

Second Quarter 2010

Volume 1, Issue 2

Special dates to remember:

- Order your WCR Hill Country cook-books NOW
- Strategic Partner Appreciation Bowl-ing Night, July 15th
- August 12th, Texas State Chapter President visits Business Resource Meeting
- August 28th, Show & Tails Doggie Fair
- WCR/TAR, Galves-ton, Sept. 9-13
- Fall Wine Tour — watch for details
- WCR/NAR, New Orleans, Nov. 3-7
- WCR Hill Country officer installation

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

Local Chapter President's Message

by Carol Ann Collette, 2010 LCP

There has been a lot of talk about the PMN classes within our chapter for the past month. We devoted the Business Resource Meeting in June to learning more about this designation. Performance Management Network (PMN) is a REALTOR® designation that is built from the ground up to bring you the real-world skills, the know-how and the tools that will keep your business out front and on top of a lightening-fast market. This designation is unique to the REALTOR® family of designations, focusing on the idea that in order to enhance your business you must enhance yourself.

By becoming a PMN designee, you'll show your clients you are committed to ongoing education & professional excellence.

You will show your colleagues you understand and value the importance of a powerful network of business connections.

To earn the PMN designation you must be a REALTOR®, complete at least three of the five PMN courses, and submit documented evidence of closed referral transactions within the past 24 months. Association Executives, REALTOR® Associates and eligible members who do not list or sell have different criteria for earning the PMN designation. Many of you have already earned this designation and you are to be congratulated. For those of you who have not, our Hill Country chapter education committee is providing PMN course opportunities that will enable you to receive your designation during the



next four months. Earning this designation is an important commitment to the success of your business.

No one is more committed to helping you succeed in business than our Affiliate members. This year a Bylaws change restructured the dues formula for our Affiliates and they graciously accepted these changes and continue to support us in various ways. Hill Country chapter could not survive without having the commitment of the professionals whose companies are our Strategic Partners.

(Cont. on pg 3)

Hey, Good Lookin'... What Ya' got cooking?



The WCR Hill Country cookbook is coming soon! Order forms are available on the website (www.wcrhillcountry.org) for only \$10 each.

With nearly 200 recipes from over 50 contributors, including recipes from some of our area chefs and of course some of the best from your WCR colleagues, this is a "must have" item.

Where else can you find Pam's real estate meeting breakfast

casserole? or Lesley's best spaghetti & meatballs? or Carol Ann's cookies? or Mickey Ferrell's milk punch (not for the youngsters), all in one convenient location?

The cookbook features Main Dishes, Desserts, Appetizers, and more. Recipes range from elegant gourmet preparations to quick and easy. Every cook knows that some of the best recipes come from collections like this.

Thanks to all of our members who contributed some of the best from their own kitchens. A special note of gratitude to Marty for the arduous task of inputting the information and to Bev Morris for doing the painstaking editing and proofing of the recipes submitted. I'm sure many gastronomical flops were avoided due to her efforts.

Support your WCR chapter!! Order one for yourself. Pick up more copies for closing gifts.

Bon Appetit!

Membership deadline for the State Contest "Born to be Wild" is August 31st

Don't miss out on the benefits of being a member!

Join TODAY!

Mobile Receipt reduces the hassle of keeping up with receipts!



WCR Texas State Membership Contest ... "Born to be Wild"



It 's a CONTEST!

WCR Membership Drive, till August 31st.

The Hill Country chapter's goal is **7 new national REALTOR® members** by August 31st to qualify as a winner in the State contest.

In order to encourage and reward you for working to meet this goal, we have extended the **\$250 CASH AWARD CONTEST** for anyone who sponsors 5 or more National members Jan 1 to Aug 31. We have some contenders working for a win. Let's give them some competition!

Please help us meet this goal by talking to your friends and associates about the benefits of membership in our local chapter. Professional opportunities, personal support, up-to-the-minute sources of information and networking opportunities help us stay on top and out front of the evolving real estate market.

Have membership applications on hand, help the new member complete it, then contact and deliver application to: Pam Beierlein, VP-Membership, 830-964-4523, pamb@cbharper.com .

Applications are available on the chapter's website at: www.wcrhillcountry.org . Enter \$35 for State dues, \$15 for Local dues, & Total dues of \$136.

Your membership is valuable to you, to our chapter, and the National organization. Each of us, standing side by side, makes our professional organization strong. Membership allows you to **Learn More, Earn More, and Grow More.**

Join as soon as possible and recruit others. We are depending on YOU to continue to be an award-winning chapter !

Technology Tip for Today's REALTOR®

Mobile Receipt, by Margaret Hollingsworth, Business Development Representative, Independence Title Company



Do you dread scrounging for receipts and organizing them into a readable format when it's time to file your income taxes? Mobile Receipt, by Mitek Systems, Inc. reduces the hassle of keeping up with receipts by allowing the user to take a picture of any receipt, enter in the receipt details, and generate an expense report — all with the use of an iPhone.

Users can download the Mobile Receipt app through iTunes. The FREE version allows 5 receipts per month, the Basic version allows 30, and the Pro allows unlimited receipt tracking each month.

Users simply take a picture of a receipt with the iPhone's camera. The picture of the receipt is automatically cropped, and scaled.

Enter the receipt amount, select payment type (cash/credit card), and record any notes about the expense. Assign an expense category (food, lodging, airfare, etc.) and then you can review, edit, and search your saved receipts. From here you can create an expense report that is e-mailed to you.

Setting up an account is easy. Go to the iTunes store and select the Mobile Receipt app. After installation, use your primary e-mail, create a password, and you're ready to go! Car mileage and driving distance can also be recorded with this application.

Just another tip to help you stop wasting time that could be spent in business-generating activity!

President's Message (cont. from pg 1)

I urge each REALTOR® member who is fortunate enough to network with our Affiliates to show your appreciation by giving these members your business whenever you can.

June is a great month for making and remembering commitments. I hope that you, as a member of Hill Country chapter, will not only remain committed to building your own business but will recognize the value and benefits of being a committed and vital part of the National Women's Council of REALTORS®. Committed volunteers are the lifeline to each local chapter. Continue in the service you volunteered for this year and please give careful consideration to how you would like to serve your local chapter next year.

I look forward to seeing you at our next meeting!

NEWS—NEWS—NEWS

7 Ways to Become an Online Marketing GENIUS

If you've ever wondered how to capture all the advantages of marketing online, then here's your chance... and it's **FREE** (another WCR benefit).

WCR Governor Sylvia Seabolt will visit our chapter for the October meeting (10/14) and bring us the latest in online marketing.

Sylvia is a "techy" guru with the ability to pass on the information in an understandable and quickly usable manner.

Plan now to attend the Oct. 14th meeting.

Report from District B Meeting, WCR, South Padre, Texas by Sydney Miller



South Padre...what a great location for learning and making new referral contacts with other Women's Council of REALTORS® members.

From the latest in marketing tips to chapter business, and a FABULOUS presentation by Kay Kerr "Improve your communication skills...Improve your life", there was something for everyone at the District B meeting.

I hope all of you will choose to attend future District, State & National meetings. You'll meet the most dynamic, professional group of individuals.

I can't begin to tell you what my

involvement in WCR has done for me personally as well as for my business.

I was simply asked to handle registration for a District meeting and that started the ball rolling.

Now I find myself comfortable and confident in my personal and business dealings.

Get involved – you'll see the benefits.



"These meetings offer up-to-date information and networking opportunities."



SHOW & TAILS DOGGIE FAIR

Fundraising event for PAWS

Come out and have a "doggone" good time as WCR Hill Country chapter kicks off it's community outreach event at the Comal County Fairgrounds on August 28th.

SAVE THE DATE

No "bones" about it...you'll have fun with show and tail, dog trots, and of course...hot dogs!

Fun for the whole family...vets, groomers, food vendors, trainers, pictures, races, dog houses, and much, much more. Come enjoy yourself and support our "pet" project.

THANKS to sponsors Woods Cycle Country, Plantation Homes, and NB Signs & Designs.



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*Special
 THANKS to our
 STRATEGIC
 PARTNERS !!*

*You are vital to the
 success of our
 chapter!*

Strategic Partner
Appreciation
Bowling Night
July 15th



Teams register at 5:30

Texas 1031 Exchange

First American Title Company

Independence Title Company

First State Bank

Envoy Mortgage

Nationwide Insurance

Champions School of Real Estate

Plantation Homes

Home & Business Inspections

Loshaw Construction

NB/& Design



Thoughts from the June 11th Performance Management Network class...

”Networking & Referral Systems”

I absolutely LOVED it! Not only was I re-energized with new ideas from 2009 WCR National President Becky Hill and my classmates, I actually made new connections with REALTORS®. I obtained a wealth of information on websites and programs available to help grow my performance and management skills.

Thanks WCR Hill Country chapter for bringing these wonderful classes to us locally!

—Rebecca Lightfoot, REMAX Genesis—

**Make plans NOW to attend the 2-day session on
 September 23rd & 24th.**

Harnessing the Power: Skill Based Performance Management, and Effective Negotiating for Real Estate Professionals.

Go to www.wcrhillcountry.org for information and registration...**Don't delay!**

Why Earn the Performance Management Network Designation?

Your customers are savvier and more demanding. There's more and more information, but less time to process it. The competition is fiercer and faster than ever.

By becoming a PMN Designee, you'll show your clients that you are committed to ongoing education and professional excellence, and you'll show your colleagues that you understand and value the importance of a powerful network of business connections.

Note: Classes qualify for MCE credit and count as elective credits for ABR designation.



