

Second Quarter 2011

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

Volume 1, Issue 2

DATES TO REMEMBER:

- **FREE seminar, Power of E-mail Marketing, July 12, Marriott, 1-3 (Pg 2)**
- **WCR Social at Grapevine Outdoor Garden in Gruene, with FREE Wine Tasting, July 28, 5-7 (Pg 4)**
- **WCR Business Resource Meeting—Marriott, August 11 with ELECTION OF 2012 OFFICERS**
- **New Member Contest deadline—August 26 (Pg 3)**
- **Show & Tails Dog Fair—Aug 27 (Pg 4)**
- **WCR/TAR Convention, Austin, 9/9—9/14**
- **Bras For A Cause—Sept. 29 (Pg 6)**

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



The Hill Country chapter committees have definitely been hard at work to achieve many goals set forth at the beginning of the year to BENEFIT YOU, our members of the Hill Country chapter!

running. My family just welcomed our new puppy so we are ready for a day of fun at this event.

Hats off to the Education/Program committee for a splendid quarter of education. "Networking At the Next Level" presented by Kelea Piper of Champions School of Real Estate...what a great program. Who did you choose to get to know better? What partners will receive the FREE book?

"WOW" would be the description for the PMN/MCE class "Business of Your Business". How exciting for our Hill Country chapter to be able to aware 5 scholarships for non-officer members to attend this joint meeting where they not only gained valuable information but also had a chance to meet members from San Antonio & Highland Lake chapters. Another huge **THANK YOU** to our *Strategic Partner*, Champions, for their ongoing support of WCR chapters.

May brought thunderstorms on the day of the UNREAL Olympics scheduled for Landa Park. Keep those teams practicing; they are being rescheduled. June rounded out the quarter with Jesse T. Murphy speaking on "Keeping Your Money", with good pointers and information about marketing and advertising to keep you out of trouble.

CATCH THE WAVE! State membership contest is on NOW through August 26th. You are a member of the 12th largest women's organization in the country. You are also a member of the 2010 MEGA STATE CHAPTER OF THE YEAR! Invite others to join us.

THUMBS UP to the Ways & Means committee. Great turnout for **Tweek Your Chic** at William Edge salon. A huge THANK YOU to **William Edge Salon** for their services. Everyone looked beautiful!

Check out the "DATES TO REMEMBER" column at the left to see all that's happening in the Hill Country chapter — don't be left out.
See you there,
Sydney

Ways & Means is also busy with our 1st Annual **Bras for a Cause** with a portion of the funds donated to Susan G. Komen. If you haven't seen or heard the BUZZ, don't miss out.

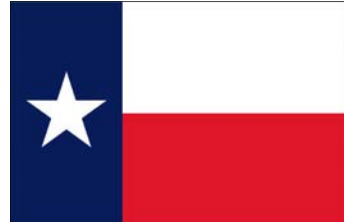
WCR's 2nd Annual Show & Tails Dog Fair is off and

Volunteer for this important part of our meetings by contacting Brenda Arrazate, at 830/626-6629. →
Ask these members about their experience.

MEETING NEWS by Brenda Arrazate, Pledge/Inspiration Chair



lead us in inspiration/prayers and pledges.



January: Brenda Arrazate & Isaac Mahone.

February: Vera Hardy and Pam Parsons.

March: Glenda Schulz (Lord's Prayer followed by Peace Be With You hugs), while Amy DuBose of SMBOR led pledges.

April: Judy Hickman and Gloria Elder.

Two of the most important agenda items at all WCR meetings is to thank God for all he has provided us and to honor both the US and Texas flags.

June: Paula Vaudt and Tamara Tapman.

This year we have been blessed by having the following members

THANK YOU to each of you for graciously coming before the group and giving to your WCR chapter. You help us remember to not only thank God but also those who have fought for our freedoms.

FREE !

Power
Of E-mail
Marketing
Seminar



Another
Benefit
Of
Belonging
To
Women's
Council
of
REALTORS®

WHEN:

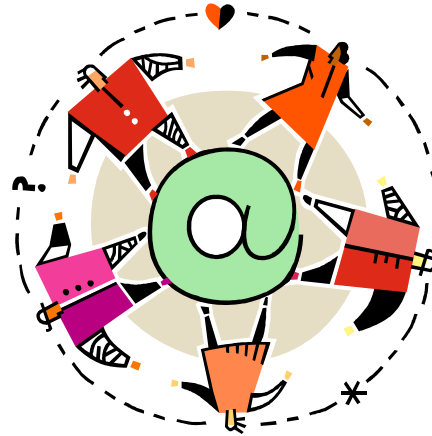
July 12th,
1—3 p.m.

WHERE:

Marriott

COST:

\$ 0



WHO SHOULD ATTEND?

Anyone who wants to learn new skills and improve their e-mail marketing efforts... isn't that EVERYONE??

“The Power of E-mail Marketing for Businesses and Entrepreneurs”

This seminar will show you how to:

- Reach more people with your message;
- Create e-mail campaigns that get results;
- Get your e-mails opened and read;
- Write compelling subject lines and copy;
- Interpret e-mail campaign results (open-rates, bounce-rates, click-thrus, etc.)
- Examples of successful e-mail campaigns; and
- Discover NutshellMail—free tool aggregates your social media messages into e-mails.

THIS MONTH'S “TECHY TIP”

By Isaac Mahone, First American Title

What does the Women's Council new mobile app mean for you and your real estate business?

It means the entire membership directory is conveniently available on your mobile device. It means FREE education tools, videos, how-to articles and more, right at your fingertips. You can even update your contact information and your Member Expertise Profile on the fly!

**Women's
Council on your
Smartphone!**



You can download Women's Council's FREE mobile app for: iPhone, iPad, Android, and BlackBerry Storm 2.

Just go to www.wcr.org. On the home page click “get the app”, or go to iTunes.

Check this out
TODAY
and start using one of the many tools provided by WCR.

**Hill Country Chapter, Women's
Council of REALTORS®**

Slate of Officers for 2012



President
Marty Chrisman



President-Elect
Melissa Elizondo



Vice President, Membership
Cheryl Patterson



Secretary:
Isaac Mahone



Treasurer:
Natalie Land

Slate for 2013 Nominating Committee Members

Chair: Sydney Miller
Members: Vera Hardy
Christina Layh
Mary Ann Carter

Alternates: Tracy Norris
Gloria Elder

Voting for the 2012 officers will take place at the August 11th meeting if a quorum is present.

Nominations may be taken from the floor. Anyone nominated from the floor must have signed a "Consent to Serve" form which is submitted to the Governing Board.

**Make plans now to attend and
make your vote count!**



**Membership
Report**

Great News!

Our chapter has
42 ACTIVE National REALTOR® members
05 ACTIVE National Affiliate members

But here's even better news...

We're having a **new member contest** with
Prizes, prizes, prizes for the winning team.



Our chapter goal is 6 new National members by 8/26/11. To do this, 6 teams will be formed, responsible for 1 new member each. The team with the **MOST NEW NATIONAL MEMBERS** will win the prizes.

Hopefully you're already on a team...
if not, call Melissa @830/387-4917
or Cheryl Patterson @830/305-0249
and get started recruiting today.

Share the excitement of WCR !

CONGRATULATIONS to member Mark Hampton for being awarded the **COMMUNITY LEADER AWARD** by the Texas State Chapter of WCR.

"Nominees must have contributed to a program that improves the livability of a local community through a significant contribution of personal time."

What an honor for one of our members to be recognized by the State chapter!!

Community Outreach

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*

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

*Costume
Contests*

*Rescue
Groups*

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

*Training
Demos*

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>



FREE Wine Tasting

Provided by Hill Country chapter, Women's Council of REALTORS®

WHERE? Grapevine Outdoor Garden in Gruene

WHEN? Thursday, July 28th, 5 to 7 p.m.

WHY? To socialize with members and guests

-- Mark you calendars now for this FUN social --

Life Lessons*by Christina Layh*

*Fact:
The more
We are
Capable
Of doing,
The more
We engage!*

As real estate professionals, it's easy to get caught up in the iPhone's, Androids, apps, whirlygigs, hoo ha's, and gizmos that seem to make our world go around. It makes you wonder how we ever did without promulgated forms, smart phones, and keyless entry. I've heard stories that many years ago offers were hand delivered and MLS listings were published in a monthly catalog! "gasp" Say it wasn't so!

All of this technology was designed for us to have more spare time, to make things move faster and increase convenience but I, like many of you, may be finding yourself busier than ever. We've all learned to check e-mail, cook dinner, listen to the evening news, and chew gum at the same time. Fact: the more we are capable of doing, the more we engage.

Technology is great, but have you ever felt like you spend more tech time than face time these days? I've compiled a list of a few social graces that should make a comeback.

Smile When You Talk:

Whether you are on the phone or in person, smiles are powerful. They garner trust, create connection, establish influence, and invite people into your story. It's hard to miss that person with twinkly wrinkly eyes. Their whole face lights up! Smile when you are alone, it boosts your mood and health. Smile when you are with somebody; it may make their day. It makes people feel good and doesn't cost a thing.

Put the phone down during a conversation...or put the conversation down during the phone:

How often are we at lunch with a friend and the phone dings. We find ourselves in the middle of a conversation while replying to an e-mail or text at the same time. I'm guilty! As professionals, we can't always leave that memo for the next half hour but we can say, "excuse me, I have to take this really quick and I want to hear the rest of your story". It lets the person know that you want to

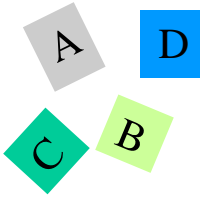


offer your full attention. You get bonus Points for finishing your text and picking up where you left off, "you were saying that your father-in-law drives you nuts when...". As a side note, cell phones should never occupy a dining table. Put it on vibrate and set it behind your knee, in your pocket, or in your lap.

Eye contact:

This skill is becoming increasingly hard to find, especially with young people. They are so accustomed to texting or messaging friends that carrying on a real conversation can be difficult. Eye contact shows attention and is the single most important non-verbal communication you can offer. If you are uncomfortable with direct eye contact, you can look at a nose or eyebrow, or just the face in general. But if you are looking over their shoulder for the waiter to bring food or scrolling through facebook updates they will notice.

(Cont. on Pg 8)



HAVE YOU HEARD ABOUT BRAS FOR A CAUSE YET ?

If you haven't, wake up! This fundraiser is slated to be THE EVENT of the season. And the best part? Our very own WCR is the host.

It's a night of bra-wearing firefighters, food, music and silent auction, with *100% of the live auction proceeds going to Susan G Komen foundation*. What's better than a worthy cause where we have FUN in the process.

How does it work? First, buy a ticket, then show up Sept 29th at 6:30 in cocktail attire for heavy hors d'oeuvres, entertainment, & a cash bar.

SPONSOR LEVELS ARE AVAILABLE...

"A" through "DD" cup levels, with "D" & "DD" sponsors guaranteed to be on the live runway. Live runway may also include levels "C", "B", & "A" to make up a maximum of 12 bras for the runway.

Our goal is 12 firefighters in bra attire on the runway. "A" thru "C" cups will be auctioned in a "Chinese Auction" with WCR hostesses escorting firefighter models to tables where guests can purchase tickets for a drawing to win that bra at the end of the night.

Can you believe it...our Mistress of Ceremonies will be KNBT radio personality, Tiffany Mayne!

We are seeking sponsors who wish to purchase a bra in honor of someone that has either survived or succumbed to breast cancer. The sponsors will be able to write about the person they are honoring to share the story "behind the bra". Let's get together to honor the brave folks who fight this disease and show our support...s!

What better way to raise awareness about breast health than through the garments that support them?

Where do you come in? This is a BIG DEAL for WCR! We need proud women and men who believe in the cause to be the face of this event. There's a lot of work, we'll need help...



Cup Sponsors from A to DD (see our website for more info)



Silent auction items: Challenge to each member—donate an item that can be sold for at least \$40. Attach your business card if you wish.



Decorations



Set up and Tear Down



Check-in



Volunteers to escort "models" around the room for Chinese

Auction ticket sales



Volunteers to help "models" don the bras and help get ready for the runway. These spots will be snapped up rather quickly—act NOW !

We need your help to make this successful. If you want to be a part of it.

Contact:

Sally Singley @ www.wcrhillcountry.org or call her at 210/723-5798.



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@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



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



First American Title

Isaac Mahone, New Braunfels office
2011 Chapter Secretary

THANK YOU!!

2011 STRATEGIC PARTNER, Hill Country Chapter

Women's Council of REALTORS®

Facts, Figures, & Other Things You May Not Know about WCR

- **Total current members:** 12,800; ranked 12th among 700+ U.S. Women's Organizations
- **Chapters:** 289 with average chapter size of 43 members, & 29 state chapters (we have one in Texas!)
- **Age:** 55 years with 17 years experience (experience among ALL REALTORS® is only 7 years)
- **Referrals:** **9,600 annually refer to business to another WCR member**
- **Value of Referrals:** **\$19,040 annual value of WCR to WCR Commissions...\$ \$ \$ \$**
- **Education:** Performance Management Network (PMN) designation courses, an NAR-recognized designaton.
- **New Online Course:** The Business of Your Business: Formula, Financials, Function & Freedom
- **E-newsletter:** Provides practical tips and strategies monthly to take your business to the next level.

Life Lessons (Cont.)***by Christina Layh***

(Continued from Pg. 5)

**Shake hands like you mean it:**

Do not squish my hand with your mighty force. And do not slip me your fingertips with the consistency of a dead fish. A proper handshake should connect the webbing of the thumbs. You should squeeze about as much as it would take to leave an indentation on a new tube of toothpaste. Not too much, not too little.

**Put a face with a name:**

I'm ashamed to say that I've done business with others in New Braunfels for over a year and have not seen the faces of many. I'm always surprised to encounter them at networking functions and finally put a face with a name. How many of us have friends on facebook that we've never met? If you have time, pop in their office just to say hello. Don't confetti them with cards (one will suffice) and don't take more than a couple minutes of time. That doesn't happen often in this industry because time is money. But I respect people who do that and make it a point to send them more business.

**Write a Thank You note:**

Nothing takes the place of a handwritten thank you note. Generally you send a letter to somebody who spends 30 minutes or more of time for you. So if you are invited to dinner, received support on a committee, help moving, etc. take the time to write a note and send it snail mail. E-mail just isn't the same. There is a manager in town that sends a thank you note for every property I rent for him. As a leasing agent, it makes me want to rent more for him because he's easy to work with and nice. I also send out thank you notes to everybody I move in. I've gotten calls to thank me for my thank you notes! Furthermore, I keep a drawer of thank you notes I've received. When I have a bad day, it's a great go-to for a boost. If that person has provided significant help, consider including a gift card to their favorite coffee shop as well.

Truth is, we'd all be a bit nicer if a few niceties made a comeback. Manners don't need to die with corded phones and fax machines. Right?

Did I miss something? Let me know!

We Need YOU!

Committee positions available. Contact the committee chair for more info...

Programs & Education, Yvonne Karkut, 830/620-5111

Membership, Cheryl Patterson, 830/305-0249

Bylaws, Linda Knell-Schoening, 830/708-4457

Ways & Means, Christina Layh, 830/387-4917

Newsletter, Chyrel Madden, 830/708-5560

Hospitality, Dee Osbon, 830/629-5959

Strat Partners, Vini Shah, 210/663-6867

Inspiration & Pledge, Brenda Arrazate, 830/626-6629

Retention & Recruitment, Amber Vanlandingham

830/626-1144

Awards & Recognition, Pat Farrell, Melissa Elizondo, &

Julie Hammock

