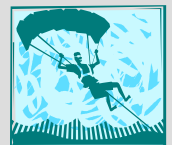
Linda grew up in Dallas, married and started her family before moving to New Braunfels 40 years ago. She assisted her husband in his business before becoming a licensed REALTOR® in 1994. She has two grown daughters. Kim Pinson Winkler & husband Chris reside in Burnet where she is Exec. Director of the Chamber of Commerce. Kim is the proud mom to Linda's teenage grandchildren. Case attends MidWestern University at Wichita Falls and plays football. Ryan is an accomplished vocalist & dancer and a member of the Highlandette's drill team. Reagan plays soccer, basketball, loves animals and horseback riding. Her other daughter, Pamela Pinson Brown, who lives in San Antonio, is associated with an auditing firm.

Linda enjoys meeting new clients and making lasting friendships with them. This attention to clients and the knowledge gained attaining the ABR, ALHS, CRS, and GRI designations are some of the reasons she's a Platinum Top 50 finalist nominee and a top-producing sales agent at Mickey Ferrell (NB). As a widow, Linda helps others cope with loss and is active as a community service volunteer for many organizations.

Linda has served on the NBCLAR and WCR executive boards and various committees. She says her 9 years as a WCR member has been an enjoyable opportunity to network with other members and take advantage of the education provided.

Now to something you probably didn't know about Linda...

She parasailed on her 60th birthday! It's evident she enjoys life.



Parting Words from 2010 Local Chapter President Sydney Miller

I *THANK* Each Member Of the Hill Country Chapter For Allowing me the Opportunity to Serve as Your 2011 President





Our year of leadership began one weekend in October 2010 at Lake Conroe for WCR Texas State Officer Orientation. A great weekend of learning and teamwork!



Our first adventure as a team was to perform a skit demonstrating our goals for the 2011 year so we labeled ourselves—The WURST Chapter in Texas! ... Where Wurst is the best! Let's just say we represented the Hill Country proud.

Then on to the "Back Forty" for a retreat with a precious past State President Carolyn Wyckoff and our very own 2010 Entrepreneur of the Year, Pat Farrell. Rumor has it the "deer in the headlights look" was seen! Challenges...we had them. But we agreed that "Together Each Achieves More". We would tackle these challenges and the rewards would be EXCITING. At the end of the day it was about benefitting you, the MEMBERS. We hope we have succeeded in your eyes.

Items we can check off our checklist of goals for 2011:

- **New Members**—*check*—13 new national members
- **Affiliate Members**—*check*—4 new affiliate members
- **Fundraisers**—*check*—Huge Tweek Your Chic turnout and SUPER successful 1st ever Bras For A Cause. We donated \$5,000 to Susan G. Komen from the live auction bras and raised \$9,000 for the chapter. 
- **Outreach & Community Involvement**—*check*—another great year! Contact information for EACH member of the Hill Country chapter was listed in the program for Show & Tails Dog Fair. The lights went out and that caused excitement; the outside temperature was 106 where we were cooking hot dogs, and the Oscar Meyer Weiner Mobile proved interesting for the children. 
- **Networking**—*check*—Speed Networking was awesome! What a great opportunity for each member to speed network with other professionals and businesses from around the area. And don't forget the wine social in Gruene.
- **Education/Programs**—*check*— provided valuable programs for each business resource luncheon.
- **Annual Affiliate Appreciation Bowling** — *check* — A lot of fun! A huge **THANK YOU** to all our affiliate and strategic partners.

Thank you to those who led me in this direction. It was an awesome experience that I hope many of you will aspire to take on. You will not regret it!

I look forward to seeing each of you in 2012 as we **Set Sail With Marty, Melissa, Chyrel, Isaac, and Natalie!** They've already been to their "Back Forty" retreat with past State President Carolyn, and have set member-benefit centered goals for 2012.





Women's Council of REALTORS®
Hill Country Chapter

Newsletter Editor: Chyrel Madden
Submit articles to:
cmadden@NewBraunfelsHomes.com

JOIN NOW! Call

Melissa Elizondo **830/387-4917**
Vice-President, Membership
E-mail: Melissa@keyrealestatenb.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



Kelea Piper,
San Antonio Campus
10000 San Pedro, Ste 100
San Antonio, Texas 78216



First American Title

New Braunfels office

THANK YOU !!

2011 STRATEGIC PARTNERS, Hill Country Chapter

Your support and active involvement is VITAL to the success of our chapter.

Women's Council of REALTORS®
And the TEAM Concept

Here's how it works...Each Officer, Melissa, Chyrel, Isaac, Natalie, & Sydney is a Team Leader, with 12-13 team members to communicate with.

The goal...To ensure better communication among members of the chapter.

Each team leader will stay in touch with their team members, reminding them of important dates, events, and goals of the chapter, so you don't miss any meetings, socials, or deadlines.

For instance, your team leader will be calling to remind you to RENEW so you can continue to enjoy the many benefits of WCR. You'll also hear about motions in Governing Board that affect you, as a member.

Next, you'll be reminded about the upcoming January Business Resource Meeting, and making sure you notice the change of location to McKenna. Be assured it will be information you can use when it comes from your team leader.

And, as with most team sports, we'll give points for making a reservation, attending a meeting, fundraiser, or orientation, serving on a committee, etc. But don't wait to hear from your team leader or team members...give them a call or e-mail and enjoy the camaraderie of other WCR Hill Country chapter members.